

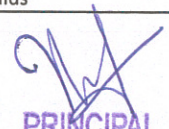
VIVEK COLLEGE OF COMMERCE

MCOM - MANAGEMENT - LIST OF STUDENTS ADMITTED

MCOM-MNGT PART-II (2019-2020)

Sr. No.	Course	Student Name	Project Title	Place of work
1	MCOM-MNGT PART-II	ACHARYA SHREYA RATNAKAR SUMITRA	CUSTOMER RELATIONSHIP MANAGEMENT IN RETAIL	Vivek college library
2	MCOM-MNGT PART-II	ANSARI SAMEER HASHMUDDIN ZAHIDA	EFFECT OF SALES PROMOTION ON BRAND LOYALTY FOR (COCA - COLA SOFT DRINK)	Vivek college library
3	MCOM-MNGT PART-II	BAINS SIMRANJEET KAUR AVTARSINGH HARJEET KAUR	Innovative Advertising Campaigns	Vivek college library
4	MCOM-MNGT PART-II	BANSODE VARUN VIJAY SUREKHA	IMPACT OF SOCIAL MEDIA MARKETING ON THE BUYING PATTERN OF YOUTH IN THE FASHION INDUSTRY	Vivek college library
5	MCOM-MNGT PART-II	BOHRA RAJSHREE JAGDISH GAYATRI	A STUDY OF CONSUMER BUYING BEHAVIOUR OF D- MART	Vivek college library
6	MCOM-MNGT PART-II	CHEITHIYIL ALAN JOY ANCY	Evaluation of the government and public service advertisement among public	Vivek college library
7	MCOM-MNGT PART-II	CHOGALE VIRAJ EKNATH ANJALI	Study of Retail Strategies of Amazon India	Vivek college library
8	MCOM-MNGT PART-II	DUBEY SUSHMITA JAGDAMBIKAPRASAD PUSHPADEVI	Reason for growth of malls in india	Vivek college library
9	MCOM-MNGT PART-II	E SONIA N ELANGO VAN E KUMARI	ASTUDYON RETAILER'S PERCEPTION ABOUT THE FINANCIAL IMPACT OF FOREIGN DIRECT INVESTMENT IN THE RETAIL SECTOR IN TAMIL NADU	Vivek college library
10	MCOM-MNGT PART-II	FERNANDES CELINE CLEMENT CLARA	Advertising in 21st century	Vivek college library
11	MCOM-MNGT PART-II	GALA SHWETA BHARAT MANJULA	A STUDY ON CONSUMER BEHAVIOUR TOWARDS PURCHASING ELECTRONIC ITEMS THROUGH SOCIAL MEDIA	Vivek college library
12	MCOM-MNGT PART-II	GAMI POOJABEN JAYANTIBHAI MANJULABEN	"ADVERTISING OF CADBURY PRODUCTS IN DIFFERENT WAYS"	Vivek college library
13	MCOM-MNGT PART-II	GURAV ROHINI RAMCHANDRA VIJAYA	Impacts of Tv Advertising on children's	Vivek college library
14	MCOM-MNGT PART-II	HODAVDEKAR PRAKALP PRABODHANAND SUSHMITA	Scope And Importance Of Cryptocurrency In Advertisement And Sales Management	Vivek college library
15	MCOM-MNGT PART-II	JADHAV DHANSHREE RAJKUMAR PRATIMA	A study on E-learning app and byjus and it's impact on student performance	Vivek college library
16	MCOM-MNGT PART-II	JADHAV MANSI SAMBAHAI MANJUSHA	A STUDY ON GROWTH OF RETAIL SECTOR IN INDIA	Vivek college library
17	MCOM-MNGT PART-II	JADHAV PRATIK DINESH DIVYA	RETAIL SUPPLY CHAIN: CHALLENGES AND PROSPECTS	Vivek college library
18	MCOM-MNGT PART-II	JADHAV RUPALI GAUTAM VANDANA	Children as a target audience	Vivek college library
19	MCOM-MNGT PART-II	KANOJIYA SNEHA RAJESH CHANDA	Sales and promotion in big bazaar	Vivek college library
20	MCOM-MNGT PART-II	KUSUMA ABHISHEK GANGARAJU MEENA	IMPORTANCE OF TELECOMMUNICATIONS INDUSTRY	Vivek college library
21	MCOM-MNGT PART-II	KUTTAN AKSHAY BABU NIRMALA	Study Of Online Retailing In India	Vivek college library
22	MCOM-MNGT PART-II	MENON SHILPA SIVADAS USHA	A STUDY OF IMPACT OF COVID-19 ON CONSUMER SHOPPING IN MUMBAI	Vivek college library
23	MCOM-MNGT PART-II	MENON SUJESH SURESH GIRIJA	Comparison of Advertisement Strategies of Online Retail Companies during Covid-19 Times	Vivek college library
24	MCOM-MNGT PART-II	MORE PRAVIN VIKRAM RADHA	"IMPACT OF 'COVID-19' ON ADVERTISING"	Vivek college library
25	MCOM-MNGT PART-II	NADAR EVOANGELINE WISELINE SHEELA	A study of failed retail marketing	Vivek college library
26	MCOM-MNGT PART-II	NADAR SATYA PERUMAL GEETHA	The Art of Digital Marketing	Vivek college library
27	MCOM-MNGT PART-II	NADAR SHANMUGASUNDRAM CHANDRASEKAR CHANDRA	A Study of Advertising Sales Management on Amul Company	Vivek college library
28	MCOM-MNGT PART-II	NADAR SUNDAR JEYAPPAUL USHADEVI	CUSTOMER RELATIONSHIP MANAGEMENT OF BIG BAZAAR	Vivek college library
29	MCOM-MNGT PART-II	NAIK PRASHANT SANJAY SANGEETA	A Comparative Study of Pizza Hut and dominos	Vivek college library
30	MCOM-MNGT PART-II	PILLAI ARCHANA GOMATHINAYAGAM LAKSHMI	WOMEN ENTREPRENEURSHIP IN THE VILLAGES OF INDIA	Vivek college library
31	MCOM-MNGT PART-II	- R DIYANA RAYAPPAN LAWRENCE	A study of consumer preference for café coffee day	Vivek college library
32	MCOM-MNGT PART-II	RAPAKA TANUJA SAINIVAS SUJATHA	A Comparative study of Reliance Jio and Airtel	Vivek college library
33	MCOM-MNGT PART-II	- SAMUEL JOEL STEPHEN ANNAL	"CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING W.R.T. MYNTRA"	Vivek college library
34	MCOM-MNGT PART-II	SARPODAR SAKET SUNIL MEDHA	A study of consumer preference on jumbo king	Vivek college library
35	MCOM-MNGT PART-II	SAYED SADIQA ANJUM ISMAIL LAEEQUE BEGUM	Business strategy of Amazon	Vivek college library
36	MCOM-MNGT PART-II	SAYYED SOHAIL YASIN FARZANA	Ethics in Retailing	Vivek college library
37	MCOM-MNGT PART-II	SHAH HIRAL JAYESH VIMAL	Role of Advertising - McDonalds	Vivek college library




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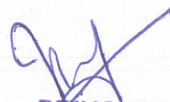
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Sr. No.	Course	Student Name	Project Title	Place of work
38	MCOM-MNGT PART-II	SHARMA SATYAPRAKASH PREMCHAND VIMLA	"A RESEARCH ON GROWTH OF BANKING SECTOR IN INDIA"	Vivek college library
39	MCOM-MNGT PART-II	SHARMA SHREYA VINAY SANTOSH	A Study on supply chain management at Future Retail Limited	Vivek college library
40	MCOM-MNGT PART-II	SHETTY SAMYUKTHA SURESH SUMANGALA	Advertising strategies used by eco-friendly products	Vivek college library
41	MCOM-MNGT PART-II	SONAWANE DAKSHITA SANTOSH SARITA	IMPACT OF RETAIL STORE DESIGN & LAYOUT ON CUSTOMER MIND	Vivek college library
42	MCOM-MNGT PART-II	TAMBDE KRUNALI PRAKASH PRAGATI	THE VARIOUS CHALLENGES OF RETAIL MANAGEMENT IN INDIA	Vivek college library
43	MCOM-MNGT PART-II	VARMA RAGINI SHIVPUJAN BHAWANA	"INSURANCE ADVERTISING"	Vivek college library
44	MCOM-MNGT PART-II	YADAV INDRA KUMAR MOHANLAL BADAMA	"ETHICS AND ADVERTISING ANALYSIS"	Vivek college library
45	MCOM-MNGT PART-II	YADAV NEELU RAMJESH HIRAVATI	"A" STUDY ON CONSUMER ATTITUDE TOWARDS E-COMMERCE IN CITY(A CASE STUDY ON FLIPKART)"	Vivek college library
46	MCOM-MNGT PART-II	SHARMA ANJALI KRISHNAKUMAR MANJULADEVI	A STUDY OF WORK LIFE BALANCE OF WOMEN TEACHERS OF SCHOOL	Vivek college library
47	MCOM-MNGT PART-II	SHIRKE SANGHARSH SANTOSH SANJIVANI	HISTORY OF ONLINE ADVERTISING	Vivek college library
48	MCOM-MNGT PART-II	CHETTY MARIARAJ SAMMANASU SAGAYAMARY	"CUSTOMER RELATIONSHIP MANAGEMENT IN INSURANCE SECTOR"	Vivek college library
49	MCOM-MNGT PART-II	- KUMARAN PALANIAPPAN GOVINDI	ABSENT	
50	MCOM-MNGT PART-II	PAL KANCHAN MOOLCHAND SHAKUNTALA	A project report on "customer service with Reference to Big Bazaar	Vivek college library
51	MCOM-MNGT PART-II	KOTADIYA VISHAL TALSHIBHAI BABIBEN	A CUSTOMER PREFERENCE FOR PARLE PRODUCTS	Vivek college library
52	MCOM-MNGT PART-II	GAMI PASHVAK KUMAR KANTILAL RAMILABEN	INVESTORS AWARENESS ABOUT MUTUAL FUND	Vivek college library
53	MCOM-MNGT PART-II	CHETTIAR STEFFI STEPHEN REKHA	A study on changing consumer behaviour (crossword bookstore)	Vivek college library
54	MCOM-MNGT PART-II	KEDAR PRANALI SHAHAJI SHOBHA	Popularity of online banking india	Vivek college library
55	MCOM-MNGT PART-II	- MANIKANDAN ELUMALI KANNAIAMMAL	ABSENT	
56	MCOM-MNGT PART-II	NADAR CHELLAPANDI RAJA SELVI	CRM in banks	Vivek college library
57	MCOM-MNGT PART-II	ANDRADE LIZANN MARCELINE PETER ANITA	STUDY OF RETAIL BANKING TRANSFORMATION THROUGH DIGITALISATION	Vivek college library
58	MCOM-MNGT PART-II	NAIR RUBEN RADHAKRISHNAN ARUN	A study on the effect of different advertising campaigns adopted by different consumer durable companies	Vivek college library




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