



# INSTITUTE OF TECHNOLOGY & MANAGEMENT

Integrated Technical Campus: Engineering, Pharmacy & Management  
Approved by AICTE, Pharmacy Council of India, New Delhi & Affiliated to  
Dr. APJAKTU, Lucknow

AL-1, Sector - 7, GIDA, Gorakhpur - 273209 (UP)

## Department of Business Administration

Date: 11/08/2021

### NOTICE

This is to inform all the students of MBA 2nd semester that the Viva Voce of IT Skills-Lab II (KMBN-251) will be held on 16/08/2021 and Viva Voce of Mini Project-II (KMBN-252) will be held on 16/08/2021 and 17/08/2021 at 10:30 am in online mode as per AKTU notice reference number AKTU/Dean.UG/2021/512 dated 28/07/2021.

Kindly insure your presence at said time to avoid any inconvenience.

#### Schedule:

Subj. Code	Roll No.	Date of Exam	Time	No. of Students
KMBN-251	2001200700001-2001200700050	16/08/2021	10:30 am	49
KMBN-252	2001200700001-2001200700041	16/08/2021	10:30 am	40
KMBN-252	2001200700042-2001200700050	17/08/202	10:30 am	09

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4. Notice Board



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## Mini Project-II (KMBN-252)

Name of Internal Examiner: MR. Ashish Chaturvedi

S.No	Roll No.	Student's Name	Topic of Mini project-II
1	2001200700001	ABHISHEK KUMAR SRIVASTAVA	Indian Water Bottle Brands
2	2001200700002	ADITYA KUMAR GUPTA	"Marketing research on JSW"
3	2001200700003	ADITYA MISHRA	Study of Hr Practices & Process Of Performance Appraisal With Special Reference To Aditya Birla Group
4	2001200700004	ADITYA RAJ SINGH	Comparative Study In Between Traditional Marketing And Digital Marketing
5	2001200700005	AISHWARYA JAISWAL	An introduction of cloud computing in education sector
6	2001200700007	AKASH PRAJAPATI	A Study On Strategy And Success Of Retail Industries In India
7	2001200700008	AKRITI TIWARI	Study Of Customer Satisfaction Of Asian Paint
8	2001200700009	ANANDITA NISHAD	Comparative Analysis Of Lifebuoy And Dettol
9	2001200700010	KM ANSHIKA SINGH	Marketing Strategies Of Lakme
10	2001200700011	ANURADHA PRAJAPATI	A study on brand image of ICICI prudential life insurance Ltd
11	2001200700012	ARIBA WAHIDI	Role Of Technology In FMCG Industry.
12	2001200700013	AVANTIKA GUPTA	Consumer Perception On Patanjali Products
13	2001200700014	AVINASH KUMAR GUPTA	Study of consumer behavior in bag bazar
14	2001200700015	GOLDEN KUMAR YADAV	An Analysis Of Online Food Delivery Services On Zomato
15	2001200700016	HARSHITA VAISH	Analysis Of IT Industry
16	2001200700017	KM BABITA SINGH	A comprehensive study on -medtech industry
17	2001200700018	KM MONY BHARATI	Health Sector In India
18	2001200700019	NIDHI TRIPATHI	A study on women online purchasing behavior
19	2001200700020	KM PRATIMA MAURYA	Marketing research on ceat tyre
20	2001200700021	KM SAMEERA ZAHEER	A study on performance appraisal with special REFERENCE TO TATA company
21	2001200700022	SANJANA SRIVASTAVA	A Study On Dairy Industry With

			Comparison Of Mother Dairy And Amul
22	2001200700023	SHALINI YADAV	A Study On Consumer Satisfaction On Online Food Delivery Swiggy
23	2001200700024	KM SHIKHA MISHRA	A Study Of Customer Satisfaction Towards Havells
24	2001200700025	KM SIDDHI MISHRA	A Marketing Analysis On Walmart"
25	2001200700026	KRISHAN MOHAN KUMAR	A Comparative Study Of Maruti Suzuki And Tata Motar With Reference To After Sales Service
26	2001200700027	KRISHNA MISHRA	Comparison Between Nokia And Samsung
27	2001200700028	MANSHI SRIVASTAVA	A Project On Mcdonald's
28	2001200700029	MOHD MOHIB KHAN	A study on adidas
29	2001200700030	MOHD SHARIK ALI	An Analysis Of Issues And Challenges Of E-Learning Emerging Industry
30	2001200700031	MUSKAN SINGH	Celebrity Endorsement
31	2001200700032	NEHA GUPTA	Cotton Textile Industry
32	2001200700033	NIDHI SRIVASTAVA	A Study On Service Industry In India With Reference To Tata Consultancy Services
33	2001200700034	NUPUR NIBORIA	Role Of Artificial Intelligence In Banking Industry
34	2001200700035	PRAGYA SHUKLA	5G) Wireless Technology "Revolution In Telecommunication"
35	2001200700036	KM PRIYA PAL	A Study On Customer Satisfaction Of Water Purifier Industry With Reference To KENT RO
36	2001200700037	RAI ANURANJANA TARKESHWAR	"A Study On Job Satisfaction Of Employees With The Reference Of Everest Blowers Pvt Ltd."
37	2001200700038	RAJNEESH KUMAR SINGH	A Study On Customer Satisfaction Towards Banking Services Of State Bank Of India.
38	2001200700039	KM RICHA RAO	A Project Report On "Marketing Strategy CADBURY COMPANY "
39	2001200700040	RITIKA GUPTA	A study on celebrity Endorsement towards beverages or soft drink companies
40	2001200700041	SAGAR SINGH	Human Resource Management In Maruti Udyog Limited
41	2001200700042	SAKSHI JAISWAL	A Study On The Brand Awareness Through Social Media Marketing
42	2001200700043	SAKSHI SRIVASTAVA	A Project On KFC
43	2001200700044	SAURABH TIWARI	A Study on Financial Performance of Nestle India Limited
44	2001200700045	SHAHIN PRAVEEN	A Study On Customer Buying Behavior With Reference To Airtel
45	2001200700046	SHASHIKALA YADAV	Dealership Satisfaction (Sale Pepsi)
46	2001200700047	SOURABH SHARMA	Automobile Industry Reference With

			KIA Motors
47	2001200700048	SOURAV SHUKLA	Comparative Study On Tesla Vs Tata E Motors Company In Conclusion To Consumer Satisfaction
48	2001200700049	SURAJ GOSWAMI	A Study On Customer Satisfaction With Special Reference To Mahindra & Mahindra
49	2001200700050	VISHAL MAJHWAR	"Marketing Strategy Of Nokia In India And Reason Behind Failure Of Nokia"

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