

MMS – Marketing 2015 – 17 Batch Summer Internship Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company	Name of Guide
1	A14	DALVI AMRUTA DIPAK	Sales Promotion and Customer Behavior towards Times group Magazine	The Times of India Group	Dr Bedi S
2	A18	DOKE AMOGH SOPAN SUNITA	Automobile Survey at Nielsen	Nielsen India Pvt Ltd	Dr Bedi S
3	A19	DONDE GEET ATUL TANUJA	Marketing Strategies of Start ups – Successes and failures	Procentria Pvt Ltd	Dr Bedi S
4	A27	KOLI KARISHMA CHANDRAKANT BHAGWATI	Impact of Competition in Real Estate	Eco Realities	Dr Bedi S
5	A28	KOTWAL ARNAZ HOMI DAIZY	Assessment of Nutritional Gunnies for children in India	Neucorp(Neuvera Wellness Ventures Pvt Ltd) (Neulife)	Dr Bedi S
6	A29	KULKARNI PRATHAMESH DHANANJAY VANITA	Study on Market Research of Industry Grievance, product feed back and T.B. Awareness	IMRB International	Mr. Krunal Punjani
7	A52	SHILWANT NANDAN MANGESH NAMITA	Competitor Analysis	Larson & Turbo Ltd	Dr Bedi S
8	A56	SUTAR SUMIT SURESH SUVARNA	Customer Satisfaction Survey in Tin plate Industry (Tinplate Company of India)	IMRB International	Dr Bedi S
9	A60	WANKHEDE DINESH RAMESH ANNAPURNA	Customer satisfaction Survey in Tinplate Industry	IMRB International (Tinplate Company of India)	Mr. Sunil Saxena
10	B02	BHAGWAT ANKITA ARUN SANGEETA	Analysis of customer requirement for plastic bags	Swamini Plastics	Mr. Sunil Saxena
11	B03	BHANDARE PREMKUMAR MARUTI ANITA	Marketing Research	MTNL	Mr. Sunil Saxena
12	B08	CHAVAN HARSHAD VIJAY BHARTI	B2B Marketing in Stamp Concrete Industry	Floorcrete décor Solution Ent	Mr. Krunal Punjani
13	B13	GAIKAR CHAITALI UMESH RAJANI	Evaluating Promotional Scheme of Mint	HT Media	Mr. Krunal Punjani
14	B14	GALVANKAR PRAJAKTA CHANDRASHEKHAR NEETA	Marketing Research process-distributor satisfaction study & BTI	Nielsen India Pvt Ltd	Mr. Krunal Punjani

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15	B19	JAGTAP SACHIN PUNDALIK SUSHMA	Study of Stamp Concrete Industry in Navi Mumbai	Floorcrete décor Solution Ent	Mr. Mahesh Bhanushali
16	B21	KAPADIA ADIL MUSHTAQUE PARVEEN	Promotion of Real Estate in India	Eco Realties	Mr. Mahesh Bhanushali
17	B24	KHATRI SUFIYAN FAROOQUE NAZMA	Real Estate Market in Rural India	Eco Realties	Mr. Mahesh Bhanushali
18	B26	KOTTADIL JIKKUMON PHILIPOSE	Study on VC Funding Industry & Comparative analysis of TOP 5 VC's	Procentria Pvt Ltd.	Mr. Mahesh Bhanushali
19	B30	MUKKAMWAR HARSHAL GAJANAN CHHAYA	Importance of branding in increasing the circulation of newspaper	HT Media Ltd	Mr. Mahesh Bhanushali
20	B39	RANDIVE SUKANYA SHASHIKANT RAJANI	Understanding the reading habits of customers	HT Media Ltd – MINI	Mr. Mahesh Bhanushali
21	B41	RATHOD JAGDISH BHARAT TAPIBAI	Consumer Buying Behavior of Proteins & Nutrition	ESN	Mr Mahesh Bhanushali
22	B43	SALVE PALLAVI SHIVAJI SWATI	To study the different criteria used by the customer in selection of Brand Business newspaper	Hindustan Times - Mint	Ms. Kshitija Pandey
23	B46	SAWANT SIDDESH SATYAVIJAY POOJA	Analysis and study of Flooring Industry & its consumer Awareness	Floorcrete décor Solution Ent	Ms. Kshitija Pandey
24	B47	SHELAR RUGWED RAJENDRA SUVARNA	Sales of DTDC Servies & to suggest improvement for Effectiveness	DTDC Express Ltd	Ms. Kshitija Pandey
25	B49	SHINDE SHIVALI SUNIL CHAYYA	To study the utility of Reading Economic News & its Target segment	HT Media Ltd	Ms. Kshitija Pandey
26	B50	SHIRKE PARESH PARSHURAM SUSHMA	Sales and promotion in TOI	Times of Inida	Ms. Kshitija Pandey
27	B53	SINGH SUJEETKUMAR VIJAYKUMAR ANJANI	Study of Brand Comparison with various economic dailies	HT Media Ltd _NINT	Ms. Kshitija Pandey

MMS – Marketing 2015 – 17 Batch Final / Winter Project

Sr. No.	Roll No.	Name of Student	Project Title	Name of Guide
1	A 14	DALVI AMRUTA DIPAK	Study of Digital Marketing Strategies & On line Behavior Analysis	Ms. Pallavi Chandwaskar
2	A 18	DOKE AMOGH SOPAN SUNITA	Social Media – An Effective Tool for Marketing Amongst Youth	Ms. Pallavi Chandwaskar
3	A 19	DONDE GEET ATUL TANUJA	Comparative Analysis of Four stroke bikes	Ms. Pallavi Chandwaskar
4	A 27	KOLI KARISHMA CHANDRAKANT BHAGWATI	A Study on Mobile Apps that are changing the face of E-Commerce	Ms. Pallavi Chandwaskar
5	A 28	KOTWAL ARNAZ HOMI DAIZY	Assessment of Robotic Market in India	Ms. Pallavi Chandwaskar
6	A 29	KULKARNI PRATHAMESH DHANANJAY VANITA	To study the personal Selling process in the Real Estate Industry	Ms. Kshitija Pandey
7	A 52	SHILWANT NANDAN MANGESH NAMITA	Framework for International Trade for Nuclear Equipment	Ms. Kshitija Pandey
8	A 56	SUTAR SUMIT SURESH SUVARNA	Comparative Study regarding the Home Loan disbursement process between HDFC Bank, ICICI Bank & SBI Bank	Ms. Kshitija Pandey
9	A 60	WANKHEDE DINESH RAMESH ANNAPURNA	To study the Marketing Analysis for Pitambari Sanit All	Ms. Kshitija Pandey
10	B 2	BHAGWAT ANKITA ARUN SANGEETA	Analysis of Customers Requirement and changes to be taken place in Plastic Bag Industry	Mr. Krunal Punjani
11	B 3	BHANDARE PREMKUMAR MARUTI ANITA	Factors influencing New Product Acceptance a Study on Nova Surface Care	Mr. Krunal Punjani

12	B 8	CHAVAN HARSHAD VIJAY BHARTI	A Comprehensive Study of Business Models of B2B Portals: Indiamart & Alibaba	Mr Krunal Punjani
13	B 13	GAIKAR CHAITALI UMESH RAJANI	Prootional Strategy and Consumer Buying Behaviour of Big Bazar	Mr. Krunal Punjani
14	B 14	GALVANKAR PRAJAKTA CHANDRASHEKHAR NEETA	Study of Rural Marketing Strategies	Mr. Krunal Punjani
15	B 19	JAGTAP SACHIN PUNDALIK SUSHMA	Study of Effectiveness of Digital Marketing in Today's Corporate Environment	Dr Satvinder Bedi
16	B 20	KAMBLE VISHAL GAUTAM MAYA	The Role of Transportation in Logistics	Mr. Mahesh Bhanushali
17	B 21	KAPADIA ADIL MUSHTAQUE PARVEEN	A Study on the Marketing Strategies of Cadbury	Dr Satvinder Bedi
18	B 24	KHATRI SUFIYAN FAROOQUE NAZMA	A Study of Nihe Market in India : With reference to Luxury Goods	Dr Satvinder Bedi
19	B 26	KOTTADIL JIKKUMON PHILIPOSE	Consumer's perception towards on line Grocery Shopping	Dr Satvinder Bedi
20	B 30	MUKKAMWAR HARSHAL GAJANAN CHHAYA	A study on theresponsibility of an Insurance Advisor with reference to Birla Sunlife	Dr Satvinder Bedi
21	B 39	RANDIVE SUKANYA SHASHIKANT RAJANI	Customer Satisfaction on AIRTEL	Ms. Kala Mahadevan
22	B 41	RATHOD JAGDISH BHARAT TAPIBAI	Customer Satisfaction	Ms. Kala Mahadevan
23	B 43	SALVE PALLAVI SHIVAJI SWATI	To Study the Personal Selling Process and Consumer Satisfaction level of LIC	Dr Satvinder Bedi
24	B 46	SAWANT SIDDESH SATYAVIJAY POOJA	Study of Private Label Brands in Retail Sector	Dr Satvinder Bedi
25	B 47	SHELAR RUGWED RAJENDRA SUVARNA	Effectiveness of Advertising on Real Estate Sector	Dr Satvinder Bedi
26	B 49	SHINDE SHIVALI SUNIL CHAYYA	A study to understand the shopping experience of customer at Reliance Mart	Ms. Kala Mahadevan
27	B 50	SHIRKE PARESH PARSHURAM SUSHMA	The Study of VIVO Mobile in India	Ms. Kala Mahadevan
28	B 53	SINGH SUJEETKUMAR VIJAYKUMAR ANJANI	A Study on Customer Satisfaction at Wellness Forever	Ms. Kala Mahadevan