

School of Management - DG Vaishnav College - Projects 2017-2019

| S.NO | ROLL NO | NAME OF THE STUDENT | COMPANY NAME | AREA OF WORK | PROJECT TITLE |
|------|---------|---------------------|--|--------------|---|
| 1 | 17E4227 | ACHAYA SANKAR M V | INDIAN INSTITUTE OF MATERIALS MANAGEMENT | MARKETING | A STUDY ON AWARENESS BY LOGISTICS PROFESSIONALS ABOUT EDP AT IIMM |
| 2 | 17E4230 | AKASH G | KUN HYUNDAI | MARKETING | A CUSTOMER SATISFACTION TOWARDS HYUNDAI INDIA |
| 3 | 17E4245 | M.AKSHAYAKEERTHI | SICAME INDIA CONNECTORS | FINANCE | FINANCIAL PERFORMANCE |
| 4 | 17E4226 | J ARUNKUMAR | SUNDARAM FINANCE | MARKETING | CUSTOMER SATISFACTION |
| 5 | 17E4208 | S.V.ASHWIN KUMAR | SUNDARAM FINANCE | MARKETING | A STUDY ON CONSUMER BEHAVIOUR TOWARDS FLEET CARDS IN SUNDARAM FINANCE |
| 6 | 17E4228 | ATHIKESAVAN.N | SUNDARAM FINANCE LIMITED | FINANCE | A STUDY ON CREDIT APPRAISAL PROCESS IN NON BANKING FINANCIAL COMPANIES |
| 7 | 17E4205 | BHUVANESH | ADITYA BIRLA CAPITAL LTD | MARKETING | A STUDY ON SENIOR CITIZEN'S RISK AND AWARENESS TOWARDS DERIVATIVES TRADING WITH REFERENCE TO FUTURES AND OPTIONS IN THE INDIAN STOCK MARKET |
| 8 | 17E4211 | COLLIN BRUNO | TECHNOSOFT GLOBAL SERVICES PVT LTD | HR | ATTRITION STUDY ON ABSCOND EMPLOYEES |
| 9 | 17E4242 | DHEERAJ SONI | LAND DEVELOPMENT BANK | MARKETING | A STUDY ON CUSTOMER SATISFACTION TOWARDS LAND DEVELOPMENT BANK |
| 10 | 17E4249 | GANAPATHY G | ITC LIMITED | MARKETING | A STUDY ON BUSINESS OPPORTUNITIES FOR FMCG PRODUCT IN CORPORATES |
| 11 | 17E4236 | JANESH T | KAAPICO MOTORS PVT LTD | MARKETING | A STUDY ON CUSTOMER PREFERENCE ON MIDDLE SEGMENT CARS IN MARUTI SUZUKI ARENA |
| 12 | 17E4225 | V.KISHORE KUMAR | SUPER AUTO FORGE | SCM | A STUDY ON RISKS IN SUPPLY CHAIN WAREHOUSE |
| 13 | 17E4215 | KUMAR G | CHENNAI PORT TRUST | SCM | A STUDY ON INTERNAL LOGISTICS IN CHENNAI PORT TRUST |
| 14 | 17E4261 | L. MADAN RAJ | THE TIMES OF INDIA | MARKETING | A STUDY ON CUSTOMER PREFERENCE OF TIME OF INDIA |
| 15 | 17E4255 | MANIVEL | SUNDARAM FINANCE LIMITED | FINANCE | COMPARATIVE STUDY OF DIFFERENT BRANCHES OF SUNDARAM FINANCE LIMITED |
| 16 | 17E4218 | MERWIN RAJU | DR AGARWAL'S EYE HOSPITAL (CORPORATE OFFICE) | FINANCE | ANALYSIS ON THE LIQUIDITY POSITION OF DR.AGARWALS EYE HOSPITAL LTD AND COMPARISON OF ITS MARKET SHARE |

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| 17 | 17E4221 | MOHANRAJ.R | CUMI | FINANCE | A COMPARATIVE STUDY ON CASH FLOW ANALYSIS |
| 18 | 17E4210 | MUKUND JAISWAL | INDIA CEMENTS INVESTMENT SERVICES LIMITED | FINANCE | WORKING CAPITAL MANAGEMENT OF INDIA CEMENTS CAPITAL LTD |
| 19 | 17E4253 | PRAVIN KUMAR.S | ITC | MARKETING | PORTFOLIO OPPORTUNITIES OF ITC LIMITED IN HEALTH AND HYGIENE SECTORS. |
| 20 | 17E4204 | PUNEET S | SUPER AUTO FORGE | SCM | A STUDY ON INVENTORY MANAGEMENT CONTROL |
| 21 | 17E4257 | RAHUL PRAKASH | INDIA CEMENTS CAPTIAL LTD | FINANCE | COMPETITIVE ANALYSIS OF LIQUIDITY ,PROFITABILITY,,CAPITAL STRUCTURE AND OPERATING EFFICIENCY OF FIRMS IN FINANCIAL SERVICES |
| 22 | 17E4248 | REVANTH MANIGANDAN | IIMM | SCM | ANALYSING RISK IN SUPPLY CHAIN SCHEDULING |
| 23 | 17E4202 | SAI GOVIND | INDIA CEMENTS | FINANCE | FINANCIAL PERFORMANCE OF INDIA CEMENTS CAPITAL LTD |
| 24 | 17E4216 | SARAVANAA | WORKFLOW AUTOMATION | MARKETING | A STUDY ON CLIENT SATISFACTION ON HYDRAULIC MACHINE |
| 25 | 17E4256 | SRINIVASAN S | ITC LIMITED | MARKETING | BUSINESS OPPORTUNITIES FOR FMCG PRODUCTS IN INDUSTRIES |
| 26 | 17E4220 | SUKHIL T | INDIA CEMENTS INVESTMENT SERVICES LTD | MARKETING | A STUDY ON SAVING AND INVESTMENT HABIT AMONG YOUTH |
| 27 | 17E4207 | SURYA RP | ZOOMCAR INDIA PVT LTD | MARKETING | A STUDY ON CUSTOMER SATISFACTION ON ZOOMPEDL AT ZOOM CAR INDIA PVT LTD |
| 28 | 17E4209 | VAIIBHAV KS | NEXA | MARKETING | A STUDY ON CUSTOMER PREFERENCE ON PREMIUM CARS AT NEXA |
| 29 | 17E4247 | VASUDEV T R | OYO ROOMS | MARKETING | A STUDY ON CUSTOMER SATISFACTION AT OYO HOTELS IN CHENNAI CITY |
| 30 | 17E4222 | S.VEERARAAGAVAN | BGR ENERGY SYSTEMS | HR | TRAINING NEEDS ANALYSIS |
| 31 | 17E4223 | VISHAL K.S | INDIA CEMENTS CAPITAL LIMITED | FINANCE | PREDICTABILITY OF STOCK MARKET RETURNS USING FINANCIAL RATIOS A- CASE STUDY OF INDIA CEMENTS CAPITAL LIMITED |
| 32 | 17E4238 | YUVANESHKUMAR M | AIR ASIA INDIA | MARKETING | STUDY ON CONSUMER BOOKING PREFERENCE TOWARDS AIRLINE WEBSITE AND OTA |
| 33 | 17E4237 | AKSHAYA S | RAMCO CEMENTS LTD | HR | COMPETENCY MAPPING- A STRATEGIC APPROACH IN TALENT MANAGEMENT |

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| 34 | 17E4214 | AMRITESHWARI K | TIMES OF INDIA | MARKETING | A STUDY ON NEWSPAPER READERSHIP AMONG PUBLIC TOWARDS TIMES OF INDIA |
| 35 | 17E4231 | ANUREKHA K | BILLROTH HOSPITALS | MARKETING | A STUDY ON PATIENTS SATISFACTION LEVEL IN BILLROTH HOSPITALS. |
| 36 | 17E4206 | DHAMAYANTHI.R | HT MEDIA LTD | MARKETING | A STUDY ON INFLATION OF MARKET DUE TO DIGITILIZATION AMONG YOUNSTERS |
| 37 | 17E4213 | V.HARINYA | ADITYA BIRLA CAPITAL | FINANCE | ANTI MONEY LAUNDERING |
| 38 | 17E4240 | R.HEMALATHA | SECURITY INTELLIGENCE & SERVICE INDIA LTD | HR | IMPACT ON EMPLOYEE ENGAGEMENT ON JOB PERFORMANCE |
| 39 | 17E4251 | HEMAPRIYA J | TECHNOSOFT GLOBAL SERVICES | HR | A STUDY ON WORK LIFE BALANCE IN TECHNOSOFT GLOBAL SERVICES |
| 40 | 17E4254 | KAVINILA KATHIR | BILLROTH HOSPITALS | HR | A QUALITATIVE STUDY ON WORK LIFE BALANCE OF BILLROTH HOSPITAL |
| 41 | 17E4258 | KAVITHA SRI RAMULU | HURIX SYSTEMS | HR | A STUDY ON FACTORS AFFECTING EMPLOYEES RETENTION |
| 42 | 17E4239 | KEERTHIKA. K | HT MEDIA | MARKETING | BRAND AWARENESS OF MINT NEWSPAPER AMONG THE PEOPLE IN CHENNAI |
| 43 | 17E4233 | KERTHNA L N | RANE BREAK LINING LIMITED | HR | A STUDY ON FACTORS AFFECTING WORK LIFE BALANCE OF EMPLOYEES |
| 44 | 17E4243 | MADHAVI. P | HDFC BANK LTD | HR | A STUDY ON EMPLOYEES PERCEPTION TOWARDS TRAINING SCHEDULE AND TRAINING METHODS PROVIDED IN HDFC BANK LTD |
| 45 | 17E4212 | NANISHA S | MAX FASHIONS | MARKETING | A STUDY ON CUSTOMER SATISFACTION AND CATCHMENT ANALYSIS ON MAX FASHIONS |
| 46 | 17E4224 | PRIYANKA | HOTEL SAVERA | MARKETING | A STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTION AT THE HOTEL SAVERA |
| 47 | 17E4250 | SANDHIYA Y B | HINDUJA LEYLAND FINANCE | FINANCE | A STUDY ON LOAN DISBURSEMENT AND FUNDING PROFILE |
| 48 | 17E4244 | SANDHYA. A | LIFESTYLE | MARKETING | A STUDY ON BUYING BEHAVIOUR PATTERN OF CUSTOMERS TOWARDS LIFESTYLE |
| 49 | 17E4260 | SASIKALA P | HURIX SYSTEM | HR | A STUDY ON FACTORS AFFECTING EMPLOYEES KOB SATISFACTION |

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| 50 | 17E4217 | B.J.SEEMA | CAVINKARE -TRENDS DIVISION | MARKETING | A STUDY ON CUSTOMER PERCEPTION AND THEIR SATISFACTION LEVEL TOWARDS LIMELITE |
| 51 | 17E4203 | N. SIVAGAMI | CHOLA MS GRNERAL INSURANCE COMPANY | HR | PERFORMANCE APPRAISAL AND ITS IMPACT ON EMPLOYEE MOTIVATION |
| 52 | 17E4234 | SRINITHI | TVS CREDIT SERVICE | FINANCE | A STUDY ON EFFECTS OF GST TOWARDS TVS CREDIT SERVICE WITH IN JULY 2017 TO MARCH 2018 |
| 53 | 17E4235 | D SUPRIYA | THE SAVERA | MARKETING | CUSTOMER PREFERENCE TOWARDS ONLINE TRAVEL AGENCY |
| 54 | 17E4201 | SWATHI.V | SWADHAAR FINSERVE PVT LTD | MARKETING | A STUDY ON EFFECTIVENESS OF PROMOTIONAL STRATEGIES USED BY SWADHAAR FINSERVE |
| 55 | 17E4246 | TAMILARASI. C | EQUITAS SMALL FINANCE BANK | HR | A STUDY ON EMOTIONAL INTELLIGENCE AND WORK LIFE BALANCE |
| 56 | 17E4229 | TRUPHY S | L&T | HR | EMPLOYEES ENGAGEMENT |
| 57 | 17E4241 | UNNATI M DAVEY | CHOLAMANDALAM SECURITIES LTD | FINANCE | EQUITY ANALYSIS WITH RESPECT TO BANKING SECTOR |
| 58 | 17E4232 | VANDHANA | EQ UNIVERSE LEARNING | MARKETING | A STUDY ON CUSTOMER ATTENTION, AWARENESS AND RETENTION THROUGH SOCIAL MEDIA PLATFORMS |
| 59 | 17E4252 | LEELA KISHORE K | SUNDARAM FINANCE | MARKETING | A STUDY ON CONSUMER BEHAVIOR TOWARDS CAR FINANCE |