

PGDM – Marketing 2012 – 14 Batch Summer Internship Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company	Name of Guide
1	PG- 02	ASMITHA A SHETTY	Client Acquisition strategy & Sales process of DGSL	Datamatics Global Services LTd	Mr. D Agnihotri
2	PG- 03	MAHESH G. BUDHWANT	Alternate distribution Channel	Berger Paints	Mr. D Agnihotri
3	PG- 04	MAMTA T DHIWAR	Building Marketing strategies for fund raising companies business development through CSR activities	ATMA	Dr P M Kelkar
4	PG- 07	NEELAM S DEVRE	E-commerce merchandising	Reliance digital Retail Ltd.	Ms. S Mathur
5	PG- 09	PAUL JOHN	Conversion through visibility	Godrej & Boyce (Appliances)	Ms. P Chandwaskar
6	PG- 12	SAGAR KHOT	Account Mapping	24 digital frames	Ms. S Tamhankar
7	PG- 15	SANDEEP KUMAR SINGH	Measuring customer satisfaction	HDFC AMC	Ms. P Chandwaskar

PGDM – Marketing 2012 – 14 Batch In Depth Study – I Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Guide
1	PG- 02	Ms. Asmitha Shetty	Information Technology Enabled Service (National Perspective)	Dr Sudhakar C Agarkar
2	PG- 03	Mr. Mahesh Bhudhwant	Quick Service restaurants	Ms. Shobana Panikar
3	PG- 04	Ms. Mamta Dhiwar	Study of Indian Education Sector and the Effect of Government Regulations and CSR on the development of Indian Education Sector	Mr. Deepak Agnihotri
4	PG- 07	Ms. Neelam S Devre	Study of FMCG Sector with reference to cos	Ms. J Golhar
5	PG- 09	Paul John	Hotel Industry in India	Ms. Shobana Panikar
6	PG- 12	Mr. Sagar Khot	Dairy Products	Mr. Pushkar Parulekar
7	PG- 15	Mr. Sandeep Singh	Consumer Foods Industry with reference to Impact of Advertising and Branding on Consumer Behavior	Ms. P Chandwaskar

PGDM – Marketing 2012 – 14 Batch In Depth Study – II Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Guide
1	PG- 02	Ms. Asmitha Shetty	ITES	Dr S C Agarkar
2	PG- 03	Mr. Mahesh Bhudhwant	International analysis of QSR's	Ms. P Chandwaskar
3	PG- 04	Ms. Mamta Dhiwar	CSR at global level & its impact on the education industry in developing countries	Ms. P Chandwaskar
4	PG- 07	Ms. Neelam S Devre	Comparative analysis on Global personal care companies	Dr S C Agarkar
5	PG- 09	Paul John	Comparative Analysis of Marketing Strategies of Marriott and Hyatt Hotels	Ms. S Panikar
6	PG- 12	Mr. Sagar Khot	International Dairy Product	Mr. P. Parulekar
7	PG- 15	Mr. Sandeep Singh	Marketing Strategy of Cadbury	Ms. S Panikar