

TYBMS Internal VIVA 2021

Sr. No	PRN	Name	Project guide	Topic name
1	201806400978031	ACHARYA KARTIK VINAYAK	Navena Suresh	Advertising strategy of sunsilk.
2	2018016400977782	SHOAIB AHAMD	Gulfam Khan	A Study on selling strategies of e-commerce company Amazon.com INC
3	2018016400977372	ANSARI MOHAMMED KAIF WAJID ALI	Lakshnichaya Kale	A Study on the Factors required to enhance the Marketing of Wi-Fi and 4G coverage of Reliance Jio
4	2018016400977186	ANSARI MOHD FAHAD MOHD GUFRAN	Lakshnichaya Kale	A Study on the Awareness of Chit Funds among the Investors
5	2018016400977596	ANSARI MOHD KAMRAN IKHLAQUE AD SHABNAM ARA	Lakshnichaya Kale	The Marketing Strategies of ITC Ltd.

6	2017016400677077	ANSARI TALHA TARIQUE	Navena Suresh	Impact of digital marketing on consumer behaviour.
7	2017016400677247	DAWKHAR VAIBHAV VASANT	Gulfam Khan	A study on TATA motors marketing
8	2018016400977325	DHENDE ANIKET BAJIRAO	Navena Suresh	Impact of digital marketing with respect to Flipkart
9	2016016401721731	GORAD AKSHAY CHANDRAKANT	Gulfam Khan	A study on consumer behaviour towards big bazaar
10	2018016400977484	GUPTA MANIAHKUMAR SANJAYKUMAR URMILA	Gulfam Khan	A study on consumer satisfaction of coca-cola company
11	2018016400977492	HIWALE VICKY DILIP MARIYA	Lakshnichaya Kale	A Study on Coustomer Satisfaction of Cadbury Dairy Milk
12	2018016400977936	JAIWAR KARISHMA NANDLAL	Gulfam Khan	A study of Digital marketing
13	2018016400977743	KAMBLE RITU SURESH	Navena Suresh	Customer Satisfaction of Samsung mobile

14	2018016400977654	KANNOUJIYA POOJA HARIRAM	Lakshnichaya Kale	The Impact of Customer Relationship Management in Retail Industry
15	2018016400977983	KASU MOHAMMED VASIM FAKIR MOHD SHAMIM	Lakshnichaya Kale	A Study of Ayurveda products in Reference to Dabur Products
16	2017016400676147	KHAN AFZAL HUSAIN AINUL HUSAIN	Gulfam Khan	Consumer satisfaction of TATA motors
17	2018016400977205	KHAN MOHAMMED KAIF FIROZ	Lakshnichaya Kale	A Study on the Growth of Online Furniture Marketing
18	2018016400977341	KHAN MOHD MUSTAFA MOHD MUBIN KHAN	Navena Suresh	Customer experience on online and offline shopping.
19	2018016400977677	KHAN RABIYA BEE YAKOOB	Lakshnichaya Kale	A Study on Consumer Behaviour with Reference to preference of Brand in Cellular Phones
20	2018016400977693	KHAN SOHAIL SAGEER	Gulfam Khan	A study of online marketing during COVID-19

21	2018016400977631	KHAN SOHEL ASLAM	Navena Suresh	A study on consumer behaviour towards eco friendly products.
22	2018016400977267	KHAN WAQAR AHMAD IZHAR AHMED ZARINA KHATOON	Lakshmichaya Kale	A Study on Consumer Satisfaction towards Nestle Products
23	2017016400676847	PARKHE SANDHYA SUDHAKAR	Navena Suresh	A study on customer satisfaction towards Reliance Jio
24	2018016400977213	PASWAN PRINT KUMAR GANESH KUMAR	Lakshmichaya Kale	A Study of Affiliate Marketing in E-Business from Organiisation's Perspective
25	2018016401408412	PATWA ABHISHEK DHRUVCHAND	Lakshmichaya Kale	Distribution Strategy of Amazon
26	2017016400677046	POKHARNIKAR RITIK BHASKAR	Lakshmichaya Kale	A Study on Marketing Strategy of Music Industry's Business
27	2018016400977905	BALVEER DINESH SAHANI	Gulfam Khan	A project on Internet Marketing

28	2018016400977283	SAIFI HUMRAZ ALAM RAHISH AHMED	Gulfam Khan	The effects of Telecom industries and consumes after introduction of Reliance jio
29	2017016400676213	SASANE SHWETA GANESH	Lakshmichaya Kale	A Study on Sales and Marketing Strategy in Real Estate of Spenta Corporation
30	2018016400977801	S M HAMZA SAYED RIZWAN HAIDER	Navena Suresh	A study on marketing strategy of Monginis
31	2018016400977302	SAYED KUMAIL HAIDER SALMAN HAIDER	Lakshmichaya Kale	A Study on the Marketing Strategies of TATA Motors
32	2018016400977291	SAYYED SOHAIL NAZIR	Gulfam Khan	A study on sports branding
33	2018016400977766	SENIYAR MARIAPPAN KARTHIK ESSAKIMUTHU	Lakshmichaya Kale	A Study of Consumer Satisfaction of Balaji wafers and LAYS Pepsico Ltd.
34	2018016400978143	SHAIKH AKIL RAHAMAN	Navena Suresh	A study on consumer attitude towards Zara.

35	2018016400977557	SHAIKH BILALUDDIN KHAJA MOHIDDIN	Gulfam Khan	A study on evolution and marketing strategy of AMD.INC
36	2018016400977116	SHAIKH FAHIM PEER MOHD SHABNAM	Gulfam Khan	A study on HUL FMCG company
37	2018016400977704	SHAIKH FAYAZ AHMED MOHD. UMARALI	Lakshmichaya Kale	A Study on Celebrity Endorsment on Consumer Behaviour and Brand Building
38	2018016400977967	SHAIKH MEHTAB SIRAJ HASEENA	Gulfam Khan	A study on Royal Enfield marketing strategy
39	2018016400977194	SHAIKH MERAJ MOHD QAYYUM AKHTARI	Gulfam Khan	Marketing strategy of KFC
40	2018016400977147	SHAIKH MOHAMMED ASHRAF MOHAMMED RAFIQ	Lakshmichaya Kale	THE EFFECT OF ADVERTISEMEN T ON CONSUMER BRAND PREFERENCE
41	2018016400977751	SHAIKH MOHD NAZEER ABDUL RASHID	Gulfam Khan	A Study of sports Branding
42	2018016400977735	SHAIKH MOHD RASHID ABDUL KADIR	Lakshmichaya Kale	Marketing Strategies of Amul Products
43	2018016400977163	SHAIKH NAVED MADAR	Gulfam Khan	A study of customer satisfaction of cruiser bike

44	2018016400977445	SHAIKH NEEDA MOHAMMAD ALAM	Lakshmichaya Kale	A Study on the Consumer Behaviour Related to Diffrent Soap Brands in Mumbai
45	2018016400977171	SHAIKH RUMAN MURAD HUSSAIN	Lakshmichaya Kale	The Scope of E-Retailing in India
46	2018016400977662	SHAIKH SHAJIYABEE ANWAR	Gulfam Khan	A study on Brand Lakmé marketing strategy
47	2018016400977275	SHAIKH UMAIR AHMED ANIS AHMED REHANA	Gulfam Khan	A study of marketing strategy of BMW
48	2018016400977132	SHAIKH ZISHAN MOHAMMAD IBRAHIM	Gulfam Khan	A study on marketing strategy of Zomato and customer satisfaction
49	2018016400977101	SINGH HRITHIK KUMAR RAJNISH SEEMA	Navena Suresh	Fundamental analysis of telecom sector.
50	2017016400675925	SINGH SHIVAM RANANJAY	Gulfam Khan	A study on marketing strategy on music industry business

51	2018016402182422	THOASARE ABHISHEK RAJESH	Gulfam Khan	A study on Impact of social media on the Academic performance of students in Kurla
52	2018016400977461	YADAV PUSHPA DEVI RANJEET	Lakshnichaya Kale	Marketing Strategy of Ayurveda Products in Reference to Patanjali Products
53	2018016400977727	JEES VARGHESE	Rishita Shukla	A study on employee engagement strategy and its impact on work productivity with reference to government sector
54	2018016400977317	ANSARI AZKA HABIBULLAH	Rishita Shukla	A study on impact of effective change management strategies and its impact on employees retention with reference to Aditya Birla Pvt Ltd

55	2018016400977832	ANSARI HUMERA NAFEEES AHMED	Navena Suresh	A study on training and development in Godrej company.
56	2018016400977921	ASWARE PRIYANKA ULHAS MANGALA	Rishita Shukla	A study on effective time management as a tool for employees work life balance with reference to non government organisation
57	2017016400676341	CHAVAN VISHRUT PRAKASH	Rishita Shukla	A study on impct of effective stress management strategies and its impact on work prouctivity with reference to govt employees
58	2018016400977646	CHOURASIYA SHRADDHA SUBHASHCHANDRA	Rishita Shukla	A study on effectiveness of taining and development strategies and its impact on employee motivation with reference to Godrej groups

59	2018016400977991	DABHADE AISHWARYA SUDHAKAR	Navena Suresh	A study on recruitment and selection process at TCS.
60	2017016400677224	GAIKWAD SHRADDHA BABA	Rishita Shukla	A study Effective recruitment strategies and its impact on employees retention with reference to Wipro
61	2017016400677054	HATE VARUN BABURAO	Navena Suresh	A study on marketing stratgey of Dabur Chyavanprash
62	2018016400977387	JAFARI ANOUSH ASHRAF	Rishita Shukla	A study on impct of traing and development in manufacturing sector with reference to Godrej company
63	2018016400978112	KASHYP KAJAL SUNIL PUSHPA	Rishita Shukla	A study on effective career planning strategies and its impact on employee retention with reference to ABC ltd

64	2018016400977847	KHAN ANAM FIROZ NABI	Rishita Shukla	
65	2018016400978023	KHAN KHUSHNUMA KHATOON MUSHTAQUE AHMED SHEHNAZ	Navena Suresh	A study on various issues and challenged faced by teachers during work from home.
66	2018016400977816	LAMBE ALMEEN NOORUDDIN FARZANA	Rishita Shukla	A study on factors that motivate employees and its impact on job performance with reference to Axis bank
67	2018016400698852	PARMAR FORUM GIRISH	Navena Suresh	A study on recruitment and dismissal process of Wipro.
68	2018016400977395	PAWAR YASH VIJAY	Rishita Shukla	A study on effect of stress on employees work performance with reference to State Bank of India

69	2018016400977476	RAMPURKAR LAVESH SANTOSH	Rishita Shukla	A study of effective performance appraisal strategies and its impact on work productivity of employees with reference to Saints Gobains Grindwell norton ltd
70	2018016400977503	RAO DIVYA BHOLANATH	Rishita Shukla	A study on modern techniques of traing and development and its impact on work performance with reference to Here technologies pvt ltd

71	2018016400977952	SAIFI SAZIA RAFIK	Rishita Shukla	A study on modern techniques of competency management and its impact on work performance of employees with reference to TOyota industries corporation
72	2017016400675941	SARJINE SUMEET RAJENDRA	Rishita Shukla	A study of effective selection prcedure and its impact on employee retention with referece to Reymond ltd
73	2018016400977894	SHAIKH AKSA MOHD YUSUF	Navena Suresh	A study on training and development in HDFC bank.
74	2018016400977863	SHAIKH BUSHRA MOHD HASAN IQBAL	Navena Suresh	A study on employee job satisfaction at SBI
75	2017016400677197	SHAIKH MOHD AASHIR JAMIL AHMAD	Navena Suresh	A study on job stress among private and government employees.

76	2018016400977333	SHAIKH MUSKAN AMIRUDDIN	Rishita Shukla	A study on the impact of motivational tools in building employee morale with reference to JP morgan
77	2018016400977886	SHAIKH MUSKAN KAMALUDDIN	Navena Suresh	A study on motivation of employees in Godrej company.
78	2018016400977124	SHAIKH NAGMA SHABIHUL HASAN	Rishita Shukla	A study on ethichs in HRM and its impact on the organisational image with reference to shilpa stock broker pvt ltd
79	2018016400977871	SHAIKH RESHMA SAGIR AHMED NASREEN BANO	Navena Suresh	A study on challenges faced by startup.
80	2018016400977356	SHARDUL SANGHMITRA MILIND	Rishita Shukla	A study on factors affecting compensation policy and its impact on employees retention with reference to TATA motors ltd

81	2018016400977615	SINGH KUMARI ANJALI VIJAY PRATAP	Rishita Shukla	A study of consumer satisfaction in dailymilk cadbury
82	2018016400977244	SURVE JASIM TALIB	Rishita Shukla	A study on effective wokr life balanace strategies and its impact on employees motivation with reference to candid BPO
83		KHAN ASMEEN	Lakshnichaya Kale	A Study on Employee Motivation