

MMS – Marketing 2016 – 18 Batch Summer Internship Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company	Name of Guide
1	A08	AKSHAY CHANDRAKANT BHAGAT	Marketing Research on Consumption of various REF Fertilizers Raigad District	RCF Thal Alibag	Mr. Deepak Agnihotri
2	A12	HARSHAL GANGARAM BHOIR	Explanatory study to understand the facts involved in selection of environment service	MWML	Pallavi Chandwaskar
3	A23	AMIT ANAND GATIR	Effectiveness of other edia Vs effectiveness of newspaper in print form	Hindustan Times (Mint)	Dr Satvinder singh Bedi
4	A24	AKSHAY PRATAP GAVALI	Impact of online Marketing in increasing the readership of Business newspaper	Hindustan Times	Dr Satvinder singh Bedi
5	A28	AVINASH PREMDAS GEDAM	Consumer perception regard to Mint	Hindustan Times	Dr satvinder singh Bedi
6	A32	DEEKSHA GOSWAMI	A study on Effectiveness of promotional coupons of Financial details	Hindustan Times	Krunal Punjani
7	A33	MUKUND VISHWAS HANDE	A Study on perception of industrial customers towards ID Card printers	Accutech Solution PvtLtd	Krunal Punjani
8	A36	BADAL SURAJ JANYANI	A Study on Competitive analysis & Security Solution Companies in Mumbai	Paramount Electronic Solutions	Krunal Punjani
9	A39	MAYUR KISHOR KAMBLE	Optimizing Campus Recruitment Process	Josh Technology Group	Krunal Punjani
10	A46	UTKARSHA VILAS KUMBHARE	Development of IT Services	WhyteHat information Security	Kshitija Pandey
11	A49	SAGAR MANJREKAR	To study Brand awarness of Mint	Hindustan Times Media Ltd	Kshitija Pandey
12	A50	ALESHA ARVIND MATHURKAR	Exploratory study to understand the facts involved in selection of Environment services	MWML	Pallavi Chandwaskar
13	A51	VEDANT KISHOR MHATRE	Study on Big Bazar loyalty programs & it's impact on Consumer buying behavior	Big Bazar	Pallavi Chandwaskar
14	A53	AMARNATH MISHRA	Effective implementation of E-commerce for Nakoda sarees	NakodaSarees	Krunal Punjani

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15	B01	ANJALI UDAY MITHBAVKAR	A study on Consumer preference towards the Mint newspaper	HT Media Ltd	Kshitija Pandey
16	B12	SUMIT SANJAY PANDIT	Impact of Promotional activity on Consumer behavior at Vijay Sales	Vijay Sales	Deepak Agnihotri
17	B14	KRUNAL FULCHAND PARATE	Readership Drive at HT Mint	HT Media Ltd	Kala Mahadevan
18	B18	TRUPTESH RAMESH PATIL	Business Research development through online portal for product	Jain Irrigation Systems Ltd	Kshitija Pandey
19	B19	RHISHIKESH SANJAY PATIL	Importance and utility of reading economic daily by various target groups	Hindustan Times	Kala Mahadevan
20	B25	SAMPADA V. PRABHUNE	SWOT Analysis and Market Strategy of Mint	HT Media Ltd	Deepak Agnihotri
21	B27	CHAITANYA SABNIS	Customer profile for ISP business	Rank Infotech	Ajitabh Dutta
22	B28	SACHIT NANDKUMAR SACHDEV	Methodology of increasing Market share for Economic daily	Hindustan Times	Krunal Punjani
23	B29	REENA RAJENDRA SAKPAL	Promotional Campaign for MWCL – Maharashtra Champions League	Cinema Factory Entertainment	Deepak Agnihotri
24	B34	SIDDHARTH SINGH SHEKHAWAT	Study of the Brand	Hindustan Times	Pallavi Chandwaskar
25	B39	BHUPENDRA INDRASAIN SINGH	Analysis of current market and future potential of consumer durable	PARMAR Electronics	Pallavi Chandwaskar
26	B41	VINI SOMAIYA	Developing strategies to bring market visibility of MINT in Key market areas	HT Media Ltd	Kala Mahadevan
27	B48	MANTHAN VASA	Importance and utility of reading economic daily by various target groups	HT Media Ltd	Kala Mahadevan
28	B51	BHAWNA WASSON	Competitive study of various business newspaper with respect to Mint	Hindustan Times	Dr Satvinder singh Bedi
29	B53	KRISHNATH MOHAN ZORE	A study of the marketing process of Gold ornaments	Chintamani Jewellers India Pvt Ltd	Dr Satvinder singh Bedi
30	Ex -01	ROHIT BADE	The study of Marketing Mix	Kolhapur Zilla Sahakari Dudh Utpadak Sangh Ltd. (Gokul Milk)	Mahesh Bhanushali

MMS – Marketing 2016 – 18 Batch Final / Winter Project

Sr. No.	Roll No.	Name of Student	Project Title Functional / Specialization	Project Title General Management	Project Title Corporate social Relevance	Name of Guide
1	A 12	HARSHAL GANGARAM BHOIR	Exploratory study to understand the awareness impact of digital marketing	Exploratory study to understand Brand Management of Maruti Car	A study on work management Recycling & Disposal – Bio medical Waste	Ms. Pallavi Chandwaskar
2	A 23	AMIT ANAND GATIR	Marketing strategies adopted by Patanjali Ayurved	Study on Indian chemical industry with reference to Tata chemicals	Corporate Social responsibility : Tata Chemicals	Dr Satvinder singh Bedi
3	A 24	AKSHAY PRATAP GAVALI	Study of sales promotion activities by PUMA	Study of casual & sports wear industry with reference to Puma Company	Corporate Social responsibility : PUMA	Dr Satvinder singh Bedi
4	A 28	AVINASH PREMDAS GEDAM	A study of Marketing strategy of Mid side Car segment with reference to Tata Motors	A study of Car segment in the automobile industry with special reference to Tata Motors	Corporate Social responsibility : Tata Motors	Dr Satvinder singh Bedi

5	A 32	DEEKSHA GOSWAMI	Technological Innovation in private Banking sector	Analysis of General Management practices in State Bank of India	Impact of social initiatives done by Nationalized Banks on Society	Mr Krunal Punjane
6	A 33	MUKUND VISHWAS HANDE	Indusind Bank	Indusind Bank	Corporate Social responsibility : Indusind Bank	Mr Krunal Punjane
7	A 36	BADAL SURAJ JANYANI	A study of Management practices in Real Estate sector	Comparative analysis of Marketing strategies of Real Estate companies in Thane Region (Rustomjee)	Corporate Social responsibility initiatives practiced by Real Estate Sector : PUMA	Mr. Krunal Punjani
8	A 39	MAYUR KISHOR KAMBLE	The impact of Market segmentation on sales performance of industrial products	Implications of Management Theories to the Manufacturing Industry to achieve sustainable growth	A study on CSR initiatives of Manufacturing Firms	Mr Krunal Punjane
9	A 46	UTKARSHA VILAS KUMBHARE	A study on Customer Satisfaction of E-Wallet- PayTM	The Internet as a Marketing Tool	Corporate Social responsibility : Asian Paints	Ms. Kshitija Pandey

10	A 49	SAGAR MANJREKAR	To study a comparative analysis of Pepsi and Coca – Cola	To study & perception of common people towards Swachh Bharat Abhiyan	A study on Marketing & Expansion strategies of KFC in India	Ms. Kshitija Pandey
11	A 50	ALESHA ARVIND MATHURKAR	Exploratory study to understand the impact of digital marketing on business & Consumer Behaviour	Exploratory study to understand Brand Management of R & L	A Study on Waste Management Recycling & Disposal – Municipal Waste	Dr Ravindra Limaye
12	A 51	VEDANT KISHOR MHATRE	To study on Branding & Sales activity of Oppo Mobile	Mutual Fund as on Investment option	Corporate Social responsibility : TATA Steel Industry	Ms. Pallavi Chandwaskar
13	A 53	AMARNATH MISHRA	Waste Management in E-Commerce	Business Ethics in E-Commerce	On line Marketing of Navkaar Sarees	Ms. Sushma Dave
14	B 1	ANJALI UDAY MITHBAVKAR	branding on consumer buying behavior in electronic products: Samsung	The analysis of strategic management of Samsung electronics	Corporate Social responsibility : Samsung	Ms. Kshitija Pandey

15	B 12	SUMIT SANJAY PANDIT	POS machine used by Retailers	Demonetization	Corporate Social responsibility : Hindustan Unilever	Dr Ravindra Limaye
16	B 14	KRUNAL FULCHAND PARATE	Analysis on Deposit Scheme of Indusind Bank	Job satisfaction at Indusind Bank	Corporate Social responsibility : Cadbury India Ltd	Ms. Kala Mahadevan
17	B 18	TRUPTESH RAMESH PATIL	Organizational Behaviour on Telecom Industry	To explore Market opportunities for New product Launch	Corporate Social responsibility practices across on ACC Ltd.	Ms. Kshitija Pandey
18	B 19	RHISHIKESH SANJAY PATIL	Impact of Brand preferences	Customer satisfaction towards services	Corporate Social responsibility : Maruti Suzuki	Ms. Kala Mahadevan
19	B 25	SAMPADA V. PRABHUNE	Importance of tourism industry in India's growth	Strategic Management Tourism	Corporate Social responsibility : Tourism	Mr. Deepak Agnihotri
20	B 27	CHAITANYA SABNIS	Consumer buying behavior towards smartphones	Studying factors affecting employee motivation	Smartphone revolutionizing rural India	Ms. Sushma Dave

21	B 28	SACHIT NANDKUMAR SACHDEV	Customer perception towards credit cards	Principle of Management & its implication in Banking	Corporate Social responsibility : Indusind Bank (Blind Cricket)	Dr Ravindra Limaye
22	B 29	REENA RAJENDRA SAKPAL	On line Advertising in India	Concept of online Marketing	Social & Economic impact of online advertising	Mr. Deepak Agnihotri
23	B 34	SIDDHARTH SINGH SHEKHAWAT	A study on Customer satisfaction at Wellness forever	Management overview of Britannia	Britannia Social Relevance & CSR Activities	Ms. Pallavi Chandwaskar
24	B 39	BHUPENDRA INDRASAIN SINGH	Training & Development PIRAMAL Enterprise	To study the Marketing Analysis for Pitambari Sanit All FMCG	Analyzing Corporate Social Responsibility at Reliance Industry	Ms. Pallavi Chandwaskar
25	B 41	VINI SOMAIYA	An empirical study of service Quality Gaps in Banking Industry - A study of Private Banks	A study of effect of leadership styles on employee performance	Corporate Social responsibility report : A Case study of ITC Ltd.	Ms. Kala Mahadevan

26	B 48	MANTHAN VASA	To study the Marketing Mix of Voltas Air Conditioners	An overview of TATA Motors	CSR Activities @ Bharat Petroleum Corporation Ltd	Ms. Kala Mahadevan
27	B 51	BHAWNA WASSON	A study on Retail Operations & Customer Perception of Fruits & Vegetables Section at Hypercity, Thane West	Henri Fayol's of Management with reference to Hypercity	Dabur Social Relevance & CSR Activities	Ms. Sushma Dave
28	B 53	KRISHNATH MOHAN ZORE	Effect of Digital Marketing at Instant Softech	Motivation strategies applied by TJSB Bank	Corporate Social responsibility : TATA Steel Industry	Dr Satvinder singh Bedi
29	Ex 1	Mr. Rohit Sanjay Bade	To study the marketing analysis for Pitambari Sanit all	Training & Development Reliance Fresh	Analysing Corporate Social responsibility : Reliance Industry	Ms. Sushma Dave