

**MAJOR RESEARCH PROJECT TOPIC ALLOTTMENT SHEET**

S.No	Roll No.	Name of Student	Topic Allotted
1	20211003	AAKRITI CHOUHAN	Covid -19 impact on Digital Learning vs Traditional Learning.
2	20211005	AJAY RATHORE	A comparative analysis of consumer preferences between online buying and traditional buying of apparels in Indore.
3	20211006	AKANKSHA PAREEK	Amul and its effect on socio economic life of milk producers in india (with special comparison between local brands)
4	20211007	AKSHAY SISODIYA	Impact of Celebrity Endorsement on Consumers Buying Behavior in Beauty Soap Industry
5	20211009	ANKIT BILAWLIA	Patanjali - Consumer perception towards this Product
6	20211010	ANKIT DHANOTIYA	Satisfaction level of consumers regarding bottled mineral water with special reference to Bisleri and Kinley
7	20211012	ANKITA SOLANKI	A study on financial performance of selected home loan companies in India
8	20211014	ARCHANA MEWADA	Study of cosumer preference towards digital payment mode during retail shopping in India
9	20211016	ARPIT KUMAR GUPTA	Impact of Covid-19 on the sales of Maruti Suzuki and Tata Motors: A comparative analysis.
10	20211018	ARSHI SHAIKH	Impact of COVID 19 on Indian Economy : Challenges and Opportunities
11	20211019	ASHISH JAISWAL	A Comparative Study On Samsung And Xiaomi Smartphone In Madhya Pradesh .
12	20211020	BHANU SHARMA	A Study on customer satisfaction for Maruti Suzuki NEXA in Indore

13	20211021	BHOOMI SINGH	A Study on Impact of Covid-19 on Online Shopping Behavior
14	20211022	BHUSHAN	A Study on, "Impact of celebrity endorsements on consumer buying behavior"
15	20211023	CHAITENYA TANWAR	A study on customer satisfaction towards DMART"
16	20211025	CHITRA NARENDRA JOSHI	A Study On Customer Perception Towards Ayurvedic Products
17	20211026	DEEPAK SAKLE	A study on customer satisfaction between Paytm and Googlepay
18	20211029	DIKSHA SALWE	The effect of stress on workers performance
19	20211030	DILIP AHIR	Factors Affecting Customer Preference Towards Online Grocery
20	20211031	DIVYA LOUDHI	A Comparative Study on Customer Satisfaction of Parachute Hair Oil and Dabur amla
21	20211033	GANESH	“A study on Youngster’s behavior Towards Two-Wheeler Motor Bikes in Indore City”
22	20211035	GAURAV REVASIYA	Analyzing marketing challenges in family-owned enterprises
23	20211037	HARSH LALWANI	A Study On Understanding Consumer Behaviour Towards Women's Cosmetic
24	20211038	HARSH SOLANKI	A study on impact of Covid-19 on Indian economy
25	20211039	HARSHITA BIHANI	India - China Trade Relation: A Study on Trade, trends, Composition and Future
26	20211040	HIMANSHU RATHORE	A Comparative Analysis of Pension Plans in India

27	20211041	HRITIK SHRIVAS	A Emperical study of student perception towards Virtual classes.
28	20211042	JAI KUMAR KOURAV	A study on awareness of portable water vending machine with special reference to M.P.
29	20211043	JAYANT MEENA	Study on usage of Online Platforms for Hotel bookings in India
30	20211045	KAJAL VISHWAKARMA	A comparative study on customer perception and preferences for McDonald's and Domino's in indore
31	20211046	KANAK RAJPUT	Effect of Customer Loyalty Programs in Convenience Stores with respect to Indore City
32	20211047	KARISHMA DAYAMA	Effects of COVID on tourism in India
33	20211048	KARISHMA	The impact of Radio advertisements on consumer behaviour with special reference to Radio Mirchi, Indore
34	20211050	KHUSHBOO BAIRAGI	A study on Impact of Covid-19 on Indian FMCG Sector
35	20211052	KUMKUM GOSWAMI	A Study in customer preferences on the dairy products in Indore distrcit , MP
36	20211056	MAYANK DUBEY	A study on consumer satisfaction towards credit cards (axis bank or any other of your choice) with reference to Indore.
37	20211057	MD AFSHAN MANSURI	A Study Of Factor Influencing Choice Of Coffee Parlour Among Student In Indore
38	20211058	MEENAKSHI MALVIYA	A study on HRM practices in the Banking sector with special reference to SBI
39	20211060	MOIN KHAN	A Study of the Marketing Strategy of Berger Paints
40	20211061	MUSKAN DOLSE	Study on the market potential of Dabur products in Indore in reference to dabur chyanprash

41	20211062	NAGESH KAPOOR	A study on customer awareness for cyber frauds
42	20211064	NAVEEN CHOUDHARY	The Effect of Discounts and Offers on Consumer Buying Attitude with special reference to FMCG Industry
43	20211065	NEELAM PANWAR	Customer Perception towards Lakme Products
44	20211066	NIDHI PARMAR	A Study on Coustomer Perception towards Traditional & Digital Marketing
45	20211067	NIDHI SINGH	A Study on Social Networking Sites Addiction among youth With Special Reference to Indore M.P.
46	20211069	NIKHIL PATEL	A Study on Consumer Buying Behaviour between Organized and Unorganized Market
47	20211070	NIKHIL SHRIVASTAVA	Study on Buying behavior of FMCG products in Rural Market
48	20211071	NIKITA	A study on the factors affecting the consumer buying behavior towards branded watches vs Smart Watches.
49	20211074	NITIN AGRAWAL	A Study of Mutual Fund and Its Scope
50	20211075	PANKAJ DEVHARE	A Study On Influence Of Social Media Advertising On Consumer Behavior During Covid-19 Pandemic
51	20211076	PAWAN PARMAR	Customer satisfaction with OLA cabs
52	20211077	PIYUSH SOLANKI	A comparative study On NSE and BSE
53	20211078	POOJA PATEL	A study on marketing Strategies of Pizza hut in Indore
54	20211079	POONAM SOLANKI	A study on Consumer preferences for packed fruit juices

55	20211080	PRABHAT SAINI	To Study The Features And Services Provided By Tata Sky DTH
56	20211081	PRACHI CHANDANI	A study on impact of rice export on GDP of india.
57	20211082	PRADEEP PAVECHA	Factors Affecting Customer Loyalty In Telecom Sector In India
58	20211083	PRAJJWAL TIWARI	Brand loyalty in FMCG with special reference to Tooth paste in an around Indore
59	20211084	PRATIK JAT	Impact of Media and Advertisement in Consumer Buying in Fashion Industry
60	20211087	PRITESH SINGH PANWAR	Impact of COVID on Small Retailers
61	20211089	PRIYANKA PATIDAR	Study and Analysis of Market Segmentation, Targeting and Positioning (STP) of Pepsi
62	20211090	PRIYANKA RATHORE	A study on different Social media marketing platforms w.r.t baby products
63	20211091	RADHIKA MARMAT	A study on distribution channel adopted by the Times of India to its existing customers
64	20211092	RAHUL	Study On Effect Of Training & Development On Employee Retention In Organization with respect to SBI
65	20211094	RAJKUMAR	A study on Harmful impacts of advertising on children wrt to Madhya Pradesh
66	20211095	RAJKUMAR RAJPUT	A study of customer satisfaction of various cinema hall
67	20211098	RAVINDRA SHARMA	Employees Retention Strategies in Reliance Retail Store
68	20211099	RISHITA SOLANKI	Study and Analyse the Gender Equality in the Workplace at Task Us Company

69	20211100	RITIK KUMAR	Study and Analyse the Stress Level of Employees Working in the Banking Industry
70	20211101	RIYA AMLAWAD	Study and Analyse the Stress Level of Employees Working in the BPO Industry
71	20211102	RIYA VERMA	Study the Methods to Improve Employee's Quality of Work Life
72	20211103	ROBIN JAMRA	A study of problems faced by entrepreneurs in project financing
73	20211104	ROHIT MANDLOI	Study the Satisfaction of Customers towards Gold Loan Schemes of Manappuram Finance
74	20211105	SADDAM	A Study on flipkart sales promotion impact on consumers
75	20211106	SAGAR DANGI	A study of customer expectations from insurance providers
76	20211107	SALMAN MEMON	Employees Retention Strategies in Reliance Dmart
77	20211109	SANTOSH NAGAR	Impact of COVID-19 on Tourism Industry
78	20211110	SHAILENDRA PAWAR	A study on factors influencing Indian students choice of overseas study destination.
79	20211111	SHIKHAR THAREJA	A study on consumer awareness towards environment freindly products.
80	20211112	SHILPI JAIN	A study on comnsumers perception on branded apperals with respect to Pantaloons
81	20211113	SHIVAM GUPTA	A study of Consumer buying behaviour .(With special reference to Sony product.)
82	20211114	SHIVAM MANDLOI	Analyzing the impact of gender on family members buying decision

83	20211115	SHIVANSH KEWAT	A study on impact of corporate social responsibility on brand image of FMCG companies in India
84	20211116	SIMRAN KHALSA	A study On Customer Satisfaction Towards Amazon
85	20211118	SONALI GAVADE	A study to identify what motivates staff towards better performance in hotel industry.
86	20211119	SOURABH GURJAR	"A study of consumer preferences towards organic food product. (With special reference to Indore)."
87	20211121	SUMAN JATAV	A study on digital adoption during COVID 19 and its impact on selected IT Companies
88	20211123	SURESH KUMAR	"Comparative Study Of E-Commerce Website Flipkart and Amazon"
89	20211124	TANVI SURYAWANSHI	A study on impact of Training and Development on IT Sector employees
90	20211127	TWINKLE NIRWAN	A study on customer's perception towards online food ordering with respect to SWIGGY
91	20211128	URVASHI KHATRI	Impact of organizational culture on employees performance in telecom industry in indore
92	20211130	VARSHA YADAV	A Study on Amazon's Digital Marketing techniques in India
93	20211131	VASU NAIDU	A Study on factors of waste management with special reference to Indore municipal corporation.
94	20211132	VIBHUTI TRIPATHI	A study on establishment and growth of sanitizer companies in India after corona virus outbreak.
95	20211135	VIPUL SONI	Study of International Footwear Brands In the emerging Indian markets (A case study of puma)
96	20211137	YASHWARDHAN SINGH UDAWAT	A study on Impacts of hoarding on buying behavior of consumers with special reference to Amul