



NAIPUNNYA BUSINESS SCHOOL

Accredited "B++" Grade by NAAC

(Affiliated to University of Calicut and Approved by AICTE)
Pongam, Koratty East, Thrissur, Kerala. Pin: 680 308

MBA 2020-22 BATCH - PROJECT TOPICS

SL.NO	NAME OF STUDENT	UNIVERSITY REG.NO	PROJECT TOPIC
1	ABISON ELDHO	YPAUMBA001	A STUDY ON THE IMPACT OF ETHANOL ON THE PERFORMANCE OF SUGAR SECTORAL STOCKS IN INDIAN STOCK MARKET
2	AFIYA YOUNES	YPAUMBA002	A STUDY ON THE BRAND PREFERENCE AND CONSUMER BEHAVIOUR ON SANITARY PADS
3	AJMAL K J	YPAUMBA003	A STUDY ON PRICE IMAGE AND CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO KERALA AGRO MACHINERY CORPORATION LTD,ATHANI
4	AKASH JENSON	YPAUMBA004	A STUDY ON PRICE, SALES PROMOTION AND CUSTOMER SATISFACTION OF HYKON PRODUCTS
5	AKHILA V J	YPAUMBA005	A STUDY ON CUSTOMER SATISFACTION TOWARDS WILDCRAFT BRAND WITH REFERENCE TO COCHIN
6	ALEENA K A	YPAUMBA006	ROLE OF SOCIAL MEDIA IN RECRUITMENT : A STUDY WITH REFERENCE TO M. P DOMINIC AND COMPANY, ALUVA
7	AMAL GEORGE	YPAUMBA007	A STUDY ON FACTORS INFLUENCING CUSTOMER PURCHASE DECISION OF POPULAR CANDLES
8	AMRUTHA UNNI	YPAUMBA009	THE IMPACT OF CRUDE OIL PRICE ON INDIAN STOCK MARKET
9	ANCY C P	YPAUMBA010	CONSTRUCTION OF OPTIMAL PORTFOLIO BASED ON THE RECOVERY SPEED AFTER COVID 19
10	ANIL ANTO V	YPAUMBA011	A STUDY ON FUNDAMENTAL ANALYSIS OF THE AUTOMOBILE SECTOR IN THE INDIAN STOCK MARKET
11	ANJANA ANIL	YPAUMBA012	A STUDY ON EMPLOYEE RETENTION PRACTICES FOLLOWED BY TRANSIGHT SYSTEMS PVT LTD
12	ANNA ROSE JOY	YPAUMBA013	A STUDY ON THE EMPIRICAL ANALYSIS OF THE EFFECTIVENESS OF STOCK MARKET ANOMALIES
13	ANNMARIYA JOSE	YPAUMBA014	A STUDY ON FUNDAMENTAL ANALYSIS OF SELECTED OIL AND GAS COMPANIES AT DOHA BROKERAGE AND FINANCIAL SERVICES
14	ANN MARY JAISON	YPAUMBA015	A STUDY ON CUSTOMER SATISFACTION ON HE-MAN AUTO ROBO PARK PVT LTD



15	ANU WILSON	YPAUMBA016	A STUDY ON HEALTH & SAFETY MEASURES & ITS IMPACT ON EMPLOYEE SATISFACTION IN KEERTHI NIRMAL RICE MILL, MATTOOR
16	ARAVIND K C	YPAUMBA017	A STUDY ON IPO PERFORMANCE ANALYSIS: LISTING DAY GAIN & POST - IPO PERFORMANCE IN INDIAN CAPITAL MARKET
17	ASHIKA RAJEEVAN	YPAUMBA018	A STUDY ON CONSUMER BEHAVIOR OF NIKE BRAND WITH REFERENCE TO ERNAKULAM DISTRICT
18	AUGUSTINE VJ	YPAUMBA019	A STUDY ON RECEIVABLES MANAGEMENT OF NIRAPARA, OKKAL
19	AVINASH R NATRAJ	YPAUMBA020	A STUDY ON THE CONSUMER BUYING BEHAVIOR OF ELECTRIC SCOOTERS IN ALAPPUZHA DISTRICT DONE FOR AMPERE SCOOTERS PRIVATE LIMITED
20	BASIL JAMES	YPAUMBA021	A STUDY ON CASH MANAGEMENT OF KKR AGRO MILLS PRIVATE LIMITED
21	CLINS THOMAS PANAKKAL	YPAUMBA022	FACTORS INFLUENCING THE CUSTOMER SATISFACTION IN B2B: A STUDY ON BLOW PLASTICS, THRISSUR
22	DEEPA ANTONY	YPAUMBA023	A STUDY ON BRAND AWARENESS AND BRAND LOYALTY OF PERIYAR RICE WITH REFERENCE TO CHIRACKAL AGRO MILLS
23	DELNA WILSON	YPAUMBA024	A STUDY ON CUSTOMER SATISFACTION TOWARDS MAX FASHION BRAND
24	DIMBLE POULOSE	YPAUMBA025	A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE'S BEHAVIOUR AT PEOPLES' DAIRY DEVELOPMENT PROJECT (PDDP), KALADY
25	DISNY BABU	YPAUMBA026	A STUDY ON THE MARKETING MIX OF DELICIOUS CASHEW COMPANY
26	DONA JOSE	YPAUMBA027	INFLUENCE OF GRIEVANCE HANDLING MECHANISM ON EMPLOYEE WORK PERFORMANCE WITH REFERENCE TO KERALA FEEDS LTD.
27	EDWIN JOSE	YPAUMBA029	A STUDY OF THE CUSTOMER SATISFACTION ABOUT THE BAKE SHOPS OF NAVYA BAKES & CONFECTIONERIES PVT LTD
28	FEBIN FRANCIS	YPAUMBA030	ROLE OF BRANDING IN CONSUMER BUYING BEHAVIOUR TOWARDS BRANDED DHOTIS : A STUDY DONE FOR KITEX LIMITED.
29	GIFTY JAMES	YPAUMBA031	A STUDY ON THE LEVERAGE ANALYSIS WITH SPECIAL REFERENCE TO RAJ CONSTRUCTION COMPANY , NORTH PARAVUR, ERNAKULAM, KERALA
30	GISSO KUNJUMON	YPAUMBA032	A STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTION WITH REFERENCE TO BONVOICE SOLUTIONS PVT LTD




31	GLADWIN JOSE	YPAUMBA033	A STUDY ON THE CUSTOMER SATISFACTION ON SERVICE QUALITY OF AUDI CARS WITH REFERENCE TO PPS MOTORS PVT. LTD
32	JEFFY MATHEW	YPAUMBA034	AN EVALUATION OF THE EMPLOYEE ONBOARDING AND TRAINING PROGRAM AT UNIMONI FINANCIAL SERVICES LTD.
33	JERIN MATHEW	YPAUMBA035	A STUDY ON THE CUSTOMER SATISFACTION TOWARDS MODERN FOOD PRODUCTS IN ERNAKULAM DISTRICT
34	JINITHA M D	YPAUMBA036	A STUDY ON THE CLIENT SATISFACTION WITH REFERENCE TO AFFABLE MANAGEMENT SERVICES
35	JISBIN JOHNSON C	YPAUMBA037	A STUDY ON FUNDAMENTAL ANALYSIS OF SELECTED PHARMA COMPANIES LISTED AT NSE
36	JISHA CYRIL VAZ	YPAUMBA038	A STUDY ON COST VOLUME PROFIT ANALYSIS OF KERALA FEEDS LIMITED, KALLETTMUKARA
37	JISSMON JIJU	YPUAMBA039	A STUDY ON PACKAGING AND PURCHASE INTENTION
38	KEERTHANA C R	YPAUMBA040	A STUDY ON CUSTOMER PERCEPTION ON VARIOUS FINANCIAL PRODUCTS AND SERVICES IN KERALA WITH SPECIAL REFERENCE TO HEDGE EQUITIES LTD
39	LIYA JOY	YPAUMBA041	A STUDY ON STORE ENVIRONMENT WITH SPECIAL REFERENCE TO RELIANCE TRENDS
40	MERIN BABY	YPAUMBA042	A STUDY ON ADVERTISING AND SALES PROMOTION TECHNIQUES OF KAIRALI TMT STEEL BARS WITH REFERENCE TO CUSTOMERS OF ERNAKULAM DISTRICT
41	NAYANA MATHEW	YPAUMBA043	A STUDY ON THE EFFECTIVENESS OF TRAINING AND DEVELOPMENT WITH REFERENCE TO DHANYA MISSION HOSPITAL
42	NIMITHA WILSON	YPAUMBA044	A STUDY ON BRAND AWARENESS OF MAYIL BRAND OF KOTTAKKAL AGRO FOODS PRIVATE LIMITED
43	NITHIN PAUL	YPAUMBA045	A STUDY ON THE INFLUENCE OF BRAND EQUITY COMPONENTS AMONG ONLINE CONSUMERS OF FRESH FISH, SEAFOOD AND MEAT
44	PRIYA K. V	YPAUMBA046	CUSTOMER PERCEPTION TOWARDS VESTA ICE CREAM OF KSE LTD
45	REEMA THOMAS	YPAUMBA047	A STUDY ON BRAND AWARENESS AND BRAND PREFERENCE OF NIRAPARA WITH RESPECT TO RICE BRANDS IN KERALA
46	ROHITHA MATHEW	YPAUMBA048	A STUDY ON THE EFFECT OF COMPENSATION MANAGEMENT ON EMPLOYEE PERFORMANCE WITH REFERENCE TO AUTOKAST LTD, CHERTHALA, ALAPPUZHA



47	SALEENA SIMON	YPAUMBA049	A STUDY ON THE PERCEPTION OF EMPLOYEES TOWARDS PERFORMANCE APPRAISAL IN CEDAR RETAIL PRIVATE LIMITED
48	SANDRA DAVIS	YPAUMBA050	A STUDY ON THE PERCEPTION OF EMPLOYEES ON EFFECTIVENESS OF RECRUITMENT AND SELECTION AT MERIBOY
49	SANJU HENDRY	YPAUMBA051	A STUDY ON INVESTORS PERCEPTION TOWARDS GOLD INVESTMENT WITH SPECIAL REFERENCE TO THRISSUR DISTRICT
50	SEBIN C J	YPAUMBA052	
51	SONA MARTIN	YPAUMBA053	A STUDY ON BRAND POSITIONING OF KEERTHI NIRMAL RICE
52	SREELAKSHMI RAJEEV	YPAUMBA054	A STUDY ON EFFECTIVENESS OF ADVERTISEMENT ON CONSUMER BRAND PREFERENCE WITH REFERENCE TO MERIBOY ICECREAMS
53	STENIYA M JAMES	YPAUMBA055	A STUDY ON FINANCIAL PERFORMANCE WITH REFERENCE TO H&C SOLUTIONS, THODUPUZHA
54	VAISHAGH M P	YPAUMBA056	A STUDY ON FACTORS OF CONTINUOUS USAGE INTENTION OF SMARTWATCH WITH THE SPECIAL REFERENCE TO THE CUSTOMER OF FASTRACK STORE IN LULU MALL EDAPILLY
55	VANDHANA VARGHESE	YPAUMBA057	RISK AND RETURN ANALYSIS OF SELECTED EQUITY SHARES AND MUTUAL FUNDS AT HEDGE EQUITIES
56	V KIRAN PRAKASH	YPAUMBA058	A STUDY ON THE CUSTOMER PERCEPTION OF HONDA CARS

Date : 10/11/2022

Place : Pongam


Dr. Jacob P.M
Principal



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