

BBA PROJECT REPORTS FOR THE SESSION 2020 -2021

Sr	Roll No	NAME OF STUDENT	TITLE OF PROJECT
1	7501	AMANDEEP SINGH	How Artificial intelligence is transforming the future of marketing
2	7502	ANSH GUPTA	Impact of online technology on business
3	7503	DEEPANSHU SHARMA	Consumer satisfaction towards online grocery
4	7504	GAGAN JOLLY	EMERGING FREELANCE ECONOMY IN COVID-19 PANDEMIC
5	7505	GAGAN TANEJA	CONSUMER SATISFACTION TOWARDS MOBILE WALLET SERVICES WITH SPECIAL REFERENCE TO PAYTM
6	7506	GURSIMAR SINGH	Study on Changing Consumer Preferences Towards Organised Retailing
7	7507	HARJOT SINGH	Impact of covid 19 on human resources
8	7508	ISHWINDER PAL SINGH	Factors affecting consumer buying behavior for cars
9	7509	JASKIRAT SINGH	Preference of washing machines among housewives
10	7510	JEEVAN SACHDEVA	The fintech ecosystem- a study on revolution in financial sector
11	7511	KARAN CHUMBER	BRAND AWARENESS & CONSUMER PREFERENCE TOWARDS ORGANIC FOOD BRANDS: A COMPARISON OF ORGANIC UNDER, ORGANIC NATION AND NIMBART”
12	7512	KARANJOT SINGH	Impact of FDIs and FII on indian stock market
13	7513	KUSHAL JAIN	Comparative Study between Flipkart and Amazon India
14	7514	NITIN MAKKAR	Impact of new technologies on customer satisfaction
15	7515	RAHUL	Impact of Digital Marketing on Growth of Consumerism
16	7516	RAHUL	A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE FOOD ORDERING APPS WITH SPECIAL REFERENCE TO ZOMATO APP
17	7517	RANVEER SINGH JOHAR	Consumer preference towards Imported and Indian furniture products
18	7518	SIMRANJEET SINGH	Marketing strategy of Maruti Suzuki
19	7519	SUSHEEL KUMAR	Factor influencing the individual investor behaviour
20	7520	TEJAS JINDAL	Impact of political campaign on voters
21	7521	VASU SETHI	Effect of online business on offline business
22	7522	YATHARATH DAWAR	manipulation tactics do brands use to get more customers
23	7523	YOGESH AGGARWAL	How LeafBerry an outstanding Advertising company revolutionized Advertising in Ludhiana
24	7524	CHIRAG	Consumer satisfaction towards food delivery app
25	7525	JASPAL SINGH	effect of personal selling and marketing on sales growth
26	7526	LAKSHIT MEHNDHIRATTA	Problems Faced by HR in Manufacturing
27	7527	RAGHAV GUPTA	Effect Of Social Media on User's Life
28	7528	SHUBHAM KUMAR	Impact of disaster and change in natural climate on market
29	7529	YASHWINDER SINGH	Consumer perception and buying behavior towards purchase of motorbikes

30	7530	ADITYA CHADHA	Impact of online technology on business
31	7531	HEMANT KHURANA	Study the effect of branding on consumer purchase decision in fast moving consumer goods
32	7532	PRANAV GUPTA	Impact of online food ordering on people
33	7533	SOURAV	VUCA AND COVID 19 IMPACT
34	7534	ROHIT PANDEY	A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA TWO WHEELER
35	7535	BHAWOOK CHUGH	AWARENESS AND UTILISATION OF ESI BENEFITS IN BONN NUTRIENTS PVT. LTD.
36	7536	JATIN MAHEY	product Branding, packaging and labelling
37	7537	SAURAV KUMAR	INVESTMENT ON MUTUAL FUND



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