

**PGDM – Marketing 2010 – 12 Batch In Depth Study – I Projects**

<b>Sr. No.</b>	<b>Roll No.</b>	<b>Name of Student</b>	<b>Project Title</b>	<b>Name of Guide</b>
1	PG- 03	Akhai Ashraf A.	Emerging trends in Retail	Ms. P. Chandwaskar
2	PG- 04	Binny Samuel	The Hotel industry and Top Indian players in Mumbai	Ms. S. Jape
3	PG- 05	Nigam Ishita S.	Scope and Effectiveness of advertising   Real Estate Industry	Dr P M Kelkar
4	PG- 08	Nikam Mayuri A.	Consumer Buying Behavior in Cosmetic Industry	Ms. P. Chandwaskar
5	PG- 09	Mhatre Hemendra M.	Chaning trends in Ready-made Garment Industry	Ms. P. Chandwaskar
6	PG- 10	Manjarekar Rajesh D.	The Scenario in Telecom Industry in India	Ms. S. Jape
7	PG- 11	Chindarkar Rohit A.	Consumer Buying Behavior in Automobile Indstry	Ms. P. Chandwaskar
8	PG- 12	Swetha Ramesh	Consumer Buying Behavior of Home Appliances	Ms. P. Chandwaskar
9	PG- 14	Sinha Suvradeep N.	Overview, Structure & Legal framework of Educational services in India	Ms. S. Jape
10	PG- 20	Kanetkar Ketan S.	Media Industry - Over view of the Television Industry	Mr. Jigar Mehta

## PGDM – Marketing 2010 – 12 Batch In Depth Study – II Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Guide
1	PG- 03	Akhai Ashraf A.	The Indian Automobile Industry	Rashmi Nadange
2	PG- 04	Binny Samuel	A Comparison between the top production houses	Reji Kuruvilla
3	PG- 05	Nigam Ishita S.	Hair Care	P.M.Kelkar
4	PG- 08	Nikam Mayuri A.	An Attractive Industry to watch out for	Reji Kuruvilla
5	PG- 09	Mhatre Hemendra M.	Consumer Preferences for Energy drink	Rashmi Nadange
6	PG- 10	Manjarekar Rajesh D.	The Scenario of cement Industry in India Marketing	Reji Kuruvilla
7	PG- 11	Chindarkar Rohit A.	Study and Analysis of online retailing Marketing	Rashmi Nadange
8	PG- 12	Swetha Ramesh	To study switch of consumers preference from unbranded to branded jewellery.	Reji Kuruvilla
9	PG- 14	Sinha Suvradeep N.	Role and Impact of medias of advertisement for consumer buying behaviour	Reji Kuruvilla
10	PG- 20	Kanetkar Ketan S.	Overview of Innovative advertising techniques by Automobile Companies	Rashmi Nadange