

MMS – Marketing 2013 – 15 Batch Summer Internship Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company	Name of Guide
1	C2	AISHWARYA NARESH USHA	Mutual Fund simplified – An investor Awareness Initiative	ICICI Securities Ltd	
2	C4	AMIT ANJANI MISHRA	Study of B2B Mktg	Dravin Solutions Pvt Ltd	
3	C6	ANAND SUDAM NIKAM	Digitization of Sales, Distribution & Marketing (SDM)	Birla suflife Insurance	
4	C12	BORDER NARENDRA PATIL	Consumer Behavior towards Second hand goods market	Quikr India Pvt Ltd	
5	C13	DHANANJAY D SANGISHETTY	A study on Medical Implants	Saturn Healthcare Pvt Ltd	
6	C27	NIKHIL SURESH BHAJBHUJE	Study of Wine as a Product	Sonarys Co Brands Pvt Ltd	
7	C37	SEJAL SHREEKANT KULKARNI	Agribusiness: Sector Analysis and Future Prospectus	Motilal Oswal Securities Ltd	Deepak Agnihotri
8	C44	SUMEET VIKRAM YADAV	B2B Marketing at Ebooksonrent : A Global Digital Store	Darvin Solutions	
9	C45	SWAPNIL N KOCHETA	Nielsen project report on Customer Satisfaction study of CARS in Mumbai	Nielsen Market Research	
10	C46	SWAPNIL SANJAY JAGTAP	Loyalty program at Local Retail	Discount – Wallas	
11	C52	PRAJAKTA UDAY SOHANI	Customer Relationship Management at Axis Bank	Axis Bank	Deepak Agnihotri
12	C56	ZEESHAN MEHMOOD SHAIKH	Market survey for Ecotech Technologies Pvt Ltd	Ecotech Technologies Pvt Ltd	Deepak Agnihotri
13	C59	TEJAS N KULKARNI	Promotion & Sales	Indiabulls	
14	P1	ABHAY SUDHAKAR CHAUDHARI	A study of measurement of customer satisfaction	Volkswagen Retail Outlet Thane	
15	P2	ABHIJEET H SONAWANE	Sales Analysis and Forecasting	Volkswagen Retail Outlet Thane	
16	P4	AJEET SUBHASH YADAV	Execution of promotion and awareness of products at Pleximus	Pleximus	S. Panikar
17	P5	AKSHAY SUNIL SHELKE	ZICOM Security as a Service	ZICOM	
18	P11	BHASKAR NARSAIAH NAGUL	A study of customer satisfaction for TBSB	Thane Bhart Sahakari Bank	
19	P16	IRFAN RAFIK MANIYAR	Creating Awareness of Software Products	Pleximus	Dr N Joshi
20	P19	KARUNA EKNATH KAMBLE	Measuring “Customer Effort Score”	Indian Oil Corporation Ltd	
21	P20	KUNAL DEONATH GAIKAR	Understanding Infrastructure requirements for Tomorrow's Retail Stores	Brick & Byte Innovative	

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22	P22	POOJA VINODKUMAR GUPTA	Recruitment to Selection process	Raymond Ltd	
23	P28	RAHUL RAJENDRA GANGARDE	Promotional Strategy and Consumer Buying Behaviour towards Private Labels	Future Agrovat Limited	
24	P31	RITESH NITIN NAIK	A study of Bank awarness and Brand preference of Volkawagen, Thane	Volkswagen Retail Outlet Thane	
25	P39	SHRUTI SURESH MOHITE	Planning and Execution of promotion of "Kidhar Hai" and "Net purified" for Pleximus	Pleximus	S. Panikar
26	P50	PRATIK SUBHASH PAWAR	Retail Banking	Ambernath Jai Hind Co op Bank Ltd	
27	P51	JEETAL DHANRAJ OSWAL	Promotion of EBooks to Publisher	Dravin Solutions Pvt Ltd	
28	P56	JAYNI NANDLAL CHHABHAIYA	Mutual Funds simplified – An Investor Awareness initiative and a Study of Consumer Behaviour	ICICI Securities Ltd	S. Panikar
29	P57	ATUL KISHOR CHAVAN	Study of promotion and awareness of product at Pleximus	Pleximus	S. Panikar
30	Ex 01	NITIN B JADHAV	Selling of Structural Audit and Building Maitenance Services	Venus Construction	S. Panikar

MMS – Marketing 2013 – 15 Batch Final / Winter Project

Sr. No.	Roll No.	Name of Student	Project Title	Name of Guide
1	C2	AISHWARYA NARESH USHA	Event Management at Dr VNBRIMS for the year 2014-15	Ms. Shobhana Panikar
2	C4	AMIT ANJANI MISHRA	Being an Entrepreneur - Aimroot Placement Consultancy	Ms. Shobhana Panikar
3	C6	ANAND SUDAM NIKAM	Understanding of it Landscape & user experience aspects of Omini channel retailer	Ms. Shobhana Panikar
4	C12	BORDER NARENDRA PATIL	FLIPKART : A study on Consumer Behavior towards online shopping	Ms. Shobhana Panikar
5	C13	DHANANJAY DAMODAR SANGISHETTY	A study on Brand Mascots	Dr Sheetal Patil
6	C19	KAPIL TUKARAM BHAGAT	A study on Consumer Behavior towards Retail Market (D'Mart)	Dr Sheetal Patil
7	C27	NIKHIL SURESH BHAJBHUJE	Study of Indian Wine Industry	Dr Sheetal Patil
8	C34	RAHUL DILIPKUMAR NEVSE	Study of Supply Chain Management Practices at Chirag International	Dr Sheetal Patil
9	C-37	SEJAL SHREEKANT KULKARNI	Study of Purchase in B2B Markets through EAM & i-Proc Module	Dr Sheetal Patil
10	C38	SHREERAJ RAMESH DHEKANE	Penetration of E-Commerce in Fruit and Vegetable Market	Dr Sheetal Patil
11	C44	SUMEET VIKRAM YADAV	Celebrity Endorsement in Brand management	Dr Sheetal Patil
12	C45	SWAPNIL NEMICHAND KOCHETA	Consumer buying behavior of Indian Smart phone	Dr Manjiri Karandikar
13	C46	SWAPNIL SANJAY JAGTAP	Consumer buying behavior towards Health Food Drinks	Dr Manjiri Karandikar
14	C52	PRAJAKTA UDAY SOHANI	Radio Advertising – A New Wave in Marketing	Dr Manjiri Karandikar
15	C56	ZEESHAN MEHMOOD SHAIKH	A study of Palladium as Hotel and Mall	Dr Manjiri Karandikar
16	C59	TEJAS NANDKUMAR KULKARNI	Real Estate Development Process	Dr Manjiri Karandikar
17	P1	ABHAY SUDHAKAR CHAUDHARI	A study on Brand Awareness of VOLKSWAGEN Thane	Dr Sunmeet Banerjee
18	P2	ABHIJEET HARISHCHANDRA SONAWANE	Marketing Strategy & Customer Performance on ratio cab	

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19	P4	AJEET SUBHASH YADAV	Franchising in the Food and Restaurant Sector	Dr Sunmeet Banerjee
20	P5	AKSHAY SUNIL SHELKE	Consumer perception at Infiniti Mall Malad	Dr Sunmeet Banerjee
21	P11	BHASKAR NARSAIAH NAGUL	A study of Customer satisfaction for Red bull Energy drink	Dr Sunmeet Banerjee
22	P13	CHETAN MADHUKAR DHAWARE	Effect of Brand Repositioning on Consumer with respect to Titan watches	Dr Sunmeet Banerjee
23	P19	KARUNA EKNATH KAMBLE	Customer Perception on Retail LPG in Commercial sector	Dr Sunmeet Banerjee
24	P20	KUNAL DEONATH GAIKAR	Technology Trends in Retail	Dr Sunmeet Banerjee
25	P22	POOJA VINODKUMAR GUPTA	To study Marketing Strategy of Reliance Retail	Dr Sunmeet Banerjee
26	P28	RAHUL RAJENDRA GANGARDE	Consumer Perception towards on line shopping	Dr Sunmeet Banerjee
27	P30	RESHMA VEERANNA NAGATHAN	Export potential of Natural stones Canaanite Marbled from India	Ms. Shobhana Panikar
28	P31	RITESH NITIN NAIK	A study on marketing strategy of Volkswagen India	Ms. Shobhana Panikar
29	P39	SHRUTI SURESH MOHITE	Comparison of online trading account with reference t customer perception of features & benefits	Ms. Shobhana Panikar
30	P51	JEETAL DHANRAJ OSWAL	Promotion of School Bus "Force Motors"	Ms. Shobhana Panikar
31	P56	JAYNI NANDLAL CHHABHAIYA	Sales & Distribution at Hafele - A study t understand B2B Sale & Customer relationship	Ms. Shobhana Panikar
32	P57	ATUL KISHOR CHAVAN	A study and Survey for identifying New Contribution equipment for Glubbi Enterprises	Ms. Shobhana Panikar
33	EX01	NITIN BHIKULAL JADHAV	Industry insights of real estate market in Thane	Dr Manjiri Karandikar