

MBA IV SEMESTER			
MAJOR RESEARCH PROJECT ALLOTMENT			
S.No	Name of Student	Topic	Guide
1	Abhishek Tripathi	Buyer preference and satisfaction level towards their expectation with special reference to TVS motor bikes	Mr. Sandeep Kumar
2	Ajay Kumar Pathak	A comparative study on customer behaviour about Colgate and Pepsodent toothpaste	Ms. Simnalika Kushwaha
3	Amit Kumar Shukla	The Impact of Self Service on the Performance of Supermarkets	Dr. Kumkum Sinha
4	Ankush Patidar	A study on the usefulness of services provided to private banking customers of Bank of India	Dr Tanu Srivastava
5	Anuj Bhai Patel	Study on Purchase Behaviour of Mobile phone among women segment	Mr. Altamash Malik
6	Ashwin Apte	A study on consumer behaviour towards Branded Footwares	Mr. Sandeep Kumar
7	Ayush Jain	A study on Future of Malls	Ms. Simnalika Kushwaha
8	Deepak Kumar Yadav	Customer Satisfaction between D-Mart and Big Bazar	Mr. Altamash Malik
9	Deepika Maheshwari	A study on the consumer perception of towards consumer Electronic Brands	Ms. Simnalika Kushwaha
10	Devendra Vishwakarma	The Changes in Consumer Behaviour after Popularization of Internet	Dr Tanu Srivastava
11	Gulshan Khatri	A study on the Effect Of Motivational Tools On Employees Morale In Hospital	Dr. Kumkum Sinha
12	Hardik Kulkarni	Measuring the impact of social media marketing campaign with reference to Educational Institution	Dr Tanu Srivastava
13	Harshita Chakrawarty	Are Social Media the New Market?	Mr. Sandeep Kumar
14	Himanshu Tomar	A study to evaluate the perception of mutual fund investors	Ms. Simnalika Kushwaha
15	Ishrat Jaha	A study to assess the perception of mutual fund investors	Ms. Simnalika Kushwaha
16	Jagdish S. Parihar	Investment vs. Savings - risks and opportunities	Dr Tanu Srivastava

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17	Krishnendra Kumar Shukla	A Study on Purchase Behaviour of Automobile among women segment	Dr Tanu Srivastava
18	Madhuri Vyas	Study of Inventory effect on supply chain	Mr. Altamash Malik
19	Manish Patidar	A Study on the Effect of Swacch Bharat Abhiyan in Indore covering Five Areas of Study	Dr Tanu Srivastava
20	Manisha Sahu	Study of Marketing Mix strategies of Communication Service provider companies with spl reference to Airtel.	Mr. Sandeep Kumar
21	Mayank Patidar	A study on Risk perception and portfolio management of equity investors	Mr. Altamash Malik
22	Nitesh Khodre	A Study on Life of Police Department	Ms. Simnalika Kushwaha
23	Pankaj Joshi	An Emperical Study on the Profession of Traffic Police	Dr Tanu Srivastava
24	Prakash Narayan Tripathi	Effect of Advertisements on Children with Special Reference to Confectionary Products	Dr. Kumkum Sinha
25	Puneet Mathur	Educational Tours and Learning Institutions: Its Impact on Schools and Colleges	Mr. Altamash Malik
26	Rahul Dongre	Study on competitive advantage of organized retail store with special reference to (Shoppers Stop, Reliance Digital, Reliance Fresh , Big Bazaar etc)	Mr. Altamash Malik
27	Ravi Kumar Mehta	Internet Marketing Strategies-Approaches and Challenges: An Overview	Dr Tanu Srivastava
28	Ritesh Vishvkarma	A Study on Consumer Behavior towards packaged Milk with Special Reference to Amul Milk	Dr. Kumkum Sinha
29	Shareen Qureshi	The Impact of Compensation and Reward System on the Performance of the Banks	Dr Tanu Srivastava

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30	Shubham Tripathi	A study of customer satisfaction regarding ATM services of SBI and PNB	Dr. Kumkum Sinha
31	Sourabh Jain	Decline of Good Educational Institutions: Causes and Effect	Dr. Kumkum Sinha
32	Sumit S. Baghel	Advertising an Effective Promotional Tool For Marketing New Product	Ms. Simnalika Kushwaha
33	Suneel Yadav	Corporate responsibility, ethics & accountability	Dr Tanu Srivastava
34	Sunil Kumar Bunkar	Effect of TV advertising on top of mind awareness	Ms. Simnalika Kushwaha
35	Taneesh Raj Jain	A study on what is more important: professional qualities or fitting personality?	Mr. Altamash Malik
36	Tina Patidar	A study on the Effect of Stress on Workers Performance	Dr. Kumkum Sinha
37	Udit Naik	A Study On Advertisement Effectiveness of Personal care products of Hindustan Unilever Ltd. with special reference to Lifebuoy Soap or Lux Soap	Dr. Kumkum Sinha
38	Utkarsh Barve	Study on distribution channel adopted by the Times of India to its existing consumers	Mr. Altamash Malik
39	Vasudev Verma	Teenage Business and Start Ups: With reference to Colleges in Indore	Dr Tanu Srivastava