



J. D. BIRLA INSTITUTE

(A Vidya Mandir Society Venture)

Affiliated to Jadavpur University

Accredited with 'A' grade by NAAC (in 2010)

8th April 2024

DEPARTMENTS OF SCIENCE, COMMERCE & MANAGEMENT

NOTICE

This is to notify all 1st Year (Sem II) and 2nd Year (Sem IV) M.Com students that the topics for their Seminar (MCOMC204) and Project II (MCOMC405) respectively have been approved and finalized as given below. Please note that there will be no change in the allotted topics hereafter.

Prof. (Dr.) Deepali Singhee
Principal, J. D. Birla Institute

1 st Year (Sem II) M. Com Seminar topics			
Sl.No.	Roll No.	Student Name	Topic
1	1	Anusua Debnath	Consumers' opinion towards Cosmetic Industry.
2	2	Isha Agarwal	Consumers' satisfaction towards credit & investment services of different banks in India.
3	3	Surabhi Ginoria	A comparative study on the brand loyalty in case of millennials and generation z in the apparel sector.
4	4	Saakshi Ranka	A Study on investors' towards mutual funds in India
5	5	Sufia Sattar	A Study on the adoption of digital payment by Indian youth.

2 nd Year (Sem IV) M. Com (Accounting and Finance) Project II topics				
Sl. No.	Roll No.	Student Name	Topic	Supervisor
1	2	Ani	A study on the financial performance of microfinance institutions in different regions of India: A comparative analysis.	Dr. Swapnapriya Sethy
2	3	Midhat Fatma Akbar	Influence of government expenditure, unemployment, inflation and household consumption in economic growth in India	Dr. Basudha Mukhopadhyay
3	4	Sneha Saha	A Study on Liquidity and Profitability Analysis of Selected Automobile Companies in India.	Ms. Pratibha Sharma
4	6	Ishita Ghosh	A study on financial literacy and its determinants among corporate employees in Kolkata City.	Ms. Pooja Sinha Roy
5	7	Vishakha Kedia	A study on evaluation of financial performance of pharmaceutical industry in India.	Ms. Sayoni Biswas
6	8	Rashika Jaiswal	Financial performance analysis of selected health insurance schemes in India.	Dr. Swapnapriya Sethy
7	9	Simran Agarwal	A study on the Preference of small businesses toward cashless payments in Kolkata.	Ms. Lavishka Jain

8	10	Ankita Jha	Impact of female literacy on economic growth: A case study on few selected states in India.	Dr. Basudha Mukhopadhyay
9	11	Simran Dua	Impact of We- Lead programme on employment of women in West Bengal.	Dr. Swapnapriya Sethy
10	12	Radia Parveen	A Study of housing Finance in India with reference to HDFC and LIC Housing finance Ltd.	Mrs. A.S.Manjulakshmi
11	13	Riya Kumari	A study on impact of Jio on financial performance of selected telecom companies in India.	Ms. Lavishka Jain
12	15	Samiksha Jalan	Investors' perception towards gold investment options in India.	Dr. Pritha Sen
13	16	Himangi Gupta	A study on the relationship between corporate social responsibility and financial performance of selected companies in India.	Dr. Pritha Sen
14	17	Roshni Malani	A study on financial literacy among Generation Z.	Ms. Lavishka Jain
15	20	Lisha Bachhawat	Role of behavioral biases in individual investment decision making.	Ms. Lavishka Jain
16	21	Simran Sharma	Role of loans from public sector banks in financial performance of selected micro small and medium enterprises- A study.	Mrs. A.S. Manjulakshmi
17	22	Khushi Agrawal	A study of retirement planning behavior of salaried employees.	Ms. Pooja Sinha Roy
18	24	Anjali Daruka	A study on factors influencing investment towards real estates in West Bengal	Ms. Pratibha Sharma
19	26	Khushboo Kumari	A study on investor preference towards tax saving instruments in India.	Ms. Sayoni Biswas
20	27	Palak Parakh	A study on relationship between working capital financing practises and risk and yield of selected manufacturing companies.	Mrs. A.S. Manjulakshmi
21	28	Sanjana Agrahari	A Study on Customer Satisfaction towards Credit and Investment Services of different Banks In India.	Dr. Basudha Mukhopadhyay

2nd Year (Sem IV) M. Com (Marketing) Project II topics				
Sl. No.	Roll No.	Student Name	Topic	Supervisor
1	1	Bhavya Jha	A study on impact of Instagram marketing & its influence on personal care brands.	Ms. Sayoni Biswas
2	5	Kriti Bhattarai	A study on the influence of food vloggers towards purchase decision among Gen Z and Millenials in India.	Ms. Pooja Sinha Roy
3	14	Tanvi Mundra	The relationship between service quality and customer satisfaction on selected Healthcare apps.	Dr. Namrata Maheshwari
4	18	Tanushree Bhutra	A Study on Factors Influencing the Consumer Buying Behaviour With Respect to Starbucks.	Ms. Pratibha Sharma
5	19	Yamini Patodia	Role of influencer marketing on consumer's perception, awareness and buying behaviour towards fashionable brands in garment industry.	Dr. Pritha Sen
6	23	Ritika Khanna	Factors influencing consumer's decision making towards YatriSathi.	Dr. Namrata Maheshwari
7	25	Haiqua Tanveer	A study on the impact of neuro marketing: Consumer buying behavior towards fashion industry.	Dr. Namrata Maheshwari