



MEWA  
**VANGUARD**  
**BUSINESS SCHOOL**

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that the details of Number of Students undertaking project work/ Field work/Internships during the latest completed academic year 2022-2023 are given below.

Total No. Of Students	Students Under Taking Project/Internship	Percentage
51	51	100

Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

VANGUARD B SCHOOL			
MBA II SEMESTER INTERNSHIP TITLES			
SL.NO.	REG.NO.	NAME	TITLE
1	P18EP21M0001	SADHANA D R	Training * A Training program on Advanced Excel at SAN IT Solutions, Jayanagar.
2	P18EP21M0002	KIRAN KUMAR S P	Training * A Training program on SPSS at Data Neurons, JP Nagar, Bangalore *
3	P18EP21M0003	MANOJ H T	Business Immersion * A study on investment options and investors attitude towards investment in private insurance companies with reference to
4	P18EP21M0004	SHUBHAN M	Industry Internship A Study on Transformational Leader Ship at V Source, Bangalore.
5	P18EP21M0005	NAVYASHREE G	Training * A Training Program on HR Analytics at Skill Deck India, Bangalore.
6	P18EP21M0006	ROHITH P	Business Immersion A Study on digital marketing and its impact on revenue generation at Odjima.
7	P18EP21M0007	ADITHYA S RAJ	Business Immersion * A Study on Event Management at Inferno Event Management, Bangalore.
8	P18EP21M0008	NACHIKETH R	Internship * A study on Brand Positioning of Printing Industry with Social Media Based Promotion at Modern Printers
9	P18EP21M0009	ALANKAR C	Internship * An Project Report on Organizatin Study at TCS, India
10	P18EP21M0010	NETHRA	Business Immersion A Study on on Competitiveness of Indian IT Sector with reference to ABB, India
11	P18EP21M0011	BHAVANA C	Training A Training Programme on Financial Modelling & Valuation at Edupristine, Bangalore
12	P18EP21M0012	BHARATH N	Business Immersion A Study on In Store Branding at Pantaloons India Ltd.
13	P18EP21M0015	RAGHAVENDRA G	Internship An Organisation Study On "INDIAN OIL CORPORATION LIMITED"
14	P18EP21M0014	ARPIHA G M	Business Immersion * An Organizational Study at Manasa Medical Technology limited, Bangalore*
15	P18EP21M0015	NAMANA B M	Internship * A Study on on Competitiveness of Indian IT Sector with reference to Quess Corp IT Solutions, India
16	P18EP21M0016	HIMASHREE B S	Business Immersion * A Study on Talent acquisitions by using AI at Team lease India*
17	P18EP21M0017	SPANDANA S JOSHI	Social Immersion A Project Report on the risk of catastrophic flooding due to heavy rain in Bangalore city
18	P18EP21M0018	SRIKANTH V	Social Immersion A Project Report on Challenges faced by the working women at Garments factories.
20	P18EP21M0020	SHAIKH AIMAN NASEER SHAMSUNNISA	Social Immersion * A Project report on Global warming and its impact*
21	P18EP21M0021	ARJUN KUMAR S	Business Immersion * A Project Report on INTERNET MARKETING with reference to Zepto Online Delivery App
22	P18EP21M0023	SHASHANK R	Business Immersion A Study on Impact of Visual Merchandising on Consumer Buying Behaviour in Clothing Retail Stores with reference to Reliance trends
23	P18EP21M0024	SAGAR N	Training * A Training Program on Technical and Fundamental Analysis Capital Markets at Hindustan Institute of Capital Market
24	P18EP21M0027	HARISH H	Business Immersion THE EFFECT OF WORKFORCE DIVERSITY ON THE PERFORMANCE with reference to HGS Global
25	P18EP21M0028	KRUPA KARAN R	Business Immersion A Study on Supply Chain Management and Logistics at Everest Fleet
26	P18EP21M0030	SRIKANTH VENKAREDDY HADAGALI	Training * A Training Program on tally Prime at NICT , Banashankari
27	P18EP21M0032	ARJUN S	Training * A Training Program on Commercial Banking & Credit Analysis at CFO NXT, Jayanagar.
28	P18EP21M0035	MEGHANA C	Business Immersion A STUDY ON MARKETING STRATERGY OF ONE PLUS AND ITS EFFECTS ON CONSUMERS OF BANGALORE REGION
29	P18EP21M0034	TANUSHA C	Business Immersion IMPACT OF GREEN MARKETING INITIATIVES ON CONSUMER BUYING BEHAVIOR at Star Bucks
30	P18EP21M0035	JITHENDER RATHORE	Business A Study on Employee Attrition Rate at Tenneco Automotive India
31	P18EP21M0036	RAHUL M	Business Immersion *A comprehensive study on Role of Digital and Social Mediamarketing at Bluedart India*
32	P18EP21M0037	RAJESH RAO G	Business Immersion A Study on Startup Management in IT Sector with reference. AppVa Software Pvt. Ltd.
33	P18EP21M0038	VARSHIN R	Internship A Study on Work Life Balance of Women Employees at Saagar Apollo Hospital, Kumaraswamy Layout, Bangalore
34	P18EP21M0039	MAHESHA S	Training * A Training programme on SAP at Coders Academy, Bangalore
35	P18EP21M0040	KAVYASHREE K G	Internship * An Organizational Study at One Degree North Consultancy
36	P18EP21M0041	PAVITHRA K	Internship THE ROLE OF LEADERSHIP IN ORGANIZATIONAL CHANGE
37	P18EP21M0042	V VIVIK	Business Immersion A STUDY OF GROWTH PROSPECTS OF ONLINE REATAILORS AND E-COMMERCE IN
38	P18EP21M0044	ANDRA REDDY PRASAD	Internship * An organizational Design Study on Caden Design Pvt Limited, Bangalore.
39	P18EP21M0045	TILAK RAGHAVENDRA M	Training * A Traing Programme in Crypto Currency at Knowledge Academy , Vijayanagar
40	P18EP21M0046	VARSHITHA	Internship A Study on Corporate Social Responsibility Initiatives of Wipro Ltd
41	P18EP21M0047	BASAVARAJ HARSHA P	Training A Training Programme on Forex Trading at Maverick Training Academy , Bangalore
42	P18EP21M0048	ANRUTHA C N	Internship * A Study on ASSESSMENT OF SERVICE QUALITY OF INDIGO AIRLINES
43	P18EP21M0049	SUMANTH MURALIDHAR	Internship * A Study on STUDENTS' PERCEPTION TOWARDS E-LEARNING with reference to AIMS College*
44	P18EP21M0050	SRI LAKSHMI L	Internship * A Study on HR Policies and its Implementation at Deepak Hirtle Limited
45	P18EP21M0051	BABU A	Business Immersion *A Study on CSR Activities at GSI Employees Credit Co operative Study *
46	P18EP21M0052	KRUTHIKA B L	Training * A Training programme on Equity Analysis on technical price action at Stock tail Pvt Ltd, Malleshwaram
47	P18EP21M0053	ANJALI K	Internship A Study on Emotional Intelligence at Workplace with reference to VTECH Solution, Bangalore
48	P18EP21M0054	DARSHAN GOWDA	Internship A STUDY ON INDIAN STOCK MARKET WITH REFERENCE TO SHAREKHAN BROKERAGE LIMITED
49	P18EP21M0055	SUBASH G	Internship * A Study on IMPACT ON CAPITAL STRUCTURE ON THE PROFITABILITY OF BANKS. with reference to ICICI Bank and HDFC Bank
50	P18EP21M0056	RAJU H N	Training * A Training program on Digital Marketing with reference Digital Academy 360 , Jayanagar.
51	P18EP21M0058	VINAY P	Internship * A Study on Competency Mapping and Knowledge Management in Bluesky India Limited

**1.3.2 Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)**

**MBA IV SEMESTER PROJECT TITLES (BATCH 2021-23) Program Code:**

SL.No	REG.NO.	NAME	Titles
1	P18EP21M0001	SADHANA D R	Promotion And Reward Policy Of Indusind Bank, Mathikere, Bangalore
2	P18EP21M0002	KIRAN KUMAR S P	Impact Of Employee Motivation On Organization Development In Automobile Industry With Reference To Kalyani Motors, Bangalore
3	P18EP21M0003	MANOJ H T	Human Resource Outsourcing On Firm Performance- With Reference To Hcg Global Infotech , Domalur, Bangalore
4	P18EP21M0004	SHUBHAN M	Impact Of E Hrm On Organizational Performance- A Special Reference To Canfin Infotech , Bangalore
5	P18EP21M0005	NAVYASHREE G	Effective Staffing And Resource Management Strategy For Business Success In Indian It Industries- Special Reference To Tcs, Bangalore
6	P18EP21M0006	ROHITH P	Factors Affecting Job Satisfaction And Engagement Among Hr Professionals- With Reference To Quess Corp It Solutions, Bangalore
7	P18EP21M0007	ADITHYA S RAJ	Competency Mapping In Hrm- With Reference To Ranstrad India Infotech, Bangalore
8	P18EP21M0008	NACHIKETH R	Human Resource Information System In Strategic Human Resource Management - A Study At Bosch , Adgodi, Bangalore
9	P18EP21M0009	ALANKAR C	Hr And Organizational Value Creation Through The Use Of Hr Analytics At Vtech Solutions, Bangalore
10	P18EP21M0010	NETHRA	Performance Management System At Indigo Airlines , M.G Road, Bangalore
11	P18EP21M0011	BHAVANA C	Training Effectiveness At Gokul Das Exports India, Gorguntepalya, Bangalore
12	P18EP21M0012	BHARATH N	Effectiveness Of Organizational Culture In Automobile Sector In Bangalore- With Special Reference To Mandovi Motors , Chamrajpete, Bangalore
13	P18EP21M0013	RAGHAVENDRA G	Labour Welfare Measures At Steel Authority Of India Ltd, Bangalore Division.
14	P18EP21M0014	ARPITHA G M	Inventory Control And Its Management At Ks&DI, Rajajinagar, Bangalore
15	P18EP21M0015	NAMANA B M	Recruitment And Selection Practices On Retention Of Employees At Quess Corp It Solutions, Kormangala, Bangalore
16	P18EP21M0021	ARUN KUMAR S	Attitude Of Investors And Brokers Towards Investment In Mutual Funds At Crytal Stock Brokerages Limited, Harohalli, Kanakapura
17	P18EP21M0024	SAGAR N	<u>Absenteeism Of Workmen In Mrf Ltd., Kormangala, Bangalore</u>
18	P18EP21M0028	KRUPA KARAN R	A Detailed Study Of Promotion And Reward Policy Of State Bank Of India - Hebbal, Bangalore
19	P18EP21M0030	SRIKANTH VENKAREDDY HADAGALI	Job Satisfaction Of Paramedic Staff In Icu With Reference To Sagar Apollo Hospital, Kumarswamy Layout, Bangalore
20	P18EP21M0032	ARUN.S	Working Capital Management At Stovekraft India Pvt Limited, Harohalli, Kanakapura.
21	P18EP21M0033	MEGHANA C	Budget And Budgetary Control System At KPTCL, Bangalore
22	P18EP21M0034	TANUSHA C	An Analysis Of Npa In Commercial Banks With Special Reference To Dhanalakshmi Bank Limited, Bangalore

23	P18EP21M0035	JITHENDER RATHORE	<u>Marketing Strategies of Telecom Sector With Special References To Reliance Jio, Bangalore Branch.</u>
24	P18EP21M0036	RAHUL M	Risks, Opportunities And Hedging Process In Commodities Market With Reference To Reymount Commodities Pvt Ltd, Bangalore
25	P18EP21M0037	RAJESH RAO G	Effectiveness And Scope Of Employee Referrals In The Process Of Talent Sourcing, With Reference To Ikya Global, Kormangala, Bangalore
26	P18EP21M0038	VARSHINI R	Workers Attrition Rate At Hotel Industry - With Reference To Lalit Ashok Hotel, Bangalore
27	P18EP21M0039	MAHESHA S	Product Strategies Of Private Life Insurance Companies- With Reference To Blue Star Insurance, Rajajinagar, Bangalore
28	P18EP21M0040	KAVYASHREE K G	Effectiveness Of Advertising On Real Estate Sector- With Reference To Mantri Constructions, Malleshwaram, Bangalore
29	P18EP21M0044	ANDRA REDDY PRASAD	Financial Aspects And Its Operations With Reference To Rhino Resins Pvt. Ltd, Bangalore
30	P18EP21M0045	TILAK RAGHAVENDRA M	Performance Appraisal System At Ranstrad India Pvt Limited, Electronic City, Bangalore.
31	P18EP21M0046	VARSHITHA	Study Of Employee Wellness And Welfare Activities At Sagar Appolo Hospital, Kumarswamy Layout, Bangalore
32	P18EP21M0047	BASAVARAJ HARSHA P	E-Marketing Of Financial Services: Relationship Approach At Axis Bank, M.G Road, Bangalore
33	P18EP21M0049	SUMANTH MURALIDHAR	Customer Relationship Management In Retail Cloth Brands, With Reference Reliance Trends Pvt Limited, R.R.Nagar, Bangalore
34	P18EP21M0051	BABU A	Financial Planning And Forecasting Of Public Sector Undertaking With Reference To Bmtc , Bangalore
35	P18EP21M0052	KRUTHIKA B L	The Role Of Financial Institutions In Providing Housing Loans To Middle Income Group In Bangalore City
36	P18EP21M0053	ANJALI K	Co-Operative Banks & Their Working Capital Management With Reference To National Co-Operative Bank., Bangalore
37	P18EP21M0054	DARSHAN GOWDA	Financial Assistance By KSFC To Small And Medium Enterprises- An Analytical Study in Ramanagara, Karnataka
38	P18EP21M0055	SUBASH G	Lending Loans And Advances ,Position Of Various Advances Problem Faced By Sbi Bank, Padmanabhanagar, Bangalore.
39	P18EP21M0056	RAJU H N	Financial Analysis Of Page Apparels Mft Pvt Ltd, Bangalore
40	P18EP21M0058	VINAY P	<u>Labour Welfare Measures At Steel Authority Of India Ltd, Bangalore Division.</u>
41	P18EP21M0048	AMRUTHA C N	" Venture Capital Financing at Caden Design Pvt Limited, Bangalore.
42	P18EP21M0050	SRI LAKSHMI L	" CREDIT RISK MANAGEMENT AT GSI Credit Co operative Study "
43	P18EP21M0017	SPANDANA S JOSHI	" Talent acquisitions using AI at Team lease India, Kormangala, Bangalore"
44	P18EP21M0019	YASH ANIL BALAGURAGI	"Digital marketing and its impact on revenue generation at Odigima, Peenya, Bangalore."
45	P18EP21M0020	SHAIKH AIMAN NASEER SHAMSUNNISA	" Team Building Strategy and its importance at TCS, Bangalore
46	P18EP21M0023	SHASHANK R	" Competency Mapping and Knowledge Management in Bluesky India Limited, Bangalore

1.3.2 Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)

MBA IV SEMESTER PROJECT TITLES (BATCH 2021-23)

SL.No	Program Name	Program Code	Reg. No	Student Name	Link
1	Master of Business Administration	MBA	P18EP21M0001	SADHANA D R	
2	Master of Business Administration	MBA	P18EP21M0002	KIRAN KUMAR S P	
3	Master of Business Administration	MBA	P18EP21M0003	MANOJ H T	
4	Master of Business Administration	MBA	P18EP21M0004	SHUBHAN M	
5	Master of Business Administration	MBA	P18EP21M0005	NAVYASHREE G	
6	Master of Business Administration	MBA	P18EP21M0006	ROHITH P	
7	Master of Business Administration	MBA	P18EP21M0007	ADITHYA S RAJ	
8	Master of Business Administration	MBA	P18EP21M0008	NACHIKETH R	

9	Master of Business Administration	MBA	P18EP21M0009	ALANKAR C
10	Master of Business Administration	MBA	P18EP21M0010	NETHRA
11	Master of Business Administration	MBA	P18EP21M0011	BHAVANA C
12	Master of Business Administration	MBA	P18EP21M0012	BHARATH N
13	Master of Business Administration	MBA	P18EP21M0013	RAGHAVENDRA G
14	Master of Business Administration	MBA	P18EP21M0014	ARPITHA G M
15	Master of Business Administration	MBA	P18EP21M0015	NAMANA B M
16	Master of Business Administration	MBA	P18EP21M0021	ARUN KUMAR S
17	Master of Business Administration	MBA	P18EP21M0024	SAGAR N
18	Master of Business Administration	MBA	P18EP21M0028	KRUPA KARAN R
19	Master of Business Administration	MBA	P18EP21M0030	SRIKANTH VENKAREDDY HADAGALI
20	Master of Business Administration	MBA	P18EP21M0032	ARUN.S

21	Master of Business Administration	MBA	P18EP21M0033	MEGHANA C
22	Master of Business Administration	MBA	P18EP21M0034	TANUSHA C
23	Master of Business Administration	MBA	P18EP21M0035	JITHENDER RATHORE
24	Master of Business Administration	MBA	P18EP21M0036	RAHUL M
25	Master of Business Administration	MBA	P18EP21M0037	RAJESH RAO G
26	Master of Business Administration	MBA	P18EP21M0038	VARSHINI R
27	Master of Business Administration	MBA	P18EP21M0039	MAHESHA S
28	Master of Business Administration	MBA	P18EP21M0040	KAVYASHREE K G
29	Master of Business Administration	MBA	P18EP21M0044	ANDRA REDDY PRASAD
30	Master of Business Administration	MBA	P18EP21M0045	TILAK RAGHAVENDRA M
31	Master of Business Administration	MBA	P18EP21M0046	VARSHITHA
32	Master of Business Administration	MBA	P18EP21M0047	BASAVARAJ HARSHA P

33	Master of Business Administration	MBA	P18EP21M0049	SUMANTH MURALIDHAR
34	Master of Business Administration	MBA	P18EP21M0051	BABU A
35	Master of Business Administration	MBA	P18EP21M0052	KRUTHIKA B L
36	Master of Business Administration	MBA	P18EP21M0053	ANJALI K
37	Master of Business Administration	MBA	P18EP21M0054	DARSHAN GOWDA
38	Master of Business Administration	MBA	P18EP21M0055	SUBASH G
39	Master of Business Administration	MBA	P18EP21M0056	RAJU H N
40	Master of Business Administration	MBA	P18EP21M0058	VINAY P
41	Master of Business Administration	MBA	P18EP21M0048	AMRUTHA C N
42	Master of Business Administration	MBA	P18EP21M0050	SRI LAKSHMI L
43	Master of Business Administration	MBA	P18EP21M0017	SPANDANA S JOSHI
44	Master of Business Administration	MBA	P18EP21M0019	YASH ANIL BALAGURAGI







MEWA  
**VANGUARD**  
**BUSINESS SCHOOL**  
Affiliated to Bangalore City University & Approved by AICTE

Date: 04-09-2023

To,  
Chairperson,  
Canara Bank School of Management Studies,  
Bangalore City University,  
Bangalore 560090.

Respected Madam,

Sub: Submission of IV Semester **MBA DISSERTATION TITLES** ( 2021-2023 BATCH).

With reference to the above subject, we wish to bring to your kind notice that we are attaching all the **MBA DISSERTATION TITLES** of our college students for your kind approval.

Thanking you,

o/c



Signature and Seal of Principal  
PRINCIPAL  
VANGUARD BUSINESS SCHOOL  
Jayanagara 9<sup>th</sup> Block, Bengaluru-69

MEWA - VANGUARD BUSINESS SCHOOL

Address: 38th cross, South End Main Rd, Jayanagara 9th Block, Bengaluru, Karnataka 56006  
Phone: 093422 61161 Mail Id: vanguardbschool@gmail.com

**SPECIALISATION LIST FOR III SEMESTER MBA**

**BATCH 2021-23**

SL.No	REG.NO.	NAME	Titles	Research Type
1	P18EP21M0001	SADHANA D R	Promotion And Reward Policy Of Indusind Bank, Mathikere, Bangalore	Organizational Research
2	P18EP21M0002	KIRAN KUMAR S P	Impact Of Employee Motivation On Organization Development In Automobile Industry With Reference To Kajyani Motors, Bangalore	Organizational Research
3	P18EP21M0003	MANOJ H T	Human Resource Outsourcing On Firm Performance- With Reference To Heg Global Infotech , Domalur, Bangalore	Organizational Research
4	P18EP21M0004	SHUBHAN M	Impact Of E. Hrm On Organizational Performance- A Special Reference To Canfin Infotech , Bangalore	Organizational Research
5	P18EP21M0005	NAVYASHREE G	Effective Staffing And Resource Management Strategy For Business Success In Indian It Industries- Special Reference To Tcs, Bangalore	Organizational Research
6	P18EP21M0006	ROHITH P	Factors Affecting Job Satisfaction And Engagement Among Hr Professionals- With Reference To Quest Corp It Solutions, Bangalore	Organizational Research
7	P18EP21M0007	ADITHYA S RAJ	Competency Mapping In Hrm- With Reference To Ranstrad India Infotech, Bangalore	Organizational Research
8	P18EP21M0008	NACHIKETH R	Human Resource Information System In Strategic Human Resource Management - A Study At Bosch , Adgodi, Bangalore	Organizational Research
9	P18EP21M0009	ALANKAR C	Hr And Organizational Value Creation Through The Use Of Hr Analytics At Vtech Solutions, Bangalore	Organizational Research
10	P18EP21M0010	NETHRA	Performance Management System At Indigo Airlines , M.O Road, Bangalore	Organizational Research
11	P18EP21M0011	BHAVANA C	Training Effectiveness At Gokul Das Exports India, Gorguntepalya, Bangalore	Organizational Research
12	P18EP21M0012	BHARATH N	Effectiveness Of Organizational Culture In Automobile Sector In Bangalore- With Special Reference To Mandovi Motors , Chamrajpete, Bangalore	Organizational Research



13	P18EP21M0013	RAGHAVENDRA G	Labour Welfare Measures At Steel Authority Of India Ltd, Bangalore Division.	Organizational Research
14	P18EP21M0014	ARPITHA G M	Inventory Control And Its Management At Ks&Dl, Rajajinagar, Bangalore	Organizational Research
15	P18EP21M0015	NAMANA B M	Recruitment And Selection Practices On Retention Of Employees At Qness Corp It Solutions, Kormangala, Bangalore	Organizational Research
16	P18EP21M0016	HIMASHREE B S		Organizational Research
17	P18EP21M0021	ARUN KUMAR S	Attitude Of Investors And Brokers Towards Investment In Mutual Funds At Crytal Stock Brokerages Limited, Harohalli, Kanakapura	Organizational Research
18	P18EP21M0024	SAGAR N	Absenteeism Of Workmen In Mrf Ltd., Kormangala, Bangalore	Organizational Research
19	P18EP21M0027	Harish H		Organizational Research
20	P18EP21M0028	KRUPA KARAN R	A Detailed Study Of Promotion And Reward Policy Of State Bank Of India - Hebbal, Bangalore	Organizational Research
21	P18EP21M0030	SRIKANTH VENKAREDDY HADAGALI	Job Satisfaction Of Paramedic Staff In Icu With Reference To Sagar Apollo Hospital, Kumaraswamy Layout, Bangalore	Organizational Research
22	P18EP21M0032	ARUN.S	Working Capital Management At Stovekraft India Pvt Limited, Harohalli, Kanakapura.	Organizational Research
23	P18EP21M0033	MEGHANA C	Budget And Budgetary Control System At KPTCL, Bangalore	Organizational Research
24	P18EP21M0034	TANUSHA C	An Analysis Of Npa In Commercial Banks With Special Reference To Dhanalakshmi Bank Limited, Bangalore	Organizational Research
25	P18EP21M0035	JITHENDER RATHORE	Marketing Strategies of Telecom Sector With Special References To Reliance Jio, Bangalore Branch.	Organizational Research
26	P18EP21M0036	RAHUL M	Risks, Opportunities And Hedging Process In Commodities Market With Reference To Reymount Commodities Pvt Ltd, Bangalore	Organizational Research
27	P18EP21M0037	RAJESH RAO G	Effectiveness And Scope Of Employee Referrals In The Process Of Talent Sourcing, With Reference To Ikyo Global, Kormangala, Bangalore	Organizational Research

28	P18EP21M0038	VARSHINI R	Workers Attrition Rate At Hotel Industry - With Reference To Lalit Ashok Hotel, Bangalore	Organizational Research
29	P18EP21M0039	MAHESHA S	Product Strategies Of Private Life Insurance Companies- With Reference To Blue Star Insurance, Rajajinagar, Bangalore	Organizational Research
30	P18EP21M0040	KAVYASHREE K G	Effectiveness Of Advertising On Real Estate Sector- With Reference To Mantri Constructions, Malleshwaram, Bangalore	Organizational Research
31	P18EP21M0044	ANDRA REDDY PRASAD	Financial Aspects And Its Operations With Reference To Rhino Resins Pvt. Ltd, Bangalore	Organizational Research
32	P18EP21M0045	TILAK RAGHAVENDRA M	Performance Appraisal System At Ranstrad India Pvt Limited, Electronic City, Bangalore.	Organizational Research
33	P18EP21M0046	VARSHITHA	Study Of Employee Wellness And Welfare Activites At Sagar Appolo Hospital, Kumarswamy Layout, Bangalore	Organizational Research
34	P18EP21M0047	BASAVARAJ HARSHA P	E-Marketing Of Financial Services: Relationship Approach At Axis Bank, M.G Road, Bangalore	Organizational Research
35	P18EP21M0049	SUMANTH MURALIDHAR	Customer Relationship Management In Retail Cloth Brands, With Reference Reliance Trends Pvt Limited, R.R.Nagar, Bangalore	Organizational Research
36	P18EP21M0051	BABU A	Financial Planning And Forecasting Of Public Sector Undertaking With Reference To Bmtc , Bangalore	Organizational Research
37	P18EP21M0052	KRUTHIKA B L	The Role Of Financial Institutions In Providing Housing Loans To Middle Income Group In Bangalore Citywith reference LIC Housing Finance	Organizational Research
38	P18EP21M0053	ANJALI K	Co-Operative Banks & Their Working Capital Management With Reference To National Co-Operative Bank, Bangalore	Organizational Research
39	P18EP21M0054	DARSHAN GOWDA	Financial Assistance By KSFC To Small And Medium Enterprises- An Analytical Study in Ramanagara, Karnataka	Organizational Research
40	P18EP21M0055	SUBASH G	Lending Loans And Advances ,Position Of Various Advances Problem Faced By Sbi Bank, Padmanabhanagar, Bangalore.	Organizational Research
41	P18EP21M0056	RAJU H N	Financial Analysis Of Page Apparels Mft Pvt Ltd, Bangalore	Organizational Research
42	P18EP21M0058	VINAY P	Impact of having women leaders in top management positions, at Bioline Cosmetics India Limited, Bangalore	Organizational Research



P18EP21M0048	AMRUTHA C N	* Venture Capital Financing at Cadent Design Pvt Limited, Bangalore.	Organizational Research
44 P18EP21M0050	SRI LAKSHMI L	* Digital marketing and its impact on revenue generation at Odigima, Peenya, Bangalore.*	Organizational Research
45 P18EP21M0017	SPANDANA S JOSHI	* Talent acquisitions using AI at Team lease India, Kormangala, Bangalore*	Organizational Research
46 P18EP21M0019	YASH ANIL BALAGURAGI	* CREDIT RISK MANAGEMENT AT GSI Credit Co operative Study. *	Organizational Research
47 P18EP21M0020	SHAKJI AJMAN NASEER SIAMSUNNISA	* Team Building Strategy and its importance at TCS, Bangalore	Organizational Research
48 P18EP21M0023	SIASILANK R	Implementation of IIR policies in business process outsourcing (BPO) with reference: Majma Infolech India, Bante	Organizational Research



MEWA

**VANGUARD  
BUSINESS SCHOOL**  
Affiliated to Bangalore City University & Approved by AICTE

Date: 27/11-2023

27/11/23

To,

**The Register (Evaluation)**  
Stone Building,  
Bangalore City University,  
Bangalore-560 001 .

Respected Sir,

Sub: Submission of IV Semester **MBA PROJECT DISSERTATION** ( 2022-2023).

With reference to the above subject, we wish to bring to your kind notice that we are submitting the IV Semester **MBA PROJECT DISSERTATION** ( 2022-2023).

Thanking you,

Total Project = 45

olc

Signature and Seal of Principal  
PRINCIPAL

**VANGUARD BUSINESS SCHOOL**  
Jayanagara 9<sup>th</sup> Block, Bengaluru-69



MEWA · VANGUARD BUSINESS SCHOOL

Address: 38th cross, South End Main Rd, Jayanagara 9th Block, Bengaluru, Karnataka 56006  
Phone: 093422 61161 Mail Id: vanguardbschool@gmail.com



SL.NO.	REG.NO.	NAME	Titles
1	P18EP21M0001	SADHANA D R	A Study on Promotion And Reward Policy Of Indusind Bank, Mathikere, Bangalore
2	P18EP21M0002	KIRAN KUMAR S P	A Study on Impact Of Employee Motivation On Organization Development at Kalyani Motors, Bangalore
3	P18EP21M0003	MANOJ H T	A Study on Human Resource Outsourcing at Hcg Global Infotech , Domalur, Bangalore
4	P18EP21M0004	SHUBHAN M	Impact Of E HRM On Organizational Performance with Special Reference To Canfin Infotech , Bangalore
5	P18EP21M0005	NAVYASHREE G	A Study on The Various Employee Welfare Schemes at Apex Infotech , Kormangala, Bangalore
6	P18EP21M0006	ROHITH P	A Study on Factors Affecting Job Satisfaction And Engagement Among Hr Professionals- With Reference To Qness Corp It Solutions, Bangalore
7	P18EP21M0007	ADITHYA S RAJ	A Study on Competency Mapping at Ranstrad India Infotech, Bangalore
8	P18EP21M0008	NACHIKETH R	A Study on Human Resource Information System at Bosch, Adgodi, Bangalore
9	P18EP21M0009	ALANKAR C	HR And Organizational Value Creation Through The Use Of Hr Analytics At Vtech Solutions, Bangalore
10	P18EP21M0010	NETHRA	Performance Management System at Indigo Airlines, Bnagalore
11	P18EP21M0011	BHAVANA C	A Study on Training and Induction at Gokul Das Exports India, Gorguntepalya, Bangalore
12	P18EP21M0012	BHARATH N	A Study on Effectiveness Of Organizational Culture at Mandovi Motors , Chamrajpete, Bangalore
13	P18EP21M0013	RAGHAVENDRA G	A Study on Labor Welfare Measures At Steel Authority Of India Ltd, Bangalore Division.
14	P18EP21M0014	ARPITHA G M	A Study on Inventory Management System At Ks&DI, Rajajinagar, Bangalore
15	P18EP21M0015	NAMANA B M	A Study on Recruitment And Selection Practices at Qness Corp It Solutions, Kormangala, Bangalore
16	P18EP21M0016	HIMASHREE B S	<b>DISCONTINUE</b>
17	P18EP21M0017	SPANDANA S JOSHI	A Study on Impact of Artificial Intelligence in Talent Acquisition process at Team lease India Pvt Ltd, Koramangala, Bangalore.
18	P18EP21M0018	SRIKANTH V	<b>DISCONTINUE</b>
19	P18EP21M0019	YASH ANIL BALAGURAGI	"A Study on Digital marketing and its impact on revenue generation at Odigima, Peenya, Bangalore."
20	P18EP21M0020	SHAIKH AIMAN NASEER SHAMSUNNISA	Team Building Strategy and its importance at TCS, Bangalore
21	P18EP21M0021	ARUN KUMAR S	A Study on Attitude Of Investors And Brokers Towards Investment In Mutual Funds At Crstal Stock

BL-4-V



			Brokerages Limited, Harohalli, Kanakapura
22	P18EP21M0023	SHASHANK R	A Study on Performance of HR Policies and its implementation at Magma Infotech India, Bannerghatta Road, Bangalore.
23	P18EP21M0024	SAGAR N	<b>DISCONTINUE</b>
24	P18EP21M0028	KRUPA KARAN R	A Study on Promotion And Reward Policy Of State Bank Of India - Hebbal, Bangalore
25	P18EP21M0030	SRIKANTH VENKAREDDY HADAGALI	A Study on Job Satisfaction Of Paramedic Staff In Icu With Reference To Sagar Apollo Hospital, Kumarswamy Layout, Bangalore
26	P18EP21M0032	ARUN.S	A Study on Work life Balance of employees at Stovekraft India Pvt Limited, Harohalli, Kanakapura.
27	P18EP21M0033	MEGHANA C	A study of Compensation Management System at GAIL, India Corporation, Bangalore
28	P18EP21M0034	TANUSHA C	An Analysis Of NPA In Commercial Banks With Special Reference To Dhanalakshmi Bank Limited, Bangalore
29	P18EP21M0035	JITHENDER RATHORE	A Study on Marketing Strategies of Telecom Sector With Special References to Reliance Jio, Bangalore Branch
30	P18EP21M0036	RAHUL M	A Study on Risks, Opportunities and Hedging Process In Commodities Market With Reference To Reymount Commodities Pvt Ltd, Bangalore
31	P18EP21M0037	RAJESH RAO G	A Study on Effectiveness And Scope Of Employee Referrals In The Process Of Talent Sourcing, With Reference To Iky Global, Kormangala, Bangalore
32	P18EP21M0038	VARSHINI R	A study on Employees Attrition Rate in Hotel Industry - With Reference to Lalit Ashok Hotel, Bangalore
33	P18EP21M0039	MAHESHA S	A Study on Marketing Strategies of Private Life Insurance Companies- With Reference to Blue Star Insurance, Rajajinagar, Bangalore
34	P18EP21M0040	KAVYASHREE K G	A Study on Effectiveness of Social Media Marketing on Real Estate Sector- With Reference To Mantri Constructions, Malleswaram, Bangalore
35	P18EP21M0044	ANDRA REDDY PRASAD	A Study on E-Banking Operations at Kotak Mahinder Bank, Koramangala, Bangalore.
36	P18EP21M0045	TILAK RAGHAVENDRA M	A Study on Analysis of Satisfaction Level of Employees in IT Sector- with special reference to Ranstrad India Pvt Limited.
37	P18EP21M0046	VARSHITHA	A Study of Employee Wellness And Welfare Activities At Sagar Apollo Hospital, Kumarswamy Layout, Bangalore
38	P18EP21M0047	BASAVARAJ HARSHA P	A Study on E-Marketing of Financial Services: Relationship Approach At Axis Bank, M.G Road, Bangalore
39	P18EP21M0048	AMRUTHA C N	A Study on Venture Capital Financing at Caden Design Pvt Limited, Bangalore
40	P18EP21M0049	SUMANTH MURALIDHAR	A Study on Customer Relationship Management In Retail Cloth Brands, With Reference

BE - 12.11

			Reliance Trends Pvt Limited, R.R.Nagar, Bangalore
41	P18EP21M0050	SRI LAKSHMI L	Digital marketing and its impact on revenue generation at Odigima, Peenya, Bangalore
42	P18EP21M0051	BABU A	A Study on E-Recruitment at Amazon India, Marathahalli, Bangalore.
43	P18EP21M0052	KRUTHIKA B L	The Role of Financial Institutions in Providing Housing Loans To Middle Income Group In Bangalore City. With reference to LIC Housing Finance
44	P18EP21M0053	ANJALI K	A Study on Awareness and effective utilization of ESI benefits among Employees at BGS Hospital, Bangalore
45	P18EP21M0054	DARSHAN GOWDA	"A Study on Financial Assistance by KSFC To Small and Medium Enterprises, Rainanagara, Karnataka"
46	P18EP21M0055	SUBASH G	A Study On Loans And Advances At SBI, Padmanabhanagar, Bangalore.
47	P18EP21M0056	RAJU H N	An Analysis of Financial Performance of Page Apparels Mft Pvt Ltd, Bangalore.
48	P18EP21M0058	VINAY P	"A Study on Role Of Women In Top Management Position And The Impact On the Overall Leadership And Management."

87  
H.V



**"A STUDY ON INVENTORY MANAGEMENT SYSTEM AT KS&DI ,  
RAJAJINAGAR, BANGALORE."**



**Karnataka Soaps & Detergents Ltd.**  
(A Govt. of Karnataka Undertaking)

Dissertation submitted in partial fulfilment of the requirements for the award of  
the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

of

**BENGALURU CITY UNIVERSITY**



By

**ARPITHA G M**

**Register No: P18EP21M0014**

Under the Guidance of

**Mr. MANJUNATH**

(Assistant Professor)



**MEWA  
VANGUARD  
BUSINESS SCHOOL**  
Affiliated to Bengaluru City University & Approved by 

**VANGUARD BUSINESS SCHOOL**

**East End Road, Jayanagar 9th Block, Bengaluru – 560069**

**BENGALURU CITY UNIVERSITY**

**NOVEMBER 2023**

CIN : UB5110KA1980SGC003871



ಕರ್ನಾಟಕ ಸಾಬೂನು ಮತ್ತು ಮಾರ್ಜಕ ನಿಯಮಿತ  
(ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಅಧೀನದಲ್ಲಿ)  
**Karnataka Soaps & Detergents Limited**  
(A Government of Karnataka Undertaking)



Date: October 30, 2023

## CERTIFICATE

This is to acknowledge that Ms. ARPITHA G M Student of VANGUARD BUSINESS SCHOOL, Bengaluru, Studying in MBA , has successfully completed an academic project in our firm from 04- September 2023 to 30- October 2023..

This report is being submitted as a partial fulfillment of the requirement of MBA programme.

We wish her success in Life and Career.

  
ASST.GENERAL MANAGER  
[Human Resource & Development]




Ref: VBS/014/PC/2023-24

Date: 21.11.2023

**CERTIFICATE OF ORIGINALITY**

This is to certify that the project report entitled "A STUDY ON INVENTORY MANAGEMENT SYSTEM AT KS&DL, RAJAJINAGAR, BANGALORE" is an original work of **ARPITHA G M**, bearing University Register Number **P18EP21M0014** and is being submitted in partial fulfilment for the award of the Master's Degree in Business Administration of Bengaluru City University. The report has not been submitted earlier either to this University /Institution for the fulfilment of the requirement of any course of study. **ARPITHA G M** is guided by **Mr. MANJUNATH** who is the Faculty Guide as per the regulation of Bengaluru City University.

  
Signature of Guide

  
Signature and Seal of principal

Director  
MEWA Vanguard Business School  
# 128,38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.



**A STUDY ON THE EFFECTIVENESS OF SOCIAL MEDIA  
MARKETING ON REAL ESTATE SECTOR – WITH REFERENCE  
TO MANTRI CONSTRUCTIONS, MALLESHWARAM,  
BANGALORE**



Master Thesis submitted in partial fulfilment of the  
requirements for the award of the Degree

**MASTER OF BUSINESS ADMINISTRATION**

**OF**

**BENGALURU CITY UNIVERSITY**



**By KAVYASHREE. K. G**

**Reg. No. P18EP21M0040**

Under the guidance of

**Mr. Vinay Rao**

**Asst Professor**

**MBA**



Affiliated to Bengaluru City University & Approved by ACTE

**VANGUARD BUSINESS SCHOOL**  
East End Main Road, Jayanagar 9th Block,  
Bengaluru, Karnataka – 560 069  
Bengaluru City University  
2021-2023



**manTRI**

Mantri Developers Pvt. Ltd.  
Mantri House #41, Vittal Mallya Road Bengaluru - 560 001  
Tel: +91-80-41300000  
www.mantri.in

---

Date: 05.11.2023

**CERTIFICATE**

This is to acknowledge that Ms. KAVYASHREE K G of MEWA VANGUARD BUSINESS SCHOOL, BANGALORE, studying MBA has undergone Project in our company marketing division, on the effectiveness of social media marketing from 15th September 2023 to 29th October 2023.

This report is being submitted as partial fulfilment of the requirement of the MBA programme. I therefore, approve the same and wish her all the best in her future career and bright success of every step in her life.

Thanking You

ROHAN KUMAR

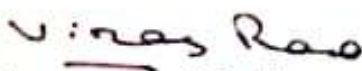
Marketing PR at Mantri Developers Pvt. Ltd  
Bengaluru, Karnataka, India


Ref: VBS/040/PC/2023-24

Date: 10.11.2023

**CERTIFICATE OF ORIGINALITY**

This is to certify that the project report entitled "A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA MARKETING ON REAL ESTATE SECTOR- WITH REFERENCE TO MANTRI CONSTRUCTIONS, MALLESWARAM, BANGALORE" is an original work of KAVYASHREE K G bearing University Register Number P18EP21M0040 and is being submitted in partial fulfilment for the award of the Master's Degree in Business Administration of Bengaluru City University. The report has not been submitted earlier either to this University /Institution for the fulfilment of the requirement of any course of study. KAVYASHREE K G is guided by Mr. VINAY RAO who is the Faculty Guide as per the regulation of Bengaluru City University.

  
Signature of Guide

  
Signature and Seal of principal  
Director  
MEWA Vanguard Business School  
# 128,38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.



**A Study on Event Management at Inferno Event Management, Bangalore.**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**ADITHYA S RAJ**

**P18EP21M0007**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**An Project Report on Organization Study at TCS, India**  
**MASTER OF BUSINESS ADMINISTRATION**  
Of  
**BENGALURU CITY UNIVERSITY**



By

**ALANKAR C**

**Register Number: P18EP21M0009**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal

**Vanguard Business School**  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on ASSESMENT OF SERVICE QUALITY OF INDIGO  
AIRLINES**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**  
Of  
**BENGALURU CITY UNIVERSITY**



By

**AMRUTHA C N Register Number: P18EP21M0048**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**An organizational Design Study on Caden Design Pvt Limited, Bangalore.**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**ANDRA REDDY PRASAD**

**Register Number: P18EP21M0044**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on Emotional Intelligence at Workplace with reference to VTECH  
Solution, Bangalore**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION  
Of  
BENGALURU CITY UNIVERSITY**



By

**ANJALI K**

**Register Number: P18EP21M0053**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
**Vanguard Business School**  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**An Organizational Study at Manasa Medical Technology limited,  
Bangalore**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION  
Of  
BENGALURU CITY UNIVERSITY**



By

**ARPITHA G M**

**Register Number: P18EP21M0014**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Project Report on INTERNET MARKETING with reference to Zepto  
Online Delivery App**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION  
Of  
BENGALURU CITY UNIVERSITY**



By

**ARUN KUMAR S**

**Register Number: P18EP21M0021**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Training Program on Commercial Banking & Credit Analysis at CFO  
NXT, Jayanagar.**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION  
Of  
BENGALURU CITY UNIVERSITY**



By

**ARUN.S**

**Register Number: P18EP21M0032**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.



**A Study on CSR Activities at GSI Employees Credit Co operative Study "**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**BABU A**

**Register Number: P18EP21M0051**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Training Programme on Forex Trading at Maverick Training  
Academy , Bangalore**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION  
Of  
BENGALURU CITY UNIVERSITY**



By

**BASAVARAJ HARSHA P**

**Register Number: P18EP21M0047**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on In Store Branding at Pantaloons India Ltd.**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**BHARATH N**

**Register Number: P18EP21M0012**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
**Vanguard Business School**  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Training Programme on Financial Modelling & Valuation at  
Edupristine. Bangalore**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION  
Of  
BENGALURU CITY UNIVERSITY**



By

**BHAVANA C**

**Register Number: P18EP21M0011**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A STUDY ON INDIAN STOCK MARKET WITH REFERENCE TO  
SHAREKHAN BROKERAGE LIMITED**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**DARSHAN GOWDA**

**Register Number: P18EP21M0054**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**THE EFFECT OF WORKFORCE DIVERSITY ON THE  
PERFORMANCE with reference to HGS Global**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**HARISH H**

**Register Number: P18EP21M0027**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on Talent acquisitions by using AI at Team lease India**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**HIMASHREE B S**

**Register Number: P18EP21M0016**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on Employee Attrition Rate at Tenneco Automotive India.**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**JITHENDER RATHORE**

**Register Number: P18EP21M0035**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
**Vanguard Business School**  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.



**An Organizational Study at One Degree North Consultancy**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**KAVYASHREE K G**

**Register Number: P18EP21M0035**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Training program on SPSS at Data Neurons , JP Nagar, Bangalore**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**KIRAN KUMAR S P**

**Register Number: P18EP21M0002**

Under the guidance of

**PROF. SHEETAL SHARMA.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
**Vanguard Business School**  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on Supply Chain Management and Logistics at Everest Fleet**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**KRUPA KARAN R**

**Register Number: P18EP21M0028**

Under the guidance of

**PROF. SHEETAL SHARMA.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Training programme on Equity Analysis on technical price action at  
Stock tail Pvt Ltd, Malleshwaram.**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**  
Of  
**BENGALURU CITY UNIVERSITY**



By

**KRUTHIKA B L**

**Register Number: P18EP21M0052**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Training programme on SAP at Coders Academy, Bangalore**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**MAHESHA S**

**Register Number: P18EP21M0039**

Under the guidance of

**PROF. SHEETAL SHARMA.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.



**A study on investment options and investors attitude towards investment in  
private insurance companies with reference to ICICI Prudential Life  
Insurance limited**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**  
Of  
**BENGALURU CITY UNIVERSITY**



By

**MANOJ H T**

**Register Number: P18EP21M0003**

Under the guidance of

**PROF. SHEETAL SHARMA.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
**Vanguard Business School**  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A STUDY ON MARKETING STRATEGY OF ONE PLUS AND ITS  
EFFECTS ON CONSUMERS OF BANGALORE REGION**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**MEGHANA C**

**Register Number: P18EP21M0033**

Under the guidance of

**PROF. SHEETAL SHARMA.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
**Vanguard Business School**  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A study on Brand Positioning of Printing industry with Social Media Based  
Promotion at Modern Printers**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**  
Of  
**BENGALURU CITY UNIVERSITY**



By

**NACHIKETH R**

**Register Number: P18EP21M0008**

Under the guidance of

**PROF. MANJUNATH G.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on Competitiveness of Indian IT Sector with reference to Ques  
Corp IT Solutions, India**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**NAMANA B M**

**Register Number: P18EP21M0015**

Under the guidance of

**PROF. MANJUNATH G.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Training Program on HR Analytics at Skill Deck India, Bangalore.**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**NAVYASHREE G**

**Register Number: P18EP21M0005**

Under the guidance of

**PROF. MANJUNATH G.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on Competitiveness of Indian IT Sector with reference to  
ABB, India**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**  
Of  
**BENGALURU CITY UNIVERSITY**



By

**NETHRA**

**Register Number: P18EP21M0010**

Under the guidance of

**PROF. MANJUNATH G.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.



# **THE ROLE OF LEADERSHIP IN ORGANIZATIONAL CHANGE**

Submitted in partial fulfilment of the requirements for the award of the Degree of

## **MASTER OF BUSINESS ADMINISTRATION**

Of

## **BENGALURU CITY UNIVERSITY**



By

**PAVITHRA K**

**Register Number: P18EP21M0041**

Under the guidance of

**PROF. MANJUNATH G.**

**PROFESSOR**

### **VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
**Vanguard Business School**  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**An Organisation Study On “INDIAN OIL CORPORATION  
LIMITED”**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**RAGHAVENDRA G**

**Register Number: P18EP21M0013**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A comprehensive study on Role of Digital and Social Mediamarketing  
at Bluedart India**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**  
Of  
**BENGALURU CITY UNIVERSITY**



By

**RAHUL M**

**Register Number: P18EP21M0036**

Under the guidance of

**PROF. MANJUNATH G.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on Startup Management in IT Sector with reference AppiVa  
Software Pvt. Ltd.**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION  
Of  
BENGALURU CITY UNIVERSITY**



By

**RAJESH RAO G**

**Register Number: P18EP21M0037**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Training program on Digital Marketing with reference Digital Academy  
360 , Jayanagar.**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION  
Of  
BENGALURU CITY UNIVERSITY**



By

**RAJU H N**

**Register Number: P18EP21M0056**

Under the guidance of

**PROF. MANJUNATH G.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on digital marketing and its impact on revenue generation at  
Odigima.**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**ROHITH P**

**Register Number: P18EP21M0006**

Under the guidance of

**PROF. MANJUNATH G.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
**Vanguard Business School**  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.



**A Training program on Advanced Excel at SAN IT Solutions, Jayanagar.**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**  
Of  
**BENGALURU CITY UNIVERSITY**



By

**SADHANA D R**

**Register Number: P18EP21M0001**

Under the guidance of

**PROF. MANJUNATH G.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Training Program on Technical and Fundamental Analysis Capital  
Markets at Hindustan Institute of Capital Market**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**SAGAR N**

**Register Number: P18EP21M0024**

Under the guidance of

**PROF. MANJUNATH G.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Project report on Global warming and its impact**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**SHAIKH AIMAN NASEER SHAMSUNNISA**

**Register Number: P18EP21M0020**

Under the guidance of

**PROF. MANJUNATH G.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on Impact of Visual Merchandising on Consumer Buying  
Behaviour in Clothing Retail Stores with reference to Reliance trends**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**SHASHANK R**

**Register Number: P18EP21M0023**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on Transformational Leader Ship at V Source, Bangalore.**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**SHUBHAN M**

**Register Number: P18EP21M0004**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Project Report on the risk of catastrophic flooding due to heavy  
rain in Bangalore city**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**  
Of  
**BENGALURU CITY UNIVERSITY**



By

**SPANDANA S JOSHI**

**Number: P18EP21M0017**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.



**A Study on HR Policies and its Implimentation at Deepak Nitrite Limited**

Submitted in partial fulfilment of the requirements for theaward of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**SRI LAKSHMI L**

**Register Number: P18EP21M0050**

Under the guidance of

**PROF. SHEETAL SHARMA.**

**PROFESSOR**

**VANGUARD BUSSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Project Report on Challenges faced by the working women at  
Garments factories.**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**SRIKANTH V**

**Register Number: P18EP21M0018**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Training Program on Tally Prime at NICT , Banashankari**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**SRIKANTH VENKAREDDY HADAGALI**

**Register Number: P18EP21M0030**

Under the guidance of

**PROF. SHEETAL SHARMA.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on IMPACT ON CAPITAL STRUCTURE ON THE  
PROFITABILITY OF BANKS- with reference to ICICI Bank and HDFC  
Bank**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION  
Of  
BENGALURU CITY UNIVERSITY**



By

**SUBASH G**

**Register Number: P18EP21M0055**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on “STUDENTS’ PERCEPTION TOWARDS E-LEARNING with  
reference to AIMS College”**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**SUMANTH MURALIDHAR**

**Register Number: P18EP21M0049**

Under the guidance of

**PROF. SHEETAL SHARMA.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
**Vanguard Business School**  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**IMPACT OF GREEN MARKETING INITIATIVES ON  
CONSUMER BUYING BEHAVIOR at Star Bucks**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**TANUSHA C**

**Register Number: P18EP21M0034**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.



**A Traing Programme in Crypto Currency at Knowledge Academy,  
Vijayanagar**

Submitted in partial fulfilment of the requirements for theaward of the Degree of

**MASTER OF BUSINESS ADMINISTRATION  
Of  
BENGALURU CITY UNIVERSITY**



By

**TILAK RAGHAVENDRA M**

**Register Number: P18EP21M0045**

Under the guidance of

**PROF. SHEETAL SHARMA.**

**PROFESSOR**

**VANGUARD BUSSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A STUDY OF GROWTH PROSPECTS OF ONLINE REATAILORS  
AND E-COMMERCE IN**

Submitted in partial fulfilment of the requirements for theaward of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**V VIVEK**

**Register Number: P18EP21M0038**

Under the guidance of

**PROF. KAVITHA S.**

**PROFESSOR**

**VANGUARD BUSSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
**Vanguard Business School**  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on Work Life Balance of Women Employees at Sagar Appolo  
Hospital, Kumarswamy Layout, Bangalore**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**VARSHINI R**

**Register Number: P18EP21M0046**

Under the guidance of

**PROF. SHEETAL SHARMA.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
**Vanguard Business School**  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on Corporate Social Responsibility Initiatives of Wipro Ltd**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**  
Of  
**BENGALURU CITY UNIVERSITY**



By

**VARSHITHA**

**Register Number: P18EP21M0022**

Under the guidance of

**PROF. SHEETAL SHARMA.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**A Study on Competency Mapping and Knowledge Management in Bluesky  
India Limited**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

Of

**BENGALURU CITY UNIVERSITY**



By

**VINAY P**

**Register Number: P18EP21M0058**

Under the guidance of

**PROF. SHEETAL SHARMA.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.

**Digital marketing and its impact on revenue generation at Odigama,  
Peenya, Bangalore**

Submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**  
Of  
**BENGALURU CITY UNIVERSITY**



By

**YASH ANIL BALAGURAGI**

**Register Number: P18EP21M0019**

Under the guidance of

**PROF. SHEETAL SHARMA.**

**PROFESSOR**

**VANGUARD BUSINESS SCHOOL**

Affiliated to Bangalore City University & Approved by AICTE

Bangalore-560069

Batch: 2023-24

  
Principal  
Vanguard Business School  
# 128, 38th Cross, East End Main Road,  
Jayanagar 9th Block, Bangalore - 560 069.