

MMS – Marketing 2010 – 12 Batch Summer Internship Project

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company
1	C1	AJIT CHINTAMAN BHOYAR	Corporate Social Responsibility of Siemens Company	Siemens Company
2	C2	AKSHAY VASUDEV PIMPLE	ROLE OF DIGITAL MARKETING TOOLS FOR BRANDING OF DIGITAL MARKETING JOBS	RISHI INFOTEC
3	C3	ALKA JASHVANTLAL BAKALIA	Consumer awareness about flavoured dahi market with reference to amul flaavyo	Amul
4	C4	AMOL SUHAS SHENVI	ROLE OF SOCIAL MEDIA IN DIGITAL MARKETING AND PR	RISHI INFOTEC
5	C13	KARUNA NARAYAN PATIL	A study on customer satisfaction for Amul products	Amul
6	C14	KRUNAL PARIMAL MEHTA	A STUDY ON MALL ADVERTISING	EGG FIRST
7	C18	PRITAM PANDURANG NIRMALE	MARKET POTENTIAL OF MENTHOL	VAMSHI CHEMICALS Ltd
8	C21	PRASHANT CHANDU CHAVAN	A RESEARCH ON HYUNDAI QUALITY STUDY TRACK	NIELSON
9	C22	PRIYANKA PRAKASH KULKARNI	ANALYSIS OF MARKET DYNAMICS FOR COFFEE DAY BASED ON EXISTING MARKETTING MIX COMPONENTS	SYSTEL MARKETING
10	C23	PRIYANKA RAJARAM DALVI	COMPARISON OF BUSINESS NEWSPAPER BRANDS AND FINDING PARAMETERS THAT CAN ATTRACT NEW CUSTOMERS TO BUSINESS STANDARD	BUSINESS STANDARD LTD
11	C24	PRIYANKA PANCHNATH UDDANSINH	CUSTOMER SATISFACTION STUDY FOR DETTOL LIQUID HANDWASH	NIELSON
12	C26	ROHAN SANJEEVAN BUTTE	A RESEARCH ON WELLNESS – CONCEPT, INDUSTRY AND EMERGING TRENDS	RISHI BIOTECH COMPANY
13	C29	RUSHIKESH PRABHAKAR PATIL	A STUDY ON MEASUREMENT OF HYUNDAI AFTER SALES SERVICE AT MODI HYUNDAI MOTORS	MODI HYUNDAI
14	C39	SANAL ANANDAN NAIR	MARKETING STRATEGY OF VODAFONE	VODAFONE
15	C40	SUMIT MAGANLAL PATEL	Research on Hyundai Sales Satisfaction Index	The Nielsen Company
16	C41	SWAPNIL BHARAT JAWARKAR	Prelaunch car market survey for Mahindra Company	ACNielsen
17	C43	SWAPNIL SUHAS KAREKAR	MARKET RESEARCH TO DETERMINE AWARENESS AND EFFECTIVENESS OF PRINT ADVERTISING CAMPAIGN FOR SHANTIGRAM TOWNSHIP DEVELOPED BY ADANI GROUP	ADANI DEVELOPERS PVT LTD
18	C47	LAKSHMI SUBHARAMAN	A project on sales and distribution of amul products in traditional retail stores	Amul
19	C48	SAMIKSHA SUNIL SURVE	MARKET RESEARCH TO STUDY THE DIFFERENT STRATEGIES AND ACTIVITIES USED BY THE TOP PHARMACEUTICAL COMPANIES IN INDIA	

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20	C50	SAURABH TRIVENIPRASAD SHARMA	IDENTIFYING CONSUMER SATISFACTION TOWARDS HYUNDAI CARS AND MEASURING IT AGAINST COMPETITION	MODI HYUNDAI
21	C51	SUYOG SUNIL SALUNKE	US MARKET STUDY FOR AIR INDIA AND MARKET RESEARCH FOR NEW DESTINATION	AIR INDIA
22	C54	VIKAS JAYNARAYAN BAJPAI	To study change in Brand perception for Desensitizing toothpastes and do brand awareness of ipcoming GSK product	ACNielsen
23	P1	ABHIJIT ANKUSH AMBRE	CUSTOMER ANALYSIS OF PASSENGER CAR SEGMENT WITH REFERENCE TO VOLKSWAGEN	VOLKSWAGEN
24	P2	ABHIJEET DAMODAR MOREY	Brand performance and customer satisfaction for major players in 2 wheeler industry	ACNielsen
25	P4	AKASH KRUSHNARAO PADE	PERSPECTIVE OF ANTIHYPERTENSIVE MOLECULE MOVING IN NAVI MUMBAI	Dr REDDY
26	P5	AMEY SURESH SARODE	Customer satisfaction level and ways to improve it	Big Bazaar
27	P6	AMOL SAMBHAJI NERLEKAR	DESIGNING AND IMPLEMENTING WEB-BRANDING STRATEGIES FOR BIOTECH SERVICES	RISHI BIOTECH COMPANY
28	P7	BHAGYASHRI MOHANGIR GOSAVI	MARKET RESEARCH STUDY OF ULTRA SOUND MACHINE	NEILSON
29	P11	KAMLESH HIMMATRAO MAHAJAN	COMSUMER BEHAVIOUR AND PERFORMANCE OF E ZONE MARGIN OFFER	PANTALOONS RETAIL INDIA
30	P21	PRATIK PRAKASH SAVE	PRODUCT LAUNCH FOR I KUL PLUS	NIELSON
31	P22	PRATIK RAMESH KEDARE	SALES AND MARKETING OF SPECTRA MOTORS	SPECTRA MOTORS LIMITED
32	P30	SARFRAJ SALIM DHANKWALA	A STUDY ON CUSTOMERS SATISFACTION AND THEIR PREFERENCES FOR CATTLE FEED PRODUCT	GODREJ RECRIUT PVT LTD
33	P35	HERAMB SURESH CHODANKAR	Perception of Consumers on various Banks Services	A. C. NIELSON
34	P36	SUSHANT SADANAND MURUDKAR	AVAITION TURBINE FUEL MARKET IN INDIA	ONGC
35	P38	TANVI ANIL PAWASKAR	MEASURING BRAND PERFORMANCE AND CUSTOMER SATISFACTION FOR COSMETICS	NIELSON
36	P40	SWAPNIL ARUN GHATOL	Study of strategic Marketing practices in MTNL Mumbai (GSM)	MTNL, Mumbai
37	P41	VIRAJ SHRIKRISHNA KANEKAR	Comparative study of pricng strategies of Big Bazzar and competitors in the catchment of Big Bazaar	future group Big Bazzar
38	P42	VIVEK TUKARAM THORAT	customer satisfaction of staples	Staples
39	P49	MUGDHA SHYAMKANT KULKARNI	AN IMPACT OF ADVERTISEMENTS DONE BY INSURANCE COMPANIES ON CONSUMER	NIELSEN
40	P55	SAURABH RAVINDRA SHINDE	STUDY OF DEMOGRAPHIC PROFILE OF GUJJURATI COMMUNITY I MUMBAI AND THEIR PROPENSITY TO INVEST IN REAL ESTATE IN AHMEDABAD	ADANI DEVELOPERS PVT
41	P57	PRABHU MANI NAIKAR	DISTRIBUTION CHANNEL OF VODAFONE	VODAFONE

MMS – Marketing 2010 – 12 Batch Final / Winter Project

Sr. No.	Roll No.	Name of Student	Project Title
1	C1	Bhoyar Ajit Chintaman Shalini	Study of Market Potential for RMS with reference to captain pad .
2	C2	Pimple Akshay Vasudev Vidya	A Study of Consumer Buying Behaviour in Instant Noodles Market
3	C3	Bakalia Alka Jashvantlal Sarla	A Study on consumer Perception for Beauty soaps in Thane city
4	C4	Shenvi Amol Suhas Swati	Study of Consumer Preference towards brands engaged in cause related marketing .
5	C13	Patil Karuna Narayan Vasanti	AD-Effectiveness of Mc Donalds
6	C14	Mehta Krunal Parimal Jashu	Surrogate Advertising
7	C15	Ayare Kulbhushan Kamalakar Shobha	Web-The new marketplace
8	C18	Nirmale Pritam Pandurang Vandana	Study on consumer buying behavior and customer satisfaction of retail shoppers
9	C21	Chavan Prashant Chandu Anusaya	Overview of Fashion Industry from Fashion to Brands
10	C22	Kulkarni Priyanka Prakash Rekha	WINNING STRATEGIES FOR WEB MARKETING .
11	C23	Dalvi Priyanka Rajaram Varsha	Brand Building Strategies & its effect on consumer buying behavior – goli vada pav
12	C24	Uddansinh Priyanka Panchnath Sadhana	A Comparative Study Of Impact of packaging for packaged Milk In NAVI MUMBAI Area.
13	C26	Butte Rohan Sanjeevan Vidya	A Study on Marketing Practices in Pharmaceutical Industry and direct to consumer Advertising of Pharmaceutical products .
14	C29	Patil Rushikesh Prabhakar Lata	Project on retail service quality of supermarkets .
15	C39	Nair Sanal Anandan Thankam	To study the impacts of social networking sites .
16	C40	Patel Sumit Maganlal Meena	Voltas Customer Satisfaction & Engagement study- EMRBG, Customer care
17	C41	Jawarkar Swapnil Bharat Jaya	Pre launch Liqour Market Surveyfor Blenders pride .
18	C47	Lakshmi Subharaman Mallika	A Study on car servicing preference in mumbai
19	C48	Surve Samiksha Sunil Suchita	To study the factors affecting Mobile Number portability decision of mobile users
20	C50	Sharma Saurabh Triveniprasad Suman	Effect of advertisements on children with special reference to confectionery products .
21	C51	Salunke Syog Sunil Supriya	Customer satisfaction about m-commerce used for banking
22	C54	Bajpai Vikas Jaynarayan Mandakini	Retailing in the Textile Industry
23	P1	Ambre Abhijit Ankush Anjali	Marketing strategy of Indian sedan car segment a comparative analysis
24	P2	Morey Abhijeet Damodar Pallavi	Study on Strategic Brand Management for frozen foods in India
25	P3	Tadvi Aadil Sharif Ayanurbi	Marketing and Branding Analysis of Timeshare Industry
26	P4	Pade Akash Krushna Asha	Assessing market opportunities in Orthopedic Segment .

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27	P5	Sarode Amey Suresh Bharati	A Comparative study of players in retail industry
28	P6	Nerlekar Amol Sambhaji Vimal	Corporate Social Responsibility and its impact on Brand Equity .
29	P7	Gosavi Bhagyashri Mohangir Meena	Contribution of additives in improvement of domestic detergents
30	P11	Kamlesh H Mahajan	Study of Search Engine Marketing Tools on the Basis of Effectiveness and search engine user perception.
31	P21	Save Pratik Prakash Meenal	Impact Of Celebrity Endorsement On Purchasing Behavior Of Consumers.
32	P22	Kedare Pratik Ramesh Shashikaka	Marketing strategies of Indian two wheelers industries
33	P30	Dhankwala Sarfaj Salim Mefuja	Competitive strategy for Pepsi over coke
34	P35	Chodankar Heramb Suresh Sonal	Impact of customer relationship management on customer retention with respect to ICICI Bank
35	P36	Murudkar Sushant Sadanand Sujata	Airline Branding in Indian Aviation Industry
36	P38	Pawaskar Tanvi Anil Shaila	Establishing Magic Holidays Brand in Competitive Market of Time share
37	P40	Ghatol Swapnil Arun Damayanti	A Comparative Study Of online marketing v/s traditional marketing practices for consumer electronic goods in India
38	P41	Kanekar Viraj Shrikrishna Supriya	Analysis of impact of FDI in Indian Retail sector
39	P42	Thorat Vivek Tukaram Kamal	To study the brand Positioning of Samsung Mobiles
40	P49	Kulkarni Mugdha Shyamkant Subhag	Creating Service Differentiation at market place by adopting e commerce
41	P57	Naikar Prabhu Mani Jyoti	Public Relations in Brand Building