



Vivekananda College of Engineering & Technology

[A Unit of Vivekananda Vidyavardhaka Sangha, Puttur ®]

Affiliated to Visvesvaraya Technological University, Approved by AICTE New Delhi & Govt of Karnataka

IVth SEMESTER MBA PROJECT REPORT - 20MBAPR407

S.N.	USNo.	NAME	Title of the Project	Specialization	Guide Name
1	4VP21BA001	ADARSH P S	A STUDY ON WORK LIFE BALANCE AND JOB SATISFACTION AT MANIPAL HOSPITAL, MYSORE	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE
2	4VP21BA002	AJAY KRISHNA K	A COMPARATIVE STUDY ON PARADIGM SHIFT FROM B2C TO D2C MARKETING IN TELECOMMUNICATION INDUSTRY WITH REFERENCE TO RELIANCE JIO AND BHARTHI AIRTEL, BANGALORE	MARKETING	MR. RAKESH M
3	4VP21BA003	AKSHAY M RAI	A STUDY ON HRM PRACTICES AND IT'S IMPACT ON EMPLOYEE PERFORMANCE AT TEXPORT SYNDICATE INDIA LTD., BANGALORE	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE
4	4VP21BA004	ARJUN U B	A STUDY ON IMPACT OF HEALTH & SAFETY MEASURES ON EMPLOYEE PERFORMANCE AT ADANI WILMAR LTD., MANGALORE	HUMAN RESOURCE	MRS. RESHMA PAI A
5	4VP21BA005	CHONDAMMA M C	A STUDY ON ATTITUDE OF GENERATION Z TOWARDS WORKPLACE AT TVS MOTOR COMPANY, MYSURU	HUMAN RESOURCE	MRS. JEEVITHA B V
6	4VP21BA006	DAKSHA K SHETTY	A STUDY ON CREDIT RISK MANAGEMENT AT SOUTH CANARA DISTRICT CENTRAL CO-OPERATIVE BANK LTD., MANGALORE	FINANCE	MR. ASHLEY D'SOUZA
7	4VP21BA007	DEEKSHA	A STUDY ON EFFECT OF PRODUCT QUALITY ON BRAND LOYALTY WITH REFERENCE TO MEGHA FRUIT PROCESSING PVT.LTD. PUTTUR.	MARKETING	MR. ASHLEY D'SOUZA
8	4VP21BA008	DEEKSHITH SALIAN	A STUDY ON EMPLOYEE RETENTION AT ADVAITH HYUNDAI PVT LTD, MANGALORE	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE

9	4VP21BA009	DHANANJAYA	A STUDY ON COMPARATIVE ANALYSIS OF EQUITY MUTUAL FUND SCHEMES IN INDIA	FINANCE	MR. RAKESH M
10	4VP21BA010	GANAVI K S	A STUDY ON INVENTORY MANAGEMENT SYSTEM AT GWASF QUALITY CASTINGS PVT. LTD., BAIKAMPADY	FINANCE	MR. ASHLEY D'SOUZA
11	4VP21BA011	GEETHA N	A STUDY ON THE IMPACT OF EMPLOYEE WELFARE MEASURES ON EMPLOYEE PERFORMANCE AT SRI DHARMASTHALA SIRI GRAMAABHIVRUDDHI SAMSTHE-UJIRE	HUMAN RESOURCE	MRS. RESHMA PAI A
12	4VP21BA012	GOPALAKRISHNA D	A STUDY ON HR POLICIES AND PRACTICES AT GRAVITY INDIA TECHNOLOGIES PVT. LTD., BENGALURU	HUMAN RESOURCE	MRS. JEEVITHA B V
13	4VP21BA013	JAYASHREE B	A STUDY ON THE JOB TRAINING AND ITS IMPACT ON EMPLOYEES JOB PERFORMANCE AT MANDОВI MOTORS PVT. LTD., MANGALORE	HUMAN RESOURCE	MRS. RESHMA PAI A
14	4VP21BA014	JEEKSHITHA KUMARI K	A STUDY ON EMOTIONAL INTELLIGENCE AND ITS IMPACT ON EMPLOYEE PERFORMANCE AT YENEPLOYA MEDICAL COLLEGE HOSPITAL, DERALAKATTE, MANGALORE	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE
15	4VP21BA015	JEEVAN B V	A STUDY ON EMPLOYEE COMMITMENT AND ITS IMPACT ON THEIR PERFORMANCE AT DURGA MOTORS COMPANY, ASHOK LEYLAND, BAIKAMPADY, MANGALORE	HUMAN RESOURCE	MRS. RESHMA PAI A
16	4VP21BA016	JEEVAN C S	STUDY ON NON-PERFORMING ASSETS (NPAS) IN CO-OPERATIVE BANKS WITH REFERENCE TO PUTTUR TALUK	FINANCE	MR. RAKESH M
17	4VP21BA017	JEEVAN G	A STUDY ON FUNDAMENTAL ANALYSIS OF GEOJIT FINANCIAL SERVICES LTD, IN COMPARISON WITH PEER SELECTED LISTED STOCK BROKING COMPANIES IN INDIA	FINANCE	MR. ASHLEY D'SOUZA
18	4VP21BA018	K AKASH	A STUDY ON IMPACT OF PERFORMANCE APPRAISAL ON EMPLOYEE PRODUCTIVITY AT KIOCL LTD., PANAMBUR, MANGALURU	HUMAN RESOURCE	MRS. JEEVITHA B V
19	4VP21BA019	K K SHIVANI	A STUDY ON HR ISSUES AND CHALLENGES AT TAJ MADIKERI, COORG	MARKETING	MR. RAKESH M

20	4VP21BA020	KAVYA K	A STUDY ON IMPACT OF EMPLOYER - EMPLOYEE RELATIONSHIP ON EMPLOYEE PERFORMANCE AT SOBHA LIMITED, BANGALORE	HUMAN RESOURCE	MRS. JEEVITHA B V
21	4VP21BA021	KIRAN RAI K	A STUDY ON QUALITY OF WORKLIFE AT GURUCHARAN INDUSTRIES, BAIKAMPADY, MANGALORE	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE
22	4VP21BA022	KUMARA SUBRAHMANYA	A STUDY ON THE ROLE OF HR AND SAFETY DEPARTMENT IN PROMOTING WORKPLACE HEALTH AND SAFETY AT UDUPI COCHIN SHIPYARD LTD., UDUPI	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE
23	4VP21BA023	LIPTHI D S	A STUDY ON IMPACT OF EMOTIONAL INTELLIGENCE ON EMPLOYEE PERFORMANCE AT INDIANA HOSPITAL & HEART INSTITUTE, MANGALORE	HUMAN RESOURCE	MRS. RESHMA PAI A
24	4VP21BA024	M B SAMRAT	BRAND LOYALTY AND PURCHASE DECISION: A COMPARITIVE STUDY ON TWO WHEELER SEGMENT IN DAKSHINA KANNADA	MARKETING	MR. ASHLEY D'SOUZA
25	4VP21BA025	MADHUSHREE	A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT AT CARDOLITE SPECIALITY CHEMICALS INDIA LLP., BAJPE, MANGALORE	HUMAN RESOURCE	MRS. RESHMA PAI A
26	4VP21BA026	MANASI BHAT	A STUDY ON IMPACT OF WORK LIFE BALANCE ON EMPLOYEE PERFORMANCE AT SHYAMA JEWELS PVT. LTD., PUTTUR	HUMAN RESOURCE	MRS. JEEVITHA B V
27	4VP21BA027	MAYOORI R	A STUDY ON THE PROCESS OF PRODUCT PLANNING AND DEVELOPMENT IN MARKETING AT HONEYCOMB RETAIL (INDIA) PVT. LTD., BANGALORE	MARKETING	MR. RAKESH M
28	4VP21BA028	MEGHA C G	A STUDY ON EMPLOYEE JOB SATISFACTION AT SAKRA WORLD HOSPITAL BANGALORE	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE
29	4VP21BA029	NIKHITHA C L	A STUDY ON THE IMPACT OF WORK STRESS MANAGEMENT ON EMPLOYEES PERFORMANCE AT GRB DAIRY FOODS PVT. LTD., JAYANAGAR, BENGALURU	HUMAN RESOURCE	MRS. RESHMA PAI A
30	4VP21BA030	PALLAVI A T	A STUDY ON RELATIONSHIP BETWEEN TECHNOLOGY AND WORK STRESS MANAGEMENT AT TRITON VALVES PVT. LTD., MYSORE	HUMAN RESOURCE	MRS. JEEVITHA B V

31	4VP21BA031	PAVITHRA G	A STUDY ON INVENTORY MANAGEMENT AT KANARA WOOD AND PLYWOOD INDUSTRIES PVT.LTD. JEPPU, MANGALORE	FINANCE	MR. RAKESH M
32	4VP21BA032	POOJA NAIK	A STUDY ON SATISFACTION TOWARDS WELFARE AND SAFETY MEASURES PROVIDED BY THE HIRA SUGAR FACTORY, BELGAUM	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE
33	4VP21BA033	POOJASHREE	A STUDY ON EMOTIONAL INTELLIGENCE AND ITS IMPACT ON EMPLOYEE PERFORMANCE AT CAMPCO LIMITED, MANGALORE	HUMAN RESOURCE	MRS. JEEVITHA B V
34	4VP21BA034	POORNIMA A S	A STUDY ON HEALTH SAFETY AND WELFARE MEASURES AT ASTER RV HOSPITAL JP NAGAR, BANGALORE	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE
35	4VP21BA035	PRAJNA RAI	A STUDY ON IMPACT OF HR PRACTICES ON EMPLOYEE PERFORMANCE AT MYSORE POLYMERS & RUBBER PRODUCTS PVT. LTD., MYSURU	HUMAN RESOURCE	MRS. RESHMA PAI A
36	4VP21BA036	PRAJWAL	A STUDY ON FUNDAMENTAL ANALYSIS OF SELECTIVE BANKING STOCKS IN INDIA	FINANCE	MR. ASHLEY D'SOUZA
37	4VP21BA037	PRATHIKA J SHETTY	A STUDY ON IMPACT OF INFORMATION TECHNOLOGY ON EMPLOYEE PERFORMANCE AT GLOW TOUCH TECHNOLOGIES PVT. LTD., MANGALORE	HUMAN RESOURCE	MRS. JEEVITHA B V
38	4VP21BA038	PRIYADARSHINI P	A STUDY ON JOB SATISFACTION OF EMPLOYEES AT INDUSTRIAL CO-OP (INDCO) TEA FACTORY LIMITED OOTY	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE
39	4VP21BA039	RAKSHITH B S	A STUDY ON COST MODELING OF RMX CONCRETE INDIA LTD., BAIKAMPADY MANGALORE	FINANCE	MR. RAKESH M
40	4VP21BA040	RAKSHITHA I	A STUDY ON RISK AND RETURN ANALYSIS OF SELECTIVE EQUITY LINKED SAVING SCHEMES WITH REFERENCE TO BAJAJ CAPITAL	FINANCE	MR. ASHLEY D'SOUZA
41	4VP21BA041	RAKSHITHA P	A STUDY ON EFFECTIVENESS OF TRAINING ON EMPLOYEE PERFORMANCE AT KARNATAKA SOAPS AND DETERGENTS LIMITED, BENGALURU	HUMAN RESOURCE	MRS. RESHMA PAI A

42	4VP21BA042	RUCHITHA	A STUDY ON IMPACT OF DIGITAL TRANSFORMATION ON TALENT MANAGEMENT AT RAIL WHEEL FACTORY, BANGALORE	HUMAN RESOURCE	MRS. JEEVITHA B V
43	4VP21BA043	SAKSHATH K T	A STUDY ON EMPLOYEE MOTIVATION AND IT'S EFFECT ON EMPLOYEES PERFORMANCE AT ND SONS ENGINEERS, MANGALORE	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE
44	4VP21BA044	SAMEEKSHA N DEVADIGA	EMPLOYEE ENGAGEMENT PRACTICES: A COMPARATIVE STUDY WITH REFERENCE TO SELECT AUTOMOBILE COMPANIES IN DAKSHINA KANNADA	HUMAN RESOURCE	MRS. RESHMA PAI A
45	4VP21BA045	SARA PATHRON MENDONSA	A STUDY ON QUALITY OF WORK LIFE AND ITS IMPLICATIONS ON EMPLOYEE PERFORMANCE AT BASF INDIA LTD., SURATHKAL, MANGALORE	HUMAN RESOURCE	MRS. JEEVITHA B V
46	4VP21BA046	SHARANYA S	A STUDY ON COVID 19 CRISIS IMPACT ON HUMAN RESOURCE MANAGEMENT PRACTICES AT DKMUL KULASHEKAR MANGALORE	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE
47	4VP21BA047	SHRADDHA	A STUDY ON REWARD AND RECOGNITION OF EMPLOYEES AT SEQUENT RESEARCH LIMITED, BAIKAMPADY, MANGALORE	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE
48	4VP21BA048	SHREEDEVI P	A STUDY ON THE EFFECTIVENESS OF PROMOTION STRATEGY ON CONSUMPTION PATTERNS OF BIO PLATES AT ECO BLISS PVT.LTD., VITTLA	MARKETING	MR. ASHLEY D'SOUZA
49	4VP21BA049	SHREYA	A STUDY ON EMPLOYEE COMMITMENT AT KALBAVI CASHEWS, BAIKAMPADY, MANGALORE	HUMAN RESOURCE	MRS. RESHMA PAI A
50	4VP21BA050	SINCHAN RAI K R	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TEST YANTRA SOFTWARE SOLUTIONS INDIA PVT LTD., BANGALORE.	FINANCE	MR. RAKESH M
51	4VP21BA051	SONAL U G	A STUDY ON FACTORS INFLUENCING THE EMPLOYEE WORK LIFE BALANCE AT MANGALORE CHEMICALS AND FERTILIZERS LTD., MANGALORE	HUMAN RESOURCE	MRS. JEEVITHA B V
52	4VP21BA052	SUMANA M	A STUDY ON QUALITY OF WORK LIFE AT TEXPORT INDUSTRIES PVT. LTD., BANGALORE	MARKETING	MR. RAKESH M

53	4VP21BA053	SUPREETHA K	A STUDY ON IMPACT OF JOB SATISFACTION ON EMPLOYEES PERFORMANCE AT SORAKE CHANDRA SHEKAR HOSPITAL PRIVATE LIMITED, MANGALORE	HUMAN RESOURCE	MRS. RESHMA PAI A
54	4VP21BA054	SWASTHIK	A STUDY ON FUNDAMENTAL ANALYSIS OF SELECTED FAST MOVING CONSUMER GOODS COMPANIES WITH REFERENCE TO KOTAK SECURITIES LTD., MANGALORE	FINANCE	MR. ASHLEY D'SOUZA
55	4VP21BA055	THRUPTHI R K	A STUDY ON IMPACT OF EMPLOYEE PARTICIPATION IN DECISION MAKING ON ORGANIZATIONAL PRODUCTIVITY AT KSHEERA ENTERPRISES MURULYA, SULLIA	HUMAN RESOURCE	MRS. JEEVITHA B V
56	4VP21BA056	VAISHNAVI RAI	A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT AT BRIGHT FLEXI INTERNATIONAL PVT LTD.,PADUBIDRI	HUMAN RESOURCE	DR. ROBIN MANOHAR SHINDE
57	4VP21BA057	VAISHNAVI RAI C	A STUDY ON EMPLOYEES COMMITMENT AT THE WORK PLACE WITH REFERENCE TO CHANNEL FREIGHT SERVICES INDIA PVT. LTD., MUMBAI	HUMAN RESOURCE	MRS. RESHMA PAI A
58	4VP21BA058	VARSHA PRAKASH	A STUDY ON INVENTORY MANAGEMENT AT RISHI FIBC SOLUTIONS PVT. LTD., MYSORE	FINANCE	MR. RAKESH M
59	4VP21BA059	VISHWAS M B	A STUDY ON IMPACT OF PERFORMANCE APPRAISAL ON EMPLOYEE PERFORMANCE AT KONKAN SPECIALITY POLYPRODUCT PVT.LTD., BAIKAMPADY, MANGALORE	HUMAN RESOURCE	MRS. JEEVITHA B V
60	4VP21BA060	YOGITH N L	A STUDY ON SATISFACTION TOWARDS WELFARE AND SAFETY MEASURES PROVIDED BY JUSTICE K S HEGDE HOSPITAL MANGALORE	HUMAN RESOURCE	MRS. RESHMA PAI A