

KLUBS - MBA 2015-17 BATCH

MRP

S.No	Regd. No	Name of the student	Title of the Study	Faculty Supervisor	Stream
1	152510011	CHIRUMAMILLA GOWTHAMY	Financial Performance and its Impact on Profitability(A study on Select Pharmaceutical Industries in India)	PROF.AVN MURTHY	Finance
2	152510012	D BHAGYALAKSHMI	Impact of privatization on Financial Performance of telecom industry(A study on select telecom Companies in Andhra Pradesh)	PROF.AVN MURTHY	Finance
3	152510019	E ROSHMA CHOWDARY	Effect of Interest rate changes on Profitability of banking industry in India	PROF.AVN MURTHY	Finance
4	152510032	KONDAMADUGULA MOUNIKA	The effect of cash flow analysis on the profitability of Industries(A study on select Software Industries in Hyderabad)	PROF.AVN MURTHY	Finance
5	152510050	SATTI VENKATA CHAITANYA	Impact of Liquidity, Solvency and Profitability on the performance of Banking Industry: - Using cash flow and traditional ratios (An empirical study on select public and private sector banks)	PROF.AVN MURTHY	Finance
6	152510057	V N BHAVANA	A Study on Financial Literacy among college students in Vijayawada	DR.P.RAJA BABU	Finance
7	152510065	A BHARATH KUMAR	A Study of Awareness on Micro finance in Guntur: Andhra Pradesh	DR.P.RAJA BABU	Finance
8	152510066	AMERINENI GOPI KRISHNA	A Study on Cost-Benefit Analysis of Solar Installation to the society in Vijayawada	DR.P.RAJA BABU	Finance
9	152510069	A USHA SARANYA	A Study on the role of money lenders in Guntur: AP	DR.P.RAJA BABU	Finance
10	152510070	AKULA SIRISHA	A Study on Fraud of Forensic Auditing in selected software companies	DR.P.RAJA BABU	Finance
11	152510072	B V S PAVAN KUMAR	A Study on Anti-Money Laundering Policies and its practices in Banking Sector: Vijayawada	DR.P.RAJA BABU	Finance
12	152510073	BOLLEPALLI BHANU PRAKASH	A study on Asset Liability Management with respect to State Bank of India	DR.V.V.MADHAV	Finance
13	152510075	CHAMEERU SUTEERTHA	A study on Financial Performance Analysis on Sundaram BNP Paribas Housing Finance Ltd.	DR.V.V.MADHAV	Finance
14	152510077	D CHANDRA SEKHAR REDDY	A study on investment decisions and portfolio management with reference to Select Broking Firms in Vijayawada	DR.V.V.MADHAV	finance
15	152510078	D NAGA SIVA KUMAR	A study on Personal Investment and Tax Planning of Select Individual Assesseees in Vijayawada city	DR.V.V.MADHAV	Finance

16	152510082	GARIMA CHANDNANI	A study on Factors influencing Financial Innovation in Indian Stock Market	DR.V.V.MADHAV	Finance
17	152510083	GATTLA MARUTHI BHANU PRAKASH REDDY	Detained	DR.V.V.MADHAV	Finance
18	152510087	K KOTISHWAR REDDY	A Study on effectiveness of Banking Ombudsman	Dr..K.HEMA DIVYA	Finance
19	152510088	K P S SAI SABHAREESH	A Study on Comparative Ratio analysis of Selected HealthCare Companies	Dr..K.HEMA DIVYA	Finance
20	152510089	K S N SUSMITHA REDDY	A study on determinants of equity share prices of companies in BSE Bankex	Dr..K.HEMA DIVYA	Finance
21	152510091	KOTA SATYADEV	A Study on Movement in Exchange rate and Gold rate and its Impact on BSE Bankex	Dr..K.HEMA DIVYA	Finance
22	152510092	KANDRU SRAVAN KUMAR	A Study on Non- Performing Assessts Management in Indian Banking Sector(selected public sector banks in india)	Dr..K.HEMA DIVYA	Finance
23	152510094	K SUSHMITHA SREE	A Study on dsterminants of Dividend Payout ratio of companies in BSE Sensex	Dr..K.HEMA DIVYA	Finance
24	152510120	T GOWTHAM REDDY	A Study on evaluation of Pre and Post Merger Performance of Kotak Mahindra bank -A case study	Dr..K.HEMA DIVYA	Finance
25	152510099	KODURU HARIKA	A Study on Customer Perception Towards E-Banking Services	MR.VENKATESH KUMAR	Finance
26	152510100	KOLLIPARA SIRISHA	Role of Micro Finance for Women Empowerment	MR.VENKATESH KUMAR	Finance
27	152510102	KOPARATHI ASHOK REDDY	A study on Non-Performing Assets of Select Public Sector Banks in India	MR.VENKATESH KUMAR	Finance
28	152510106	MORU RAJESWARI	A Comparative Study on Non-Performing Assets of Select Public and Private Sector Banks in India	MR.VENKATESH KUMAR	Finance
29	152510108	MODADUGU SUPRIYA	A Study on Customer Satisfaction Towards Mobile Banking	MR.VENKATESH KUMAR	Finance
30	152510109	N PRAVEEN KUMAR	Not attended regularly and didn't give internal presentation.	MR.VENKATESH KUMAR	Finance
31	152510110	PASUMARTHI AKHIL	A study of currency depreciation:Impact on Indian economy	DR.K.S.SEKHARA RAO	Finance
32	152510113	POLISETTI VENKATA LAVANYA SUDHAKAR	Analytical study on Automobile sector in price movements of shares	DR.K.S.SEKHARA RAO	Finance
33	152510115	S V VASAVI PRAVALLIKA	A critical study on impact of working capital management on profitability of manufacturing industry in India :A study on select paint industries.	DR.K.S.SEKHARA RAO	Finance
34	152510116	SANGATI LAHARI	A study on the effectiveness of technical analysis on Indian private sector banks.	DR.K.S.SEKHARA RAO	Finance

35	152510119	SK RIYAZ BAJI	N/A	DR.K.S.SEKHARA RAO	Finance
36	152510122	VANAPALLI ADITHYA CHAKRAVARTHY	Performance evaluation of mutual funds on select funds.	DR.K.S.SEKHARA RAO	Finance
37	152510123	V HEMANTH	A Study on Usage of technology in Indian banking sector	DR.V.N.SAILAJA	Finance
38	152510124	VALLAMSETTY PRAVALLIKA	A study on Financial inclusion through Pradhan Mantri Jandhan Yojana	DR.V.N.SAILAJA	Finance
39	152510128	B LOHITH KUMAR	A study on Impact of Monetary policy on Inflation and Economic Growth	DR.V.N.SAILAJA	Finance
40	152510090	K SAI KRISHNA	A Study on Mutual Funds	DR.V.N.SAILAJA	Finance
41	152510130	CH NAGA BRAHMMINI	A study on impact of Buy Back on share price	DR.V.N.SAILAJA	Finance
42	152510131	CHANDINI MANDAL	A study on impact of Sectoral Indices on stock prices	DR.V.N.SAILAJA	Finance
43	152510134	GOPI YESWANTH TALLURI	A Study on Effects of Innovation on Bank Performance In Case of Online Banking	DR.P.ARUNA	Finance
44	152510135	J GOKUL KRISHNA	A study on Strategies involved in megers and acquisitions in banking sector	DR.P.ARUNA	Finance
45	152510140	P SURESH	N/A	DR.P.ARUNA	Finance
46	152510145	SABELLA JAYA MADHURI	Value Added Statements : A Critical Analysis on Volkswagen	DR.P.ARUNA	Finance
47	152510147	SHAIK NAGOOR MEERA VALI	A Study on Investors' Perceptions towards Mutual Funds	DR.P.ARUNA	Finance
48	152510152	V VYMISHA	A Study on Testing Performance of BSE PSU index constituent companies in India Using Carhart Four Factor Model: Empirical Analysis	MR.JAKEER HUSSAIN	Finance
49	152510155	M MURALI KRISHNA	A Study on Testing Performance of Nifty service sector index constituent companies in India Using Carhart Four Factor Model: Empirical Analysis	MR.JAKEER HUSSAIN	Finance
50	152510158	DANDA GOPI	A Study on Testing Performance of Nifty commodity sector index constituent companies in India Using Carhart Four Factor Model: Empirical Analysis	MR.JAKEER HUSSAIN	Finance
51	152510161	BHUMA SANTOSHI PRATHYUSHA	A Study on Testing Performance of Nifty Automobile sector index constituent companies in India Using Carhart Four Factor Model: Empirical Analysis	MR.JAKEER HUSSAIN	Finance
52	152510164	DASARI HARI PRIYA	Options strategies in equity derivatives	DR.SRINIVASULU	Finance
53	152510169	DEVERASETTY RAJA	N/A	DR.SRINIVASULU	Finance

54	152510080	GADE RAVI TEJA	An empirical study on Non performing Assets Management with special reference to select public sector banks	DR.SRINIVASULU	Finance
55	152510086	ITLA JAYANTH KUMAR	A study on impact of global financial crisis on BSE Sensex w.r.t capitalization	DR.SRINIVASULU	Health care
56	152510170	P.MOUNIKA	An empirical study on economic factors on Indian equity market w.r.t financial crisis	DR.SRINIVASULU	Finance
57	152510004	B DIVYA CHOWDARY	Effectiveness of E-Recruitment in IT Industry	DR.D.SRINIVASA RAO	HRM
58	152510005	B NIKHITHA	A study on Issues of Employee Retention in Indian IT Industry	DR.D.SRINIVASA RAO	HRM
59	152510008	B V N D SAI PRIYA	N/A	DR.D.SRINIVASA RAO	HRM
60	152510009	BHEEMAVARAPU ANUSHA	Job Satisfaction and Mental Health of IT professionals	DR.D.SRINIVASA RAO	HRM
61	152510010	CH SINDHU BHARGAVI	HR Challenges in Hospitality Industry With Reference to VijayaWada	DR.D.SRINIVASA RAO	HRM
62	152510014	D RAJEEVI	UNDERSTANDING THE TRAINING AND LEADERSHIP NEEDS OF IT EMPLOYEES : A STUDY OF SELECTED SOFTWARE COMPANIES IN INDIA	DR.AVS.KAMESH	HRM
63	152510015	DEVALLA RATNA LAKSHMI PUJITHA	SALES COMPETENCIES IN TELECOM SECTOR: A STUDY OF VODAFONE IN GUNTUR	DR.AVS.KAMESH	HRM
64	152510020	G R KEERTHANA	TEAM MEMBERS'S PERCEPTION OF TEAM LEADER'S EFFECTIVENESS: A STUDY OF BIOTECHNOLOGY INDUSTRY IN SOUTH INDIA	DR.AVS.KAMESH	HRM
65	152510038	MANCHIKALAPATI NIKITHA	A STUDY ON EFFECTIVENESS OF JOB ANALYSIS IN ACCENTURE BANGALORE	DR.AVS.KAMESH	HRM
66	152510041	MOGILISSETTY MOUNIKA	A STUDY ON THE PERCEPTION OF EMPLOYEES ON THE IMPACT OF HRIS ON PRODUCTIVITY IN SELECT IT ORGANIZATIONS IN HYDERABAD	DR.AVS.KAMESH	HRM
67	152510044	N SANDHYA	A STUDY ON EMPLOYEES' COMPETENCY MAPPING	DR.SUNDARI	HRM
68	152510045	NADAKUDITI NIKITA	IMPLEMENTATION OF TQM AND ITS IMPACT ON ORGANIZATIONAL EFFECTIVENESS	DR.SUNDARI	HRM
69	152510047	PINNAMANENI MOUNIKA	A STUDY ON HRD CLIMATE AND ITS IMPACT ON EMPLOYEE ENGAGEMENT	DR.SUNDARI	HRM
70	152510051	SAVALAM SANDHYA	A STUDY ON EFFECTIVENESS OF HRIS	DR.SUNDARI	HRM
71	152510071	B SAI KRISHNA KARTHIK	A STUDY ON PERFORMANCE MANAGEMENT SYSTEM IMPLEMENTATION AND ITS EFFECTIVENESS	DR.SUNDARI	HRM
72	152510079	G BHARATH VARMA		MR.VASUDEVA REDDY	HRM

73	152510084	HARSHITA NAYAN MEHTA		MR.VASUDEVA REDDY	HRM
74	152510093	KANAMARLAPUDI V S L SUPRIYA		MR.VASUDEVA REDDY	HRM
75	152510095	KAKARLA DURGA PRASAD		MR.VASUDEVA REDDY	HRM
76	152510118	SK NAJER VALI		MR.VASUDEVA REDDY	HRM
77	152510056	T.JASWIKTHA		MR.VASUDEVA REDDY	HRM
78	152510126	AISHWARYA JAJU	A study on Health, safety & welfare measures in Coca-Cola Company	MS.JIKKU KURIAN	HRM
79	152510132	KUNAL MANDAL	A study on CSR & HRM Nexus – Role of HR in the field of CSR	MS.JIKKU KURIAN	HRM
80	152510146	SAI PRANATHI B	Stress Management – A study of Techniques adapted by Software companies and BPOs to extent helping hands to employees.	MS.JIKKU KURIAN	HRM
81	152510151	V HEMA ABHINAYA	A study on Indian start-ups and HR challenges	MS.JIKKU KURIAN	HRM
82	14251070	Y.LAVANYA	Employee Resistance towards Organizational Change	MS.JIKKU KURIAN	HRM
83	152510171	Pavani Veeranki	A study on Student Perception towards Social Media Recruitment	MS.JIKKU KURIAN	HRM
84	152510163	KAKARLAMUDI PAVAN SIDDARTHA	A study on Stress Management of Paramedical and Auxillary staff at Selected Hospitals in Vijayawada	DR.A.B.SARASWATHI	HRM
85	152510165	MOHAMMAD MOHAFIZ ALI	A study on HRM practices and impact on Organizational Commitment Hotel Gateway, Vijayawada	DR.A.B.SARASWATHI	HRM
86	152510166	YAMARTHI RAJEEV	A study on Organizational Culture with Specific Reference to Fortune Hotel, Vijayawada	DR.A.B.SARASWATHI	HRM
87	152510028	KATA HARIKA	A Study on Employee Engagement Practices with Specific Reference to Public and Private banks in Guntur District.	DR.A.B.SARASWATHI	HRM
88	152510167	LEBURU MAHENDRA SUNNY	A Stud on HRM Practices and it's Impact on Employee Joa satisfaction at Gateway Hotel, Vijayawada.	DR.A.B.SARASWATHI	HRM
89	152510001	ABBURI ANIL KUMAR	A study on youth perception towards motor bikes in Vijayawada	PROF.UMA MAHESWARA RAO	Marketi ng
90	152510002	ADITHYA DEVANABOYINA	A study of factors influencing consumerpreferences towards usage of generic drugs w.r.t Vijayawada	PROF.UMA MAHESWARA RAO	Marketi ng

91	152510003	B BHARGAVI	A case study on women consumer perception towards private lable branded apparel Online Vs Offline w.r.t Vijayawada	PROF.UMA MAHESWARA RAO	Marketi ng
92	152510006	B PAVANI	Consumer Awareness on Mobile banking services w.r.t Vijayawada	PROF.UMA MAHESWARA RAO	Marketi ng
93	152510007	B RAVI TEJA	N/A	PROF.UMA MAHESWARA RAO	Marketi ng
94	152510013	D DHARMA TEJA	A study on impact of store environment on Customer W.r.t Bigbazar, Vijawada	PROF.M.KISHORE BABU	Marketi ng
95	152510016	DEVARAPALLI RAJASEKHAR REDDY	A study on service quality of restaurents with reference to select hotels in Guntur	PROF.M.KISHORE BABU	Marketi ng
96	152510017	DHARANIKOTA BHAGYARAJ	A study on sonsumer behaviour towards branded apparels in organised retailout lets in Guntur	PROF.M.KISHORE BABU	Marketi ng
97	152510018	DIVVELA MANIDEEP	Impact of captal formation on Hotels's Tarriff in Vijayawada	PROF.M.KISHORE BABU	Marketi ng
98	152510021	GARNEPUDI AKHIL	N/A	PROF.M.KISHORE BABU	Marketi ng
99	152510022	GOLLA RAVI VARMA	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN PRIVATE BANKING SECTOR(Axis Bank)	DR.D.PRASANNA KUMAR	Marketi ng
100	152510023	GOTTUMUKKALA ANUSHA	EFFECTIVENESS OF CUSTOMER SERVICES IN BANKING SECTOR(A STUDY ON SELECTED SBI AND AXIS BANK)	DR.D.PRASANNA KUMAR	Marketi ng
101	152510024	GUJJU NAGA SAI DURGA VARAPRASAD	A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING	DR.D.PRASANNA KUMAR	Marketi ng
102	152510025	JANJANAM VENKATA VARA PRASAD	A STUDY ON CONSUMER SATISFACTION OF MOOBILE PHONE USERS IN THE CONTEXT OF MOBILE NUMBER PORTABILITY	DR.D.PRASANNA KUMAR	Marketi ng
103	152510026	K SUNIL KUMAR	A STUDY ON CREDIT CARD USERS	DR.D.PRASANNA KUMAR	Marketi ng
104	152510027	KAKARLA SAI VARA PRASAD	A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE ADVERTISEMENTS AN EMPIRICAL STUDY IN VIJAYAWADA	DR.D.PRASANNA KUMAR	Marketi ng
105	152510029	KHAJA MOHIDIN SHAIK	A STUDY ON CRM ACTIVITIES AND ITS IMPACT ON CUSTOMER LOYALTY IN BIGBAZAR, VJD	DR.D.PRASANNA KUMAR	Marketi ng
106	152510030	KILARU TAGORE	A STUDY ON CONSUMER PERCEPTION TOWARDS THE LED BULBS	DR.D.PRASANNA KUMAR	Marketi ng
107	152510031	KODALI SAI SREE	EFFECTIVENESS OF SERVICE QUALITY ON DOMESTIC AIRLINE INDUSTRY	DR.D.PRASANNA KUMAR	Marketi ng

108	152510034	M S ABHIJITH	MEASUREMENT OF BRAND PERCEPTION LEVELS TOWARDS APPLE PHONES	DR.D.PRASANNA KUMAR	Marketing
109	152510035	M SAI ANURAAG	A STUDY ON CONSUMER PERCEPTION TOWARDS E BANKING IN VIJAYAWADA	DR.D.PRASANNA KUMAR	Marketing
110	14251075	Y. DEVENDRA REDDY	CONSUMER BUYING BEHAVIOUR TOWARDS BATHING SOAP	DR.D.PRASANNA KUMAR	Marketing
111	152510036	M SATYA SAI UJWALA	Impact of on click ads in face book on customer purchase decision	DR.A.UDYA SHANKAR	Marketing
112	152510037	M V SUBHASH CHAND	A study on problems faced by customers in using e banking services and its impact on customer loyalty of SBI , ONGOL	DR.A.UDYA SHANKAR	Marketing
113	152510039	MARREDDI SURENDRA BABU	A study on the celebrity endorsement to various brands and its impact on the purchase decision of youth with reference to two wheelers at vijayawada	DR.A.UDYA SHANKAR	Marketing
114	152510040	MODUKURU NAGA SANJEEV	A study on impact of content writing on online consumers buying behavior	DR.A.UDYA SHANKAR	Marketing
115	152510043	MUDUNDI MOUNICA	A study on consumer perception towards logos of select E-commerce websites in Bezawada	DR.A.UDYA SHANKAR	Marketing
116	152510046	PALAPARTHI LOKESH	Interface of CSR and Brand Image in SMEs at Vijayawada	DR.A.UDYA SHANKAR	Marketing
117	152510049	SATARASAPALLI SANTHOSH	Determinants of customers' purchase preferences towards e commerce at vijayawada	DR.A.UDYA SHANKAR	Marketing
118	152510052	SEVANA ANIL KUMAR	Customer awareness and satisfaction towards e wallets with reference to UG and PG students in vijayawada	DR.A.UDYA SHANKAR	Marketing
119	152510053	SK JOHN SAIDA	A study on Impact of store environment on consumer buying behavior towards the apparels in retail stores at vijayawada	DR.A.UDYA SHANKAR	Marketing
120	152510054	SK RAHUL SANDHANI	A study on consumer perception on retailing and E-tailing : A comparative study with reference to Big Basket and select retail malls at vijayawada	DR.A.UDYA SHANKAR	Marketing
121	152510055	SRIDHAR VARDHINENI		DR.A.UDYA SHANKAR	Marketing
122	152510129	B VINAYA VARMA	Impact of Brand equity on buying behavior - A study on selected car brand users at vijayawada.	DR.A.UDYA SHANKAR	Marketing
123	152510056	TALLAPANENI JASWITHA		DR.B.KISHORE BABU	Marketing
124	152510058	VALLURI V N SUBRAHMANYESWARA SWAMY	A STUDY ON FACTORS INFLUENCING IN SELECTION OF MOBILE HANDSETS, GUNTUR	DR.B.KISHORE BABU	Marketing
125	152510059	VANAMA SRI HARSHINI	A STUDY ON INVESTMENT PATTERN OF PEOPLE AT COASTAL DISTRICTS	DR.B.KISHORE BABU	Marketing
126	152510060	VASIREDDY GOPI CHAND	A STUDY ON AWARENESS ABOUT MANAGEMENT STUDIES AMONG HOTEL MANAGEMENT STUDENTS, VIJAYAWADA	DR.B.KISHORE BABU	Marketing

127	152510061	VEERELLA SAI SAMPATH	A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE GROCERIES	DR.B.KISHORE BABU	Marketi ng
128	152510062	VENKATA RATNAM PEDARLA	A STUDY ON FACTORS INFLUENCED IN SELECTION OF RELIANCE JIO	DR.B.KISHORE BABU	Marketi ng
129	152510063	VUYYURU RAMA KRISHNA		DR.B.KISHORE BABU	Marketi ng
130	152510067	A MADHAVI	A study on impact of physical evidences on retail sales with reference to BIG BAZAAR,VIJAYAWADA	DR.B.KISHORE BABU	Marketi ng
131	152510068	A TULSI RAM NAVEEN	A STUDY ON IMPACT OF CRM ACTIVITIES ON RETAIL SALES WITH REFERENCE TO RELIANCE MART, GUNTUR	DR.B.KISHORE BABU	Marketi ng
132	152510074	CH CHAITANYA	A STUDY ON AWARENWSS OF PEOPLE ABOUT OTC DREUGS, VIJAYAWADA	DR.B.KISHORE BABU	Marketi ng
133		IGSK KARTHIK		DR.B.KISHORE BABU	Marketi ng
134	152510085	INDLA GOPINADH	N/A	DR.PVIJAY KUMAR REDDY	Marketi ng
135	152510096	KANAPARTHI MURALI KRISHNA	N/A	DR.PVIJAY KUMAR REDDY	Marketi ng
136	152510097	KARNATI KALYANI	A study on consequences of online shoppers' satisfaction	DR.PVIJAY KUMAR REDDY	Marketi ng
137	152510098	KATIKITHALA MARY PRISKILLA	Impact of online customer appraisal on online shopper buying decisions	DR.PVIJAY KUMAR REDDY	Marketi ng
138	152510101	VERAPALLI SURYA TEJA	Evaluating the impact of tabgibles on customer repurchase intetions in organized fast food restaurents - An empirical study in vijayawada and guntur	DR.PVIJAY KUMAR REDDY	Marketi ng
139	152510103	KURAPATI SAI NIKHIL	A study on determinants of online Ads quality	DR.PVIJAY KUMAR REDDY	Marketi ng
140	152510104	LAGADAPATI LAKSHMANA PRASAD	A study on waste management practices in private hospitals in khammam district	DR.PVIJAY KUMAR REDDY	Marketi ng
141	152510105	M PAVAN KUMAR	A study on brand preferences of soft drinks among youth	DR.PVIJAY KUMAR REDDY	Marketi ng
142	152510107	M SAI SRAVANI	A study on dimensions of service quality relation to customer satisfaction with reference to private sector banks	DR.PVIJAY KUMAR REDDY	Marketi ng
143	152510111	POGULA NARESH	Determinants of impulse buying attitude of organized retail shoppers	DR.PVIJAY KUMAR REDDY	Marketi ng
144	152510112	POLINA LAKSHMI NARASIMHA VAMSI KRISHNA	A study on awareness and perception towards organic food products among consumers in Vijayawada	MR.MVAL NARASIMHA RAO	Marketi ng
145	152510114	S DEEPTHI CHANDANA	A study on consumer preferences towards smart phones among youth in vijayawada	MR.MVAL NARASIMHA RAO	Marketi ng

146	152510117	SHAIK RIZWAN	Discontinued	MR.MVAL NARASIMHA RAO	Marketing
147	152510125	DHULIPALLA DURGA PRASHANTH	A study on consumer preference towards Automatic Transmission Technology in cars at Vijayawada	MR.MVAL NARASIMHA RAO	Marketing
148	152510127	ANNAVARAPU VASANTHI	A study on problems faced by online consumers at Vijayawada	MR.MVAL NARASIMHA RAO	Marketing
149	152510133	DIVYA PANDEY	A study on the effect of Green Marketing strategies on consumer behaviour	MR.MVAL NARASIMHA RAO	Marketing
150	152510136	KAMBAMPATI SANDEEP KUMAR	A study on customer perception towards service of E-tailing - A comparative study of Flipcart and Amazon	MR.MVAL NARASIMHA RAO	Marketing
151	152510137	KARNATA RAMA KRISHNA	A study on consumer perception towards Organised and Un-organised retail stores in Vijayawada	MR.MVAL NARASIMHA RAO	Marketing
152	152510138	MADDINENI GOPINADH	A study on Value perception of luxury branded products among youth in Vijayawada	MR.MVAL NARASIMHA RAO	Marketing
153	152510139	NIRAJ THAKUR	A study on customer reliance on social media as a source of information in buying decision process	MR.MVAL NARASIMHA RAO	Marketing
154	152510141	PATHAN FEROZKHAN	A STUDY ON VISUAL MERCHANDISING IMPACT ON CONSUMER BUYING BEHAVIOUR	DR.BINDU MADHAVI	Marketing
155	152510142	PATHAN USMAAN KHAN	A STUDY ON CONSUMER PERCEPTION TOWARDS ECO-FRIENDLY PRODUCTS	DR.BINDU MADHAVI	Marketing
156	152510144	PRAVEEN TIWARI	A STUDY ON CONSUMER AWARENESS & PERCEPTION TOWARDS INTERNET BANKING	DR.BINDU MADHAVI	Marketing
157	152510148	SK ABDUL MOHIDDIN	A STUDY ON CONSUMER PERCEPTION TOWARDS E-SHOPPING	DR.BINDU MADHAVI	Marketing
158	152510149	SRI N V S SPANDANA TAMMANA	A STUDY ON EFFECTIVENESS OF CELEBRITY ENDORCEMENT ON CONSUMER BUYING BEHAVIOUR	DR.BINDU MADHAVI	Marketing
159	152510150	TEJAS SHYAM SUKHA	A STUDY ON MARKET POTENTIAL FOR EXCLUSIVE STORE BASED PLASTIC HOUSEHOLD RETAIL UNITS IN VIJAYAWADA	DR.BINDU MADHAVI	Marketing
160	152510153	VELAMPALLI TEJASWI	FACTORS INFLUENCING POST PURCHASE BEHAVIOUR OF AUTOMOBILE USERS- A STUDY OF KUSALAVA MOTORS PVT LTD.	DR.BINDU MADHAVI	Marketing
161	152510156	Y YAGNATEJA	PERSONALITY TRAITS INFLUENCING THE PURCHASE DECISIONS OF AUTOMOBILE BUYERS	DR.BINDU MADHAVI	Marketing
162	152510157	CH LAHARI CHAITANYA	PATIENT SATISFACTION TOWARDS MULTY SPECIALITY HOSPITAL – A CASE STUDY OF RAMESH HOSPITAL, VIJAYAWADA	DR.BINDU MADHAVI	Marketing

163	152510162	AVULA AKASH	A STUDY ON MARKET POTENTIAL OF E-COMMERCE	DR.BINDU MADHAVI	Marketi ng
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