

SREE NARAYANA GURUKULAM COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES
MBA S4 (S1 and S2 Batch)
20MBA352-Project and Comprehensive Viva Voce
2022-2024
Project Titles

Sl. No.	Name of the students	Project Guide	Project Title	Signature of Guide
1	Henry Rose Magdalene K	Dr. Milna Susan Jose	Antecedents of consumers purchase intention in online grocery shopping	
2	Adhabiya A		Consumer brand loyalty towards laptop brands: Investigating the brand satisfaction, brand trust, brand commitment, brand love and brand image	
3	Abhirami S Sunil		Analysis of customer satisfaction towards Lakme products	
4	Reshma P R		Examining the factors affecting impulse buying in online shopping	
5	Sajla		Determinant factors of Consumers Green Purchase intention: The role of environmental knowledge, perceived value, and personal norms	
6	Bitsa Maria Joy		Financial statement analysis of MNC's with special reference to ITC	
7	Kareeshna Vijayan		Effectiveness of employee welfare measures in textile industry at ernakulam district	
8	Sana Nasrin		impulsive buying behaviour of customers with special reference to lulu hypermarket	
9	Najiya nasreen T P		Impact of employee benefit on job satisfaction among employees at craze biscuits	
10	Jesteena James		A Study on customer satisfaction towards online shopping in Amazon	
11	Gouri Lekshmi		A study on Passenger Satisfaction on Services Provided by Indian Railway with Reference to Ernakulam District	

12	Anupam J Pillai		Study on the impact of social media marketing on consumer buying behaviour towards smartphones with special reference to Ernakulam District.	
13	Manya V K		A study on customer satisfaction of personal care products of Hindustan Uilever Limited	
14	Sneha P T		reference to palakkad district	
15	Gopika M R	Dr. Rajani Sunni T	Comparative study of customer satisfaction towards uber and ola cabs with special reference to Ernakulam district	
16	Samyuktha Sajeevan		Ernakulam District	
17	Susan George		A study on Job satisfaction of professional college teachers in ernakulam district	
18	Amalkrishna S		A study on the impact of sales promotion on the brand loyalty of customers towards Oreo biscuit in Ernakulam district.	
19	Ashna Ansari		A study on customer satisfaction towards aftersales service of Maruti Suzuki in Ernakulam District	
20	Anjali P Jayan		A study on customer satisfaction towards Amul products in Ernakulam district	
21	Abhin Raj		A Study on the Perception of Youth towards Surrogate Advertisements and Statutory Warnings of Tobacco and Alcohol Products	
22	Aneesha Mohan		A study on customer perception and brand loyalty towards Reliance Trends in Ernakulam district.	
23	Devika Madhu A M		Study on the impact oc onlline promotion in the customer preference of Spotify	
24	Midhun P J		Brand loyalty of coca cola customers	
25	Lekshmi V Nair	Ms. Meera Jaya Bala	A study on perception towards E-learning among Post graduating students in Ernakulam District	
26	Chaithra M P		A study on customer perception towards electronic two wheelers in Malappuram District	

27	Athisai K V		Customer perception towards online Payment system- a comparative study between Urban and Rural customers	
28	Reshma R		To study the influence of various advertising media on the buying decision of customers	
29	Sanshya		A study on consumer lifestyle in urban areas with special reference to Ernakulam	
30	Reshmamol S		Consumer Buying Behavior towards Pears brand in Alappuzha District	
31	R Athira		A study on advertisement effectiveness of scoobee day school bags	
32	Anagha Reji		Brand Loyalty in Tech Giants : A comparative analysis of Apple and Samsung mobile phones with reference to Ernakulam district	
33	Sooraj V. A.		A study on customer satisfaction towards Flipkart	
34	Ardramol K. A		Financial performance analysis of Apollo tyres	
35	Liliya Jose	Dr. Dipu Varghese	Study on challenges faced by the customers using meesho app	
36	Akshay Chandran		Financial Performance Analysis of Tata Consumer Products Ltd	
37	Archa Krishna		A study on inventory management at Hindustan organic chemicals LTD	
38	Anilisa Benny		A study on financial literacy and financial planning among working professionals in Ernakulam district	
39	Gokul A S		A study on working capital management at Amul Dairy Company	
40	Drishya Das		Financial Statement Analysis of "INFOSYS"	
41	Navya M M		A study on working capital management of Bajaj auto limited	

42	Thresiamma John		Awareness of individuals regarding microfinance with special reference to Athirampuzha panchayat	
43	Sreelakshmimol A S		comparative analysis of Hindustan petroleum and Bharat petroleum	
44	Namitha Radhakrishnan		Impact of COVID 19 on the financial performance of Netflix	
45	Sonali. S	Ms. Duniya P. S.	Ratio analysis of TATA motors	
46	Jithin P J		To study the customer perspective towards PATANJALI products at Ernakulam	
47	Josmi Jose		An analysis employees training in banking sector	
48	Sreelakshmi N		A study on job satisfaction of employees working at retail stores	
49	Drisy.a.k		A study on Quality of Work-life at KSCDC in Kollam	
50	Mohammed Lameh		Determinants of intention to adopt mobile payment applications	
51	Vismaya Chandran		The study on consumer perception towards Hyundai cars	
52	Nivedya K N		Awareness of Consumers towards Green FMCG Products in food and beverages category.	
53	M Aisha		Study on consumer buying behaviour towards the brand Nestle Maggi	
54	Navyaraj K R		A study on factors affecting brand loyalty in footwear industry with special reference to Ernakulam district	
55	Arsha Raj	Mr. Nikhil Vijay	A study on the influence of digital marketing activities on lenskart with special reference to kollam region	
56	Lekshmipriya S		The financial performance of HDFC bank	

57	Meenakshi MV		The impact of visual merchandising on customer attraction in louisphileppe brand	
58	Rinosh Ninan Abraham		A Study on Financial Performance Analysis of Reliance Retail Limited	
59	Shelbin Michle		“A Study on Promotional Activities of Bisleri Bottled Mineral Water”	
60	Athul Benny		Customer Perception on Nike's Green Marketing	
61	Arya Baiju		A Study on customer perception of MORE supermarket in Ernakulam District	
62	Aleena Rajesh		A study on customer perception and brand loyalty towards westside stores in Ernakulam	
63	Aashique Thampi		A study on customer preference towards zudio retail store in Ernakulam district	
64	Eby Joseph P. J.		A study on the customer perception towards green banking with special reference to State Bank of India	
65	Amritha V K	Dr. Vinosh Peter K.	A study on consumer perception towards branded and non branded readymade garments with special reference to ernakulam city	
66	Akshay Vinod		Factors that influence the customer making process for choosing Tata Nexon Electric vehicle with specisl reference to Ernakulam	
67	Amal K Mohanan		Customer preferences and attitudes towards Reliance retail stores	
68	C M Sumesh		A study on customer satisfaction towards Google Pay with special reference to Ernakulam district	
69	Anjali P		Customer satisfaction towards Muralya Diary Products Special focus on Ernakulam District	
70	Eldhose Babu		To evaluate the satisfaction level of customers towards Zomato food delivery portal in Ernakulam District	
71	Saritha m.s		by Chirackal agro mills focusing particularly on periyar food products at melila village	

72	Nina ck		Consumer buying behavior and opinions about the food safety of street food with special reference to Ernakulam district	
73	Rajeswari. P		The impact of personalized online advertisement on consumer buying behavior of clothing products with special reference in Ernakulam	
74	Sona Biju		sustainable tourism with special reference to Ernakulam	
75	ALTHAF s	Dr. Rajeswari R.	The impact of Brand Loyalty and Repeat purchase intention of Dove product	
76	Meenu jacob		Financial performance analysis of Tata steel Ltd	
77	Krishna Priya Unnikrishn		A study on Working capital management at Wipro Ltd	
78	Aparna P J		financial statement analysis of Bajaj auto Ltd	
79	Amalu Avarachan		A study on inventory management on Hero motors corporation limited	
80	Archana Muralidharan		A study on working capital Management at AVT	
81	Godwin Thomas		A detailed study on working capital management at TCS	
82	Athira P. S		Financial performance analysis of Whirlpool India	
83	Gopika P S		A study on influence of celebrity endorsement on consumer buying behaviour with special reference to Ernakulam	
84	Jagath K		A Study on Financial Performance of V-GUARD LTD	
85	Nithya Murali C		from which respondents get awareness among the rural people with reference to Ananganadi Grama Panchayath	
86	Kavya Vijay	Ms. Ancy A.	financial statement analysis of Colgate Palmolive India Ltd for the period of 5 years	

87	Manjusha V M		A study on Financial Peerformance of AVT Ltd	
88	Rincy Mol T A		A study on working capital management at HUL	
89	Varsha Das		A Study on Financial Performance Analysis Of TCS Limited	
90	Anagha K		A study on performance of mutual funds and ulip at HDFC	
91	Aswathy Prakashan		A comparative study on the financial performance of Tata Steel and JSW Steel	
92	Anate Noble C		A study on working capital management at V GUARD Industries ltd	
93	Joobina Varghese		A Study on Financial performance analysis of MRF Tyres Limited	
94	Geethukrishna.B		A study on ratio analysis at Mahindra & Mahindra ltd	
95	Lekshmi S		A Study on the Working Capital Management at ITC LTD	
96	Neenu M B		A comparative study on the financial performance of Ultratech Cement and Ambuja Cement	
97	Sandeep S.	Mr. Adarsh	A study on the impact of sales promotion Tool on the brand loyalty of customers towards dark fantasy in Eranakulam	
98	SANDHRA KS		A study on work stress among new generation private sector bank employees	
99	Kavya K V		A study on factors influencing consumer buying behaviour of NYKAA	
100	Prashidha c		A Study On Customer Preference Towards Branded Shoes In Ernakulam District	
101	Sneha K.		A study on effectiveness of youtube advertisement among consumers	

102	Aparna Chandran		A study on customer preference of kottakkal ayurvedic products in Thrissur district	
103	Raymond G.		Impact of customer experience on brand loyalty in the smartphone industry	
104	Adithyan K P		A Study On Customer Satisfaction towards Bookmyshow users in Ernakulam district	
105	Ajaykrishnan P A		Impact of celebrity endorsement on consumer purchasing behaviour in cosmetics industry	
106	Poojamol		Consumer perception towards online Food deliver services	
107	Rishikesh Baiju	Ms. Chelsiya N. Sun	Customer satisfaction of bajaj two wheeler bikes	
108	Fathima A		A study on consumer buying behavior towards instant food products with special reference to Ernakulam district	
109	Fathima. S		A study on consumer buying decision towards food delivery apps	
110	Fathima nazrin PB		A study on customer preference of jio in ernakulam	
111	Amritha P D		A study on customer attitude towards handloom products in ernakulam district	
112	Rohithkumar S		Effect of online advertisement on brand loyalty:A study on cosmetic products	
113	Muhammed Shaafy V B		Factors Affecting Buying behaviour of Curry Powders with special reference to Kitchen Treasures	
114	Anjana T S		Customer acceptance towards dental care .A special reference to sensodyne	
115	Shabana PA		A study on brand preference of soft drinks among consumer in Thrissur town	
116	Manu		The effectiveness of social media advertising among young adults	

