

### 1.3.2 - Number of courses that include experiential learning through project work/field work/internship during the year 2022-2023

#### DEPARTMENT OF COMMERCE

#### ACADEMIC YAER :2022-23

#### MINI PROJECTS

Sl no	REG. NO.	NAME	Topic
1	U19BU21C0037	BHUVANESWARI R	Marketing strategy of Hero Honda Limited
2	U19BU21C0016	RAHUL SR	Study of consumer behavior and satisfaction with Hyundai motors
3	U19BU21C0051	YANIA RIYA	Promotional strategy adopted by Tupperware
4	U19BU21C0047	MOHAMMED SHAQEEB	A study on digital marketing and its impact on revenue generation
5	U19BU21C0009	SYEDA MISBA	Marketing strategy on policy bazaar
6	U19BU21C0010	SYEDA SABA	Consumer perception and market strategy in Nestle
7	U19BU21C0012	CHANDANA NR	Marketing strategy of HCL info system
8	U19BU21C0106	VINOD KUMAR KG	Impact of social media on consumer behavior
9	U19BU21C0018	SATHYA. S	Micro analysis of SWIGGY
10	U19BU21C0028	DARSHAN BM	Consumer behavior towards readymade garments with reference to wills lifestyle
11	U19BU21C0045	HEMANTH M	Comparative research market size of cigarettes brand of ITC Ltd
12	U19BU21C0014	NAVYASHREE S	Market research and consumer satisfaction on Dabur products
13	U19BU21C0011	CHANDU BV	Sales and distribution of HUL products
14	U19BU21C0022	CHANDAN GOWDA R	To study the market shares and customer satisfaction with ITC food products

15	U19BU21C0015	PRAJWAL G	A critical analysis of market potential of insurance sector
16	U19BU21C0050	RANJITH KS	Marketing and Promotion of Online Trading Account and Share Khan Competitors
17	U19BU21C0034	MOHAMMED RAIYAAN	Analysis of different investment plan of Mutual fund
18	U19BU21C0006	JANAVI R	Comparative Analysis Among Stock Brokerage Houses
19	U19BU21C0030	CHAITANYA BM	COMPARATIVE ANALYSIS OF RELIANCE MUTUAL FUND WITH OTHER COMPANIES
20	U19BU21C0058	NITHIN. S	Comparative Analysis of Sharekhan & other insurance company
21	U19BU21C0019	SOUNDARYA BM	Comparative Analysis of Stock Brokers in Chandigarh Region
22	U19BU21C0032	ABHIRAM	Comparison of stock market India infoline
23	U19BU21C0038	HAMSALEKHA. M	Customer behavior towards reliance mutual fund
24	U19BU21C0008	SUHAS GOWDA G M	EMERGENCE OF STOCK BROKING FIRMS IN INDIA AND THEIR COMPARATIVE ANALYSIS
25	U19BU21C0026	PRUTHVI RAJ VA	FUTURE OF ONLINE SHARE TRADING
26	U19BU21C0029	MOHAMMED HUSSAIN K	MUTUAL FUND INDUSTRY IN INDIA
27		LUBNA	Mutual Funds Industry in India and its comparative analysis
28	U19BU21C0002	GAGAN HK	NEED OF FINANCIAL ADVISORS FOR MUTUAL FUND INVESTORS
29	U19BU21C0105	MANISH BRITTO K	Overview of the Indian financial market in respect to Indian stock market
30	U19BU21C0013	MANASA BM	ANALYSIS OF DISTRIBUTION OF FRAGRANCE PRODUCTS (Modi Ravlon)
31	U19BU21C0039	HARSHA VARDHAN M	CONSUMER BUYING BEHAVIOR TOWARDS PAINT SEGMENT
32	U19BU21C0042	SELVARAJ S	Comparative Analysis Of Various Branded Footwear in Delhi NCR
33	U19BU21C0017	UMMEHANI M	COMPARATIVE MARKET STUDY FOR SALES OF HINDWARE KITCHEN SINK & NIRALI KITCHEN SINK
34	U19BU21C0109	ADITHYA K S	CONSUMER BEHAVIOUR AND ANALYSIS OF THE BRAND LOYALTY OF LIQUOR DRINKER
35	U19BU21C0041	BHARGAV M.S	CONSUMER BUYING BEHAVIOR J.K. TYRE

36	U19BU21C0044	ARUN M	Consumer Perception of Mohan Meakin
37	U19BU21C0004	HARSHITH GOWDA VC	Customer satisfaction level at SG cricket bats
38	U19BU21C0027	NAMETH M	A study of Market Potential of Dabur Honey
39	U19BU21C0014	NAVYASHREE	COMPRATIVE ANALYSIS BETWEEN SAKHI AND FEMINA
40	U19BU21C0035	BISHAL SINGH R	CONSUMER AWARENESS ON BAJAJ LPG AUTO'S
41	U19BU21C0031	BHARATH SM	Electronic Payment Current Scenario and scope for Improvement
42	U19BU21C0021	SNEHA N	Comparative study between Flipkart and Amazon India
43	U19BU21C0020	VEDHA SHREE S.K	A Study on Marketing Strategies of Flipkart Based on Electronic Goods
44	U19BU21C0046	ANUSHA A	Customer Expectation From On-Line Marketing With Respect To Flipkart
45	U19BU21C0007	SAHANA T B	Study on Marketing Strategy of Pharmaceutical Industry
46	U19BU21C0001	GOWRIKA S	Customer Buying Behavior Ayurvedic Product
47	U19BU21C0025	RAKSHITH N	MARKETING STRATEGY ADOPTED BY BYJU'S
48	U19BU21C0052	ASHWIN KUMAR H	SALES STRATEGY OF HP (HEWLETT PACKARD) A CASE STUDY WITH FORTUNE MARKETING PVT LTD
49	U19BU21C0033	ARJUN K	Investment Management
50	U19BU21C0040	MANOJ R	MARKETING RESEARCH AND CONSUMER SATISFACTION ON DABUR HEALTH DIVISION
51	U19BU21C0108	TEJAS GOWDA M	STUDY ON MARKETING STRATEGY OF PHARMACEUTICAL INDUSTRY
52	U19BU21C0053	SANIYA SOFI	A STUDY ON SALES PROMOTION OF HOME FURNISHINGS AT FERROR DEK PVT. LTD
53	U19BU21C0024	PRAVEEN PAUL P	OPERATIONAL PROCEDURE OF ADVERTISING AGENCY
54	U19BU21C0043	SAGAR KUMAR JHA	A STUDY ON CONSUMPTION OF OTT PLATFORM WITH SPECIAL REFERENCE TO THE COVID-19
55	U19BU21C0099	ANANYA C R	A STUDY ON THE CONSUMPTION OF OTT PLATFORMS AMONG YOUTH
56	U19BU21C0005	HEMANTH KUMAR M	Factors Influencing the raise of OTT platform over traditional platforms

57	U19BU21C0112	YASHWANTH S	IMPACT OF COVID-19 ON SWIGGY & STUDY ON CONSUMER PERCEPTION AND SATISFACTION TOWARDS SWIGGY
58	U19BU21C0049	DHANUSH GOWDA R	THE EMERGENCE OF OTT PLATFORMS DURING THE PANDEMIC AND ITS FUTURE SCOPE
59	U19BU21C0114	SANJAY M	A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING STRATEGIES ON CONSUMER BUYING BEHAVIOUR
60	U19BU21C0107	MOHAMMED RUFATH ULLA	CONSUMER BUYING BEHAVIOR TOWARD COSMETIC PRODUCTS
61	U19BU21C0120	ROHITH K.S	Inbound marketing strategy
62	U19BU21C0131	KAPIL SHARMA	IMPACT OF COVID 19 ON MARKETING STRATEGY OF SECURITY SYSTEMS
63	U19BU21C0115	NAVYASHREE N	A study on network marketing
64	U19BU21C0134	SOM SUNDAR C	STUDY ON CAR LOAN MARKETING DURING THE PERIOD OF COVID-19 LOCKDOWN
65	U19BU21C0133	MANOJ GOWDA R	Marketing Strategy of Red Bull

### MINI PROJECTS -Section B

Sln o	Reg no	Name	Topics
1	U19BU21C0111	AKHIL.K	A study on network marketing
2	U19BU21C0059	ALEENA JIJI	STUDY ON CAR LOAN MARKETING DURING THE PERIOD OF COVID-19 LOCKDOWN
3	U19BU21C0083	MUHAMMED KAREEM	Marketing Strategy of Red Bull
4	U19BU21C0089	NELBIN THOMAS	A STUDY ON CUSTOMER SATISFACTION ON MARUTI SUZUKI AND DEALERS
5	U19BU21C0060	ALEX JOSEPH	Customer perception towards petroleum products with reference to Indian oil
6	U19BU21C0054	ABHIJITH A	Market Analysis of wrist watch
7	U19BU21C0070	DHEERAJ LAL	A STUDY ON ONLINE SHOPPING HABITS OF THE CUSTOMER WITH REFERENCE TO FLIPKART
8	U19BU21C0077	MEGHA BABU	TO STUDY THE MARKETING STRATEGIES USED FOR SELLING SBI CREDIT CARDS
9	U19BU21C0063	APARNA SABU	Content marketing as a part of an effective online marketing strategy
10	U19BU21C0093	SHAMIL V	Customer perception toward SBI loan
11	U19BU21C0088	NAVEEN N	A study on customer awareness towards e-banking services of SBI
12	U19BU21C0061	ALFIN V S	Impact of SBI retail banking on customer satisfaction
13	U19BU21C0102	ALVIN AJI THOMAS	Awareness and perception about SBI Mutual funds

14	U19BU21C01 22	VAISHNAV S	CUSTOMERS' SATISFACTION LEVEL OF PIZZA HUT
15	U19BU21C00 65	ATHIRA NAIR	Marketing strategies of different Products of HUL Ltd
16	U19BU21C01 23	MUHAMMED SHAHAL PK	COMPARATIVE STUDY BETWEEN BINGO CHIPS AND OTHER
17	U19BU21C00 85	NIHAM SHAMIL M	Study of new product development of Frooti
18	U19BU21C00 80	MUHAMMED FAJAS K J	TO ANALYSE THE COKE DISTRIBUTION IN TERRITORY
19	U19BU21C00 62	ANUSH S	Marketing and Promotion of Online Trading Account and Share Khan Competitors
20	U19BU21C01 19	MUHAMMED SHIBIRI C	Analysis of different investment plan of Mutual fund
21	U19BU21C01 16	K JAVAD	Comparative Analysis Among Stock Brokerage Houses
22	U19BU21C01 28	MUHAMMED FADI INAS	COMPARATIVE ANALYSIS OF RELIANCE MUTUAL FUND WITH OTHER COMPANIES
23	U19BU21C01 01	AKASH C VARGHESE	Comparative Analysis of Sharekhan & other insurance company
24	U19BU21C01 00	ALEN STANLY	Comparative Analysis of Stock Brokers in Chandigarh Region
25	U19BU21C00 75	KRISHNAPRIYA K	Comparison of stock market India infoline
26	U19BU21C01 27	MUHAMMED HANAN NK	Customer behavior towards reliance mutual fund
27	U19BU21C00 97	MOHAMMED MUBEEN VM	EMERGENCE OF STOCK BROKING FIRMS IN INDIA AND THEIR COMPARATIVE ANALYSIS
28	U19BU21C00 55	ABHIRAM KOZHUMMAL	A study on payroll software used in talent pro India

29	U19BU21C00 91	RAZEEN NASAR	A study of HR practices and process of performance appraisal
30	U19BU21C01 10	ADARSH RAJENDRAN	Impact of job enrichment of employee motivation
31	U19BU21C00 64	ARAVIND K S	ERP-SAP-HR IMPLEMENTATION
32	U19BU21C01 29	SHARUN VINOD	PARFORMANCE APPRASIAL OF LG
33	U19BU21C00 78	MELWIN JOHNSON J	A STUDY ON CUSTOMER SATISFACTION ON MARUTI SUZUKI AND DEALERS
34	U19BU21C00 76	LJO JOY	Customer perception towards petroleum products with reference to Indian oil
35	U19BU21C01 24	SAYAND JS	Financial Performance Analysis Of Apollo Diecasters using comparative & common size study.
36	U19BU21C00 69	BIBIN R DANIEL	Comparative study on cost and profitability of national and international tour packages.
37	U19BU21C00 81	KARTHIK AB	A study on non-performing asset with reference to Canara Bank Trivandrum.
38	U19BU21C00 90	PRANAVE KP	Analyzing the investment decision/patterns among the people in IT sector with special reference to Manyata tech park.
39	U19BU21C00 67	AVYATH K V	Financial statement analysis of “3 FORCES
40	U19BU21C00 71	FEBIN BIJU	SECURITY SERVICES”
41	U19BU21C00 68	BASIL SAJU THOMAS	A study on analysis of share price and shareholding pattern .
42	U19BU21C00 56	ABHIRAM SUDHEER	A analytical study on the liquidity & solvency position of Neointech Pvt. Ltd.
43	U19BU21C00 73	HARRY KRISTEN WILSON	A study on comparative analysis of balance sheet with respect to ratio analysis of Karnataka Industries.

44	U19BU21C00 86	MUHAMMED SHUAIB CN	A study on ratio analysis of Nxt Gen Datacenter Pvt. Ltd.
45	U19BU21C00 79	MOHAMMED AKHEEL	A study on financial analysis of Bharat Electronics Ltd.
46	U19BU21C01 21	MOHAMMED NOUSHIN K	Analyzing the financial performance & forecasting the sales of surgical equipments manufacturing co. with special reference to Karnataka Industries Bangalore.
47	U19BU21C00 87	MUHAMMED UNAIS N	A comparative study of cost and profitability of BEL before and after GST.
48	U19BU21C00 74	IRSHAD V	A study on liquidity and profitability with special reference to Engineering Enterprises.
49	U19BU21C01 18	SANANDU MS	A study on working capital management in Northern Coalfields Ltd.
50	U19BU21C00 57	ADARSH KA	Comparative statement analysis of Nxt Gen Datacenter and cloud Technologies Pvt. Ltd.
51	U19BU21C00 98	VIVEK PS	A study on the working capital analysis and long term solvency
52	U19BU21C00 66	ATHUL P SANOJ	A study on liquidity and profitability of Luv-Kush Laundry Café Private Limited.
53	U19BU21C00 72	GOKUL R RAJ	A study on financial statement analysis of Thanichchuvai Pvt. Ltd.
54	U19BU21C00 94	SHANS BOBAN	Ratio analysis and study on financial performance of Apollo Diecaster's.
55	U19BU21C00 96	VIPIN M V	A study on the analysis of financial position of HUV-kush haundry Café Private Limited.
56	U19BU21C00 95	SHIBIL SHIHAB	A study on non performing asset management at Umiya Urban Co-operative Bank.
57	U19BU21C01 25	ADITHIAN K K	A study on capital structure with reference to earnings per share.
58	U19BU21C00 84	MUHAMMED M T	A study on liquidity & profitability analysis of Gina Engineering Company (P)Ltd.



59	U19BU21C00 82	MUHAMMED HASHIR M M	Financial Statement Analysis of SRI VISHNU AGENCIES Pvt. Ltd.
60	U19BU21C01 26	NIKHIL VALIYAPUTHUSE RIL SHAJI	A study on financial analysis of PRATAAM INTERNATIONAL SCHOOL.

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