

Government of Maharashtra
Ismail Yusuf college of Arts, Science and Commerce
Jogeshwari- East, Mumbai-400060
M.COM (Management) Sem IV
Academic year: 2022-23

Sr.No	Name of the Students	Topics name of the students
01	Veer Sejal Sitaram	A study report on impact of product quality on consumer brand loyalty
02	Nasreen Sanallah	A study report on marketing in FMCG product
03	Bind Usha Vikramjeet	Consumer relationship management and service marketing
04	Jamal Ahmed Sheikh	A study report on influence of branding on consumer buying behaviour related to electronics
05	Vikas Manoj Shukla	The impact of digitalisation on the Finance Sector
06	Najma Sheikh Abdul Gani	Re Branding strategies of Maggi after ban in India
07	Ranjana D. Lambakane	A study report on Effectiveness of Social Media for Marketing Promotion
08	Shaikh Zaman Abdul Majeed	A study on advertising –journey from traditional to digital
09	Dinesh Prakash Yadav	A study report on government policies and implications to promote entrepreneurship in India.
10	Deepa Rajesh Vishwakarma	A study report on Commerce of Modern Era
11	Nawaz Faiyaz Sheikh	A study report on online shopping payment with reference to digital wallets.
12	Vinita Mukesh Panchal	A study report on – Recruitment and Selection in process in Axis Bank
13	Aishwarya Bhagwat Satpute	A study on online payment applications in India with reference to Amazon pay
14	Ujesh Kudkar	A project of study on investment avenues in India
15	Roman Shabbir Shaikh	A study report on consumer perception towards LIC
16	Anjali Dinesh Yadav	A study on role of Advertisement in Marketing

H.Bai

Co-ordinator/HOD

