

**NAIPUNNYA BUSINESS SCHOOL**

**NAIPUNNYA NAGAR, PONGAM, KORATTY EAST, THRISSUR DIST , KERALA - 680 308**

**PROJECT REPORT SUBMITTING TO UNIVERSITY - 2018 BATCH**

SR. NO.	NAME	REGISTER NO.	SPECIALIZATION	PROJECT TOPIC
1	AKHILA ANTONY	YPASMBA001	MARKETING	A STUDY ON BRAND AWARENESS OF PEOPLE'S DAIRY ICE CREAM WITH REFERENCE TO THRISSUR AND ERNAKULAM DISTRICT
2	AKHILA DEVASSY	YPASMBA002	MARKETING	A STUDY ON CONSUMER PREFERENCE IN MOTHERS AGRO PVT LTD, ANGAMALY
3	AKHILA JOSHY	YPASMBA003	FINANCE	A STUDY ON WORKING CAPITAL MANAGEMENT AT MOTHER'S AGRO FOOD PVT LTD
4	ALEX JOY	YPASMBA004	MARKETING	A STUDY ON CONSUMER BUYING BEHAVIOUR AND CONSUMERS PREFERENCES OF HEALTH INSURANCE IN ERNAKULAM DISTRICT.
5	ANEESHA GEORGE	YPASMBA006	HR	A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT WITH REFERENCE TO PRECOT MERIDIAN
6	ANGEL MARIYA C J	YPASMBA007	MARKETING	A STUDY ON CONSUMER BUYING DECISION WITH REFERENCE TO KERALA FEED PRODUCTS
7	ANILA VINCENT	YPASMBA008	HR	IMPACT OF JOB SATISFACTION ON EMPLOYEE TURNOVER INTENTION IN SOUTH INDIAN BANK
8	ANJANA K	YPASMBA009	FINANCE	A STUDY ON WORKING CAPITAL MANAGEMENT OF OUSHADHI
9	ANJU VARGHESE	YPASMBA010	HR	A STUDY ON TRAINING AND DEVELOPMENT AT MOTHERS AGROO FOOD PVT.LTD
10	APARNA JAMES	YPASMBA012	MARKETING	A STUDY ON THE RELATIONSHIP BETWEEN WORKING ENVIRONMENT AND EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO LOUIS PHILIPPE
11	ASHNA JOY	YPASMBA013	FINANCE	A STUDY ON WORKING CAPITAL MANAGEMENT OF RAMCO CEMENT, CHENNAI
12	ASWATHY HARIHARAN	YPASMBA015	HR	A STUDY ON THE RELATIONSHIP BETWEEN EMPLOYEEES COMMITMENT AND TURNOVER INTENTION WITH REFERENCE TO ANGEL BROCKING, KOCHI
13	ATHIRA K.S	YPASMBA016	HR	A STUDY ON EMPLOYEE ENGAGEMENT OF MANJILAS PVT LTD DOUBLE HORSE PRODUCTS
14	ATHISHA SANTHOSH	YPASMBA017	FINANCE	A STUDY ON IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE IN THE BANKING SECTOR WITH RESPECT TO HDFC BANK
15	ATHULYA M MURALI	YPASMBA018	MARKETING	A STUDY ON PERCEPTION OF CUSTOMERS ON PILOTSMITH INDIA PVT LTD
16	CHRISTY DAVIS	YPASMBA019	MARKETING	A STUDY ON CONSUMER PERCEPTION ABOUT OUSHADHI PRODUCTS
17	DAYANA JAMES	YPASMBA020	FINANCE	A STUDY ON ANALYSIS OF FINANCIAL STATEMENT OF PAVIZHAM HEALTHIER DIET PVT LTD, KOOVAPPADY, PERUMBAVOOR
18	DHIYA JOY	YPASMBA021	FINANCE	A STUDY ON RECEIVABLE MANAGEMENT AND IMPACT ON PROFITABILITY OF METAL TECH INDUSTRIES, KANJIRAPPILLY

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SR. NO.	NAME	REGISTER NO.	SPECIALIZATION	PROJECT TOPIC
19	DINOY DEVASSY	YPASMBA022	MARKETING	A STUDY ON BRAND LOYALTY OF CUSTOMERS OF PAVIZHAM RICE IN ERNAKULAM DISTRICT
20	GOPIKA M D	YPASMBA024	HR	"EFFECT OF EMPLOYEE WELFARE MEASURES ON JOB SATISFACTION WITH REFERENCE TO KKR GROUP OF COMPANIES"
21	GOURINANDINI	YPASMBA025	HR	A STUDY ON RELATIONSHIP BETWEEN EMOLLOYEE ENGAGEMENT AND EMOLLOYEE RETENTION
22	HANISHA RAVI	YPASMBA026	FINANCE	A STUDY ON THE PERFORMANCE EVALUATION OF SELECTED HYBRID MUTUAL FUNDS IN INDIA
23	JEFFIN T JESTIN	YPASMBA027	MARKETING	A STUDY ON THE INSURANCE BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO HEALTH INSURANCE IN THE PREVAILING COVID'19 SCENARIO
24	JELITTA JOSE	YPASMBA028	HR	A STUDY ON ITS USE OF SOCIAL MEDIA AT WORK PLACE IN SANTHI PLASTICS PVT .LTD
25	JERRY K S	YPASMBA029	MARKETING	STUDY ON EFFECTIVENESS OF PRODUCT QUALITY AND CUSTOMER SATISFACTION OF KERALA STATE BAMBOO CORPORATION LIMITED ANGAMALY
26	JINNY SAJU	YPASMBA030	HR	IMPACT OF PERFORMANCE APPRAISAL SYSTEM ON EMPLOYEE ORGANIZATIONAL COMMITMENT
27	JISS WILSON	YPASMBA031	MARKETING	"UNDERSTANDING GENERAL PUBLIC'S PERCEPTION AND KNOW-HOW ABOUT ESAF SMALL FINANCE BANK IN THRISSUR DISTRICT"
28	JITHU JOHNY	YPASMBA032	MARKETING	A STUDY ON BRAND PREFERENCE OF DHOTIS IN ERNAKULAM DISTRICT WITH REFERENCE TO KITEX LIM
29	JOSEPH CHACKOCHAN	YPASMBA033	MARKETING	A STUDY ON DEALER SATISFACTION OF STAR PIPES WITH REFERENCE TO THRISSUR DISTRICT
30	JOSEPH K JOSEPH	YPASMBA034	MARKETING	A STUDY ON CUSTOMER SATISFACTION OF TARPULIN WITH RESPECT TO POLJO VYAPAR KENDRA PVT LTD
31	LIBIN JOHNSON	YPASMBA037	MARKETING	A STUDY ON INFLUENCE OF ADVERTISEMENT TOWARDS KLF NIRMAL INDUSTRIES (P) LTD, IRINJALAKUDA
32	LIYA JACOB	YPASMBA038	HR	COMPETENCY MAPPING AND ITS EFFECT ON ORGANIZATIONAL EFFECTIVENESS IN TELK
33	LIZ MARIA	YPASMBA039	HR	A STUDY ON EMPLOYEE'S INTENTION TO BE ABSENT AT CARBORUNDUM UNIVERSAL LTD.

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SR. NO.	NAME	REGISTER NO.	SPECIALIZATION	PROJECT TOPIC
34	MARIYA KUNJACHAN	YPASMBA040	FINANCE	A STUDY ON THE IMPACT OF CREDIT POLICY ON THE PROFITABILITY OF DHANLAXMI BANK LIMITED
35	MILDA WILSON	YPASMBA041	MARKETING	ADVERTISEMENT TOWARDS THE PURCHASE OF MERIIBOY ICE CREAM
36	NANDANA K I	YPASMBA042	HR	A STUDY ON THE EFFECT OF JOB SATISFACTION ON EMPLOYEE PERFORMANCE WITH REFERENCE TO VAN HUESEN, ERNAKULAM
37	NAVYA ANTONY	YPASMBA043	HR	A STUDY ON THE EFFECTIVENESS OF TRAINING AND DEVELOPMENT AT MERIIBOY ICECREAM
38	NEENU ROSE	YPASMBA044	FINANCE	A STUDY ON FINANCIAL PERFORMANCE OF STAR PVC PIPES & FITTINGS
39	NIJO ANTONY	YPASMBA045	MARKETING	A STUDY TO UNDERSTAND CONSUMER PERCEPTION ABOUT MCP ROSE SUPERMARKET, IRINJALAKUDA
40	NIMMY JOSHY	YPASMBA046	MARKETING	A STUDY ON BRAND IMAGE OF EDIBLE OIL INFLUENCED BY THE PRODUCT ATTRIBUTES WITH REFERENCE TO ROYAL EDIBLE COMPANY
41	PRANAV M P	YPASMBA047	FINANCE	A STUDY ON GROWTH OF MICROFINANCE IN KERALA WITH ESAF SMALL FINANCE BANK
42	RAINA ANTONY	YPASMBA048	HR	A STUDY ON WORK LIFE BALANCE OF EMPLOYEES IN MALABAR CEMENTS LTD, PALAKKAD"
43	REJEENA JOSEPH	YPASMBA049	FINANCE	A STUDY ON THE FINANCIAL PERFORMANCE ANALYSIS OF TELK LTD, ANGAMALY
44	ROSEMOL JAMES	YPASMBA050	FINANCE	A STUDY ON RECEIVABLES MANAGEMENT AND ITS IMPACT ON PROFITABILITY WITH REFERENCE TO TOLINS TYRES PVT. LTD., MATTOOR, KALADY
45	RYNET JOSEPH	YPASMBA051	FINANCE	VALUE RELEVANCE OF ACCOUNTING NUMBERS OF SECTORAL STOCKS IN INDIAN STOCK MARKET
46	SANDRA SHIBU	YPASMBA052	MARKETING	A STUDY ON PERCEPTION CUSTOMERS ON NIRAPARA FOOD PRODUCTS.
47	SHALU V V	YPASMBA053	FINANCE	A STUDY ON FINANCIAL PERFORMANCE OF KSE LTD IRINJALAKUDA
48	SWATHY SUDHARSAN	YPASMBA055	HR	A STUDY ON EMPLOYEE RETENTION STRATEGIES AT OUSHADHI THE PHARMACEUTICAL CORPORATION KERALA (I M) LTD
49	URMILA MOHAN	YPASMBA056	HR	A STUDY ON EMPLOYEE TRAINING PROGRAMME AND ITS EFFECT ON EMPLOYEE PERFORMANCE AT ALLEN SOLLY, ERNAKULAM
50	VINAY MOHAN P	YPASMBA057	MARKETING	A STUDY ON REPURCHASE INTENTION OF DISTRIBUTORS OF SMARTWAY
51	VISHNUDEVA T S	YPASMBA058	MARKETING	A STUDY ON THE FACTORS AFFECTING CELEBRITY ENDORSEMENT ON CONSUMERS PURCHASE INTENTION OF TWO-WHEELERS

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52	YADHU KRISHNA C R	YPASMB059	MARKETING	A STUDY ON THE ADVERTISEMENT EFFECTIVENESS OF KPL OIL MILLS ,IRINJALAKUDA
53	YESHUDAS J MAMPILLY	YPASMB060	MARKETING	A STUDY ON BRAND PERCEPTION OF VESTA ICE CREAM AMONG COLLEGE STUDENTS WITH REFERENCE TO THRISSUR DISTRICT.

Place : Pongam

Date : 09/11/2020

Dr. Jacob P M

Director

