



Phone/Fax No. : 0161-2448899

## SATISH CHANDER DHAWAN GOVERNMENT COLLEGE LUDHIANA


Website: [www.scdgovtcollege.ac.in](http://www.scdgovtcollege.ac.in) E-mail: [scdgovtcollege@gmail.com](mailto:scdgovtcollege@gmail.com)

SCD Govt. College Ludhiana

M.COM BI Sem IV

Session- 2023-2024

Sr No.	Roll No	Student Name	Research Project
1	6901	AMAN NAGPAL	Inventory management practices- A study of textile/hosiery industry in Ludhiana.
2	6904	ARPANA ARPANA	Online admission process in colleges & universities- A study of students perception of aurobindo & govt. college
3	6907	GOURAV DIXIT	Consumer behavior towards online shopping of electronics in ludhiana city
4	6909	HARPREET KAUR	Garbage Management System in Ludhiana City- Opinion & perceptions of Ludhiana citizens.
5	6910	HEMLATA JAIN	Usage of digital transactions across the city.
6	6912	JANVI DUTTA	Customer perceptions regarding digital product innovation: A survey of Ludhiana city.
7	6913	KANCHANDEEP RAWAT	Customer satisfaction in public transportation- A study of Punjab roadways & PEPSU passengers.
8	6914	KRITIKA GAUTAM	Social media marketing in a small business: A case study of 5 selected SME's in Ludhiana.
9	6916	NEERAJ KUMAR	Mobile marketing: Brand performance & implications on brand identity- case study of 5 selected hosiery brands.
10	6917	PANKAJ KUMAR	Consumers' attitude towards packed food- A survey on ready to eat food.
11	6919	PREETI	Customer perceptions regarding soft drink products- A comparison between juices & soft drinks.
12	6920	PRIYANKA	Social media
13	6921	PRIYANKA	The impact of digital technologies on innovation in retail business- An analysis of retailer perceptions.
15	6924	SAMYAK JAIN	Employees perspective regarding training & development opportunities in banks.
16	6925	SAVITA KUMARI	Determinants of customer satisfaction on service quality: A study of bus service in Ludhiana.
17	6928	SMRIDHI DUA	Customer attitude towards branded clothes: A survey of Ludhiana textiles
18	6929	TANISHA JAIN	Determinants of customer satisfaction on service quality: A study of internet providers in Ludhiana.
19	6930	TEJAS JINDAL	Product Innovation in the field of metal industry.
20	6933	SANJANA ARORA	Customer perception towards luxury brands.
21	6934	SWARIT	Survey on surplus brands in Indian market.

  
**Principal**  
**S.C.D. Govt. College Ldh**