

RAO BAHADUR.Y. MAHABALESWARAPPA ENGINEERING COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES[MBA]

Academic Project Details of 2019-21 Batch for Academic Year 2020-21

Sl.No	USN	Specialization	Name	Title	Guide
1	3VC19MBA05	Marketing	ANUSHA S	A STUDY ON CUSTOMER RETENSION AND WAYS TO IMPROVE LOYALTY PROGRAMS	Dr.A.Thimmana goud
2	3VC19MBA18	Marketing	ESHWARI C	A STUDY ON CONSUMER BEHAVIOR AND SATISFACTION TOWARDS ANIKA HYUNDAI,BALLARI	Dr.A.Thimmana goud
3	3VC19MBA60	Human Resource	VINOD KUMAR H	A STUDY ON RELATIONSHIP BETWEEN EMPLOYER AND EMPLOYEE AT SIGNODE INDIA LIMITED, TORANAGALLU.	Dr.A.Thimmana goud
4	3VC19MBA13	Human Resource	D.SURAIYA JABEEN	A STUDY ON EMPLOYEE MOTIVATION AT ROYAL FORT HOTEL, BALLARI	Dr.A.Thimmana goud
5	3VC19MBA09	Human Resource	BINDU PRIYA T	A STUDY ON EMPLOYEES WELFARE AT KMF	Dr.A.Thimmana goud
6	3VC19MBA41	Human Resource	PRADEEP KUMAR.B	A STUDY ON WORK LIFE BALANCE AT ADITYA BIRLA SUN LIFE LIMITED,BALLARI	Dr.A.Thimmana goud
7	3VC19MBA12	Human Resource	D.MANOJ	A STUDY ON EMPLOYEE ENGAGEMENT AT VRL LOGISTICS,BALLARI	Dr.A.Thimmana goud
8	3VC19MBA54	Human Resource	SUPRIYA B	A STUDY ON EMPLOYEE WELFARE AT JSW CEMENTS, TORANAGALLU	Dr.A.Thimmana goud
9	3VC19MBA40	Marketing	POOJA J	A STUDY ON CUSTOMER SATISFACTION LEVEL AT BALAJI TVS, BALLARI	Mr.Hiremath VMR
10	3VC19MBA24	Marketing	J KAVYASHREE	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT R.K.ELECTRONICS,BALLARI	Mr.Hiremath VMR
11	3VC19MBA38	Marketing	NANDAKUMARA P	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT MORE RETAIL STORE, BALLARI	Mr.Hiremath VMR
12	3VC19MBA01	Marketing	AMAR P	A STUDY ON MARKETING STRATERGY OF KMS HEALTH CENTER PVT LTD,CHENNAI	Mr.Hiremath VMR
13	3VC19MBA37	Marketing	NAGARAJ NAIK.M	A STUDY ON CONSUMER EXPECTATION & CONSUMER PERCEPTION IN VISHAL MEGA MART,BALLARI	Mr.Hiremath VMR
14	3VC19MBA06	Marketing	ASHRATH ALI K	A STUDY ON CUSTOMER SATISFACTION IN SANGEETHA MOBILE , SIRIGUPPA	Mr.Hiremath VMR
15	3VC19MBA23	Marketing	INAYATH WASIM SSM	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT SUBHIKSHA TRADING, BENGALURU	Mr.Hiremath VMR
16	3VC19MBA07	Marketing	BEEJU RAM	A STUDY ON CUSTOMER PERCEPTION BADSHAH SPICES , BALLARI	Mr.Hiremath VMR
17	3VC19MBA57	Human Resource	THIPPESWAMY B	A STUDY ON EMPLOYEE PERFORMANCE OF APPRISAL AT NANDHI HONDA	Mr.Hiremath VMR
18	3VC19MBA36	Human Resource	MAREGOWDA.K	A STUDY EMPLOYEE PERCEPTION TOWARDS ORGANIZATION CULTURE AT M G AUTOMOBILES, BELLARY	Mr.Hiremath VMR
19	VC19MBA27	Human Resource	J.RAVEENA	A COMPARATIVE STUDY ON TRADITIONAL RECRUITMENT v/s VIRTUAL RECRUITMENT	Mr.Praveen joshi
20	3VC19MBA31	Human Resource	KIRAN KUMAR J S	A STUDY ON EMPLOYEE JOB SATISFACTION AT JSW PAINTS, TORANAGALLU	Mr.Praveen joshi
21	3VC19MBA21	Human Resource	KRISHNA.H	A STUDY ON EFFECTIVENESS OF TRAINING AND DEVOLOPMENT AT ANIKA HUNDAI BALLARI	Mr.Praveen joshi
22	3VC19MBA17	Human Resource	DIWAKAR BABU.U	A STUDY ON EMPLOYEE PERFORMANCE APPRAISALS AT KOTAK MAHINDRA BANK,BALLARI	Mr.Praveen joshi
23	3VC19MBA59	Human Resource	VINITHA.G	A STUDY ON EMPLOYEE MOTIVATIONN IN SHIRISHA INDUSTRIES BALLARI	Mr.Praveen joshi
24	3VC19MBA29	Human Resource	KAMARTHI SUDHA MAI	A STUDY ON EMPLOYEE RETENTION AND TECHNIQUES IN BELLARY MOTOR,BALLARI	Mr.Praveen joshi
25	3VC19MBA52	Finance	SOUMYA.P	A STUDY ON INVENTORY MANAGEMENT AT SHIVANI AUTOMOTIVES,BALLARI	Mr.Praveen joshi
26	3VC19MBA58	Finance	VARNITHA.DR	A STUDY ON WORKING CAPITAL AT BALAJI TVS BALLARI	Mr.Praveen joshi
27	3VC19MBA15	Finance	DEUEL MATTENAI PAUL.B	A COMPARATIVE STUDY ON VAT & GST AND ITS IMPACT ON TAXABLE DEALERS IN BALLRI DIST.	Mr.Praveen joshi
28	3VC19MBA04	Finance	ANULAKSHI.B.M	AN OVERVIEW STUDY ON GST IMPLEMENTATION AT BELLARY DISTRICT	Mr.Praveen joshi
29	3VC19MBA16	Finance	DIVYA TRIVEDI	A STUDY ON PRICING AND PERFORMANCE OF THE IPO IN CONTEXT TO NSE	Mr.Praveen joshi
30	3VC19MBA43	Finance	REVATI K.P	A STUDY ON WORKING CAPITAL MANAGEMENT AT BMM ISPAT LIMITED, HOSAPETE	Mr.Praveen joshi
31	3VC19MBA03	Finance	ANU ROHILA	A STUDY ON FINANCIAL ANALYSIS AT DCB BANK, BALLARI	Mr.Praveen joshi
32	3VC19MBA10	Marketing	JEETU D	A STUDY CUSTOMER SATISFATION ON RETAILER OF MICROTEK	Mrs.Uma devi
33	3VC19MBA08	Marketing	BHIMRAJ T	A STUDY ON RETAILERS SATISFATION TOWARDS PEPSI CO PRODUCTS	Mrs.Uma devi
34	3VC19MBA33	Marketing	MALLIKARJUNA REDDY.H	A STUDY ON BRAND AWARENESS WITH SPECIAL REFRANCE TO EICHER TRACTOS BALLARI	Mrs.Uma devi
35	3VC19MBA14	Marketing	DEEPIKA S	A STUDY ON CUSTOMER SATISFACTION TOWARDS MRF TYRES BALLARI	Mrs.Uma devi
36	3VC19MBA22	Marketing	H YAMINI	A STUDY ON CUSTOMER SATISFACTION IN KMF	Mrs.Uma devi
37	3VC19MBA19	Human Resource	FARHEEN NIKHATH B	A STUDY ON EMPLOYEES WELFARE AT TCS,BANGALORE	Mrs.Uma devi
38	3VC19MBA47	Human Resource	SAJID ALI	A STUDY ON RECRUITMENT & SELECTION PROCESS AT JSW SEVERFILED STRUCTURES LTD, TORANAGALLU	Mrs.Uma devi
39	3VC19MBA35	Human Resource	MANOHARA D.K	A STUDY ON EMPLOYEE RETENTION AND ITS STRATEGIES AT DENISSONS HOTEL, HUBBALLI	Mrs.Uma devi
40	3VC19MBA34	Human Resource	MAMATHA.A	A STUDY ON EMPLOYEE MOTIVATION AT GATI KWE, HOSAPETE	Mrs.Uma devi
41	3VC19MBA50	Human Resource	SHRAVANI BAI.C	A STUDY ON EMPLOYEE RETENTION AT HALLEYS BLUE STEELS Pvt Ltd, BALLARI	Mrs.Uma devi
42	3VC19MBA53	Marketing	SREENIVAS PRAVEEN A	A STUDY ON ADVERTISING AND SALES PROMOTION AT BELLARY MOTORS, BALLARI	Mr.Vinay Gadigi

**RAO BAHADUR.Y. MAHABALESWARAPPA ENGINEERING COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES[MBA]**

Academic Project Details of 2019-21 Batch for Academic Year 2020-21

Sl.No	USN	Specialization	Name	Title	Guide
43	3VC19MBA26	Human Resource	J.R.VAISHNAVI	A STUDY ON TRAINING AND DEVELOPMENT IN JSW ENERGY,	Mr.Vinay Gadigi
44	3VC19MBA11	Human Resource	D.M.TEJASWINI	A STUDY ON EMPLOYEE PRODUCTIVITY AT KPF PVT Ltd BALLARI	Mr.Vinay Gadigi
45	3VC19MBA39	Human Resource	NIRANJAN E	A STUDY ON GRIEVANCE AND PRODUCTIVITY AT JSW STEELS, TORANAGALLU	Mr.Vinay Gadigi
46	3VC19MBA32	Marketing	MAHESH BABU G	STUDY ON CUSTOMER SATISFATION WITH REFERANCE TO KPF BALLARI	Mr.D.Viswanath Reddy
47	3VC19MBA46	Marketing	SAISREE.V	A STUDY ON BRAND IMAGE WITH SPECIAL REFERENCE TO KAGS MOTORS, BALLARI	Mr.D.Viswanath Reddy
48	3VC19MBA51	Human Resource	SOUJANYA K	A STUDY ON EMPLOYEE WELFARE WITH REFERANCE TO KIA MOTORS , BALLARI	Mr.D.Viswanath Reddy
49	3VC19MBA02	Human Resource	ANILKUMAR M	A STUDY ON RECRUITMENT AND SELECTION PROCESS AT MALLESHWARA AUTOMOTIVES	Mr.D.Viswanath Reddy
50	3VC19MBA48	Human Resource	SHABANA BEGAM P	A STUDY ON RECRUITMENT AND SELECTION	Mr.D.Viswanath Reddy
51	3VC19MBA56	Finance	TEJASHWINI.M	A STUDY ON WORKING CAPITAL MANAGEMENT AT ANNAPURNA HERO MOTORS BALLARI	Mr.D.Viswanath Reddy
52	3VC19MBA28	Finance	JYOTHI S	A STUDY ON PERFORMANCE OF MUTUAL FUNDS	Mr.D.Viswanath Reddy
53	3VC19MBA42	Finance	REVALLA ANUSHA	A STUDY PRE AND POST ACTIVES OF 30MOST ACTIVE STOCKS IN BSE	Mr.D.Viswanath Reddy
54	3VC19MBA45	Finance	ROSHAN BEE	A STUDY ON INVENTORY MANAGEMENT AT AADI BAJAJ, BALLARI	Mr.D.Viswanath Reddy
55	3VC19MBA55	Finance	TAILOR KANEKAL SADIQ	A STUDY ON DIGITAL BANKING AT ICICI BANK, SIRIGUPPA	Mr.D.Viswanath Reddy
56	3VC19MBA20	Finance	G GIDEON	A STUDY ON APPLICABILITY OF CAPITAL ASSET PRICING MODEL IN THE INDIAN STOCK MARKET	Mr.D.Viswanath Reddy
57	3VC19MBA44	Finance	ROOPA L	A STUDY ON WORKING CAPITAL MANAGEMENT	Mr.D.Viswanath Reddy