



No. 1.3/P9

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
M.COM BI 4th Sem
List of Project Topics
Session 2022-2023

Sr. No.	College Roll No.	University Roll No.	NAMES	Research Topic
1	6901		NITISH	
2	6902	61716	ANISH ARORA	A STUDY ON JOB SATISFACTION OF EMPLOYEES IN BSNL
3	6903	61724	INDERVIR SINGH	The Impact of Performance Appraisal on employee motivation and job satisfaction
4	6904	61735	PARGAT SINGH	Innovation in Banking The Innovation in practices in Banking Sector A case study of SBI Customer in Ludhiana
5	6905	61728	JASKARAN BADHAN	A study on consumer satisfaction with service; Google
6	6906	61726	JASHANDEEP KAUR SANDHU	Study of Retailing Concept and it's Impact on India
7	6907	61712	ABHISHEK MISHRA	TO STUDY THE MARKETING STRATEGIES AND CUSTOMERS PREFERENCES ABOUT HALDIRAM FOODS INTERNATIONAL LTD.
8	6908	61740	RAJAN KUMAR	Role of Corporate Social Responsibility in Consumer Buying Behaviour
9	6909		KARANPREET KAUR	
10	6910	61717	ANUJ	Effects of globalisation on service industry
11	6911	61722	GURJOT KAUR	Customer perception towards luxury brands

MAAC ACCREDITED GRADE A



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12	6912	61713	ADITI SHARMA	BRAND CONSCIOUSNESS IN CONSUMERS: A COMPARISON BETWEEN MALE AND FEMALE POPULATION
13	6913	61725	ISHA JAIN	Consumers' outlook towards Natural and Ayurvedic Product claims
14	6914	61719	CHARVI BEHAL	banking operations at axis bank
15	6915	61729	JASPREET KAUR	Consumer perception and preferences towards smartphones
16	6916	61720	DALJEET KAUR	Committee and their reports on corporate governance in India
17	6917	61748	TRIPET KAUR	Role of Women Entrepreneurs in Indian Economy.
18	6918	61749	VINEET PASWAN	A study on customer satisfaction towards gold loan with muthoot finance pvt. Ltd .
19	6919	61732	MOKSHA	Impact of advertising on consumer buying behavior
20	6920		MEHAKPREET KAUR	
21	6921	61711	AASHNA JAIN	Impact of Artificial Intelligence on Financial Services Industry
22	6922	61727	JASHANPREET KAUR	Marketing Strategy of FMCG Product- A study of consumer perception towards Hindustan Unilever Products
23	6923	61737	POOJA VERMA	Impact of Celebrity Endorsement on consumer behaviour
24	6924	61743	RITIKA	A STUDY ON CONSUMER BEHAVIOUR TOWARDS RELIANCE JIO SIM IN LUDHIANA
25	6925	61714	AMAN SHUKLA	ANALYZING CONSUMER ATTITUDE TOWARDS ELECTRIC VEHICLE
26	6926	61736	PARWINDER SINGH	Examining The Role Of Packaging In Consumer Decision Making
27	6927	61746	SAVLEEN KAUR	CONSUMER SATISFACTION TOWARDS SKINCARE PRODUCTS
28	6928	61747	SHUBHAM CHOPRA	A STUDY ON STARTUP AND ITS IMPACT ON MSME IN INDIA
29	6929	61742	RAMANDEEP KAUR	Green Marketing: A Study of Consumer Perception and Preferences in Ludhiana.
30	6930	61733	NAINA	A Study on Marketing Strategy of Samsung Mobile Phones



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31	6931	61741	RAMANDEEP KAUR	Perception Towards The Effectiveness Of Ecological Marketing Of Starbucks
32	6932	61718	BHAVIKA	A Project report on consumer buying behaviour in respect to Domino's
33	6933	61744	ROYAL GHAI	IMPACT OF COVID-19 ON PRODUCTION ACTIVITY IN TEXTILE INDUSTRY
34	6934		YATHARATH DAWAR	
35	6935	61723	HARLEEN KAUR	A study on impact of social media on consumer buying behaviour
36	6936	61739	PREETI	Impact of Monetary policy on Banking sector
37	6937	61721	GAGANDEEP SINGH	Impact of technology on youth : study analysis
38	6938	61715	AMANDEEP KAUR	DO PEOPLE USE AMAZON THE MOST? : COMAPARATIVE STUDY BETWEEN FLIPKART AND AMAZON
39	6939	61745	SAMRIDHI BABUTA	Risk management in public and private sector banks
40	6940	61738	PRANIKA CHAWLA	TO ANALYZE THE USER ACCEPTANCE OF MOBILE PAYMENT (M-PAYMENT) IN USING THE TECHNOLOGY ACCEPTANCE MODEL




Principal
SCD Govt College Ludhiana