

MMS – Marketing 2009 – 11 Batch Summer Internship Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company
1	C-1	AMEY S. DABAK	BUSINESS FEASIBILITY ANALYSIS OF THE PAREL WORKSHOP OF MAHINDRA FIRST CHOICE SERVICES LIMITED	MAHINDRA FIRST CHOICE SERVICES LIMITED
2	C-3	AMIT R. BOBHATE	RESERACH FOR PERCEPTION OF STOCK BROKERS ABOUT NSE AND BSE	AC NEILSEN
3	C-5	ASHIKA N. CHAUDHARI	BUSINESS FEASIBILITY ANALYSIS OF MAHINDRA FIRST CHOICE SERVICES LTD THANE WORKSHOP	MAHINDRA FIRST CHOICE SERVICES LIMITED
4	C-6	PRADNYA P. PATIL	'EFFECTIVENESS OF BTL ADVERTISING'	MEDIA MAXX
5	C-12	KRISHNA S. DHANORKAR	A RESEARCH STUDY ON WATER PURIFICATION METHODS USED BY CONSUMERS IN NAVI MUMBAI REGION.	HUL
6	C-15	MRUDULA Y PAVASKAR	RETAIL OPERATION FOR CUSTOMER RETAINSHIP	GLOBUS STORES PVT. LTD.
7	C-17	NEHA S. SHETTY	STUDY ON ADVERTISING OF MEDIA MAXX COMMUNICATIONS PVT. LTD.	MEDIA MAXXCOMMUNICATIONS PVT. LTD.
8	C-19	POOJA V. REDKAR	ANALYSIS OF THE BRAND "BANK OF INDIA"	OGILVY AND MATHER ADVERTISING
9	C-22	PRASHANTKUMAR I CHHAJED	MARKET RESEARCH FOR LAUCHING OF NEW OPHTHALMIC DIVISION OF LUPIN LTD.	LUPIN PHARMACEUTICAL
10	C-23	PRIYANKA S. MATHEWS	MEDIA HABITS OF CAR OWNERS AND DEVELOPING MEDIA PLAN FOR MAHINDRA FIRST CHOICE SERVICES LTD	MAHINDRA FIRST CHOICE SERVICES LTD.
11	C-26	ROHIT N. MURUGKAR	CONSUMER BEHAVIOUR- WATER DRINKING HABITS	HINDUSTAN UNILEVER LIMITED
12	C-27	SAGAR V. DESHPANDE	AN OVERVIEW OF MEDIA BUYING. AN ADDED FACTOR TO THE EFFECTIVE PROMOTION FOR LOCAL RETAILS.	SAAD ADVERTISING
13	C-28	SAMRAT B. TIWARI	RESERACH FOR IMPACT OF MEDIA FRAGMENTATION	AC NIELSEN
14	C-29	SANDESH N. JADHAV	ASSESSMENT OF DEMAND FORECASTING METHODS AND DOMESTIC SALES MANAGEMENT	PIRAMAL HEALTHCARE
15	C-32	PRASANT SINGH	TO IDENTIFY EXPORT POTENTIAL OF GUARGUM AND SESAME	JAIN IRRIGATION SYSTEMS LTD.
16	C-33	SMITA. K. KAMBLE	MARKET RESEARCH FOR HEMATINICS(ANEMIA IE;IRON DEFICIENCY ANEMIA)	MANEESH PHARMACEUTICALS
17	C-55	DINESHCHANDRA B. YADAV	A STUDY OF SALES STRATEGIES IN IDEA CELLULAR LTD.	IDEA CELLULAR LTD
18	C-59	ANAND .J. IYER	BRAND LOYALTY AND GITANJALI GOLD COIN PREFERENCE	M/S GITANJALI LIFESTYLE LTD
19	P1	ABHISHEK TIRKEY	ADVERTISING EFFECTIVENESS OF BSNL & STUDY OF CUSTOMER SATISFACTION	B.S.N.L INDIA
20	P3	AMIT R JAIN	TENTATIVE:FEASIBILITY OF A CATCHMENT AREA	MAHINDRA FIRST CHOICE SERVICES

21	P4	AMOL KHEDKAR	A STUDY ON CUSTOMER SATISFACTION FOR BSNL PRODUCTS & SERVICES AND BSNL FRANCHISEES PERFORMANCE IN DISTRIBUTION	B.S.N.L INDIA (KALYAN CIRCLE)
22	P5	OJAS KHADAKKAR	DISTRIBUTION GAP ANALYSIS	PARLE AGRO
23	P7	DILIP D. SAKALECHA	MARKET SURVEY OF NEPHROTIC DRUGS FOR EXPANDING PRODUCT LINE	LUPIN LTD.
24	P10	MAHESH GOSAVI	TO FIND OUT BEST SELLING EXCIPIENT IN THE MARKET THROUGH VISITING TO VENDORS(DOMESTIC AND INTERNATIONAL).	RFCL LIMITED
25	P14	KALPESH DIVEKAR	ANALYSIS OF PEPSICO'S MARKET DISTRIBUTION SCENARIO	PEPSICO INTERNATIONAL
26	P16	KAVITA SHETTY	GAP ANALYSIS & STUDY OF PAPER & PAPER CHEMICAL INDUSTRY	BASF ..THE CHEMICAL COMPANY
27	P19	LEENA SINGH	INDIAN MAGAZINE SCENARIO	GROUP M - MAXUS
28	P23	PRAKASH SHANKAR PANJI	CRITICALLY ANALYSE CUSTOMER SATISFACTION INDEX FOR BSNL	B.S.N.L INDIA
29	P26	PRATIK KHARAT	BRAND PROMOTION OF RAYMOND PRODUCTS THROUGH DIRECT SELLING.	FASHION PALACE (RAYMOND)
30	P27	ROHIT SHETTY		COCA COLA
31	P37	TUSHAR D. SHELKE	INTERNATIONAL MARKETING	KRISHNA ANTIOXIDANTS PVT.LTD.
32	P49	RITA MALHAN	INTERNATIONAL MARKETING	KRISHNA ANTIOXIDANTS PVT.LTD.
33	P56	PRALHAD V. WALVE	COMPETITIVE ANALYSIS OF BROKING FIRM'S IN MUMBAI	SHAREKHAN LTD
34	P57	ABHA YADAV	INTERNET MARKETING	MEDIA MAXX COMMUNICATIONS PVT. LTD.
35	P59	AVINASH.H.NAIR	CONSUMER BUYING BEHAVIOR FOR SCHOOL BUS	MAHINDRA NAVISTAR AUTOMOTIVES LTD
36	EX -01	UMESH KOLEKAR	CUSTOMER SATISFACTION-AFTER SALES SERVICE OF PUREIT	HINDUSTAN UNILEVER LIMITED