



**SATISH CHANDER DIWAN GOVERNMENT COLLEGE  
LUDHIANA**


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**SCD Govt. College Ludhiana  
BBA Sem-VI  
Session 2023-2024**

Sr. No	NAMES	ROLL NO	Title of the Project
1	Arjun Shamra	21045801	ZUDIO, A TATA Brand:- A Comprehensive Analysis of brand awarness, Customer preference and ethical practices
2	Aryan Bhateja	21045803	"Factor affecting the raise of platform over traditional platform"
3	Ayush Vij	21045804	Impact of digital marketing on consumer purchase behaviour
4	Chanpreet Singh	21045805	Strategies for retail success : Improving customer satisfaction and loyalty
5	Deep Singh	21045806	Study of digital marketing and its impact on revenue generation
6	Deepak Singh	21045807	"Effect of advertismment on children and their nuying behaviour"
7	Dhruv Mahajan	21045808	A study of customer perception towards TATA Motors.
8	Diljot Singh	21045809	Impact of design of retail store on consumer buying behaviour
9	Geetanshu Gupta	21045810	Beyond the bonnet: unveiling mahindra and toyota in a comparative car brand study
10	Harkirat Singh	21045811	Study of level of job satisfaction on regarding the business group cremica jalandhar
11	Harsh Kashyup	21045812	A study of the future of personalization and personalization-privacy paradox
12	Ishaam Jindal	21045814	Role of user generation content in travel planning behaviour of tourists
13	Jai Karwal	21045816	A comparative study between swiggy and zomato
14	Krishdeep Singh	21045820	Marketing strategy of bisleri
15	Mohd Sohail Ansari	21045823	Transforming business operations:- The power of artificial intelligence in automation
16	Mohit Dhiman	21045824	A study of employee welfare at self knits
17	Molik Kashyup	21045825	Consumer behaviour towards ITC classmate notebook
18	Nitish Chouhan	21045826	A study of stress management among youngsters
19	Prabjot Bhardwaj	21045828	study on the impact of social media on consumer behaviour
20	Prince Chaohan	21045829	customer satisfaction towards subway
21	Raghav Mehta	21045831	Role of micro enterprice in development of a region, a study of small scale indusrty
22	Rahul	21045832	A comparative study of customer satisfaction and aftersale services of airtel xtreme filter and jio fiber
23	Sarwan Kumar	21045835	Study of venture capital

24	Rizak Kapoor	21045836	Study of marketing strategy of oneplus and its effect on consumer of limited region
25	Sarwan Kumar	21045837	Comparitive study of marketing startegies of meesho and myntra
26	Sukhampreet Singh	21045840	Does consumer pay attension on nutritional labels
27	Tejbir Singh	21045841	Analysing the effectiveness of consumers relationship management strategies
28	Vaibhav Sahi	21045842	Evolving Strategies of internet
29	Vansh Verma	21045843	Role of packaging in consumer buying behaviuor
30	Vikas Singh	21045844	To study the consumer satisfaction towards TATA Motors
31	Yuvraj Singh	21045846	Influence of marketing in promoting unhealthy beauty standards among consumer
32	Rohan Singh	21045847	Impact of color on consumer buying behaviour "A comprehensive analysis"

  
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