

PIONEER INSTITUTE OF PROFESSIONAL STUDIES

BBA VI SEMESTER- TOPICS FOR FIELD PROJECT

S.No	Name of Student	Specialization	Topics for Field Work
1	AYUSHI PANCHRANE	Human Resource	The Impact of Leadership Style on Employees' Productivity
2	CHINMAY SHUKLA	Marketing	Marketing Strategies of different Products of HUL Ltd.
3	HARSH BIHANI	Marketing	Study of new product development of Frooti.
4	KRUSHIKA GEHLOT	Human Resource	Study on the Impact of Employer Branding in Employee Retention.
5	MAANVARDHAN SINGH CHOUHAN	Finance	Comparative study of BSE and NSE with special reference of Risk and Return.
6	MUKESH YADAV	Marketing	The power of branding over product advertising.
7	SANDHYA KACHHAWA	Human Resource	The Effect of Non-Monetary Incentives on Employee Performance.
8	SHARADDHA VYAS	Human Resource	Retrenchment and Its Effects on the Morale of Workers.
9	SUMIT SINGH	Marketing	Marketing Strategy of Red Bull.