



**Maharashtra Academy of Engineering and  
Educational Research's**


**MIT Arts, Commerce and Science College,  
Alandi (D) – 412 105.**


**Details of Experiential Learning of “TYBBA-Cases  
in Finance/Marketing/Human Resource  
Management Project”**

**2016-17**

**MIT Arts, Commerce and Science College, Alandi, Pune**  
**Dept. of Business Administration and International Business**  
**ACADAMIC YEAR 2016 -2017**  
**Class: TY BBA**  
**LIST OF PROJECTS (Marketing Specialization)**

SR NO	Name of the Student	Title of the Project
1	LOKANDE ATISH	A PROJECT REPORT ON MARKETING STRATEGIES OF LG ELECTRONICS INDIA
2	Harshal Yadav	A study on TVS motors policies to increase its sales
3	Madhu Kad	A study on Reebok
4	Shubham Kad	A Study on marketting & customer satisfaction of vodafone
5	Gorakh Lokhande	A study on promotion techniques of Eureka forbes LTD, India
6	Burde Poonam	A study on Brand image & consumer perception of Dabur India
7	Sumit Kumar	A study on TVS motors strategies to increase its sales
8	Vishal Chonde	A Study on marketting strategies & customer satisfaction of Reliance Jio
9	Harshwardhan Verma	A study on NIKE
10	Pooja Dhole	Marketting strategies of MC Donalds
11	Abhinav Nainiwal	A study on Big Bazar
12	Ganesh Bawale	To study marketing strategies of monginis
13	Dnyandeo Gorde	A study on Marketing strategies & customer satisfaction of Eureka forbes LTD, in PCMC area
14	Sathe Prathamesh	To study marketing strategies of KFC
15	Vishal Singh Jal	A PROJECT REPORT ON MARKETING STRATEGIES OF VOLTAS INDIA
16	Akshay Chalke	A study on Brand image & consumer perception of patanjali ayurveda LTD

  
**Prof. Sharad Kadam**  
**Project Guide**

  
**Prof. Anol Mane**  
**HOD BBA and BBA (IB)**




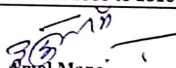
**MIT Arts, Commerce and Science College, Alandi, Pune**  
**Dept. of Business Administration and International Business**  
**ACADAMIC YEAR 2016 -2017**

**Class: TY BBA**

**LIST OF PROJECTS (Finance Specialization)**

SR NO	Name of the Student	Title of the Project
1	Himanshu Dudhagawali	A study of IPO Process & analysis of selected companies IPOs
2	KALE VAIBHAV	A STUDY OF WORKING CAPITAL MANAGEMENT AT YOONWOON AUTOMOBILE INDIA CHAKAN
3	Snehal Kumbhar	A study of insurance industry with reference to aviva life insurance
4	Madhavi Sinha	The Study of consequences of 2016 demonetisation on INDIAN ECONOMY
5	PRASADE SNEHAL	A STUDY OF STUDY OF CREDIT POLICY AND CREDIT RISK MANAGEMENT OF SBI
6	Vikram Rokade	Analysis of financial performance of HDFC Bank with Ratio Analysis
7	Vishal Sakhare	A study of HDFC mutual fund & its awareness amongst people of pune city
8	Akshay Sherkar	A Study of equity analysis & fundamental analysis of selected banks in INDIA
9	Akhilesh Yadav	Study on home loans
10	Sweta Chaudhary	A study of credit policy & credit risk management of SBI
11	Nishant Kumar	Study of microfinance
12	Sajid Khan	A study of gold loan
13	LOKESH KUMAR	STUDY OF SBI HOME LOAN
14	Narkhede Shubham	A project report on cash management of union bank of India
15	Akshay Shinde	Attitude towards the share market
16	Rathod Prakash	A study of credit policy & credit risk management of panjab national bank
17	Dias Lenin	A project report on cash management of bank of India
18	Sumit Dhamale	A Study of microfinance in Pune
19	Avish Sharma	STUDY OF HDFC HOME LOAN
20	Goyal Dhiraj	A study of foreign direct investment in India for the period of 2006 to 2016


  
**Prof. Mangesh Bhopale**  
**Project Guide**

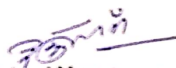
  
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ACADAMIC YEAR 2016 -2017  
Class: TY BBA  
LIST OF PROJECTS(HR Specialization)

SR NO	Name of the Student	Title of the Project
1	BENDRE ABHILASHA	A study of employees satisfaction at Z F steering gear India ltd.
2	Ruchira Gawade	A study on Recritment & selection on practice an WNS PVT

  
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Project Guide

  
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