

KIPM - COLLEGE OF MANAGEMENT - 517**MBA 3rd Semester -2020-2021****Summer Training Project Report (KMBN308)**

SR NO	Roll No	Name	Report Title
1	1905170700002	AJIT KUMAR	A STUDY ON SALES PROMOTION STRATEGIES OF PEPSICO PRODUCTS.
2	1905170700003	AKANSHA PAL	IMPACT OF EMPLOYEE PERFORMANCE APPRECIATION & ACHIEVEMENT OF ORGANISATIONAL GOAL.
3	1905170700005	AMBIKA SINGH	RECRUITMENT AND SELECTION PROCESS IN RELIANCE LIFE INSURANCE
4	1905170700006	AMBRISH MISHRA	IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR IN INDIA.
5	1905170700007	AMIT KUMAR	A STUDY ON MARKETING STRATEGY OF NEXA MARUTI.
6	1905170700009	ANKIT KUMAR SIRVASTAVA	CHANGING TRENDS IN FMCG INDUSTRY IN INDIA
7	1905170700010	ANOOP KUMAR JAISWAL	A STUDY ON FINANCIAL ANALYSIS OF DEVPURI
8	1905170700011	ANOOP KUMAR TRIPATHI	A STUDY ON MARKET SHARE AND SALES PROMOTIONAL SCHEMES IN SPECIAL REFERENCE TO COCA COLA
9	1905170700014	APOORV SRIVASTAVA	A STUDY ON CAPITAL MARKET
10	1905170700015	APURV SINGH	A STUDY ON RESOURCE MANAGEMENT WITH REFERENCE TO BANKING SECTOR STATE BANK OF INDIA
11	1905170700016	ARSHI NISHAT	EMERGENCE OF E- COMMERCE IN INDIAN SCENARIO WITH SPECIAL REFERENCE TO FLIPKART
12	1905170700017	ASHUTOSH KUMAR SHUKLA	A STUDY ON RECRUITMENT AND SELECTION PROCESS IN SIPL LUCKNOW
13	1905170700018	AVINASH KUMAR SRIVASTAVA	A STUDY ON GRIEVANCE HANDLING PROCEDURE WITH SPECIAL REFERENCE TO HERO HONDA MOTORCORP
14	1905170700019	AVNISH KUMAR SINGH	A COMPARATIVE STUDY OF LIFE INSURANCE TATA ALLIANCE POLICY
15	1905170700020	BIND GANGESH SHREERAM	MANAGEMENT OF NON-PERFORMING ASSETS OF PUBLIC SECTOR BANKS WITH REFERENCE TO STATE BANK OF INDIA
16	1905170700022	DEVASHISH GUPTA	A STUDY ON DIGITAL MARKETING WITH SPECIAL REFERENCE TO EBAY.
17	1905170700023	DURGESH SHARAN SRIVASTAVA	A STUDY ON CHANGING TRENDS IN FMCG INDUSTRY IN INDIA
18	1905170700025	GHANSHYAM DUBEY	EMPLOYEE PERFORMANCE APPRAISAL PROCESS IN BEEAAR HUNDAI AT GKP
19	1905170700026	HARI SHANKAR	CUSTOMER SATISFACTION AT JUSTDIAL LIMITED
20	1905170700029	JAVED ALAM	A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION WITH SPECIAL REFERENCE TO BAJAJ ELECTRICAL LTD
21	1905170700030	JAYA SINGH	A STUDY OF DIGITAL MARKETING WITH SPECIAL REFERENCE TO AMAZON
22	1905170700033	KAJAL SINGH	A STUDY ON EMPLOYEE SATISFACTION TOWARDS ROYAL ENFIELD GORAKHPUR
23	1905170700035	KHUSHBOO SINGH	A STUDY ON TRAINING AND DEVELOPMENT WITH HONDA
24	1905170700037	KM KANAK SINGH	A STUDY ON RECRUITMENT AND SELECTION WITH SPECIAL REFERENCE TO SQUARE YARDS
25	1905170700038	KM LUCKY BARANWAL	A STUDY ON PERFORMANCE APPRAISAL SYSTEM IN AIRTEL
26	1905170700040	KM SAMREEN AFZAL	A STUDY ON EMPLOYEE RETENTION TECHNIQUES ADOPTED BY WIPRO
27	1905170700041	KM SANJU MADDHESHIYA	A STUDY ON TRAINING AND DEVELOPMENT IN MARUTI SUZUKI
28	1905170700042	KM SAPANA YADAV	A STUDY ON PERFORMANCE APPRAISAL SYSTEM IN PARAG DAIRY
29	1905170700043	KM SHAGUN JAISWAL	A STUDY ON PERFORMANCE APPRAISAL WITH SPECIAL REFERENCE TO HUNDAI GORAKHPUR
30	1905170700044	KM SHALU YADAV	A STUDY ON EMPLOYEE PERFORMANCE APPRAISAL PROCESS WITH REFERENCE TO HUNDAI
31	1905170700045	KM SHAMBHAVI SRIVASTAVA	A STUDY ON DIGITAL MARKETING WITH SPECIAL REFERENCE TO SOFTNICK INDIA IN GORAKHPUR
32	1905170700046	KM SHEETAL	YEARLY PERFORMANCE AND NPA OF SBI
33	1905170700047	LUCKEY SINGH	A STUDY ON THE MANPOWER PLANNING TECHNIQUES USED IN FMCG SECTOR AT GORAKHPUR
34	1905170700048	MANILA MINJ	A STUDY ON TRAINING AND DEVELOPMENT WITH REFERENCE TO TATA RKL MOTOR, GORAKHPUR
35	1905170700049	MANISH MADDHESHIYA	A STUDY ON WORKING CAPITAL MANAGEMENT OF AXIS BANK LIMITED
36	1905170700050	NAMRATA	A STUDY ON ROLE OF EMPLOYEES PERFORMANCE APPRAISAL SYSTEM WITH REFERENCE TO WIPRO
37	1905170700051	NIDHI KUSHWAHA	A STUDY ON TRAINING AND DEVELOPMENT IN HAVELLS INDIA LIMITED
38	1905170700052	NIMESH SHAHI	A COMPARATIVE ANALYSIS OF DIFFERENT PRODUCT AND MARKETING STRATEGIES OF KOTAK MAHINDRA BANK WITH OTHER BANKS
39	1905170700053	PALAK SHUKLA	A STUDY ON TRAINING AND DEVELOPMENT PROCESS AT HCL TECHNOLOGIES
40	1905170700054	PANKAJ DUBEY	A STUDY ON WORKING CAPITAL MANAGEMENT IN HCL INFOSYSTEMS LTD
41	1905170700056	PRASHANT GUPTA	A STUDY ON PROMOTIONAL STRATEGIES WITH REFERENCE TO V.N.BALAJI INDIA PVT. LTD
42	1905170700057	PRASHANT KUMAR SINGH	A STUDY ON CONSUMER SATISFACTION OF HONDA TWO WHEELERS
43	1905170700058	PRATIBHA PATHAK	A STUDY ON SALES AND PROMOTIONAL ACTIVITIES FOR HOME PC AND LAPTOPS OF HCL INFOSYSTEM LIMITED
44	1905170700059	PRIYA SINGH	A STUDY ON EQUITY EVALUATION UNDERTAKEN AT INDIA BULLS FINANCIAL SERVICES LIMITED
45	1905170700060	RAHUL GOSWAMI	A STUDY ON SALES PROMOTION STRATEGIES OF PEPSICO PRODUCTS.
46	1905170700061	RAHUL SINGH	A STUDY ON DIGITAL MARKETING WITH SPECIAL REFERENCE TO SNAPDEAL
47	1905170700062	RAHUL KUMAR SINGH	A STUDY ON EMAIL MARKETING IN VESTIGE COMPANY PVT. LTD

48	1905170700063	RAVI SRIVASTAVA	A STUDY ON PROMOTIONAL STRATEGIES ADOPTED AS PRESCRIBED AND PORTED BY V.N.BALAJI INDIA PVT. LTD
49	1905170700064	RISHABH SAHAY	EMAIL MARKETING IN VESTIGE COMPANY PVT.LTD
50	1905170700065	ROHINI PATHAK	A STUDY ON WORKING CAPITAL MANAGEMENT OF AXIS BANK LIMITED
51	1905170700066	SADAB AHMAD ANSARI	A STUDY ON CONSUMER BEHAVIOUR TOWARD DIGITAL MARKETING WITH SPECIAL REFERENCE TO INDIAN INDUSTRY ASSOCIATION
52	1905170700067	SAI SAMITA	A STUDY ON PERFORMANCE APPRAISAL IN HDFC BANK AT GORAKHPUR
53	1905170700068	SAMEER AHMAD	A STUDY ON MARKETING SYSTEM OF ORIFLAME IN INDIA
54	1905170700069	SANJEEV KUMAR	A STUDY ON MARKET SHARE AND SALES PROMOTIONAL SCHEMES IN SPECIAL REFERENCE TO COCA COLA
55	1905170700070	SAUMYA SRIVASTAVA	COMPARATIVE STUDY BETWEEN HERO MOTOCORP AND BAJAJ AUTO PVT. LTD
56	1905170700071	SAURABH SINGH	A STUDY ON PROMOTIONAL STRATEGY ADOPTED BY V.N. BALAJAI INDIA PVT LTD
57	1905170700072	SAURABH KUMAR SRIVASTAV	A STUDY ON MARKET SHARE AND SALES PROMOTIONAL SCHEMES IN SPECIAL REFERENCE TO COCA COLA
58	1905170700074	SHASHANLK SHEKHAR	A STUDY ON SALES PROMOTION AT PANTALOONS
59	1905170700075	SHIKHA TIWARI	A STUDY ON PERFORMANCE APPRAISAL SYSTEM FOR AIRTEL
60	1905170700076	SHILPA MADDESHIYA	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT OF MARUTI SUZUKI AT KTL NEXA LUCKNOW
61	1905170700077	SHIV PRAKASH SHUKLA	A STUDY ON DIGIOTAL MARKETING WITH SPECIAL REFERENCE TO FLIPKART
62	1905170700078	SHIVANGI SHUKLA	A STUDY ON WORKER SATISFACTION OF EMPLOYEES IN HUNDAI
63	1905170700080	SHRUTI SINGH	EMPLOYEE PERFORMANCE APPRAISAL PROCESS IN BEEAAR HUNDAI AT GKP
64	1905170700081	SHRUTI SRIVASTAVA	A STUDY OF BANKING STRATEGIES AT HDFC BANK LTD.
65	1905170700083	SMRITI MISHRA	A STUDY ON WORKER SATISFACTION OF EMPLOYEES IN HUNDAI
66	1905170700084	SOMEN GUPTA	A STUDY ON WORKING CAPITAL MANAGEMENT IN HUNDAI
67	1905170700086	SUCHITA CHAUDHARY	MARKETING SYSTEM OF ORIFLAME IN INDIA i.e DIRECT AND MULTILEVEL MARKETING
68	1905170700087	SUDHIR KUMAR MISHRA	A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION REGARDING BALAJI ELECTRICAL LTD.
69	1905170700088	SUGANDHA ADHIKARI	A STUDY ON RECRUITMENT AND SELECTION PROCESS IN SIPL LUCKNOW
70	1905170700090	SURYA PRAKASH	A STUDY ON EFFECT OF SALES PROMOTION IN COCA COLA
71	1905170700091	SURYANSH PRAKASH SINGH	A STUDY ON BUYING BEHAVIOUR OF FOUR WHEELER'S AT TATA MOTORS PVT. LTD, GORAKHPUR
72	1905170700092	TAMANNA SINGH	A STUDY ON EMPLOYEE SATISFACTION TOWARD ROYAL EINFIELD GORAKHPUR
73	1905170700093	TAUSEEF AHMED	A STUDY ON ANALYSIS OF BRAND PERFORMANCE OF MARUTI SUZUKI
74	1905170700094	VAIBHAV MISHRA	A STUDY ON EFFECTS OF SALES PROMOTION OF COCA COLA COMPANY
75	1905170700095	VANDANA	A COMPARATIVE ANALYSIS OF TWO YEARS OF FINANCIAL STATEMENT OF SBI WITH ITS PEERS
76	1905170700096	VANSHIKA SRIVASTAVA	A STUDY ON PERFORMANCE APPRAISAL WITH SPECIAL REFERENCE TO HUNDAI GORAKHPUR
77	1905170700097	VASUDEV PAREEK	A STUDY OF WORKING CAPITAL MANAGEMENT OF AXIS BANK
78	1905170700098	VIKALP MISHRA	A STUDY ON JOB SATISFACTION WITH SPECIAL REFERENCE TO RELIANCE NIPPON LIFE INSURANCE COMPANY LTD.
79	1905170700099	VINEET TRIPATHI	A STUDY ON COMPARATIVE STUDY ON MARKETING STRATEGY OF LG AND SONY
80	1905170700100	VISHWAJEET SINGH SRINET	A STUDY ON FLOOR OPERATION IN RELIANCE TRENDS
81	1905170700101	VISHWAJEETANSHU SINGH	A STUDY ON JOB ANALYSIS WITH SPECIAL REFERENCE TO HUNADAI MOTORS
82	1905170700102	VIVEKANAND CHAUDHARY	CUSTOMER SATISFACTION AT JUSTDIAL LIMITED