

PGDM SIP REPORT - 2021

S.No	REGISTER No	TITLE	STUDENT	GUIDE	Acc.NO	LOCATION
1	2013001	A MARKET STUDY OF THE PROMINENT MASALA POWDER BRANDS WITH SPECIAL REFERENCE TO THE RETAIL CHANNELS IN MADURAI CITY	ABIJITH.R	Dr.MANJULA NAHARAJAN	PRO1229	J/MS 13
2	2013002	STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS ELDIA COCONUT HAIR OIL	ABISHEKA.A	Prof.SIVA SAKTHI.G	PRO1230	J/MS 13
3	2013003	A STUDY ON PREFERENCE OFSPECIFIERS REGARDING ENGAGEMENT PROGRAMS AND IDENTIFYING THEIR PERCEPTION AND EXPECTATION WITH NIPPON PAINT IN MADURAI REGION	AFSAL SAMEER.A	Dr.SELVA LAKSHMI.M	PRO1231	J/MS 13
4	2013004	SALES DATA REPORT OF JSW STEELS USING POWER QUERY	AGASH.S	Prof.ARUN KUMAR	PRO1232	J/MS 13
5	2013005	SALES FORECASTING FOR HYDROPHOBIC FOLDABLES (IOL) AT AURO LABORATORIES	AISHWARYA.S	Dr.GOUTAM SUTAR	PRO1233	J/MS 13
6	2013006	THE STUDY ON FACTORS INFLUENCING CUSTOMERS TO BUY FLAVOURED MILK	AJAY GANESH.IR	Dr.PRADEEP.V	PRO1234	J/MS 13
7	2013008	STUDY ON CONSUMER BEHAVIOUR ON FLOURS AND THE THEIR BUYING PATTERN	AJITH KUMAR.V	Dr.BHARATH SINGH PATEL	PRO1235	J/MS 13
8	2013009	A STUDY ON STRATEGIES FOR SALES AT HEARTH GLOBAL BEVERAGES	AJITH RATHINAM.V	Dr.KRANTIRADITYA DHALMAHAPATRA	PRO1236	J/MS 13
9	2013010	FINANCOAL ANALYSIS AND WORKING CAPITAL MANAGEMENT OF BHAWAR SALE CORPORATION	AKASH.R	Prof.SIVA KUMAR.K	PRO1237	J/MS 13

10	2013011	A STUDY ON PURCHASE INTENTION TOWARDS ELDIA PURE PLUS OIL AND RELATIONSHIP BETWEEN DISTRIBUTORS AND RETAILERS	AKHALYA.E	Dr.KRANTIRADITYA DHALMAHAPATRA	PRO1238	J/MS 13
11	2013012	A STUDY ON PERFORMANCE MANAGEMENT AND RECRUITMENT PROCESS AT RUBY FOOD PRODUCTS PRIVATE LIMITED	AKILA PARAMESWARI RAJA	Dr.MUTHARASI.P	PRO1239	J/MS 13
12	2013013	SOCIAL MEDIA ANALYSIS OF USERS' RESPONSES USING SENTIMENT ANALYSIS	ANOSUA BASU	Dr.NATARAJ.B	PRO1240	J/MS 13
13	2013014	A STUDY ON OVERALL OPERATIONS OF C/F AGENCY AND CLUSTERING THE EXISTING CUSTOMERS USING RFM ANALYSIS	ARUL DHAS WESLIN.W	Dr.MATHIYAZHAGAN.K	PRO1241	J/MS 13
14	2013015	A LEARNING REPORT ON CUSTOMER RELATIONSHIP MANAGEMENT OF NIPPON PAINT	ASHRUJA.A	Dr.NACHIKETAS	PRO1242	J/MS 13
15	2013016	INDUSTRY ANALYSIS OF POWER SECTOR, COMPANY ANALYSIS & VALUATION OF CESC Ltd & SJVN Ltd	BENNY ROBINSON.M	PrOf.SHRUTHI.R	PRO1243	J/MS 13
16	2013017	EFFECT OF PRODUCT LINE EXTENSION IN COCA COLA WITH SPECIAL REFERENCE TO JUICE BASED PRODUCTS AT KARUMATHAMPATTI TOWN, COIMBATORE DISTRICT	BHARANI VIJAYAKUMAR	Dr.RAMESH KUMAR.J	PRO1244	J/MS 13
17	2013018	BRAND PROMOTION STRATEGIES USING DIGITAL MARKETING	BHARANIDHARAN.R	Prof.VED SRINIVAS	PRO1245	J/MS 13
18	2013019	EXPLORATORY STUDY ON THE MANUFACTURING INDUSTRY FOR MARKETING THE SEALANT PRODUCTS	BHARATH SAI.RN	Dr.GOUTAM SUTAR	PRO1246	J/MS 13
19	2013020	STUDY ON RETAILER'S FLOUR BUYING BEHAVIOUR	BHARATH.M	Dr.DENISIA.SP	PRO1247	J/MS 13

20	2013021	STUDY ON WORK STRESS AMONG EMPLOYEES IN GAINUP INDUSTRIES	BRINDHA.R	Dr.MUTHARASI.P	PRO1248	J/MS 13
21	2013022	EFFECT OF PROMOTIONAL ACTIVITIES ON CONSUMER BUYING BEHAVIOUR	CATHERINE WINFRED	Dr.GOSWAMI	PRO1249	J/MS 13
22	2013023	FMCG INDUSTRY ANALYSIS OF SELECT COMPANIES	CHARHAN RAMIAH	Prof.ARUN KUMAR	PRO1250	J/MS 13
23	2013024	THE STUDY OF CUSTOMER ENGANGEMENT THROUGH DIGITAL MARKERTING	DEEPAK RAJ.M	Dr.SENTHIL.V	PRO1251	J/MS 13
24	2013025	CUSTOMET'S PURCHASE INTENTION TOWARDS SVS FIOOS: AN EMPIRICAL ANALYSIS	DHANUSHKUMAR.S	Dr.KONGKONA DUTTA	PRO1252	J/MS 13
25	2013026	VALUATION OF PRICOL & PPAP AUTOMOTIVE EARNINGS MANIPULATION DETECTION - USING BENEISH M SCORE AND MACHINE LEARNING ALGORITHMS	DINESH MURALI RAJENDRAN	Dr.NATARAJ.B	PRO1253	J/MS 13
26	2013027	A STUDY ON WORK LIFE BALANCE IN SPIC LIMITED	DIVYA PRABHA.S	Dr.PRADEEP.V	PRO1254	J/MS 13
27	2013028	THE ROLE OF SERVICE QUALITY AND ITS IMPACT ON EXTERNAL CUSTOMER SATISFACTION OF A HOSPITAL INDUSTRY AND BASE STOCK SETTING HOSPITAL INDUSTRY AND BASE STOCK SELLING AT AUROLAB	EKANTHAPRASATH.B.S	Dr.BHARATH SINGH PATEL	PRO1255	J/MS 13
28	2013029	STUDY ON BUDGETING AND BUDGETARY CONTROL	FEMINA.A	Prof.SIVA KUMAR.K	PRO1256	J/MS 13
29	2013030	A STUDY ON CONSUMER PERCEPTION OF SERVICES OFFERED BY START - UP IN INTERIGN INDUSTRIES	FRANCINA.J	Dr.RAMESH KUMAR.J	PRO1257	J/MS 13
30	2013031	MARKET ANALYSIS OF OUTLOOK MAGAZINES : A DETAILDREPOR	GABRIAL ANTAN	Dr.KONGKONA DUTTA	PRO1258	J/MS 13

31	2013032	A STUDY ON CONSUMER SEGMENTATION IN ONLINE	GANESAN CHANDRAN	Dr.MANJULA NAHARAJAN	PRO1259	J/MS 13
32	2013033	STUDY ON VIRTUAL RECRUTIMENT	GAYATHRI.J	Dr.DENISIA.SP	PRO1260	J/MS 13
33	2013034	POST COVID ANALYSIS OF EMPLOYEE MOTIVATION IN TV SUNDRAMA AND SONS PRIVATE LIMITED	GIFTY KAREN.S	Prof.SIVA SAKTHI.G	PRO1261	J/MS 13
34	2013035	A STUDY ON HUMAN LOGISTICS AND HEAVY TRUCKS WARHOUSE MANAGEMENR	GUGAN.S	Dr.MATHIYAZHAGAN.K	PRO1262	J/MS 13
35	2013036	A STUDY ON MATERIALS PROCESS FLOW AT FINANCE DEPARTMENT OF CHENNAI PETROLEUM CORPORATION LIMITED	GUNASEKAR KARTHI	Prof.ARUN KUMAR	PRO1263	J/MS 13
36	2013037	A STUDY ON PERCEPTION OF NIPPON PAINT AMONG THE SPECIFIERS SEGMENT IN MADURAI UP COUNTRIES	HAREESH CHANDAR.VJ	Dr.SELVA LAKSHMI.M	PRO1264	J/MS 13
37	2013038	INMPLEMENTATION AND MANAGEMENT OF GOOGLE MY BUSINESS AT EASYBUY	HARIHARAN.D	Dr.NACHIKETAS	PRO1265	J/MS 13
38	2013039	A STUDY ON GENERIC PHARMA SALES AND DISTRIBUTION	HARIHARAN.R	Dr.MATHIYAZHAGAN.K	PRO1266	J/MS 13
39	2013040	STUDY ON BUYING BEHAVIOR OF CONSUMERS FOR ELIDA EDIBLE OIL WITH KALEESUWARI OIL LIMITED COMPANY	HARINI AILEEN.R	Dr.SENTHIL.V	PRO1267	J/MS 13
40	2013041	DETAILED MARKETING STUDY ON OUTLOOK MAGAZINE	HARRISH.RK	Prof.VED SRINIVAS	PRO1268	J/MS 13
41	2013042	A STUDY ON THE HINDRANCES OF B2B MARKETING IN KALEESUWARI REFINERY PRIVATE LIMITED	HEPSHIBAH SHIRL.Y	Dr.KONGKONA DUTTA	PRO1269	J/MS 13
42	2013043	INVENTORY ANALYSIS OF JSW STEEL IN SALEM PLANT	INDUMUKI.R	Dr.BALAJI.M	PRO1270	J/MS 13
43	2013044	STUDY ON RECRUITMENT PROCESS AT VIRTUSW	JANARTHANAN.S	Dr.KRANTIRADITYA DHALMAHAPATRA	PRO1271	J/MS 13

44	2013045	BRAND AWARENESS TOWRDS CARDIA LIFE	JAWAHAR.PK	Dr.GOUTAM SUTAR	PRO1272	J/MS 13
45	2013046	MARKET SCOPE OF INSURANCE PRODUCTS	JESSICA PRIYADHARSHINI.P	Dr.SENTHIL.V	PRO1273	J/MS 13
46	2013047	MARKET RESEARCH ON INSURANCE INDUSTRY SERVICES AND LEAD GENERATION TO CONVERT AGENTS INTO CLIENT PARTNERS FOR VIBGYOR ADVISORS; EXPANSION	JOE AMAL ANTONY.J	Dr.NATARAJ.B	PRO1274	J/MS 13
47	2013048	A STUDY ON GENERAL MANAGEMENT IN NIPON PAINT RETAIL STORE	KALAIIGNANAM.J	Dr.BALAJI.M	PRO1275	J/MS 13
48	2013049	A STUDY ON EFFECTIVENESS OF CUSTOMER SERVICE	KAMIL MOHAMED.A	Dr.BHARATH SINGH PATEL	PRO1276	J/MS 13
49	2013050	INFLUENCE OF SERVICE MARKETING MIX IN THE LIFE INSURANCE INDUSTRY ON CONSUMERS PRUCHASE DECISION OF LIFE INSURANCE PRODUCTS	KARAN SUBRAMANI	Dr.DENISIA.SP	PRO1277	J/MS 13
50	2013051	FACTORS AFFECTING STUDENT'S CONTINUOUS INTENTION TO USE ONLINE PLATFORM FOR LEARNING	KARISHMA.C	Prof.VED SRINIVAS	PRO1278	J/MS 13
51	2013052	HOE TO IMPROVE EMPLOYEE RETENTION RATE AND STUDY ON THEEFFECTIVENESS OF SPEEDLABS PLATFORM DURING PANDEMIC	KARTHICK.VI	Dr.NACHIKETAS	PRO1279	J/MS 13
52	2013053	ANALYSIS OF FACTORS AFFECTING CONSUMER PREFERENCE TOWARDS NON CARBONATED SOFT DRINKS	KARTHIK CHAKRAVARTHY.T	Dr.PRADEEP.V	PRO1280	J/MS 13
53	2013054	"SEARCHING & CURATION OF CONTENTS FOR LEARNING PROGRAMS FOR TRAINING AND DEVELOPMENT COMPANIES"	KARTHIK KUMAR.RS	Dr.MATHIYAZHAGAN.K	PRO1281	J/MS 13

54	2013055	A STUDY TO FIND NEW OPPORTUNITIES AND PROSPECTS FOR RUBY FOOD PRODUCTS	KARTHIK.N	Dr.SELVA LAKSHMI.M	PRO1282	J/MS 13
55	2013056	STRATEGY DEVELOPMENT FITITOUT SOLUTIONS PRIVATE LIMITED	KASI RAJ.P	Dr.KRANTIRADITYA DHALMAHAPATRA	PRO1283	J/MS 13
56	2013057	MARKETS STUDY ON THE CONSUMPTION OF KALEESUWARI BRAND WITH SPECIAL REFERENCE TO TAMIL NAD	KAVYA.T	Dr.MANJULA NAHARAJAN	PRO1284	J/MS 13
57	2013058	IPL WINNING TEAM PREDICTION USING MACHINE LEARNING	KEERTHIVASA.T	Dr.RAMESH KUMAR.J	PRO1285	J/MS 13
58	2013059	EVALUATING JSW STEELS USING FINANCIAL RATION AND REASONINGS	KIRAN KUMAR.R	Dr.NACHIKETAS	PRO1286	J/MS 13
59	2013060	ANALYSIS OF CUSTOMER PREFERENCE ON SAARATHII	KISHORE GNANA DHAYALAN.JE	PrOf.SHRUTHI.R	PRO1287	J/MS 13
60	2013061	LEAD GENERATION FOR INSURANCE SELLING	LAKSHMANAN.N	Dr.GOSWAMI	PRO1288	J/MS 14
61	2013062	CUSTOMER ACQUISITION AND BRANDING FOR THE COMPANT	LAKSHMI NARASIMMAN.R	Dr.SENTHIL.V	PRO1289	J/MS 14
62	2013063	A STUDY ON RATIO ANALYSIS OF TELEVISION MEDIA INDUSTRY AND COST CALCULATION IN PRINTING INDUSTRY	LAKSHMI DURGA.P	Prof.ARUN KUMAR	PRO1290	J/MS 14
63	2013065	WEALTH MANAGEMENT - MUTUAL FUNDS CHOLAMANDALAM INVESTMENT AND FINANCE	MADHUMITHA.B	Prof.SIVA KUMAR.K	PRO1291	J/MS 14
64	2013066	A STUDY ON CANDIDATE GHOSTING	MAHAABIRAMI.M	Dr.SIVA PRAGASAM.P	PRO1292	J/MS 14
65	2013067	A STUDY ON TALENT MANAGEMENT PROCESS AT RUBY FOODS	MALVINO.A	Dr.MUTHARASI.P	PRO1293	J/MS 14
66	2013068	RESEARCH ON CUSTOMER ENGAGEMENT THROUGH SOCIAL MEDIA MARKETING AT EASYBUY	MAMTHA ESWARI.K	Dr.NATARAJ.B	PRO1294	J/MS 14

67	2013069	A STUDY ON RECRUITMENT METHODS AND PROCESSES AT BONFIGLIOLI TRANSMISSION PRIVATE LIMITED	MEENAKSHI PRADHAN.K	Dr.SIVA PRAGASAM.P	PRO1295	J/MS 14
68	2013070	CREATION OF LIBRARY FILE MODULES IN LMS AND COURSE DESIGN	MITHRADEVI.L	Prof.SIVA SAKTHI.G	PRO1296	J/MS 14
69	2013071	STUDY ON GATE ENTRY AND EXIT TRACKING SYSTEM AND APPRENTICE MANAGEMENT IN ST.GOBAIN'S WORLD GLASS FACTORY	MOHAMED MUZAMMIL.PM	Dr.PRADEEP.V	PRO1297	J/MS 14
70	2013072	STRENGTHENING BRAND IMAGE AT SAMUNNATI FINANCIAL INTERMEDIATION PVT LTD	MOHANA VALLI.B	Prof.VED SRINIVAS	PRO1298	J/MS 14
71	2013073	A STUDY TO ENHANCE DIGITAL CUSTOMER SATISFACTION OF ICICI BANK : CHALLENGES & SOLUTIONS	MONISHA.A	Dr.KONGKONA DUTTA	PRO1299	J/MS 14
72	2013074	A STUDY ON IMPLEMENTATION OF BUDGETING : BUDGETING CONTROL & COST CUTTING TECHNIQUE	MUTHAMIZHDAN.M	Prof.SIVA KUMAR.K	PRO1300	J/MS 14
73	2013075	A STUDY ON COCA - COLA ASSET AUDIT WITH SPECIAL REFERENCE TO RETAIL OUTLETS IN AVINASHI TOWN. COIMBATORE DISTRICT	MUTHUGANESH.T	Dr.DENISIA.SP	PRO1301	J/MS 14
74	2013077	TELEMARKETING AND SALES GENERATION	NAVEEN MARTIN.J	Dr.BHARATH SINGH PATEL	PRO1302	J/MS 14
75	2013078	" A STUDY ON INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER'S LOYALTY"	NAVEEN NAGARAJ.S	Dr.MATHIYAZHAGAN.K	PRO1303	J/MS 14
76	2013079	LEARN INFLUENCER MARKETING IN INSTAGRAM AND MARKETING LEADS TO DIGITAL MARKETING BUSINESS	NAVEEN.R	Dr.NACHIKETAS	PRO1304	J/MS 14

77	2013080	IPO OF INDIAN RAILWAYS : COMPARATIVE ANALYSIS OF IRFC AND IRCON	NEELA POORNIMA.E	PrOf.SHRUTHI.R	PRO1305	J/MS 14
78	2013081	SOURCING AND RECRUITMENT OF TALENTS TO CROATIAN INDUSTRIES	NITHYA BHAGAVATHY.R	Dr.KONGKONA DUTTA	PRO1306	J/MS 14
79	2013082	EQUITY RESEARCH ANALYSIS : EQUITY RESEARCH USING FUNDAMENTAL ANALYSIS OF ORIENT PAPER AND INDUSTRIES	PARAMESHWARAN.R	Prof.SIVA KUMAR.K	PRO1307	J/MS 14
80	2013083	ENHANCEMENT OF MARKET SHARE IN SALES, PROMOTION OF PRODUCTS AND CORRECTING GLITCHES IN E - COMMERCE	PIO MARIYA SUGAN.J	Dr.SENTHIL.V	PRO1308	J/MS 14
81	2013084	IMPACT OF BANKING SERVICES ON INDIAN ECONOMY & STUDY ON NON - PERFORMING ASSETS AND ITS IMPACT ON PROFITABILITY OF TOP PUBLIC AND PRIVATE SECTOR BANKERS	POWNRAJ.D	PrOf.SHRUTHI.R	PRO1309	J/MS 14
82	2013085	CUSTOMERENGAGEMENT THROUGH ONLINE CAMPAIGNS AND PROMOTIONS FOR SVS FOODS	PRADEEP MUTHUKUMAR.KSM	Prof.VED SRINIVAS	PRO1310	J/MS 14
83	2013086	A STUDY ON FINACIAL MODELLING & FINANCIAL ANALYSIS THE GRANITE & DAIRY INDUSTRY TELANGANA	PRADIKSHA VAIRAMANI	Dr.BALAJI.M	PRO1311	J/MS 14
84	2013087	STUDY ON CONSUMER PREFERENCES TOWARDS VARIOUS ATTRIBUTES OF PACKAGED FRUIT JUICES	PRASANTH.M	Dr.SELVA LAKSHMI.M	PRO1312	J/MS 14
85	2013088	A STUDY ON INVESTMENT CHOICES TOWARDS PRIVATE INSURANCE AOMPANIES	PRAVEEN.V	PrOf.SHRUTHI.R	PRO1313	J/MS 14
86	2013089	BRAND ATTRIBUTES THAT LEAT TO AN INCREASE IN CUSTOMER LOYALTY	PRIYADHARSHINI.R	Dr.NATARAJ.B	PRO1314	J/MS 14

87	2013090	A STUDY ON BRAND AWARENESS TOW ARDS FEDORA OLIVE OIL AND STUDY ON THEIR DISTRIBUTION NETWORK	RAAGUL.SK	Prof.VED SRINIVAS	PRO1315	J/MS 14
88	2013091	SHORT TERM PORTFOLIO CONSTRUCTION USING TECHNICAL ANALYSIS WITH SPECIAL REFERENCE TO INDICATORS	RAM KARTHIGEYAN.KR	Dr.GOSWAMI	PRO1316	J/MS 14
89	2013092	AUDIT FUNCTIONS IN V VERMA AND CO.	RASHMI.S	Dr.SIVA PRAGASAM.P	PRO1317	J/MS 14
90	2013093	STUDY ON THE SERVICES OFFERED BY THE INSURANCE FIRM AND CONVERT THE LEADS INTO CHANNEL PARTNERS - VIBGYOR ADVISORS PVT LTD	RICHARD PHILIPS BROWNE	Dr.BALAJI.M	PRO1318	J/MS 14
91	2013094	FEEDBACK ANALYSIS OF INDUCTION PROGRAM AT SAMUNNATI	SAHITHYA.R	Prof.SIVA SAKTHI.G	PRO1319	J/MS 14
92	2013095	BUYING BEHAVIOR OF CONSUMERS TOWARDS CARDIA OIL AND RELATIONSHIP BETWEEN DISTRIBUTORS AND RETAILERS	SAMARPANA.S	Dr.KRANTIRADITYA DHALMAHAPATRA	PRO1320	J/MS 14
93	2013096	A STUDY ON CONSUMER PREFERANCES IN PAINT INDUSTRY AMONG THE SPECIFIERS	SAMYUKTHA.K	Dr.MANJULA NAHARAJAN	PRO1321	J/MS 14
94	2013098	"IMPACT OF SOCIAL MEDIA ON CUNSUMER BUYING BEHAVIOUR"	SANTHOSH.M	Dr.SENTHIL.V	PRO1322	J/MS 14
95	2013099	STUDY ON BRAND AWARENESS, CONSUMER BUYING BEHAVIOR TOWRDS ORYSA RICE BRAN OIL AND STUDY ON DISTRIBUTION NETWORK	SARAVANAPANDI.R	Dr.BALAJI.M	PRO1323	J/MS 14
96	2013100	A STUDY ABOUT THE CONSUMER PERCETION AND PURCHASE INTENTION OF COOKING OIL THROUGH ADVERTISEMENTS	SHANMUGANATHAN.P	Dr.GOSWAMI	PRO1324	J/MS 14
97	2013101	A STUDY ON PRE & POST MERGER FINANCIAL PERFORMANCE OF PUBLIC SECTOR BANKS	SIVARAM.S	Prof.SIVA KUMAR.K	PRO1325	J/MS 14

98	2013102	A STUDY ON INFANT ATTRITION AT AXIS BANK	SRINITHI.G	Dr.SIVA PRAGASAM.P	PRO1326	J/MS 14
99	2013103	CONSUMER PREFERENCE TOWARDS COLD - PRESSEDOIL	SUJITH KUMAR.N	Dr.DENISIA.SP	PRO1327	J/MS 14
100	2013104	DISTRIBUTION HAZARD ASSESSMENT AND REMOVAL : AN EMPIRICAL STUDY ON CUSTOMER REACH OF SVS FOODS	SURIYA PRAKASH.S	Dr.KONGKONA DUTTA	PRO1328	J/MS 14
101	2013105	STUDY ON BUYING BEHAVIOUR OF CONSUMER REGARDING RAGI FOLUR	SURYAPRAKASH.C	Dr.NACHIKETAS	PRO1329	J/MS 14
102	2013106	FUNDAMENTAL ANALYSIS : FUNDAMENTAL ANALYSIS OF EXPLEO SOLUTION AND NUCLEUS SOFTWARE	SUVETHA.S	Prof.ARUN KUMAR	PRO1330	J/MS 14
103	2013107	STUDY ON FREIGHT FORWARDING OPERATIONS IN DESKMATE GLOBAL EXPRESS	TAMILARASAN ESWARAN	Dr.BHARATH SINGH PATEL	PRO1331	J/MS 14
104	2013108	ANALYZING THE FACTORS INFLUENCING THE SALE OF MAGAZINES IN INDIAN MARKET	THIYANESH.S	Dr.GOUTAM SUTAR	PRO1332	J/MS 14
105	2013109	EFFECTIVE INVENTORY MANAGEMENT PRACTICE USINF COMBINATION OF ABC AND VED ANALYSIS	THOMAS JEFFERSON DANIEL.J	Dr.GOUTAM SUTAR	PRO1333	J/MS 14
106	2013110	STUDY ON EMPLOYEE PERCEPTION TOWARDS E - RECRUITMENT UNDER INESH MANAGEMENT CONSULTANCY	VARSHINI.KB	Dr.MUTHARASI.P	PRO1334	J/MS 14
107	2013111	A STUDY ON CHANGES IN TALENT ACQUISITION POST PANDEMIC	VEERADHARSHINI.M	Dr.PRADEEP.V	PRO1335	J/MS 14
108	2013112	A STUDY ON FACTORS INFLUENCING CHILDREN'S PREFERENCE TOWARDS HEALTHY PACKAGED FOOD	VIDHYA SHARAN.MR	Dr.RAMESH KUMAR.J	PRO1336	J/MS 14

109	2013113	FOCUSED STUDY ON DIRECT MARKETING Vs DIGITAL MARKETING OF SVS FOODS	VIGNESH KUMAR.M	Dr.GOSWAMI	PRO1337	J/MS 14
110	2013114	EFFECT OF PRODUCT LINE EXTENSION IN COCA - COLA WITH SPECIAL REFERENCE TO CARBONATED SOFT DRINK PRODUCTS AT PERUMANALLUR TOWN, COIMBATORE DISTRICT	VIGNESH.T	Dr.SELVA LAKSHMI.M	PRO1338	J/MS 14
111	2013115	A STUDY OF WORKFLOW AND CUSTOMER PERCEPTION AT SBI AND FINANCIAL ANALYSIS OF SBI AND COMPETITORS	VIGNESH.B	Prof.ARUN KUMAR	PRO1339	J/MS 14
112	2013116	LEARNINGS ABOUT GOOGLE ADS & SOCIAL MEDIA ENHANCEMENT	VIGNESH.K	Dr.DENISIA.SP	PRO1340	J/MS 14
113	2013117	A STUDY ON RECRUITMENT AND TRAINING AT VIBGYOR ADVISORS	VIJAY ANAND.KS	Dr.BALAJI.M	PRO1341	J/MS 14
114	2013118	"A STUDY ON CONSUMER PERCEPTION TOWARDS INVESTING IN INSURANCE SECTORS"	VISHAAL.S	Dr.RAMESH KUMAR.J	PRO1342	J/MS 14
115	2013119	FUNDAMENTAL AND TECHNICAL ANALYSIS OF REALTY COMPANIES	VISVESH.V	PrOf.SHRUTHI.R	PRO1343	J/MS 14
116	2013120	HOW TO COMPETE WITH BIG BRANDS FOR ORGANIC TRAFFIC	VAANMATHI.S	Dr.SIVA PRAGASAM.P	PRO1344	J/MS 14
117	2013121	LEAD GENERATION OF NEW PROSPECTS FOR 'OF WOODS'	JAMALUN NABAVI	Dr.MANJULA NAHARAJAN	PRO1345	J/MS 14
118	2013122	"BUILDING BRAND AWARENESS ON SOCIAL MEDIA MARKETING FOR INTERNET AGENCY"	KALAISELVAN.J	Dr.SELVA LAKSHMI.M	PRO1346	J/MS 14
119	2013123	A STUDY ON CONSUMER PREFERENCE TOWARDS SVS RICE FLOUR	KARTHIKEYAN.T	Dr.MUTHARASI.P	PRO1347	J/MS 14