

## MMS – Marketing 2017 – 19 Batch Summer Internship Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company	Name of Guide
1	C1	ANSARI MOH. SHABAZ ABDUL HAFIZ	Study of Wire line Telecom Service of SME Customers	Aurigo Telecom Pvt Ltd	Dr Harshal Gandhi
3	C3	RANE ANKITA MANGESH	Consumer Preference for different brands of curd available in market	Britania Industries Ltd	Mr. Dinesh Mehra
4	C4	BARSING VAIBHAV DURYODHAN	Study of Customer Experience at CINEPOLIS Cinema	CINEPOLIS India Pvt Ltd	Dr Harshal Gandhi
6	C6	BHANSALI KHUSHBOO VINAY	Consumer perception towards Britania Industries Ltd.	Britania Industries Ltd	Ms. Sushma Dave
22	C22	JADHAV MOHINI SACHENDRA	Perceptonal analysis of HCP's towards acute & chronic wounds & wound Management	J B Chemicals & Pharmaceuticals Ltd	Ms. Kala Mahadevan
24	C24	JADHAV PARAG RAGHUNATH	Analysis of Consumer Behavior in purchasing packed curd and assessment of consumer & Dealer perception towards Britania Curd.	Britania daily Fresh	Ms. Kala Mahadevan
25	C25	JANAWALEKAR ROHIT SHYAM	Market analysis and Business Development for Britania Dairy Product	Britania FNCG	Mr. Ravindra Limaye
27	C27	KADAM PRANEET MOHAN	Applied Data Science Assessment of liveability Indices	IPSOS Research Pvt Ltd	Mr. Abhijit Dutta
34	C34	MISHRA ASHISH GANESH	Study of Raymond products and its position inMumbai Region	Raymond's Textile Ltd.	Dr. Pallavi Chandwaskar
37	C37	NATHE SHALINI RAMNATH	A study on retailers' preferences V/s Consumers' preferences for Dahi (Curd) products in suburbns	Britania Industries Ltd	Mr. Krunal Punjani
42	C42	PATIL VINAY PRAMOD	Outdoor Media Planning	Adbox Media Solutions	Mr. Sandeep Moghe
43	C43	PAWAR SUJIT SUNIL	A study on Nidra Creations	Nidra Creations	Mr. Dinesh Mehra
44	C44	POTE APURVA NIVRUTTI	Assessment of consumer Awarness with respect of digital Banking initiative of IDBI Bank	IDBI Bank	Mr. Dinesh Mehra
46	C46	RAMANE SAGAR PRAKASH	Marketing of a Mobile Applicaton	Simplicity Communication	Mr. Dinesh Mehra
55	C55	SONI NILESH SHIVPRASAD	Sles & Marketing of product of EPIC Life Care (Review on Medial Representative Job)	EPIC LIFE Care Pharmaceuticals	Mr. Pravin Narang

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58	C58	BHILARE NIKITA SHIRISH	A study of effectiveness of Marketing & Distribution channel of Britania	Britania Industries Ltd	Ms. Sushma Dave
59	C59	VISHWAKARMA KARAN SURYAKANT	Importance of Digital Marketing for SME's	PCI Analytics Pvt Ltd	Mr. Pravin Narang
64	P4	ANSARI GULAM RABBANI NIYAZ	Study of SME Customers Adopting new technology in telecom service	Aarigo Pvt Ltd	Dr Harshal Gandhi
69	P9	DHOLKE AKSHATA RAMDAS	Consumer buying Behavior towards Britania Dahi (Curd)	Britania Industries Ltd	Ms. Sushma Dave
81	P21	JOSHI SAMPADA MOHANIRAJ	Theme based development in the rural estate market	Puranik Builders Pvt Ltd	Mr. Ravindra Limaye
82	P22	JOSHI SWARADA VIKRAM	The optimum use of Marketing channels to increase brand visibility for Scantech Laser Pvt Ltd	Scantech Laser Pvt Ltd	Dr. Pallavi Chandwaskar
87	P27	KARANGUTKAR ROHAN SHUBASH	Analysis of Market and Sales Strategy	Tannot Mata Enterprises	Dr. Pallavi Chandwaskar
90	P30	MENON SUNEETH RAVI	Study of Consumer Buying Behavior towards New Biscuit in Modern Trade	Britania Industries Ltd	Mr. Abhijit Dutta
92	P32	MORE PRASHANT DHANANJAY	A Market Research for the Brand launch & Competitive Analysis of Package Drinking water	Ineffable Enterprises	Ms. Kshitija Pandey
96	P36	PALDE SANTOSH BALU	A Comparative study on the perception of Consumers and Retailers regarding Britania Biscuit	Britania Industries Ltd	Mr. Krunal Punjani
97	P37	PARDESHI KARANSING RAJENDRASING	Brand Awareness of packaged drinking water	Godawari Agro Industries	Mr. Sandeep Moghe
100	P40	POOJARI PRIYANKA SATISH	Understanding Niche Market for Jet Airways – Tapping the Wedding Planners	Jet Airways	Mr. Dinesh Mehra
101	P41	RATHOD MANOJ PREMSING	Study of sales management in leading FMCG Co.	Britania Industries Ltd	Mr. Pravin Narang
104	P44	SETH JYOTI RAMJI	Role of innovation and modernisation in child health care sector	The Kids System Ltd	Mr. Abhijit Godbole

## MMS – Marketing 2017 – 19 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	C 1	ANSARI MOH. SHABAZ ABDUL HAFIZ				Ms. Kala Mahadevan / Mr. Ashutosh Agrawal
2	C 3	RANE ANKITA MANGESH	Study on Comparative analysis for Real Estate in Thane	Study on Real Estate sector with special ref to Kalpataru Group	Study on CSR at Kalpataru Real estate	Mr. Pravin Narang
3	C 4	BARSING VAIBHAV DURYODHAN				Ms. Kala Mahadevan / Mr. Ashutosh Agrawal
4	C 6	BHANSALI KHUSHBOO VINAY	Consumer perception towards online shopping	Leadership lessons learned from Ratan Tata	CSR of TATA Group	Ms. Kala Mahadevan / Mr. Ashutosh Agrawal
5	C 15	GHANDAT BHAKTI ARUN	To study the objects of Vivo Mobiles	The Analysis of Strategic Management practice of Viva Mobiles in Indian Market	The impact of Mobile user in Rural Area	Dr. Harshall Gandhi
6	C 22	JADHAV MOHINI SACHENDRA	Brand Image and consumer perception on Consumer loyalty and preference towards Patanjali	To study the perception of Doctors on digital marketing by pharmaceutical company	Procter & Gamble CSR Perspective	Dr Harshall Gandhi
7	C 24	JADHAV PARAG RAGHUNATH	Consumer Behavior towards new Moro Corp.	Comparative study of sportswear Adidas Vs Nike	CSR - An initiative of HUL	Dr Pallavi Chandwask ar / Mr. Sushil Kumar Pare

8	C 25	JANAWALEKAR ROHIT SHYAM	Consumer Buying Behavior related to Samsung Mobile Phones	Industry analysis of automobile Industry w.r.t Hyundai Motors	CSR of Reliance Industries Ltd	Dr Pallavi Chandwaskar / Mr. Sushil Kumar Pare
9	C 27	KADAM PRANEET MOHAN	Descriptive study of Data Driven Marketing	Study of Marketing Strategies of Alphabet (Google)	CSR- Google Inc.	Mr. Deepak Agnihotri
10	C 34	MISHRA ASHISH GANESH	To study the Marketing Strategies and Distribution Network of Raymond's	The Analysis of Strategic Management practice of Raymond's	CSR Initiatives of Raymond's	Ms. Kshitija Pandey
11	C 36	NANDAGAWALI AYUSHI MANISH	The innovation that delivers hungerliking good light to your doorstep	Business model of India's fastest Unicom Company – Swiggy	CSR – An initiative by Starbucks	Ms. Kshitija Pandey
12	C 37	NATHE SHALINI RAMNATH	To study Advertising and promotional practices of Kalpaturu & its impact on branding	To study the key market players of real estate industry in Thane region & its marketing mix	A study of CSR of Kalpataru group	Ms. Kshitija Pandey
13	C 38	NIKALE RITESH MILIND	A study Advertising & Promotion Strategy at LG Electronics	The Analysis of Strategic Management practice of LG Electronics	To investigate CSR activities of LG Electronics	Ms. Kshitija Pandey
14	C 42	PATIL VINAY PRAMOD	Outdoor Media Planning	An Empirical study of CRM programs in Shopper's shop	To study the acceptance & Attitude of traders & Consumers towards Plastic ban in Mumbai	Ms. Sushma Dave / Mr. Vaibhav Dabre
15	C 43	PAWAR SUJIT SUNIL	A Comparative study Between Flipkart & Amazon with respect to Customer Satisfaction	A study on the BAG Talk	CSR Activities of Mahindra and understanding application of Content Marketing for Mahindra	Ms. Sushma Dave / Mr. Vaibhav Dabre
16	C 44	POTE APURVA NIVRUTTI	Faireuar product relaunch at Cavinkaro	Cavinleare general management	Fund raising & Event management at NGO Bhmi	Mr. Pravin Narang

17	C 46	RAMANE SAGAR PRAKASH	Brand and its effect on Consumer buying Behaviour	Pepsi-Coke Comparative Analysis	Waste Management	Mr. Pravin Narang
18	C 55	SONI NILESH SHIVPRASAD	Comparing on line Vs Offline	Challenges faced by Indian Pharma company	Challenges in waste disposal	Mr. Pravin Narang
19	C 58	BHILARE NIKITA SHIRISH	To study the impact of Digital Marketing in India	To study Consumer perception towards on line shopping	To study the awareness about Robin hood Army	Dr. Harshall Gandhi
20	C 59	VISHWAKARMA KARAN SURYAKANT	Effects of SEM on SEO	Customer perception towards Nestle Products	Corporate social Responsibility – A study on Infosys	Mr. Pravin Narang
21	P 4	ANSARI GULAM RABBANI NIYAZ AHMED				Ms. Kala Mahadevan / Mr. Ashutosh Agrawal
22	P 9	DHOLKE AKSHATA RAMDAS	A study on Mobile phone buying behaviour in Women Segment	A study on consumer perception of Patanjali products	A study on CSR Activities of JSW Ltd	Dr. Harshall Gandhi
23	P 21	JOSHI SAMPADA MOHANIRAJ	Impact of on line Advertising on Consumer Behaviour for passengers cars	The study of Industry and competitor analysis of Automobile sector	A study of Initiatives of NiLa Bal Sadan (NGO) towards Social Welfare	Dr Pallavi Chandwask ar / Mr. Sushil Kumar Pare
24	P 22	JOSHI SWARADA VIKRAM	Social Media optimization at Kale Logistics Solutions	On line Marketing in the 21 <sup>st</sup> Century	A study of the CSR at KALE Logistics solution	Dr Pallavi Chandwask ar / Mr. Sushil Kumar Pare
25	P 27	KARANGUTKAR ROHAN SHUBASH	Consumer attitude toward online Grocery Shopping	A study on mobile phone brand preference	Effect of Plastic ban on retailer	Dr Pallavi Chandwask ar / Mr. Sushil Kumar Pare

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26	P 30	MENON SUNEETH RAVI	Evaluating Impact of Sub-Retailer scheme in the sales of Reflective Glass	Market Assessment for New Product Launch :Diamant (Extra Clear) Glass	Women Empowerment through Kudumbashree programme in Mogral Puthur, Kasaragod Dis. Kerala	Mr. Krunal Punjani
27	P 31	MORE NIKHIL DINKAR	To study consumer buying behaviour process in Thane Rustomjee Builders	To study impact of general management on Real Estate Sector	To study CSR of Top Real Estate	Ms. Kshitija Pandey
28	P 32	MORE PRASHANT DHANANJAY	Brand Positioning	Organisational Study at Ashida Electronics	Industrial Waste Management	Ms. Kshitija Pandey
29	P 36	PALDE SANTOSH BALU	To study the role of Consumer Preference	To study the impact of TRAI's new Rules and Regulation on Consumption of TV Entertainment	To study the Acceptance of Ban on Plastic Bags and Impact on Alternative Business	Ms. Sushma Dave / Mr. Vaibhav Dabre
30	P 37	PARDESHI KARANSING RAJENDRASING	Study of Marketing Mix at Seema Herbal Works	Study of perception of customer towards packaging of Drinking water	Study of CSR Activities of Glenmark Pharmaceuticals	Ms. Sushma Dave / Mr. Vaibhav Dabre
31	P 40	POOJARI PRIYANKA SATISH	Impact of social media sites and on line blogs on Consumer preference an choice in Travel Segment	A study on leadership : Are the leaders ready for the future trends in leadership	Fostering Women Empowerment , A new trend in CSR A study on OLA Cabs driven by Women	Ms. Sushma Dave / Mr. Vaibhav Dabre
32	P 41	RATHOD MANOJ PREMSING	Customer Relationship Management in Retail Store (Big Bazar and D'Mart)	A study of management practices in Britannia Ltd	A study of CSR Activities in FMCG Industries	Mr. Krunal Punjani
33	P 44	SETH JYOTI RAMJI	A study on selling and marketing strategy of Givin Kare	A study on SWOT & PESTEL Analysis of HUL	A study on CSR in Personal Care Sector	Mr. Krunal Punjani
34	P 60	KESHARWANI SHYAM DEEPCHAND	The Market Study on Patanjali Ayurveda Products	Comparative study on consumer preference towards Mungiar's Ribbons & Ballons	CSR w.r.t Tata Steel	Mr. Deepak Agnihotri