

## PGDM – Marketing 2015 – 17 Batch Summer Internship Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company	Name of Guide
1	PG-05	RAO RAHUL BHASKAR SUMA	Customer awareness towards Digital Banking services provided by HDFC Bank	HDFC Bank	Dr S Bedi
2	PG-06	SAWANT AISHWARYA ARUN APURVA	Analysis of Indian Naphtha Market	ONGC	Mr. Mahesh Bhanushali
3	PG-08	WAGHELA BHAVIKA SUNIL HANSA	Hospital Management & Information System at Tata Hospital Parel	Tata Memorial Hospital	Dr S Bedi

## PGDM – Marketing 2015 – 17 Batch Final / Winter Project

Sr. No.	Roll No.	Name of Student	Project Title	Name of Guide
1	PG 5	Mr. Rahil B Rao	A Study of Digital Marketing with major focus on Advertising to understand the consumer buying behavior	Mr. Mahesh Bhanushali
2	PG 6	Ms. Aishwarya A Sawant	A study on Strategic Marketing of TATA Docomo	Mr. Mahesh Bhanushali
3	PG 8	Ms. Waghela Bhavika Sunil	Impact of Social Media Analysis on Business	Dr Satvinder Bedi