

# St. Xavier's College , Jaipur

Sub: Project Report and Viva Voce

Session 2014-2015 BBA Sem IV

S.No.	Enrollment No.	Name	Gen	Father's Name	Title of the Project
1	13/001202	Aalekh Jain	M	Yogendra Kumar Jain	Advertising in Indian Telecom Industry and its impact on customers
2	13/001203	Aasa Singh	M	Attar Singh	marketing strategies analysis of red bull
3	13/001374	Abhinav Kumar Arya	M	Sunil Kumar Arya	current trends in marketing and promotion of movies using social media
4	13/001375	Abhishek Jain	M	Arun Jain	a study on parle biscuit pvt. Ltd neemerana on job training and compemsation system
5	13/001206	Abhishek Khanna	M	Rajendra Khanna	Advertising Effectiveness with specific reference to Soft drink industry
6	13/001207	Abhishek Mathur	M	Jagdish Chandra Mathur	service quality of HDFC bank Ltd.
7	13/001376	Aditya Bhutra	M	Ram Ratan Bhutra	marketing mix of patanjali yogpeeth
8	13/001209	Aditya Dinesh	M	Bharat Dinesh	Analysis of Indian Handicraft with reference to jodhpur wooden handicraft export
9	13/001210	Aditya Jhanwar	M	Suresh Chand Jhanwar	A Study of Western Plywood Co.
10	13/001373	Aditya Kedia	M	Manoj Kedia	Emerging Fast Food industy with spl reference to Pizza Hut, Dominos and Papa John
11	13/001211	Aditya Maheshwari	M	Ashok Maheshwari	marketing strategy and sales of lafarge cement
12	13/001424	Agrim Manak Bohara	M	Anil Manak Bohara	Marketing Strategy of Dell
13	13/001212	Ajit Singh Sehmi	M	Gurvinder Singh Sehmi	Customer satisfaction of Mahindra
14	13/001213	Akansha Garg	F	Arvind Kumar Garg	Consumer satisfaction on club mahindra holidays
15	13/001214	Akash Agarwal	M	Rajendra Agarwal	marketing stretegy HUL water purifier
16	13/001215	Akash Khandelwal	M	Ashok Gupta	Big Bazaar
17	13/001216	Akshay Chauhan	M	Sanjay Chauhan	Marketing Strategies of Lays
18	13/001217	Akshay Purohit	M	Ajay Kumar Purohit	Marketing Strategies of Samsung
19	13/001219	Akul Bhutani	M	Aneel Bhutani	A Study of Mazza
20	13/001220	Allan Vincent	M	Michael Vincent	Consumer Behavior towards services provided by Idea Cellular
21	13/001221	Amisha Parakh	F	Sudhir Parakh	Consumer behavior towards ITC personal care products
22	13/001222	Amit Poonia	M	Lokesh Poonia	Marketing Strategies of Haldiram
23	13/001381	Anand Lakhi	M	Naryan Lakhi	Marketing mix of Central Retail Store
24	13/001425	Anant Bengani	M	Mahender Bengani	Make in India Campagin
25	13/001224	Anil Ashok	M	Ashok Varandani	financial analysis of whirlpool
26	13/001225	Ankit Agarwal	M	Banwari Agarwal	financial analysis of agrawal marbel pvt. Ltd
27	13/001226	Ankit Gautam	M	Sanjay Sharma	analysis of marketing strategies of mineral water industry(a case study of bisleri)
28	13/001227	Ankit Soni	M	Chandraprakash Soni	analysis of consumer behaviour towards share trding in respect of anand rathi shares and stock brokers
29	13/001368	Ankita Sharma	F	Ganesh Sharma	PLC of Motorola
30	13/001378	Ankur Bhutra	M	Chandra Prakash Bhutra	promotional strategies of mobile industry
31	13/001228	Ankush Thori	M	Jay Prakash Thori	Comparative Study of Make my trip and Yatra.com
32	13/001379	Anmol Jain	M	Gurudutt Jain	Marketing mix of Inox Leisure Ltd.
33	13/001229	Anmol Jhanwar	M	Ramesh Chand Jhanwar	Work and LifeBalance in Vijay Solvex Ltd.

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34	13/001230	Anmol Sanadhya	F	Mahendra Sanadhya	Consumer buying behavior of HCL
35	13/001231	Anshul Garg	M	Nirmal Garg	Consumer Satisfaction of Videocon Television
36	13/001232	Antra Pabuwal	F	Arun Pabuwal	failure of the kingfisher airlines
37	13/001233	Anugrah Alexander	F	Ravi Alexander	management and employee communication gap causes company lockout with refrence to Maruti suzuki
38	13/001234	Anushree Gupta	F	Ramesh Kumar Gupta	marketing strategy of toyota and hyundai