



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187201	ABHIJITH B V	A study on distribution channel in FMCG industry with reference to Bisleri India Ltd.	Freelance	Dr. Vatsala G
MB187202	ABHISHEK K	A study on supply chain management of LPG cylinders of Go Gas Company at Yelahanka, Bengaluru.	Freelance	Dr. Vinay S
MB187203	ABHISHEK K S	Effectiveness of E-lounge services powered by CANARA Bank in Bangalore: A Critical Analysis.	Company	Prof. Amruta N
MB187204	AKSHATHA L	An empirical study on overheads expenditure management with special reference to ACE Designers Ltd, Peenya, Bengaluru.	Company	Prof. Akash Vasani
MB187205	AKSHAY B MULGUND	Employability Skills: A study on the perception of professional graduates and employers in Bengaluru City	Freelance	Prof. Bharath M
MB187206	AMRUTHA V	An empirical analysis of credit risk management and its effect on profitability in Kinnara Capital.	Company	Prof. Venkatalakshmi
MB187207	ANSHU KUMAR	A study on savings pattern of daily wage workers.	Freelance	Dr. Vijayakumar A B



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187208	ARASU P	A study on customer preference towards On-line payment system in Rajajinagar.	Freelance	Prof. Aafaq Ahmed
MB187209	ASHWINI A K	A study on awareness and acceptance of eco-friendly products with reference to women's health and hygiene.	Freelance	Dr. Shanthashri Haridas
MB187210	ASHWINI K S	A study on lending and recovery process practiced at private sector banks with reference to education loans.	Freelance	Dr. Ramani Nair
MB187211	BABU REDDY S N	A study on marketing strategies of online education portals.	Freelance	Prof. Aafaq Ahmed
MB187212	BALAJI N S	A study on unit-linked insurance plan with reference to wealth management solutions.	Company	Dr. Vinay S
MB187213	BANDANA CHAUHAN	A study on functionality and productivity of Jan Aushad Outlets in Bangalore city.	Freelance	Prof. Amruta N
MB187214	BHAVYASHREE L	A study on effectiveness of recruitment through employee referrals with special reference to Ravindu Toyota, Rajajinagar, Bengaluru.	Company	Prof. Akash Vasani



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187215	BIBIN P BALAN	An empirical study on Indian payroll system in PRO HRD Consultants Pvt. Ltd., Bangalore.	Company	Prof. Bharath M
MB187216	BINDU BK	Effectiveness of performance appraisal in More Megha store employees-A study on selected branches in Bangalore.	Company	Prof. Venkatalakshmi
MB187217	CHANDINI CHANDRABHANU	The relevance of Human Resources in today's Business environment: A study on IT companies in Bangalore.	Freelance	Dr. Vijayakumar A B
MB187218	CHARAN A S	A study on role of human resource manager in NGO with reference to Swavalambi.	Freelance	Prof. Aafaq Ahmed
MB187219	CHETHAN B N	Effectiveness of Sukanya Samridhi Yojana at India Post Payment Bank - An Exploratory Study	Company	Dr. Shanthashri Haridas
MB187220	DARSHAN S G	A comparative study of facebook marketing practices of selected, theme based restaurants in Bangalore.	Freelance	Dr. Ramani Nair
MB187221	DEEPIKA S	Efficiency of management education in increasing employability skills.	Freelance	Dr. Vatsala G



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187222	DENNISON FELIX CORREYA	A study on the effect of risk management practices on the performance of new product development program in select retail banks	Freelance	Dr. Vinay S
MB187223	DEVARAJU CM	Role of Gram Swaraj Abhiyan in development of Gram Panchayath: A study on Hulikunte Panchayath.	Freelance	Prof. Amruta N
MB187224	DHANUSH T R	A study on sustainable challenges and the financial ambivalent role at Bhojanalaya Interactive LLP.	Company	Prof. Akash Vasani
MB187225	DHIRAJ KUMAR YADAV	Role of APMC in food supply chain - A study	Freelance	Prof. Bharath M
MB187226	DILIP KUMAR B	A Study on Business Networking and client Relationship Building at Stanzen Engineering Pvt. Ltd., Bangalore	Company	Prof. Venkatalakshmi
MB187227	DINESH S	A study on the cost-benefit analysis methods with special reference to Bangalore Electricity Supply Company.	Company	Dr. Vijayakumar A B
MB187228	DINESH S	Financial and tax planning schemes for Salaried employees in private sector: A study at Federal Mogul ltd.	Company	Prof. Aafaq Ahmed



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187229	DIPESH KUMAR SAH	Role of Public Sector Banks in financing small scale industries.	Freelance	Dr. Shanthashri Haridas
MB187230	DIVYA V	Role of NGOs in women and children welfare - A Study.	Freelance	Dr. Ramani Nair
MB187231	DOODIPALLI RENUKA	A study on employee welfare measures in practice at BMTC with reference to women's safety.	Company	Dr. Vatsala G
MB187232	GANESH R	A Survival analysis approach to employee turnover: An empirical study in ABB India Ltd., Bangalore	Company	Dr. Vinay S
MB187233	GANGADEVI R	Awareness and effective utilization of employee state insurance benefits: A study in Keihin Fie Pvt. Ltd., Doddaballapur.	Company	Prof. Amruta N
MB187234	GEETHARANI T	A study on automation of HR functions at RR Forgings Pvt. Ltd	Company	Prof. Akash Vasani
MB187235	GOKUL RAJ A V	Role of Social Media in marketing electronic commodities - A Study.	Freelance	Prof. Bharath M



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187236	GOWTHAMI M	Effective Utilization of Employee State Insurance Policy at ACE Company Ltd. in Bangalore.	Company	Prof. Venkatalakshmi
MB187237	GREESHMA J	A study on HRD climate and job satisfaction of select private sector bank in Bangalore.	Freelance	Dr. Vijayakumar A B
MB187238	HARSHAVARDHANA N R	A study on cost of supply chain at Orient Bell Ceramics Pvt. Ltd.	Company	Prof. Aafaq Ahmed
MB187239	HARSHITHA N	A study on strategies adopted for creation of employment options to stakeholders at JIT, Doddaballapura.	Freelance	Dr. Shanthashri Haridas
MB187240	JANCY N	Digital Banking: Security concerns and the acceptance of Gen X & Gen Y customers : A study in Bangalore city.	Freelance	Dr. Ramani Nair
MB187241	KAVYA J	A study on adoption of E-CRM practices at BATA India Ltd.	Freelance	Dr. Vatsala G
MB187242	KAVYA K	The determinants of electronic payment system usage from consumer perspective : A study in Bangalore city.	Freelance	Dr. Vinay S



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187243	KHANDEKAR KARAN RAJENDRA	A study on usage of digital marketing strategy for service delivery at KEET Technology Pvt. Ltd.	Company	Prof. Amruta N
MB187244	KIRAN PARAJULI	A study on awareness about mental health among Post graduate students & measure undertaken by them for Mental well being.	Freelance	Prof. Akash Vasani
MB187245	KIRAN RA	Effectiveness of Training and development on Rittal India employees: An empirical study in Rittal India Pvt. Ltd., Doddaballapur.	Company	Prof. Bharath M
MB187246	KRUTHIKA K	A study on employee Morale & Employee Engagement in ICICI bank, Bengaluru.	Company	Prof. Venkatalakshmi
MB187247	KRUTHIKA N	A study on Market analysis of Yamaha Motor Bikes in Bangalore City.	Company	Dr. Vijayakumar A B
MB187248	LAVANYA C	A study on acceptance of revised subscription model with reference to DTH operators in Bengaluru.	Freelance	Dr. Vatsala G
MB187249	LAXMI BASAVANNI LUGARE	A study on marketing strategy practices at S&T Engineers Pvt Ltd.	Company	Dr. Shanthashri Haridas



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187250	LEELAVATHI S	A study on ALM practices at Vijaya Bank, Bengaluru.	Company	Dr. Ramani Nair
MB187251	LEKHANA S	E-HRM: A paradigm shift in HR practices and its effects on perspective of employees towards accepting the Technology: A study in ACE Designers Ltd. Bangalore.	Company	Dr. Vatsala G
MB187252	M OOHA	Strategy for Enhancing Digital Marketing technique in Lean Teach labs at Bangalore.	Company	Dr. Vinay S
MB187253	MADHUMALLIKA V	A study on Digital marketing plans and strategies of Evon IT solutions.	Company	Prof. Amruta N
MB187254	MANJUNATHA REDDY C S	Problems and prospects of Unified Payments Interface (UPI 2.0).	Freelance	Prof. Akash Vasani
MB187255	MANOHAR R	A study on impact of social media on the academic performance of graduate students.	Freelance	Prof. Bharath M
MB187256	MIDHUNA S	Adoption of Neuro Marketing Strategy at Capullo in Bangalore: An Exploratory study.	Company	Prof. Venkatalakshmi



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187257	MOHAN S	Systematic investment plans as a stability builder for retail investors: A study in Bangalore City.	Freelance	Dr. Vijayakumar A B
MB187258	MURALI K A	Cloud marketing for startups - an exploratory study	Freelance	Prof. Aafaq Ahmed
MB187259	MUYEED KHAN	A study on adoption of seasonal marketing strategies in apparel industry.	Freelance	Dr. Shanthashri Haridas
MB187260	N SRIKANTH	An empirical analysis of investment strategies of professional graduates in Bangalore city.	Freelance	Dr. Ramani Nair
MB187261	NAGENDRA K L	A study on customer satisfaction of ATM and CDM facilities of select public sector banks in Doddaballapur.	Freelance	Dr. Vatsala G
MB187262	NALINA KUMARI B S	A study on awareness about e-applications in fulfilling domestic budgeting needs - An exploratory study.	Freelance	Dr. Vinay S
MB187263	NARENDRA K	A study on effectiveness of Zero-Budget Natural Farming (ZBNF) in Guntur district, Andhra Pradesh.	Freelance	Prof. Amruta N



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187264	NAVEEN KUMAR N	A study on effectiveness of HR Policies implemented at Shri Krishna Spinning and Weaving Mill Pvt. Ltd.	Company	Prof. Akash Vasani
MB187265	NAVEEN KUMAR R	An empirical analysis of investor's preference towards National Pension Scheme in Bangalore.	Freelance	Prof. Bharath M
MB187266	NAVEEN KUMAR S	The impact of social media on the academic development of professional graduates: An empirical study in Bengaluru City.	Freelance	Prof. Venkatalakshmi
MB187267	NAVEEN S N	Competitor Analysis of TATA Motors: A study on passenger Cars.	Company	Dr. Vijayakumar A B
MB187268	NIKIL S	A study of promotion & reward policy of select medium scale industries in Bangalore city.	Freelance	Prof. Aafaq Ahmed
MB187269	NIRMALA G K	A study on impact of revised GST norms on profitability of Hotel industry.	Freelance	Dr. Shanthashri Haridas
MB187270	PALLAVI V	Determinants of Structural Finance for startups: An Exploratory study at Catering Services in Bangalore.	Freelance	Dr. Ramani Nair



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187271	POOJA V	The Effects of digital marketing communication on customer loyalty towards FMCG products: An empirical study in Bangalore city.	Freelance	Dr. Vatsala G
MB187272	POORNITHA R	E-Governance -A special focus to bhoomi project in Bengaluru rural.	Freelance	Dr. Vinay S
MB187273	PRATAP M	A study on loan and subsidiary for agro product with special reference to PLD bank, Siidlagatta.	Company	Prof. Amruta N
MB187274	PRAVEENA N	A study on the health problems caused by increasing number if poultry farms with special reference to Bagepalli(tq)	Freelance	Prof. Akash Vasana
MB187275	PREETHI S	The impact of employee's motivation on organizational effectiveness- An empirical study of select micro industries in Bangalore	Freelance	Prof. Bharath M
MB187276	PRIYANKA D	The Impact of Leadership styles on organisational culture at Axis bank in Bangalore	Freelance	Prof. Venkatalakshmi
MB187277	PUNEETH M	Organisational Structure and performance in Magnasoft consulting India ltd.	Company	Dr. Vijayakumar A B



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187278	PUNEETH S	A study on expansion of Indian finance markets with special reference to the past demonetization era.	Freelance	Prof. Aafaq Ahmed
MB187279	PUNITH KUMAR C	A study on recruitment automation practices at Accenture India, Bengaluru.	Company	Dr. Shanthashri Haridas
MB187280	RAJESH H	Designs for Six Sigma analysis: Benefits and Implementation.	Freelance	Dr. Ramani Nair
MB187281	RAKESH KUMAR D S	Sustainability of small merchants through digital technologies: an empirical study in Bengaluru city.	Freelance	Dr. Vatsala G
MB187282	RAMYA K C	Problems and prospects of E-Learning model in higher education.	Freelance	Dr. Vinay S
MB187283	RANJITH V	Role of SFCS Financial inclusion & development of sericulture in Vajjakur.	Freelance	Prof. Amruta N
MB187284	RUCHITHA RAJU U	A study on customer relationship management strategies adopted at Birla Ultra Tech Cement.	Company	Prof. Akash Vasani



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187285	RUCHITHA S	Effect of total quality management on the quality & productivity of human resources: A study in Vishwakarma Refractories (P) ltd.	Company	Prof. Bharath M
MB187286	RUTHVIK A R	Comparative study of online and offline marketing strategies in FMCG industry.	Freelance	Prof. Venkatalakshmi
MB187287	SACHIN S	Demand and supply analysis of TATA motors: A study on Passengers cars.	Company	Dr. Vijayakumar A B
MB187288	SACHIN S GOWDA	Services and applications of M-Commerce - A study on UMANG App.	Freelance	Prof. Aafaq Ahmed
MB187289	SAMRUD R	The study on role of information technology in current HR practices of selected IT sectors in Bangalore.	Freelance	Dr. Shanthashri Haridas
MB187290	SANDEEP S	A study on factors influencing students' choice of private universities in Bengaluru.	Freelance	Dr. Ramani Nair
MB187291	SANGEETHA P	A study on financial assistance provided by nationalised banks for promotion of entrepreneurship.	Freelance	Dr. Vatsala G



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187292	SANTHOSH S	A study on adoption of safety policies for women employees in IT sector with special reference to Bangalore city.	Freelance	Dr. Vinay S
MB187293	SARALA KUMARI	Factors affecting the liquid workforce and its effectiveness on working atmosphere: A study in Jindal Aluminium Ltd.	Company	Prof. Amruta N
MB187294	SESU ANTHONY ALEX	A study on effect of ICT framework in promoting entrepreneurial culture among business graduates in Bangalore city.	Freelance	Prof. Akash Vasani
MB187295	SHILPA K	An analysis of costing technique practiced in recruitment process at Rays Solution Pvt. Ltd.	Company	Prof. Bharath M
MB187296	SHILPA R	Effectiveness of health insurance services: An empirical study in bengaluru rural district.	Freelance	Prof. Venkatalakshmi
MB187297	SNEHA R	Effectiveness of organisational culture and employee commitment in Cornelius(food & beverages).	Company	Dr. Vijayakumar A B
MB187298	SONIYA N	A study on workforce diversity at Manyata Embassy Business Park with reference to IT Sector	Freelance	Prof. Aafaq Ahmed



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187299	SUMANTH D K	A study on usage of smartphone by young citizen & its impact on society in Bangalore.	Freelance	Dr. Shanthashri Haridas
MB187300	SURESH P	A study on children welfare measures at Home of Compassion.	Freelance	Dr. Ramani Nair
MB187301	T KISHORE KUMAR	A study on factors impeding online buying of household items in Bangalore city.	Freelance	Dr. S. N Venkatesh
MB187302	TANUSHREE R	A comparative study on consumer perception and feedback on food and delivery applications with reference to swiggy and zomoto.	Freelance	Dr. S. N Venkatesh
MB187303	TEJAS P	Perceived usage of online food delivery services In Bangalore: An empirical study in Swiggy	Freelance	Prof. Rashmi Patil
MB187304	UMME KULSUM	A study on consumer Delightful towards metro cash and carry: A strategic approach.	Company	Dr. S. N Venkatesh
MB187305	V NAYANA	A Study on Health and Safety measures for employees with special reference to ACC Cement, Thondebhavi, Gowribidanur(T).	Company	Dr. S. N Venkatesh



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187306	VATSALA P	A study on factors influencing pattern of investments in life insurance policies.	Freelance	Prof. Rashmi Patil
MB187307	VIGNESH M	A study on customers preference towards Lenskart.com in Bengaluru city.	Company	Dr. S. N Venkatesh
MB187308	VIJAY C	Problems and prospects of cash deposit machine(CDM) with reference to ICICI bank, Bangalore	Freelance	Dr. S. N Venkatesh
MB187309	VIJAY K	A study on adoption of green HRM practices at Cool Well Engineers Co. Ltd.	Company	Prof. Rashmi Patil
MB187310	VIJAY KUMAR B	Acceptance and Utilization of Rental Bike Services - a comparative study of Bounce and Vogo services in Bengaluru city.	Freelance	Dr. S. N Venkatesh
MB187311	VIJETH KR	A study on credit risk Management strategies adopted at District co-operative Central Bank, MG Road, Bangalore	Company	Dr. S. N Venkatesh
MB187312	VIKAS H G	A study on Dairy Farm Management and long-term farm financial performance in Doddaballapura, Bengaluru Rural.	Freelance	Prof. Rashmi Patil



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

III Semester Project Topics for Academic Year 2019-20

Register No:	Name	Project Title	Type of Project	Faculty Guide
MB187313	VISHNURAJ	Effectiveness of Healthcare and services, a study of Prakriya Hospital in Bangalore.	Company	Dr. S. N Venkatesh
MB187314	YAMUNA B M	A study on health and safety policies practiced at Siddhartha Civil Works Ltd.	Company	Dr. S. N Venkatesh
MB187315	YOGITA R	Impact of the Restaurant atmosphere on consumer decision-A study on McDonald's Customers.	Company	Prof. Rashmi Patil