

K.L.N. COLLEGE OF ENGINEERING, POTTAPALAYAM – 630 612
(An Autonomous Institution, Affiliated to Anna University)
MASTER OF BUSINESS ADMINISTRATION
PROJECT DETAILS – BATCH 2021-2023

SL. No.	REGISTER NO.	Code No.	NAME OF THE STUDENT	TITLE OF THE PROJECT	GUIDE
1	910621201001	A1271	Aakash K S	A Study on Financial Performance of Icon Media in Bangalore	Mrs.S.P.Nandhini
2	910621201002	A1272	Aasha S	A Study on Customer Preference and Satisfaction Level of digital marketing service at M8IT Solution Pvt Ltd madurai	Mrs.B.Shanthi
3	910621201003	A1273	Abirami R	A study on employee recruitment and selection at JK Fenner (India) limited	Dr.S.N.R.Srikumar
4	910621201004	A1274	Abishek K	A Study of Inventory Management and Budgetary Control System	Mr.T.S. Ram Kumar
5	910621201005	A1275	Achuthan N S	A Study About The Implementation Of Digital Marketing at aqua majestic tech madurai	Mrs.T.Shobana Devi
6	910621201006	A1276	Aiswarya J	A Study on Liquidity and Profitability Analysis at Britannia Limited	Dr. T. JothiMurugan
7	910621201007	A1277	Ajith Raja G	A Study on Impact of Digital Marketing in Company Sales on cyberlearn training and advisory solution pvt ltd madurai	Mr.T.S. Ram Kumar
8	910621201008	A1278	Ananthi S G	A study of effectiveness of training methods in tvs mobility private limited	Mrs.T.Shobana Devi
9	910621201009	A1279	Arun Kumar J	A Study of quality issue related to enhancing customer satisfaction to ensure customer loyalty	Mr.T.S. Ram Kumar
10	910621201010	A1280	Arun Kumar K K	A study on market analysis and sales development on andavarsuudan	Mrs.T.Shobana Devi

SL. No.	REGISTER NO.	Code No.	NAME OF THE STUDENT	TITLE OF THE PROJECT	GUIDE
11	910621201012	A1281	Arunkumar M	A Study on Effectiveness of Digital Marketing in Today's Scenario	Mr.T.S. Ram Kumar
12	910621201013	A1282	BappuRajasekar B	A Study on E-commerce of Fast moving consumer goods in unnati at ITC Limited,coimbatore	Mrs.T.Shobana Devi
13	910621201014	A1283	BarathKannan P	Optimization in logistics and supply chain management by ultra marketingmadurai	Mr.T.S. Ram Kumar
14	910621201015	A1284	Bharath T	A Study on Recruitment and Selection Process in Smart Fusion - BPO Services	Mrs.T.Shobana Devi
15	910621201016	A1285	Bhavani J	A study on customer satisfaction level towards coffee vending machine	Mrs.B.Shanthi
16	910621201017	A1286	Deepan M	A study on process management in supply chain industry.	Mr.T.S. Ram Kumar
17	910621201018	A1287	DevaDharshini K	Analysis of Commodity Market with reference of gold and silver	Mrs.S.P.Nandhini
18	910621201019	A1288	Dhananjeyan J C	A Study on consumer buying behaviour in ultra marketingmadurai	Mrs.T.Shobana Devi
19	910621201020	A1289	Dinesh Kumar M	A Study on Profitability analysis on Pre & Post Merger and Acquisition at HCL TECHNOLOGIES.	Dr. T. JothiMurugan
20	910621201021	A1290	Gayathri S	A Study on Customer Satisfaction Level Towards Post Sales Service with Special Reference to Susee Hyundai Cars&TrucksPvt Ltd madurai	Mrs.B.Shanthi
21	910621201022	A1291	GeethaPriya B	A Study on Effectiveness of Training and Development in HCL among employee in HCL tech madurai	Dr.S.N.R.Srikumar
22	910621201023	A1292	Gomathi B	Study on Contemporary Credit Monitoring Methods in Banking industry at Indian overseas bank	Dr. T. JothiMurugan

SL. No.	REGISTER NO.	Code No.	NAME OF THE STUDENT	TITLE OF THE PROJECT	GUIDE
23	910621201024	A1293	Harish Kumar T V	A study on Performance Appraisal Bias in Icon Media at banglore	Mrs.T.Shobana Devi
24	910621201025	A1294	Jothilingam V	A Study on Customer Satisfaction Towards Royal Enfield Bike at siva motor Virudunagar	Mr.T.S. Ram Kumar
25	910621201026	A1295	Justin C	Analytical Comparison of Traditional Marketing with Digital Marketing	Mr.T.S. Ram Kumar
26	910621201027	A1296	Khosai Krishnan G	A Study on Performance Evaluation and Control Process at jayashree spun bond madurai	Dr.S.N.R.Srikumar
27	910621201028	A1297	Kodeeswari M	A Study on Working Capital Management at gagan publication madurai	Mrs.B.Shanthi
28	910621201029	A1298	Mahalakshmi P	A study on employee helath , safety and helath measure at sun proessingpvt ltd madurai	Dr.S.N.R.Srikumar
29	910621201030	A1299	Manimaran V	A study on Business Valuation in Digitel Tech Solution	Mrs.S.P.Nandhini
30	910621201031	A1300	Mohamed Arsath N A	To Study on Performance Appraisal and Bonus Payments at ShriShanmugarSpintexpvt ltd madurai	Dr.S.N.R.Srikumar
31	910621201032	A1301	Mohammed Shafee M	A study on Consumer Buying Behaviour Towards Volkswagen madurai	Mrs.S.P.Nandhini
32	910621201033	A1302	Naganathan S	A Study on Fintech process and their Impact on indianoverseas bank madurai	Mrs.S.P.Nandhini
33	910621201034	A1303	Nagarjun M	A Study on Effective use of Digital Marketing Stratagies for Logistics Companies at arise tech madurai	Mr.T.S. Ram Kumar
34	910621201035	A1304	Naveen Prasath S	Analysis of Equity Share Price Behavior of the Selected Industries	Mrs.S.P.Nandhini

SL. No.	REGISTER NO.	Code No.	NAME OF THE STUDENT	TITLE OF THE PROJECT	GUIDE
35	910621201036	A1305	Prabhu G	A study on Human Resource Practices Towards Employee Retention in TVS Mobility Pvt. Ltd. Madurai	Dr.S.N.R.Srikumar
36	910621201037	A1306	Pradeebha S	A Study on Effectiveness of Training and Development in welo walk infosysmadurai	Dr.S.N.R.Srikumar
37	910621201038	A1307	Priyadharshini B	A Study of financial statement at blue eye andorid and iostechnologismadurai	Mrs.B.Shanthi
38	910621201039	A1308	Rajesh K	A Study on Consumer Perception towards Digital Marketing and Its Impact	Mr.T.S. Ram Kumar
39	910621201040	A1309	Ramji L P	Public perception towards billboard advertising at icon event and media and service	Mrs.T.Shobana Devi
40	910621201041	A1310	SabariVignesh Kumar V E	A study on micro small and medium enterprises finance at indian overseas bank annanagarmadurai	Dr.R.S.BalaSenthil
41	910621201042	A1311	SanjayCastero J	A Study on Recruitment and Selection Process in ATS ELGI ltd coimbatore	Dr.S.N.R.Srikumar
42	910621201044	A1312	Saravanakumar S	A study on Credit Appraisal & Role of CERSAI in Indian Overseas Bank kamarajarsalaimadurai	Dr.R.S.BalaSenthil
43	910621201045	A1313	Sathish Kumar S K	A study on Consumer Preference in Digital Marketing	Dr.R.S.BalaSenthil
44	910621201046	A1314	Siva Sangari K	A Study on Ratio Analysis at Canara bank, Melur Branch, Madurai.	Mrs.B.Shanthi
45	910621201047	A1315	Sona M	A study on effectiveness of Performance Appraisal inTVSmobalitypvt ltd madurai	Mrs.T.Shobana Devi
46	910621201048	A1316	Sri Ram J	A Study on Consumers Buying Behaviour bikes with Special References to TVS Motors - (shrikrishana) madurai	Dr.S.N.R.Srikumar

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47	910621201050	A1317	Subha Lakshmi G R	A Study on Employee Satisfaction in Sangam veg Restaurant Madurai	Mrs.T.Shobana Devi
48	910621201051	A1318	Sudharsan T D	A Study on Corporate Finance of TVS sundaram industries pvt ltd madurai	Dr.R.S.BalaSenthil
49	910621201052	A1319	Sundarapandi V	A study on time management in logistics services @Yogalakshmi Transport	Mr.T.S. Ram Kumar
50	910621201053	A1320	Suraksha Guru Sri M	A Study on Comparative Analysis of Credit Management & Profitability of Public Sector Banks and Private sectors Banks at Indian Overseas Bank madurai	Mrs.B.Shanthi
51	910621201054	A1321	SuriyaPrasanna R	A study on The Impact of Technology on HR Onboarding HCL tech madurai	Dr.S.N.R.Srikumar
52	910621201055	A1322	Vaireshwaran M	A Study on Employee's Job Stress in Asir Automobile Pvt Ltd (NEXA)	Dr.S.N.R.Srikumar
53	910621201056	A1323	Vallimeena A	Factors Associated With Absenteeism Among Workers in tvsmoblitymadurai	Mrs.T.Shobana Devi
54	910621201057	A1324	Varsha Devi J	A Study on Employee Motivation at TVS Mobility Pvt Ltd madurai	Mrs.B.Shanthi
55	910621201058	A1325	Vigneshwaran K	Study on Effectiveness of E-Commerce in IT Industry	Mr.T.S. Ram Kumar
56	910621201060	A1326	Yuvaraj P	Customer Satisfaction Towards Phoenix Softechmadurai	Dr.R.S.BalaSenthil