SHAKUNTALA KRISHNA INSTITUTE OF TECHNOLOGY

BBA 1st SEMESTER — PROJECT REPORT TOPIC ALLOCATION

Individual Project Topic with Company / Organization

S.No.	Student Name	Project Topic	Company / Organization
1	ABDUL KADIR	Study of Marketing Policies and Their Impact on Sales	Amazon
2	ABHI KUMAR	Role of Branding in Building Customer Loyalty	Google
3	ABHISEK CHAUDHREE	Importance of Packaging in Product Marketing	Microsoft
4	ABHISHEK SINGH	Study of Advertising Policies of a Company	Apple
5	ADITI PATEL	Human Resource Policies and Employee Satisfaction	Samsung
6	AKANKSHA DEVI	Impact of Product Packaging on Consumer Buying Behaviour	Unilever
7	AKASH	Digital Marketing Strategies Used by Companies	Procter & Gamble
8	AKASH DIXIT	Role of Social Media in Brand Promotion	Coca-Cola
9	AMAN	Consumer Buying Behaviour for Daily-Use Products	PepsiCo
10	AMAN PORWAL	Sales Promotion Methods and Their Effectiveness	Nestlé
11	ANAMIKA PRADIP SONI	Study of Recruitment and Selection Policies	Tata Consultancy Services
12	ANAND BABU	Importance of Brand Image in Consumer Decisions	Infosys
13	ANSHU	Customer Relationship Management Practices	Wipro
14	ANUJ BABU	Role of Pricing Policy in Marketing	HCLTech
15	ANURAG SINGH	Training and Development Policies for Employees	Accenture
16	ANUSHKA DEVI	Impact of Advertising on Consumer Awareness	Deloitte
17	ARADHNA PATEL	Product Life Cycle and Marketing Strategies	IBM
18	ARTI	Study of Employee Welfare Policies	Nike

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S.No.	Student Name	Project Topic	Company / Organization
19	ARUSHI PATEL	Market Segmentation and Targeting Strategies	Adidas
20	ARYAN DWIVEDI	Role of Packaging Design in Attracting Customers	McDonald's
21	ARYAN KATIYAR	Customer Satisfaction and Brand Loyalty	L'Oréal
22	ASIT YADAV	Marketing Mix (4Ps) of a Selected Company	Hindustan Unilever
23	AYUSH KATIYAR	Importance of Personal Selling in Sales	ITC Limited
24	CHHAVI	Online Shopping Behaviour of College Students	Maruti Suzuki
25	CHHAYA	Role of Public Relations in Brand Building	Hyundai
26	DEV PRAKASH	Human Resource Planning in an Organization	Toyota
27	DEVRAJ KATHERIA	Consumer Preference for Branded Products	Honda
28	DIKSHA GUPTA	Product Promotion Through Digital Media	Reliance Industries
29	GANESH BABU	Impact of Discounts and Offers on Sales	Reliance Retail
30	GAURI DEVI	Importance of Training Policies in HR	Walmart
31	HARSHIT SINGH	Brand Positioning Strategies of a Company	Flipkart
32	HIMANSHU	Study of Recruitment Policies in MNCs	Myntra
33	KIRTI TIWARI	Customer Service and Customer Retention	Zomato
34	KOMAL	Advertising Media and Their Effectiveness	Swiggy
35	KRISHNA SHARMA	Role of Packaging in Product Differentiation	Airtel
36	MARYA SINGH	Employee Motivation and HR Policies	Vodafone Idea

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S.No.	Student Name	Project Topic	Company / Organization
37	MIRZA AMAAN BEG	Social Media Advertising and Consumer Response	Jio
38	MOHAMMAD JUNAID	Product Branding Strategies in FMCG	Colgate-Palmolive
39	MUMSHADUL HASAN	Importance of Labelling and Packaging	Puma
40	MUNENDRA KUMAR	Marketing Strategies for New Products	Sony
41	MUSKAN	Factors Affecting Consumer Purchase Decisions	LG Electronics
42	NAINSI PAL	Study of Corporate HR Policies	Mahindra & Mahindra
43	NANDANI VARMA	Role of Logo and Brand Name in Branding	Tata Motors
44	NEHA	Advertising Policies and Ethical Marketing	Bajaj
45	NITESH KUMAR	Retail Marketing Strategies of MNCs	HDFC Bank
46	PRASHANT SINGH	Impact of Digital Ads on Brand Awareness	ICICI Bank
47	PRATEEK	Product Pricing Policies and Consumer Demand	Paytm
48	PRATEEK DASS	Importance of Communication in Marketing	PhonePe
49	PRIYANSHU	Study of Marketing Policies and Their Impact on Sales	Amazon
50	PUSHPENDRA PAL	Role of Branding in Building Customer Loyalty	Google
51	PUSHPENDRA YADAV	Importance of Packaging in Product Marketing	Microsoft
52	RAGINI YADAV	Study of Advertising Policies of a Company	Apple
53	RAHIMUDDIN	Human Resource Policies and Employee Satisfaction	Samsung
54	RAJ	Impact of Product Packaging on Consumer Buying Behaviour	Unilever

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Individual Project Topic with Company / Organization

S.No.	Student Name	Project Topic	Company / Organization
55	RAJ PRATAP SINGH	Digital Marketing Strategies Used by Companies	Procter & Gamble
56	RANJANA SINGH	Role of Social Media in Brand Promotion	Coca-Cola
57	RAM JEE	Consumer Buying Behaviour for Daily-Use Products	PepsiCo
58	RAVI KUMAR	Sales Promotion Methods and Their Effectiveness	Nestlé
59	RAVI KUSHWAHA	Study of Recruitment and Selection Policies	Tata Consultancy Services
60	RAHUL KUMAR	Importance of Brand Image in Consumer Decisions	Infosys
61	RISHABH KATIYAR	Customer Relationship Management Practices	Wipro
62	RITIK PANDEY	Role of Pricing Policy in Marketing	HCLTech
63	SAHIL SACHAN	Training and Development Policies for Employees	Accenture
64	SAKSHI SHUKLA	Impact of Advertising on Consumer Awareness	Deloitte
65	SAPNA NISHAD	Product Life Cycle and Marketing Strategies	IBM
66	SAUMYA GUPTA	Study of Employee Welfare Policies	Nike
67	SAURABH SINGH	Market Segmentation and Targeting Strategies	Adidas
68	SEJAL	Role of Packaging Design in Attracting Customers	McDonald's
69	SHAILESH KUMAR	Customer Satisfaction and Brand Loyalty	L'Oréal
70	SHIVA	Marketing Mix (4Ps) of a Selected Company	Hindustan Unilever
71	SHIVA SHARMA	Importance of Personal Selling in Sales	ITC Limited
72	SHIVAM	Online Shopping Behaviour of College Students	Maruti Suzuki

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Individual Project Topic with Company / Organization

S.No.	Student Name	Project Topic	Company / Organization
73	SHIVANGANI KUSHWAHA	Role of Public Relations in Brand Building	Hyundai
74	SHIVANSHI DEVI	Human Resource Planning in an Organization	Toyota
75	SIDDHI SINGH	Consumer Preference for Branded Products	Honda
76	SONALI	Product Promotion Through Digital Media	Reliance Industries
77	SONAM DEVI	Impact of Discounts and Offers on Sales	Reliance Retail
78	SURAJ SINGH	Importance of Training Policies in HR	Walmart
79	SURY PRATAP SINGH	Brand Positioning Strategies of a Company	Flipkart
80	SWATI	Study of Recruitment Policies in MNCs	Myntra
81	UJWAL SINGH	Customer Service and Customer Retention	Zomato
82	VAISHNAVI PAL	Advertising Media and Their Effectiveness	Swiggy
83	VIKAS PAL	Role of Packaging in Product Differentiation	Airtel
84	VIPUL KUMAR	Employee Motivation and HR Policies	Vodafone Idea
85	VISHAKHA SAINI	Social Media Advertising and Consumer Response	Jio
86	VISHAL KUMAR	Product Branding Strategies in FMCG	Colgate-Palmolive
87	VISHAL SINGH YADAV	Importance of Labelling and Packaging	Puma
88	VISHVA PRATAP SINGH	Marketing Strategies for New Products	Sony
89	VIVEK GUPTA	Factors Affecting Consumer Purchase Decisions	LG Electronics

Note: Each student has been allotted an individual project topic. Company names are provided for case-study/reference purposes. Students should prepare their project reports individually.