

MMS – Marketing 2014 – 16 Batch Summer Internship Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company	Name of Guide
1	A03	BALMIKI SHEETAL MUKESH	The Role of Marketing in Educational Institute	Dr VNBRIMS, Thane	Dr Sheetal Patil
2	A13	DOIPHODE RUPESH SANJAY	Market Research in Sales Satisfaction for a new car owner	Nielsen India Pvt Ltd	Dr Sheetal Patil
3	A15	GAWDE VIVEK	Market Research Survey of Auto Mobile Industry	Nielsen India Pvt Ltd	Dr Sheetal Patil
4	A16	GHARAT SAJAN HARISHCHANDRA	Increasing Visibility of Dr VNBRIMS	Dr VNBRIMS, Thane	Mr. Deepak Agnihotri
5	A17	GHODERAU AMOL YASHWANT	Study of competitive analysis of four wheeler cars in India	Nielsen India Pvt Ltd	Dr Sheetal Patil
6	A23	KHAIRNAR ADITYA SHRIRANG	Study of Automobile market with PADI	Nielsen India Pvt Ltd	Mr. Deepak Agnihotri
7	A25	LAMTURE SONAL JANARDAN	Study of Marketing Strategy of Reliance Communication	Reliance Communications,	Dr Sheetal Patil
8	A27	MADYE RAMCHANDRA PRAKASH	Marketing of Abhiraj Foods in Rural and Urban Market	Abhiraj Foods	Ms. Pallavi Chandwaskar
9	A31	MISHRA AMIT RAVINDRANATH	Study of Customer Satisfaction for CAR	Nielsen India Pvt Ltd	Ms Pallavi Chandwaskar
10	A32	MORE PRASAD AJIT	Market Research and segmentation of Reliance Communication	Reliance Communications,	Ms Pallavi Chandwaskar
11	A41	PAWAR SMITA ASHOK	Digestic Biscuits “Reality Perception”	Sigma Research Pvt Ltd	Ms. Pallavi Chandwaskar
12	A44	RAUT ROHAN DEEPAK	Study of Consumer buying behavior for two wheeler Market	Nielsen India Pvt Ltd	Ms Pallavi Chandwaskar
13	A48	SHIRKE AKSHAY ARUN	Study of Consumer buying behavior for Four wheeler Cars in India	Nielsen India Pvt Ltd	Ms Pallavi Chandwaskar
14	A51	TADE SAURABH GOVIND	Marketing Strategy at Supreme Industries Pvt Ltd	Supreme Industries Pvt Ltd.	Dr Sheetal Patil
15	A59	GOTARANE AKSHAY NARESH	Customer satisfation regarding Mahindra & Mahindra	Mahindra & Mahindra	Mr. Deepak Agnihotri
16	B09	CHAUDHARI RAKESH JAGDISH	Analysis of Consumer behavior for Idea Pre paid with respect to Jalgaon City	IDEA Cellular	Dr Sheetal Patil
17	B10	CHAVAN SURAJ DEEPAK	Role of Social media in on-line advertising	Coismit Eng Pvt Ltd	Dr Sheetal Patil
18	B13	DAVANE ADITYA PRAVIN	Nilesen consumer and other market research techniques	Nielsen India Pvt Ltd	Dr Sheetal Patil
19	B16	DONGRE RAVI VINAYAK	Sales & Marketing of HPCL	HPCL	Dr Sheetal Patil

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20	B19	INGALE NARENDRA MADHUKAR	Customer satisfaction with Automobile Industry	Nielsen India Pvt Ltd	Mr. Deepak Agnihotri
21	B22	JANAWALEKAR AKSHAY SHYAM	Customer satisfaction and data analysis in Automobile sector	Nielsen India Pvt Ltd	Mr. Deepak Agnihotri
22	B27	KALIKAR SAURABH SHASHANK	Customer satisfaction index for after sales service of two weeler	Nielsen India Pvt Ltd	Dr Sheetal Patil
23	B37	NAIK MANSHEE SANDEEP	Retail at the speed of per square feet	Viviana Mall Thane	Ms Pallavi Chandwaskar
24	B38	NANDI PRASHANT TILAK	User insights for strategy development of ICU Beds	Godrej Interio Healthcare	Ms Pallavi Chandwaskar
25	B43	PAWAR TANVI	Study of Business Development Process by using different Marketing Strategy	Archworld	Ms Pallavi Chandwaskar
26	B52	VAIDYA SAILI VINAY	A study of Global Theme Parle Industry with reference to their Pricing & Promotion strategies	Esselworld, Pan India Paryatan Pvt Ltd	Mr. Mathur

MMS – Marketing 2014 – 16 Batch Final / Winter Project

Sr. No.	Roll No.	Name of Student	Project Title	Name of Guide
1	A 3	BALMIKI SHEETAL MUKESH	To study Positoning of Vocational Education	Ms. Kshitija Pandey
2	A 13	DOIPHODE RUPESH SANJAY	Study of customer Buying Behavior towards Four Wheeler Market	Dr S S Bedi
3	A 15	GAWDE VIVEK		Dr S S Bedi
4	A 16	GHARAT SAJAN HARISHCHANDRA	Study of FMCG Market in India	Dr Sheetal Patil
5	A 17	GHODERAO AMOL YASHWANT	Consumer Buying Behavior of Paithani Saree	Ms. Kshitija Pandey
6	A 23	KHAIRNAR ADITYA SHRIRANG	Rental Business feasibility Analysis for Premium Bikes	Dr Sheetal Patil
7	A 25	LAMTURE SONAL JANARDAN	Rate & Application of Secondary Research in Business Alliance	Ms. Kshitija Pandey
8	A 27	MADYE RAMCHANDRA PRAKASH	Study of Sales and Adertising in Bharati Airtel Ltd	Ms. Pallavi Chandwaskar
9	A 31	MISHRA AMIT RAVINDRANATH	Sales Promotion Strategy used in Retail Industry	Ms Pallai Chandwaskar
10	A 32	MORE PRASAD AJIT	Study of customer Buying Behavior towards Twoeeler Market	Ms Pallai Chandwaskar
11	A 41	PAWAR SMITA ASHOK	Liquid hand wash category CBB	Ms Pallai Chandwaskar
12	A 44	RAUT ROHAN DEEPAK	Study of changing scenario of Indian Retail Industry	Ms. Pallavi Chandwaskar
13	A 48	SHIRKE AKSHAY ARUN	Marketing Mix Strategies : A Case of ICICI Bank Ltd	Ms. Mahima Mathur
14	A 51	TADE SAURABH GOVIND	Study of Consumer Behavior selecting Mobile	Ms Kshitija Pandey
15	A 59	GOTARANE AKSHAY NARESH	Study on Customer Satisfaction of Maruti Suzuki (Mumbai)	Dr Sheetal Patil
16	B 9	CHAUDHARI RAKESH JAGDISH	Study of Consumer Satisfaction towards Vodafone Products & Services	Dr S S Bedi
17	B 10	CHAVAN SURAJ DEEPAK	Consumer Behavior towards Big Bazar's Membership Card Scheme	Dr S S Bedi

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18	B 13	DAVANE ADITYA PRAVIN	Study of Marketing Strategies implemented policies Political Scenario	Dr S S Bedi
19	B 16	DONGRE RAVI VINAYAK	Survey of Consumer Buying Behavior of Health	Dr Sheetal Patil
20	B 19	INGALE NARENDRA MADHUKAR	Study of Media Effectiveness of Dr VNBRIMS	Dr Sheetal Patil
21	B 22	JANAWALEKAR AKSHAY SHYAM	Consumer Buying Behavior towards Magarines	Dr Sheetal Patil
22	B 27	KALIKAR SAURABH SHASHANK	Brand Building : Patanjali	Ms. Kshitija Pandey
23	B 37	NAIK MANSHEE SANDEEP	Event Marketing	Ms. Pallavi Chandwaskar
24	B 38	NANDI PRASHANT TILAK	Social cause related Marketing by Teach to Lead : Learnings & experiences from Teach for India Project	Ms. Pallavi Chandwaskar
25	B 43	PAWAR TANVI	Effectiveness of Advertising on Parents Children s and their buying behavior	Ms Mahima Mathur
26	B 52	VAIDYA SAILI VINAY	A study of Live Entertainment Industry in India	Ms. Mahima Mathur