

T.Y.B.M.S Project List 2021-22

Sr. No.	Student Name	name of topic
1	AMBADE SUYOG GAJANAN	brand awareness and brand attitude as the predictors of market awareness
2	ANSARI HAMZA HUMAYUN	A surve advertising and marketing strategy of airtel, jio and vodafone
3	ANSARI MOHD SAHIL ZAINUDDIN	Sustainable Marketing strategies of FMCGs
4	ARAB MOHAMMED UMAR ARSLAN	Marketing Strategies of Nike Shoes
5	BALBALE ARYAAN NADIM	Effect of advertising on Children
6	BAPE TASEEN LAIQUE	A relative study of online marketing between flipkart and Amazon
7	BARI SUHANI BRIJESHKUMAR	marketing strategy of ola electric scooters
8	BHAKUNI ROSHANI DANSINGH	Customer Perception about Ayurvedic Products Preferences to Patanjali Products
9	BIRADAR SOHAN NARSING	Study of Marketing Strategies of Bright wave institute
10	CHANDE HENCY MUKESH	Effect of Mobile Marketing on Youngsters
11	CHAUBEY ABHISHEK ASHOKKUMAR	A study on marketing strategy of one plus and its effects on consumer
12	CHAWLKAR MOHMMAD FAIZAN SHAHID	Consumer Behaviour and Satisfaction towards Amul
13	CHETTIAR ASHWIN JOHN	Unethical practices of Brand image of an Organisation
14	CHEULKAR SIYAN IRFAN	Impact of Humar Advertising on Consumer Brand perception
15	CHOUDHARY DINESH ASHOK	HRM practices in software industry
16	CHOUGULEY MOHAMMED AMAN KHALIL	a study on consumer awareness of Chitale Bandhu
17	DAS NISHAN JAYANTHA	Study of marketing strategies of Nilkamal
18	DHARNE RAHUL LILADHAR	Study of Internet Marketing on Ajo
19	DUDHANE TEJAS ANANT	a study on impact of visual merchandising on consumer buying behaviour
20	GADHE JAYESH DEELIP	marketing strategies of event management with reference to Aniket events
21	GAIKWAD SANSKAR RAKESH	a study on consumer preference towards OTT platform during pandemic
22	GANDGE PRAVIN DHANRAJ	Comparative study on Brands Zara and H & M
23	GAWADE ASHISH UTTAM	a study on contribution of CSR activities on branding of an organisation with reference to Tata Group
24	GORI BHAVIKABEN SHANKARLAL	A study on distribution strategy with referance to HUL
25	GUPTA MAMTA MANIKLAL	A study of fasttag for revolutionary toll collectng system



26	GUPTA PRATHAM MOTILAL	study on marketing strategy of unacademy
27	GUPTA SHRUTI RAMESH	Study on how is Revolutinizing the beauty industry through Online and offline stores
28	HIWALE VIVEK VISHNU	a study on online shopping habits with regards to Amazon
29	HUMBRE ADITYA VIJAY	Supply Chain Management of E - Bay
30	JAGTAP SOURABH SANJAY	E commerce
31	JAIN JANVI KANTILAL	A study on market analysis and sales development of Amul milk
32	JAIN YASH SANJAY	a study on digital marketing with reference to blind bird
33	JOIL VANSHIKA BHUSHAN	Marketing analysis and sales development on MAMA Earth
34	KADAM SHREYASH SHYAM	A study on Marketing Strategy of ITC and its Comparative Analysis to HUL
35	KALAS KIRTI DINESH	Marketing strategies of apparele Industry w.r.t. westside and Zudio
36	KARMULE AYAN MUKHTAR	a study on customer brand loyalty with respect to Adidas and Nike
37	KARMULE MARYAM SALIM	study of impact of social media on efficacy undergraduates of thane city during covid - 19 pandemic
38	KHAN IRAM BANO ANWAR HUSSAIN	Business analytics with crm tool
39	KHAN RESHAMEE MOHD MUSTAKIM	Study of customer perception Towards online shopping w.r.t. Meesho In Thane city
40	KHETHAVATH GANESH THARYA	An Analysis of Cadbury Company with respect to It's marketing Strategies
41	KHUDE SHRUTI SURESH	To study Consumer perception of Electronic food ordering on Swiggy
42	MAJIRE SONALI SANTOSH	A Study on Marketing Strategies Used By HDFC AMC
43	MALI DIPESH RAGHUNATH	A STUDY ON CUSTOMER SATISFACTION ON MULTI-LEVEL MARKETING COMPANY WITH REGARDS TO MI LIFESTYLE
44	MANDAVE CHAITALI MARUTI	The study of Business and Marketing Strategy of Amazon
45	MHATRE PRATHAMESH PRASHANT	Effects of digital marketing on Youngster by nstagram and facebookj
46	MOMIN MOHAMMAD SHAZ PARVEZ FAROOQUE	A study of Marketing Strategy in food delivery app
47	MOTTAYAN AKSHAY KALYANA SUNDARAM	a study on sales promotion strategy of Xiaomi in India
48	NAIK ASHLESHA BAPU	Marketing strategy of Maggie after Ban
49	NAIK SOURAV SHEKHAR	Study of Consumer Satisfaction on Dominoz Pizza
50	NEGI PRIYANSHU CHANDAN SINGH	Consumer experience of Xiomi smart phones in Thane
51	PALKAR UDATTA SUBHODH	Consumer Satisfaction of Cadbury Company



52	PANDE MANAS VIDHYADHAR	A study on consumer perception on Metdlife insurance company
53	PANDE VINAY SUNIL	Marketing strategy of Mdonals
54	PANDEY ABHISHEK SANTOSH	Comparative Analysis Between Coke And Pepsi
55	PATNI UBAIDUR REHMAN IRFAN	a study on consumer perception towards branded jewellery with reference to Thane
56	PAWAR VEDANT TANAJI	introduction to manufacturing industry - case study of Sai Krishna Pvt. Ltd.
57	PYATI YASH HEMANT	To study Brand awareness and marketing strategies of IQOO gaming smart Phone
58	RITESH Y.RAI	market analysis and sales development of amul milk
59	RINA PRASHANT ROUTROY	a study on brand management of Book my show
60	SALVE MAYUR SANTOSH	Role of integrated Marketing Communication in Life Insurance with reference to ICICI pridental
61	SANCHANIYA HARSH MUKESH	A study on Marketing Strategy of Boat Ltd.
62	SAWANT SIDDHESH SURYAKANT	assessing buying behavior towards nike footware of youth of thane region
63	SAYED RAHIL NASIR	Marketing Strategy of Cadbury Compony
64	SHAIKH ASHIK SHUKOOR	a study on hybrid retail model with reference to More, thane
65	SHAIKH MOHAMMED ADNAN VAQAR	"OTT PLATFORMS BEFORE AND AFTER COVID."
66	SHAIKH RAHIL HANIF	Marketing Strategy og Mc. Donalds
67	SHAIKH REHAN KADIR	a study on digital marketing practices adopted by krimmed technologies
68	SHAIKH SHANIA MOHAMMED ALI	A study of marketing Strategy in automobile industry
69	SHAIKH SHANIYA ABDUL HAMID	"To Study Marketing Strategies of Nykaa and Purplle with Respect to consumer Perspective"
70	SHARMA SURAJ RAMSHIROMANI	A comparative study of investors Preference towards stock market
71	SHARMA TANUSHREE SUNIL	A study on Marketing Strategies of Tata Motors
72	SHINDE PAYAL ARUN	impact of marketing practices of FMCG companies - case study with respect to Hindustan Unilever Limited
73	SHIVJATAK PRERANA SHEKHAR	Marketing strategy of HUL in Rural Area with Special reference to Thane Distict
74	SIDDIQUE KASHIF IQBAL	Costumer Satisfaction towards Adidas Brand
75	SINGH HRITHIK VIKRAM	a case study on crisis communication with reference to Zomato
76	SOLANKI NARAYAN SINGH FATEH SINGH	Consumer Behavior and Advertising effeteness of Malabar Gold
77	SOMPURA PREKSHA RAJESHKUMAR	a study on marketing opportunities of hospitality management with respect to Sula wines



78	SURVE CHIRAG RAHUL	Impact of D mart on small grocery store
79	SURVE SMIT SANTOSH	a research on impact of celebrity endorsement on brand popularity with respect to Lux
80	TANDELEKAR KALPESH RAMESH	a study on scope and growth of e-sports business in India
81	THAKKAR KRISHA RAJESH	Study of Business Development Strategies of Autism Connect
82	THAKKER HARSHIT BHUVANESH	Study of Green Supply Chain Management in Traditional Scrap recycling
83	THAKUR KULDEEP PRATAP	Study on digital marketing wrt Iprose in India
84	TIWARI ASHUTOSH VIKRAMJEET	Marketing strategies of Lubricant oil and Greases
85	UTEKAR OM ASHOK	JIOMART: An ecommerce platform heading towards the top in competition of online grocery shopping
86	WAGHELA DHRUV ASHWIN	impact of service marketing mix of McDonalds on consumer behavior study amongst the consumers of Thane City
87	WARANKAR SWARANGI SANTOSH	The study of Role of Integrated Marketing in Life Insurance
88	YADAV GURUDAYAL RAGHUNATH	study on onsumer Satisfaction of stock Broking firm
89	YADAV YASH LALBIHARI	A project on study of analysis and marketing tactics with referane to apacity
90	ANSARI TAUQIR ABDUL NAEEM	A study of working capital management on amazon company
91	ANSARI UZMA RAFIQUE	A study on financial problem faced by the start up with reference to thane city
92	BAMANE SAYALI NITIN	A Study on Core Banking Solutions
93	BARNWAL SUMIT ANIL	A comparative study of HDFC home loan scheme with reference to other bank
94	BHANDARI ROHAN KESHAR	a study on financial performance of LIC
95	BHANDE AKSHAY PRAVIN	Financial awareness and literacy amongst graduates in thane related to stock markets
96	BHAVSAR MAYURI SUHAS	A study on investment pattern of salaried employee with reference to thane city
97	BHOSALE AKANKSHA AVINASH	A study on Perception of Individual Towards Mutual Funds
98	BORSE GAURAV SANJAY	study on onsumer Satisfaction of stock Broking firm
99	CHAUHAN PREETI RAJKUMAR	Study on educational loan with referance to SBI bank
100	CHAVAN ATHARVA PRADEEP	A study on cashless society
101	CHAVAN JAGRUTI SANDIP	Study on Ratail banking with referane to GP parsik Bank
102	DIVEKHAR AMOGH SUYOG BHAGESHREE	Analysis of finanial performane of Larson & Toubro infotech



103	DUBEY ALKA MAHENDRAPRASAD	consumer perception towards convenience of e-banking service during covid 19 lockdown - case study with reference to operations of HDFC Bank and ICICI Bank
104	FERNANDES GRENVILLE FRANCISCO	consumer perception towards consumer service with relation to cost incurred - case study with reference to operations of flipkart
105	GAONKAR PRATHAMESH RAJENDRA	Perception of Investors Investing In ICICI Prudential Life Insurance Corporation
106	GUPTA ANIL ARVINDKUMAR	An overview of indian stock exchange
107	JAISWAR KARISHMA HARINARAYAN	the outbreak of covid - 19 pandemic and its impact on stock market volatility
108	JOSHI SHIVAM LALIT	Impact of GST In Retail Sector In Thane City
109	KADAM MEGHANA VIKAS	A study on motor insurance with reference to reliance general insurance company
110	KADAM NIKHIL NANDU	A study on financial problem faced by the start up with reference to thane city
111	KALDOKE OMKAR KALURAM	A study on gold as an investment option among young investor with respect to thane region
112	KHAN ADNAN ZAFAR	A study on credit risk management with reference to SBI Bank
113	KHAN MADIHA MOHD ALAM	performance rating of banks using CAMEL ratings
114	KHANOLKAR PREETI RAJENDRA	A study on awareness about reserve bank of India as a regulatory body in a banking sector with reference to thane city
115	KIJABILE MANSI SHANTARAM	awareness amongst investors regarding mutual funds - study of investors awareness and perception about investment in mutual funds sector
116	KOLE RUTUJA ANKUSH	A study on home loan with reference to ICICI bank
117	KOWDOOR SAIRAJ JAGDISH	A project on real estate with reference to RERA Act
118	KUSHWAHA SHIVAM ARUNSHANKAR	A study on technical and fundamental analysis of a equity within thane region
119	MANDE SHRADDHA ASHOK	Impact of Online Banking Services with Respect to Thane
120	MANE KAJAL SAMBHAJI	Study of retail banking wrt SBI
121	MISHRA MAMTADEVI OMPRAKASH	A study on competitive analysis on ICICI AND SBI mutual funds
122	NAGAP HARSHDA ANIL ASWINI	Study on women empowermentship with reference to government Financial initiative
123	NAGDA JINESH VASANT	A comparative study on financial services provided by HDFC and ICICI
124	NAGOOR ARBAAZ NISAR	A comparative study on financial performance of SBI and ICICI bank
125	PANCHAL CHIRAG JAYANTILAL	A study on popular mutual funds products among the investor of thane region



126	PANDEY MANGALAM VINAY KUMAR	A study on investment banking wrt JP MORGAN
127	PAREKH KEYUR MAHENDRABHAI	A study on critical evaluation on mutual funds and other investment with reference to HDFC bank
128	PATIL PIYUSH GIRISH	A study on perception of investor investing in LIC life insurance policy in thane
129	PATIL TEJAS RAVI	A study on competitive analysis on SBI AND HDFC mutual funds
130	PATRICK RUCHIKA TONY	Awareness about investment with reference to SIP - Mutual Fund
131	PHADTARE KUNAL KALURAM	A study financial strategy of asian paints
132	PRAJAPATI ROSHANI DAYANAND	Perception of People on Pradhan Mantri Jandhan Yojana
133	SAHIBOLE AISHA FAROOQUE	acceptance of Technical analysis as a measure of investment as compared to fundamental analysis
134	SALEJKAR JENIL NIKET	A study on women entrepreneurship on mudra loan
135	SAWANT MAYURESH ANAND	Comparative Analysis between Google Pay and Paytm
136	SAWANT RESHMA CHANDRASHEKHAR	preference of investors towards commodity markets as an investment opportunity during covid era
137	SHAH ANKIT KIRTI	A Study in individual investors behaviour in capital market in dombivali
138	SHAIKH MOHAMMED ARKAM ALIM	Awareness of Mutual Fund in Thane locality
139	SHAIKH NEHA SUBHAN	Health Insurance Schemes Offered By General Insurance Company In India
140	SHAIKH TAYABA SHAKEEL AHMED	A Project on Comparative Analysis of Products and Services of AXIS bank with ICICI Bank
141	SHAIKH UMER FARID	A study on decision analysis for asset management company
142	SHARMA MAYUR SUNIL	consumer buying pattern Towards amul Milk
143	SHINGE PRIYESH JAYWANT	Financial performance analysis on india pvt bank
144	SHUKLA ANJALI JANARDAN	study of investors awareness towards portfolio planning and management study of investor of thane
145	SIPANI GARIMA JITENDRA	Project on Crypto currency
146	THAKKAR BHAVIKA ARVIND	financial impact of COVID - 19 and financial initiatives taken by government
147	UPADHYAY REKHA BHOLENATH	Awareness of Mutual Funds amongst the salaries
148	VICHARE OMKAR CHANDRAKANT	A study of personal financial planning of middle age group of thane region during pandemic
149	WANI MANSI SANJAY	impact of public relation management strategies of MNC on its stakeholders



150	YADAV ABHA DEVMUNI	How A Year of COVID-19 Financially Dented Middle-class of Metropolitan City THANE
151	YADAV POOJA RAMSUMER	A study of moothoot finance wrt gold loans
152	YADAV VIRAJ HARIPRASAD	A study on financial performance of HDFC bank with reference to employees perspective
153	AGRAHARI JYOTI GHANSHYAM	A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT FOR DMART
154	BASRUR RACHIT TUSHAR	Study on worklife balance with respect to IT sector
155	BAWA HRISHIKESH MAHENDRA	A STUDY ON EMPLOYEE TRAINING NEEDS IN HOTEL INDUSTRY
156	BHOIR POOJA PRASAD	"To study of job satisfaction of employee in Aditya Birla Capital
157	CASTELINO CARINA ANIL	Effectiveness of HR outsourcing in IT sector
158	CHAUDHARY SEEMA UBAIDULLAH	A STUDY OF NIGHT SHIFT FOR WOMEN GROWTH & OPPORTUNITIES
159	CHAUHAN ANJALI SURESH SINGH	Role of reward on employee motivation with refrence to Raymond reality
160	CHIKNE RIYA MILIND	THE ROLE OF HR PRACTICES IN SERVICE INDUSTRY "AIRTEL COMPANY
161	CORREIA AYESHA RAYMOND	"To stdy the effectiveness of PROCUREMENT; A key to reducing spend"
162	GAWAS TANAY SHRIKRISHNA	A study on recruitment and seletion in Genex Hire
163	GUPTA PRIYANKA VIJAY	Effect of financial and non financial incentives on LIC agent
164	JAISWAR KHUSHABOO JAYRAM	Study of employee job satisfaction in Q connect Buss Solution Ltd
165	KAUSHALYA SHAGUN SHAILENDRA	A study on stress management among men in women employees in private sector
166	KHATRI AQSA SABIR	A STUDY ON E- RECRUITMENT USING SOCIAL NETWORKING SITES IN INDIA
167	KHATRI SAMEERA MOHD SABIR	WORK LIFE BALANCE AMONG TEACHER EDUCATOR IN RELATION TO WORK ENGAGEMENT AND ORGANIZATIONAL ROLE STRESS
168	KOLASKAR RIYA SACHIN	STUDY ON "EMPLOYEE WELFARE"
169	LAKHAWADE SONALI MARUTI	STUDY ON COMPENSATION POLICIES AT DEEP PACKAGING
170	MAHADIK RUTIKA KAMLAKAR	EMPLOYEE LIFE CYCLE
171	MISHRA KAJAL NIRANJANDEV	STUDY ON CAUSE OF ABSENTEISM AIR INDIA"
172	MONIZ PEARL PHILOMEN	A study of human resource Development wrt BATA
173	PANDIDHAR RADHIKA CHANDRAN	A STUDY ON EMPLOYEE RETENTION IN BPO
174	PARDESHI SWARUP MADHUSUDAN	Employee engagement with 5 Paisa Capital Limited
175	PATEL BHAKTI HITESH	A study on stress management in call center



176	PHEDHARAJ NAGARJUNA NARSIMHA	Working of Bpo sector in Teleperformance Comapny
177	SALVI APURVA ANIL	Healthy andSafety of employee in Organization SPS Securities
178	SATODKAR SHRUTI SHRIKANT	ab
179	SHAIKH AFSHAN ABDUL RAUF	"EFFECTS OF WORKING CONDITION ON EMPLOYEE PRODUCTIVITY
180	SHARMA SONALI SANTOSH	A study of Training and devlopement in IT industry
181	SHETTY SHOBIT SUDHAKAR	A Study on The Relationship Between Work Motivation and Job Satisfaction in Logistics Sector
182	SINGH RISHABH SATYA PRAKASH	Recruitment and selection in Banking sector - icici bank
183	SINGH ROSHANI JITENDRA	Job satisfaction level of bpo employees
184	SOLANKI SEJAL BHAGVANDAS	Study on the role of human skills in private sector
185	SURYAWANSHI AKANSHA DNYANDEO	To study in HR outsourcing and its application in IT sector
186	VADSARIYA SANIYA SADRU	Study on employee welfare facilities of hdfc bank
187	YADAV KHUSHBU SANJAY	ab
188	YADAV SAYALI ARVIND	Training and development in education sector

Patil


SFC Coordinator





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DECLARATION

I **Dr. Yogeshwari Patil** Assistant Professor of  BMS/BBI/B/.Sc(I.T) department hereby declared that **18** students have been successfully completed their project work as part of semester VI examination under my supervision and guidance during academic year 2021-22.



Dr. Yogeshwari Patil

Project Guide



Dr. Yogeshwari Patil

SFC Co-ordinator



Dr. Dilip Patil

Principal

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SHETH J.T.T. COLLEGE OF ARTS, THANE








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DECLARATION

I **Ms. Darshana Bande** Assistant Professor of BMS/BBI/B.Sc(I.T) department hereby declared that 20 students have been successfully completed their project work as part of semester VI examination under my supervision and guidance during academic year 2021-22.


Ms. Darshana Bande
Project Guide


Dr. Yogeshwari Patil
SFC Co-ordinator


Dr. Dilip Patil
Principal

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DECLARATION

I **Mr. Mahesh Manilal** Assistant Professor of BMS/BBI/B/.Sc(I.T) department hereby declared that 15 students have been successfully completed their project work as part of semester VI examination under my supervision and guidance during academic year 2021-22.

Mr. Mahesh Manilal

Project Guide

Dr. Yogeshwari Patil

SFC Co-ordinator

Dr. Dilip Patil

Principal

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SHETH J.T.T. COLLEGE OF ARTS, THANE (W)**



Vision: Committed and Persuasive Efforts Towards Holistic Education.



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DECLARATION

I **Ms. Sujat Gada** Assistant Professor of BMS/BBI/B/.Sc(I.T) department hereby declared that 20 students have been successfully completed their project work as part of semester VI examination under my supervision and guidance during academic year 2021-22.

Ms. Sujat Gada

Project Guide

Dr. Yogeshwari Patil

SFC Co-ordinator

Dr. Dilip Patil

Principal

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SHETH J.T.T. COLLEGE OF ARTS, THANE, W.





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DECLARATION

I **Ms. Maithili Kende** Assistant Professor of BMS/BBI/B/.Sc(I.T) department hereby declared that 20 students have been successfully completed their project work as part of semester VI examination under my supervision and guidance during academic year 2021-22.

Ms. Maithili Kende

Project Guide

Dr. Yogeshwari Patil

SFC Co-ordinator

Dr. Dilip Patil

Principal

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SHETH J.T.T. COLLEGE OF ARTS, THANE (W)**



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DECLARATION

I **Ms. Shilpa Shelar** Assistant Professor of BMS/BBI/B/.Sc(I.T) department hereby declared that 18 students have been successfully completed their project work as part of semester VI examination under my supervision and guidance during academic year 2021-22.

Ms. Shilpa Shelar
Project Guide

Dr. Yogeshwari Patil
SFC Co-ordinator

Dr. Dilip Patil

Principal

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DECLARATION

I **Ms. Aditi Mone** Assistant Professor of BMS/BBI/B/.Sc(I.T) department hereby declared that 19 students have been successfully completed their project work as part of semester VI examination under my supervision and guidance during academic year 2021-22.

Ms. Aditi Mone
Project Guide

Dr. Yogeshwari Patil
SFC Co-ordinator

Dr. Dilip Patil

Principal

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SHETH J.T.T. COLLEGE OF ARTS, THANE**





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DECLARATION

I **Mr. Vibhav Galadgekar** Assistant Professor of BMS/BBI/B/.Sc(I.T) department hereby declared that **18** students have been successfully completed their project work as part of semester VI examination under my supervision and guidance during academic year 2021-22.

Mr. Vibhav Galadgekar
Project Guide

Dr. Yogeshwari Patil
SFC Co-ordinator

Dr. Dilip Patil

Principal
SHETH T.J. EDUCATION SOCIETY'S
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SHETH J.T.T. COLLEGE OF ARTS, THANE (W)



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DECLARATION

I **Ms. Pooja Ovelekar** Assistant Professor of BMS/BBI/B/.Sc(I.T) department hereby declared that 20 students have been successfully completed their project work as part of semester VI examination under my supervision and guidance during academic year 2021-22.


Ms. Pooja Ovelekar
Project Guide


Dr. Yogeshwari Patil
SFC Co-ordinator


Dr. Dilip Patil
Principal

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DECLARATION

I **Ms. Shweta Dubey** Assistant Professor of BMS/BBI/B/.Sc(I.T) department hereby declared that 20 students have been successfully completed their project work as part of semester VI examination under my supervision and guidance during academic year 2021-22.

Ms. Shweta Dubey
Project Guide

Dr. Yogeshwari Patil
SFC Co-ordinator

Dr. Dilip Patil
Principal

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SHETH J.T.T. COLLEGE OF ARTS, THANE (W)



x