

**PANIMALAR ENGINEERING COLLEGE
MASTER OF BUSINESS ADMINISTRATION
II YEAR – PROJECT LIST (2016 - 2018)**

SNO	REG. NO.	NAME OF THE STUDENT	COMPANY NAME	TITLE OF THE PROJECT
1.	211416631001	AAKASH R	Amma Creations and Fashions, Chennai.	A Study on customer engagement and expectation at Amma Creations and Fashions, Chennai
2.	211416631002	ABHURVA M	Equitas Small Finance Bank Limited, Chennai.	A Study on effectiveness on skill acquisition and advancement of employees in Equitas Small Finance Bank Limited, Chennai
3.	211416631003	ABILASH S	GoodWill Comtrades Pvt Limited.	A Study on investors preference towards online trading with reference to commodity market in GoodWill Comtrades Pvt Limited
4.	211416631004	AJAY U	Alloysys Extrusion Pvt Ltd	A Study on analysis of effectiveness of supplychain management procurement
5.	211416631005	AJITHKUMAR M	Goodwill Comtrades Pvt Ltd	A Study on commodity market special reference with gold at Goodwill Comtrades Pvt Ltd
6.	211416631006	ALICE GNANA THANGAM G	State Bank of India	A Study on SBI'S lending practices towards car loan
7.	211416631007	ALICE SOFIA M	SISCO	A Study on the impact of employee engagement on job performance in SIS Prosecure holding pvt ltd
8.	211416631008	ANGELIN PEARL A	HDFC Bank Limited, Chennai.	A Study on the quality of service rendered by HDFC Bank
9.	211416631009	ANUJA A	SISCO	A Study on employee perception towards biometric attendance system
10.	211416631010	ANUSHA R	HDFC Bank.	A Study on investment awareness on various investment avenues wrt HDFC Bank
11.	211416631011	ANUSHA V	Ganga Foundations Pvt Limited.	A Study on competitors analysis of builders wrt ganga foundations pvt ltd
12.	211416631012	ARAVIND S	Karvy Stock Broking Limited.	A Study on Technical analysis of selected securities in automobile sector
13.	211416631013	ARIVARASI A	Aditya Birla Retail Limited.	A Study on customer perception towards the own brands of MORE Super market
14.	211416631014	ARULMOZHI R	Reliance Retail Limited.	A Study on effectiveness of organization citizenship behavior at Reliance Retail Limited chennai
15.	211416631015	ARVINTH R	DaVinci Creative Technologies, Adambakkam, Chennai	A Study on impact of online advertisements on internet users

16.	211416631016	BALAJI K	Sharekhan	A Study on the analysis of financial performance of HDFC Bank wrt sharekhan
17.	211416631017	BALAKUMAR B	UNIQ Technologies, T Nagar, Chennai.	A Study on the impact of online advertisement in B2B MODEL WRT
18.	211416631018	BENISHA J	Chennai National Hospital.	A Study on the work place stress among employees wrt Chennai National Hospital
19.	211416631019	BHARATHI R	EQSIS Financial Services Private Limited, T.Nagar, Chennai	A Study on risk and return analysis of selected bank stocks WRT EQSIS
20.	211416631020	BHARATH RAGHU K M	Sical Multimodal and Rail Transport Limited.	A Study on Delivery effectiveness and service quality Sical Multimodal and Rail Transport Limited.
21.	211416631021	BHARATH RAM S	Sharekhan Ltd	A Study on technical analysis of NSE towards consumer durables wrt sharekhan
22.	211416631022	BOOBATHY T	Future Retail Limited, Phoenix Market City, Velachery, Chennai.	A Study on consumer perception about factors influencing private label food products purchase wrt BIG BAZZAR
23.	211416631023	CECILIA MARY A	Chennai Port Trust	A Study on Customer opinion towards container traffic trends wrt Chennai port
24.	211416631024	CHITRA P	Tube Investments Of India Limited.	A Study on impact of EPS ,DPS AND P/E Ration on behavior of shareprice markets at TE of INDIA ,Chennai
25.	211416631025	DAYALAN KARTHIK	Sharekhan Ltd	A Study on the financial performance of selected stocks wrt sharekhan
26.	211416631026	DEEPA V S	Kone Elevators Indian Pvt Limited.	A Study on Impact of exit interview on measuring attrition at Kone elevators
27.	211416631027	DEEPTHI S	Sharekhan	A Study on growth of online trading in Chennai wrt sharekhan
28.	211416631028	DHARSANYA R	Hello FM	A Study on Radio listenership towards HELO FM 106.4 in digital era
29.	211416631029	DILLIBABU V	Sharekhan Ltd	A Study on risk and return analysis of selected stocks in banking wrt Sharekhan
30.	211416631030	DILLI GANESH B	Aditya Birla Money Limited.	A Study on employee engagement reference Aditya Birla Money ltd
31.	211416631031	DINESH KUMAR M	BHEL	A Study on effect of inventory balance and inventory management at BHEL(RANIPET)
32.	211416631032	DINESH KUMAR T	Sivakasi Cooperative Bank	A Study on Customer adaptation towards Internet bank wrt HDFC Bank
33.	211416631033	DIVYA BHARATHI K	Axicut solution Pvt Ltd	A Study on the employee relations and its effects on job performance in Axicut solution

34.	211416631034	DIVYA BHARATHI P	Chennai Central Cooperative Bank	A Study on customer perception towards cooperative banking services with reference to CC Bank
35.	211416631035	EDEN OLIVE E	SISCO	A Study on training needs analysis at SISCO Private Limited.
36.	211416631036	EMMIE JEFFINA A	Sairam Industries	A Study on the buying behavior of FMCG products with reference to Sri Home Consumables Private Limited.
37.	211416631037	EZHILARASI S	Infenex Pvt Ltd	A Study on market support activities provided by infenix softech pvt ltd to the customers.
38.	211416631038	GADDE SUBHASH	Panimalar Engineering College.	A Study on measuring online shopping behaviour among students of Panimalar Engineering College
39.	211416631039	GANAPATHY S	Asco Nematics India Pvt Ltd	A Study on market analysis of Asco valves at Asco Nematics India Pvt Ltd.
40.	211416631040	GANESH B	Shakthi Bykes, Chennai.	A Study on consumer buying behavior towards Bajaj Bikes InSakthi Bajaj.
41.	211416631041	GANESHAN G	Ruchi Soya Industries Limited.	A Study on consumer buying behavior of edible oil with special reference to SunRich from Ruchi Soya industry in Chennai city.
42.	211416631042	GAYATHRI S V	Lucas TVS Limited.	A Study on pricing of filters with specific reference to Lucas TVS
43.	211416631043	GEETHANJALI R	The Madras Medical Mission	A Study on organization citizenship behavior towards Madras Medical Mission(MMM) Hospital.
44.	211416631044	GENGAIYAMMAL P	ShareKhan Limited.	A Study on the market behavior of selected stocks using technical's with reference to Sharekhan.
45.	211416631045	GIFTLIN SHARON V	ShareKhan Limited.	A Study on risk tolerance level of investors in equity market
46.	211416631046	GIRI DHARAN B	Rigid Hospital Pvt Limited.	A Study on quality of worklife among employees under operations at LIMA keyhole surgery hospital, Chennai.
47.	211416631047	GNANASUNDARI V	Celebrity Fashions Limited, Chennai.	A Study on worklife balance of women employees.
48.	211416631048	GOKUL B	Mitsubishi Heavy Industries India Precision Tools Ltd	A Study on impact of organizational culture and employee motivation.
49.	211416631049	GOKULNAATH R L	Sivasri Engineering Pvt Ltd	A Study on inventory cost management practices at Siva Sri Engineering Pvt Limited.
50.	211416631050	GOVARDHANAN R	Shri Lakshmi Agro Foods Pvt Limited, Chennai.	A Study on comparative analysis of Udhayam Dhal with private label dhal
51.	211416631051	GOWSHIC K	Sharekhan Limited, Chennai.	A Study on investor's perception towards online share trading at ShareKhan Limited.

52.	211416631052	GOWTHAM P	Sharekhan Limited, Chennai.	A Study on the investor preference on mutual funds in Share Khan Company Chennai.
53.	211416631053	GOWTHAM R V	GoodWill Comtrades Pvt Limited.	A technical analysis on selected commodities traded in MCX with ref to Goodwill comTrades
54.	211416631054	GOWTHAMI Y	Salcomp Manufacturing India Private Limited.	A Study on impact of shift work challenges among female employees in Salcomp Manufacturing India Pvt Limited, Sriperumbudar.
55.	211416631055	HARIPRIYA J S	Fabsys Technologies Pvt Limited.	A Study on the user preference towards mobile Apps with reference to Fabsys Technologies Pvt Limited.
56.	211416631056	HEMALATHA T	India Stamping Solutions	A Study on focused marketing techniques adopted at India Stamping Solution.
57.	211416631057	HEMANATHAN R	Ruchi Soya Industries Limited.	A Study on inventory management practice adopted at Ruchi Soya industry.
58.	211416631058	JAYALAKSHMI C		YET TO BE SUBMITTED
59.	211416631059	JAYASHREE K	Reliance Retail Limited.	A Study on customer loyalty towards private labels with special reference to Reliance Smart, Chennai.
60.	211416631060	JENCY J	The Madras Medical Mission	A Study on the work life challenges and its impact on female nurses commitments towards MMM hospital.
61.	211416631061	JESTIN DASS K	Lanson Motors Pvt Ltd	A Study on measuring employees mentoringwith reference to ISEO systems.
62.	211416631062	JOHNSI MARY J	Greaves Cotton Limited, Chennai./ S.P. Garments, Chennai.	A Study on new trends in the motivation behind buying luxury textile products.
63.	211416631063	KALAIVANI R	IDBI Asset Management Ltd	Performance Evaluation of IDBI mutual funds schemes against established benchmark index
64.	211416631064	KALPANA G	Allsec Technologies Ltd	A Study on job seekers attitude towards E-recruitment practices at Allsec Technologies.
65.	211416631065	KARANTHAMALAI K	Bescal Steel Industries Pvt Ltd	A Study on dealers perception and expectation towards Bescal Steel Industries Limited.
66.	211416631066	KARTHICK M	TAV Products Pvt Limited.	A Study on consumer buying behavior of Popular Appalam, Kolathur.
67.	211416631067	KARTHIK N	UNIQ Technologies, TNagar, Chennai.	A Study on strategies for successful CRM implementation.
68.	211416631068	KARUPPIAH R	Archidply Industries Limited.	A Study on market share on Archidlam with reference to Chennai market.
69.	211416631069	KEERTHANA V	Dolbi's Granite Exports Private Limited, Chennai./ Greaves Cotton Limited, Chennai.	A Study on customer preference on the choice of flooring material for residential building in Chennai.

70.	211416631070	KESAVAN B	Rigid hospital Pvt Ltd	A Study on effectiveness of training program offered to nurses in LIMA Keyhole surgery hospital.
71.	211416631071	KESAVARTHINI G S	VS Hospitals, Chennai.	A Study on service marketing in VS Hospitals
72.	211416631072	KULASEKARAN R	Edelweiss Broking Limited.	A Study on comparative performance analysis of selected Indian Mutual Funds with reference to Edelweiss Broking Limited.
73.	211416631073	LAVANYA M	S.P. Garments, Chennai.	A Study on adoption towards quality management practices with ref to SP Garments
74.	211416631074	LAVANYA R	Indo Nihon Technologies	A Study on the quality of service towards CNC machine with reference to Indo Nihon Technology.
75.	211416631075	LOKESH N	Century Plyboards India Ltd	A Study on training need analysis with reference to Century Plyboards India Limited.
76.	211416631076	MANIKANDAN M	SkyLark Uniforms, Chennai.	A Study on the quality of service towards SkyLark Uniforms.
77.	211416631077	MANJURIYA U	ITC	A Study analyzing the influence of ITC package on consumer purchase decision Chennai
78.	211416631078	MONISHA EVANGELIN S	Radisson Hotel	A Study on quality of service rendered by Radisson Blu Hotel, Chennai City Centre.
79.	211416631079	MUTHU ARUNAMANI M	Axicut Solutions.	A Study on employee's perception towards the work environment and its impact on employee performance.
80.	211416631080	NADAR TAMILARASI SELVARAJ	RaviRam Hero.	A Study on service quality perception of prospects towards pre-sales and post in Hero Motocorp.
81.	211416631081	NANDHAKUMAR B	Lodha Motors, Chennai.	A Study on customer buying behaviour and satisfaction level for Lodha Motors, Chennai.
82.	211416631082	NAVEENA M	Reliance Retail Limited.	A Study on customer retention in examining the roles of stores affect and store loyalty as mediator in the management of retail sector with special reference to Reliance Smart.
83.	211416631083	NAVEENKUMAR S	Lotte India coperation Ltd	A Study on employees perception towards worklife balance in Lotte India Corporation.
84.	211416631084	PACHAIYAPPAN N	Surin Automotive Pvt Ltd	A Study on dealers perception on distribution and promotion strategies.
85.	211416631085	PAVITHRA R	TAV Products Pvt Ltd	A Study on effective advertisement it influence the consumer buying behavior.
86.	211416631086	PRABAKARAN S	Care Logistics	A Study on implication of GST on Shipping and Logistics Chennai
87.	211416631087	PRABHAKARAN M	Jamna Auto Industries Ltd	A Study on own brand promotion in Jamna AutoIndustries Limited, Chennai.

88.	211416631088	PRAKASH R	Surin Automotive Private Limited.	A study of customer perception on automotive of spare parts of Surin Automotive Pvt Limited.
89.	211416631089	PREETHI N	Future Retail Ltd	A study on customer perception in buying products at Big Bazaar.
90.	211416631090	PREETHIKA A P	Bajaj Capital Limited.	A study on investment pattern of salaried class with reference to Bajaj Capital Limited.
91.	211416631091	PREM KUMAR V	Kovai Pazhamudir Nilayam Farm Fresh Private Limited, Chennai.	A study on customer centricity towards Kovai Pazhamudir Nilayam in Chennai.
92.	211416631092	PRINCE INBA RAJ S	The India Cements Limited, Chennai.	A study on analysis of stock market volatility on India Cements Limited.
93.	211416631093	PRIYA V	Rane Brake Lining Limited.	A study on factors influencing Job performance of workers in Rane Brake Lining Limited.
94.	211416631094	PRIYADARSINI A	Shri Lakshmi Agro Foods Pvt Limited.	A study on effects of Brand awareness on Buyer Behaviour of Udhaiyam Dhal.
95.	211416631095	PRIYADHARSHINI S	Aadit Auto Company Pvt Ltd	A study on service Gap Analysis with special reference to capital Honda.
96.	211416631096	PRIYANKA B	SISCO	A study on employee perception towards HR practices adopted in SIS Procegur Holdings Pvt Ltd.
97.	211416631097	PRIYANKA D	GoodWill Comtrades Pvt Limited, Chennai.	A study on the performance analysis of selected equity stocks with reference to Goodwill Com Trades Pvt Limited.
98.	211416631098	PRIYANKA S	SharaKhan Private Limited.	A study on investor preference towards mutual fund investment with reference to Bajaj Capital Pvt Limited.
99.	211416631099	RAGUPATHY K	Artemis Auto India Private Limited, Chennai.	A study on customer expectation towards sales and services at Artemis Auto India Private Limited, Chennai.
100.	211416631100	RAJESHWARI P	The Madras Medical Mission	A study on efficiency of central sterile supply department (CSSD) in MMM hospital, Chennai.
101.	211416631101	RAMACHANDRAN S	SkyLark Uniforms.	A study on impacy of emotional intelligence in SkyLark Uniforms
102.	211416631102	RAMAPONNI P	Brakes India Pvt Ltd	A study on impact of employee retention pracices towards employee engagement at Brakes India Pvt Ltd
103.	211416631103	RAMYA J	Sharekhan	A study on investors behaviour towards equity market with ref to ShareKhan
104.	211416631104	RAMYA P	Hard n Soft technologies Pvt ltd	A study on customer perception towards developing mobile applications with ref to Hard n Soft technologies Pvt ltd
105.	211416631105	RAMYA S	Sasel Videos	A study on the impact of Sasel Videos on students Learning

106.	211416631106	REVATHY K	Igarashi Motors India Ltd	ABSENT
107.	211416631107	ROWENA MARIA JERUSA J F	Madura Travels Service Private Limited, Chennai./ Elcon, Chennai.	A study on customer perception towards various holiday packages offered by Madhura Travel Service Chennai
108.	211416631108	SADAM HUSSAIN T	Elite Motors, Chennai.	A study on consumer buying behaviour of two wheeler
109.	211416631109	SAKTHI PRIYAN A	Hindustan Coca-Cola Beverages Private Limited.	A study on the impact of organisation climate on job satisfaction and job commitment on Hindustan Coca-Cola Beverages Private Limited.
110.	211416631110	SAMUEL D	Inncon Business and Technology Consulting, Chennai.	A study on the effectiveness of customer relationship management practices in Inncon Business and Technology Consulting, Chennai
111.	211416631111	SANGATI SNEHA	India Pistons Limited.	A study on stress mgt on lower level employees in India Pistons Limited.
112.	211416631112	SANKARI M	GHO Agro Private Limited.	A study on On the market share of the GHO Agro Private Limited.
113.	211416631113	SANOOP S	Edelweiss.	A study on technical analysis on equity shares on selected banking firms w.ref to Edelweiss
114.	211416631114	SARAVANAN R	GoodWill Comtrades Pvt Limited.	Analysis of share pricing behaviour of selected stocks of infrastructure industry w.r.t GoodWill Comtrades Pvt Limited
115.	211416631115	SATHISH D	Vishnu Cars Private Limited, Chennai.	A study on perception towards CRM Maruti Suzuki Nexa AT Vishnu Cars Private Limited, Chennai
116.	211416631116	SATHYABAMA R	Voltech Group	A study on effectiveness of HR policies in Voltech Group
117.	211416631117	SATISH R	Philips Lighting India Ltd	Retailer perception towards PhilipsDownlighters
118.	211416631118	SEDHU RAMAN V	Avon Solutions & Logistics Pvt Ltd	A study on employee engagement with ref to Avon Solutiona
119.	211416631119	SELVAMANI E	Fabhost Web Solutions T.Nagar	Customer Preference towards Fabhost Web Software Products
120.	211416631120	SENTHIL KUMAR P	Thermox Polymers Limited, Chennai.	A study on 8 P's of service marketing in Thermox Polymers Limited, Chennai
121.	211416631121	SHAMINI R	ITC Ltd	A study on effectiveness of corporate branding strategies in ITC ltd
122.	211416631122	SHANMUKHI K P	Premium coatings & Chemicals Pvt Ltd	A study on market potential of automotive paints w r t Premium coatings & Chemicals Pvt Ltd
123.	211416631123	SHEELA B	ABI Showatech India Limited.	A study on banishing burnout among the employees of ABI Showatech India Limited.

124.	211416631124	SINGARAVELAN K	UNIQ Technologies, TNagar, Chennai.	A study on issue and tribulations with service marketing.
125.	211416631125	SIVAKUMAR S	Young Brand Apparel Pvt Ltd	A study on financial statement analysis in Young Brand Apparel Pvt Ltd.
126.	211416631126	SIVAPRAKASH K	VA Tech Wabag Limited.	A study on financial statement analysis of VA Tech Wabag Limited.
127.	211416631127	SIVARAJ S	Tube Products Of India.	A study on employee retention though customer satisfaction analysis in TPI
128.	211416631128	SNEHA M	Shriram Properties Pvt Ltd	A study on buyer behaviour in residential properties in Shriram Properties Pvt Ltd
129.	211416631129	SOWMYA LAKSHMI N T	Carborundum Universal Ltd	The impact of innovative HRM practices on employee engagement in Carborundum Universal Ltd
130.	211416631130	SREE VAISHNAVI G	India Japan Lighting Pvt Ltd	A study on building business association and relationship through innovative marketing initiative
131.	211416631131	SUBRAMANYAM N S	Reliance Nippon Life Asset Management Limited.	A study on investor preference towards mutual fund investment wrt Reliance MF
132.	211416631132	SUHAIL T N K	Panimalar Engineering College.	A study on student perception towards infrastructure facilities w r t Panimalar Engineering College
133.	211416631133	SUMAN S	THG Publishing Private Limited, Anna Salai, Chennai.	A study on financial performance analysis wrt Hindu Group
134.	211416631134	SURAJ S	JM Frictech India Private Limited, Chennai	Employee Knowledge Management maturity on Emotional Intelligence
135.	211416631135	SUREKA G	Somic ZF Components Pvt Ltd	A study on Employee Attrition and Retention Strategies in Somic ZF Components Pvt Ltd
136.	211416631136	SURIYA L	Aditya Birla Retail Limited.	A study on consumer buying behaviour in More Super Market
137.	211416631137	SURYA PRAKASH K		YET TO BE SUBMITTED
138.	211416631138	SWARNA LATHA K	Chennai National Hospital.	A study on job involvement of Nurses in Chennai National Hospital
139.	211416631139	SWATHI B	Hard n Soft technologies Pvt ltd	A study on brand building strategies through Internet at Hard n Soft technologies Pvt ltd
140.	211416631140	SWETHA D	Rane Brake Lining Ltd	A study on organisational climate and organisation commitment in Rane Brake Lining Ltd
141.	211416631141	SWETHA HARIDOSS	Chennai Central Cooperative Bank Ltd	A study on Loans and Advance w r t Chennai Central Cooperative Bank Ltd

142.	211416631142	SYED ABUSADAM S	SkyLark Uniforms.	A study on employee involvement and commitment towards productivity
143.	211416631143	SYED ANEES A	New King Foam & Mattress	A study on role of HR in TQM
144.	211416631144	TAMILARASI P	Somic ZF Components Pvt Ltd	A study on the roistering pattern and Quality of Work Life of employees wrt Somic ZF Components Pvt Ltd
145.	211416631145	THAMMANENI SURESH	GoodWill Comtrades Pvt Limited.	A study of technical analysis on selected Pharmaceutical industry wrt GoodWill Comtrades Pvt Limited
146.	211416631146	THARIKA S	Toshiba JSW Power Systems Pvt Ltd	A study on finanacial performance analysis at Toshiba JSW Power Systems Pvt Ltd
147.	211416631147	TINSY SUSAN SHAJAN	Reliance Retail Ltd	A study on person job fit for new employees in Reliance Retail Ltd
148.	211416631148	UDAYA KUMAR N	BS Elastic Private Limited, Chennai/ Skylark Information Technologies Private Limited.	A study on factors influencing brand preference of BS Elastic Private Limited, Chennai/ Skylark Information Technologies Private Limited.
149.	211416631149	VENDA M	Graves Cotton Ltd	A study on employees work life Balance at Graves Cotton Ltd
150.	211416631150	VICTORIA ESTHER C	R.S.Drugs and Medicals Private Limited.	A study on employee welfare measures wrt R.S.Drugs and Medicals Private Limited.
151.	211416631151	VIGNESH K S	Freight Systems India Pvt Ltd	A study on the challenges and opportunities for Freight Forwarders wrt Freight Systems India Pvt Ltd
152.	211416631152	VIGNESHWARAN R	Royal Sundaram General Insurance Co. Limited, Chennai.	A study on digital empowerment and tools usage among Insurance agents
153.	211416631153	VIJAYALAKSHMI J	Appasamy Associates	A study on employee participation and involvement in CSR activities
154.	211416631154	VIJAYA SARATHY P	TAV Products Pvt Ltd	A study on brand preference towards customer effectiveness in TAV products
155.	211416631155	VISHNU U M	Century PlyBoards India Limited.	A study on employee pereption towards factors influencing organisational climate wrt Century PlyBoards India Limited.
156.	211416631156	YAMINI K	Caplin Point Laboratories Ltd	A study on analyzing the financial efficiency of Caplin Point Laboratories Ltd.
157.	211416631157	YOGESHWARI R	Sharekhan	A study on the comparative performance evaluation of selected mutual funds schemes wrt Sharekhan
158.	211416631158	YUVARAJ M	Vatech Wabag Ltd	A study on financial performance Vatech Wabag Ltd using Ratio analysis