



Phone/Fax No. : 0161-2448899

**SATISH CHANDER DHAWAN GOVERNMENT COLLEGE**  
LUDHIANA

**ਸਤੀਸ਼ ਚੰਦਰ ਧਵਨ ਸਰਕਾਰੀ ਕਾਲਜ, ਲੁਧਿਆਣਾ**

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Dated...18-7-23

SCD Govt. College Ludhiana  
BBA 6<sup>th</sup> Sem

List of Project Topics  
Session 2022-20

Sr .No.	Name of the student.	University roll no.	Title of the Project	Area of specialization
1	Bharat Nanda	20045798	Effectiveness of Promotional Scheme in Retail Stores.	Marketing
2	Gagandeep Kumar	20045801	Consumer Perception towards Tim Hortons	Marketing
3	Dev Miglani	20046840	Preferences of OTT Platforms and its Impact on Young Minds of Ludhiana	Marketing
4	Harsh	20046852	Consumer Perception on Misleading Advertisement of Food Industry	Marketing
5	Kunwar	20046860	Marketing Strategies of Bonn Biscuits	Marketing
6	Moksh Malhotra	20046865	Buy Now Pay Later Services: Market Penetration and Consumer Satisfaction	Marketing
7	Vishay Bajaj	20046893	Comparative Study on Logistic Companies	Management
8	Aashish Sharma	20047301	Impact of Influencer Marketing on Consumers	Social Media marketing
9	Anuj	20047303	Electric Vehicle Industry in India : Growth and Innovations	Marketing
10	Arjun Jain	20047304	Study Of Customer Satisfaction level towards Royal Enfield	Marketing
11	Atul	20047305	Consumer Loyalty towards Reliance Retail	Marketing



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12	Baljit Singh Marwaha	20047306	A spectator level of awareness towards IPL	Marketing
13	Chetan Chaudhary	20047307	Effectiveness of Promotional Scheme in Retail Stores	Marketing
14	Chirag	20047308	"Financial Decision Making: Does Gender really matter?"	Finance
15	Devashish Arora	20047309	Fundamental and Technical analysis of Pharmaceutical Industry	Marketing
16	Divyam Narang	20047312	Persuasiveness of Digital Marketing	Marketing
17	Harsh Sharma	20047313	Impact of OTT Platforms Before and After Pandemic (now and then)	Marketing
18	Harvikram Singh	20047316	Impact of Social Media on Youngster's Fashion Sense	Marketing
19	Krishankant kaushik	20047318	Consumer Perception towards Amazon and Flipkart	Marketing
20	Lakshay Jain	20047319	Buybacks and Analysis Of Their Impact on Share Price During and After The Buyback Period	Finance
21	Madhur Garg	20047320	How Leafberry Revolutionized Outdoor Advertising in Ludhiana	Marketing
22	Mehakdeep Singh	20047321	Marketing Strategies and Brand Loyalty of Haldiram in India	Marketing
23	Manik Gautam	20047322	Comparison of Premium v/s Free Usage model of Spottify	Marketing
24	Manjot Singh	20047323	Consumer Perception towards Branded Jewellery in Ludhiana.	Marketing
25	Nittal Salaria	20047327	Consumer preference towards Intelligent Tourist Destination in India	Marketing
26	Parth Poplay	20047328	Factors influencing Job Satisfaction of Bank Employees	Human Resource Management



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27	Rudraksh	20047333	Study to Compare post IPO Volatility in Stock prices and testing the association between Initial returns and Long term returns for book building IPOS in India	Finance
28	Sahil bhalla	20047334	Impact of Russia and Ukraine War on India and World	General
29	Shivam Aggarwal	20047336	Impact of Generative AI on Business Landscape	Finance
30	Sonu kumar	20047338	A Project Report on E-Tourism	Marketing
31	Sourabh Garg	20047339	McDonald's Consumer Perception- A Market Research Study	Marketing
32	Sourav Choudhary	20047340	Impact of GST on Textile Industry	Ludhiana
33	Sukharam	20047341	A Study on Impact of Cryptocurrency on Investors and Indian Economy	Marketing
34	Vaibhav Walia	20047344	Consumer Preference towards Coffee Brands in Ludhiana.	Ludhiana
35	Vishal	20047345	Effect of Desire for Control on Consumer Attitude in Online Advertisement	Marketing
36	Yatin Kochhar	20047346	Consumer Satisfaction towards KTM Products.	Marketing
37	Yogesh Kumar	20047347	A Study on Consumer Behaviour on Reliance Fresh	Retail



*[Handwritten Signature]*  
Principal

SCD Government College Ludhiana

Principal

SCD Govt. College, Ludhiana