

BBA 6TH SEM.

S.NO.	NAME OF STUDENTS	PROJECT TITLES	PROGRAMME
1	Aaditya Bajpai	A COMPARATIVE STUDY ON MARKETING STRATEGY OF MARUTI SUZUKI AND HYUNDAI	BBA (NEP)
2	Abhishek Boity	ANALYZING THE IMPACT OF GLOBALISATION ON INTERNATIONAL BUSINESS STRATEGIES"	BBA (NEP)
3	Aditi Azad	CUSTOMER PERCEPTION AND SATISFACTION TOWARDS ONLINE FOOD ORDERING"	BBA (NEP)
4	Aditi Bajpai	A STUDY OF B2C E-COMMERCE PREFERENCES IN LUCKNOW"	BBA (NEP)
5	Advitiya Chawla	A STUDY OF CUSTOMER SATISFACTION TOWARDS HERO BIKES"	BBA (NEP)
6	Aekansh Dwivedi	RETAILERS SATISFACTION AND EXPECTATION TOWARDS HAMILTON HOUSEWARES PVT. LTD.	BBA (NEP)
7	Aman augustine	SOLAR ENERGY	BBA (NEP)
8	Aman Singh	A STUDY OF LOAN AND ADVANCES OFFERED IN BAJAJ FINANCE LTD.	BBA (NEP)
9	Amisha Verma	"CUSTOMER PERCEPTION AND SATISFACTION TOWARDS ONLINE FOOD ORDERING"	BBA (NEP)
10	Anant Asthana	SOLAR POWER PRODUCTS IN LUCKNOW	BBA (NEP)
11	Ananya Srivastava	"ROLE OF IT IN STRATEGIC HUMAN RESOURCE MANAGEMENT"	BBA (NEP)
12	Ankita Singh	A STUDY ON BUYING BEHAVIOR OF CONSUMER IN AUTOMOBILE SECTOR"	BBA (NEP)
13	Anrudra Pratap Singh	A STUDY ON CUSTOMER SATISFACTION TOWARDS HERO BIKES"	BBA (NEP)
14	Anshika Srivastava	"RECRUITMENT& SELECTION PROCESS IN HYUNDAI AT PRHYUNDAI"	BBA (NEP)
15	Anshiv Verma	"IMPACT OF SOCIAL MEDIA ON CONSUMER PREFERENCE"	BBA (NEP)
16	Anshumaan Singh	"A COMPARATIVE STUDY ON MARKETING STRATEGY OF MARUTI SUZUKI AND HYUNDAI"	BBA (NEP)
17	Anshvi Shukla	A STUDY OF WORKING CAPITAL MANAGEMENT OF TATA MOTORS"	BBA (NEP)
18	Anurag	"ELECTRIC VEHICLES"	BBA (NEP)
19	Anurag Shukla	"A STUDY OF B2C E-COMMERCE PREFERENC IN LUCKNOW9	BBA (NEP)
20	Apoorva Solanki	"CUSTOMER SATISFACTION, STORE OPERATIONS AND STUDY OF PROMOTIONAL ACTIVITIES OF RELIANCE TRENDS IN LUCKNOW CITY"	BBA (NEP)
21	Arjun Singh	STUDY ON C*STOMER PREFERENCE AND ATTITUDE TOWARDS RETAIL COFFEE CHAINS- BARISTA AND CAFE COFFEE DAY IN LUCKNOW"	BBA (NEP)
22	Arshiyaa Hasan Khan	"A STUDY ON SOCIAL MEDIA FOR INNOVATIVE MARKETING STRATEGIES"	BBA (NEP)
23	Arya Mishra	A STUDY TO ANALYSE SALES PROMOTION AND ADVERTISING STRATEGY OF SWIGGY"	BBA (NEP)
24	Aryan Banswar	"ANALYSIS OF RISK & RETURN IN MUTUAL FUND INDUSTRY"	BBA (NEP)
25	Aryan Singh Yadav	*A STUDY ON SOCIAL MEDIA FOR INNOVATIV MARKETING STRATEGIES"	BBA (NEP)
26	Ashlesha Singh	"ANALYZING THE IMPACT OF GLOBALISATION ON INTERNATIONAL BUSINESS STRATEGIES"	BBA (NEP)
27	Avni Singh	"A COMPARATIVE STUDY ON MARKETING STRATEGY OF MARUTI SUZUKI AND IYUNDAI"	BBA (NEP)
28	Ayushi Saxena	*A STUDY ON SOCIAL MEDIA FOR INNOVATIVE MARKETING STRATEGIES"	BBA (NEP)
29	Brishti Singh	"CUSTOMER PERCEPTION AND SATISFACTION TOWARDS ONLINE FOOD ORDERING"	BBA (NEP)
30	Chanchal Jaiswal	"SATISFACTION LEVEL OF EMPLOYEES IN THE TELECOM SECTOR"	BBA (NEP)
31	Chinmay Bansal	"SOLAR POWER PRODUCTS IN LUCKNOW"	BBA (NEP)
32	Devansh Srivastava	"BUSINESS POLICY AND STRATEGY MANAGEMENT AT TATA MOTORS	BBA (NEP)
33	Dhruv Gupta	CUSTOMER SATISEACTION, STORE OPERATIONS AND STUDY OF PROMOTIONAL ACTIVITIES OF RELIANCE TRENDS IN LUCKNOW CITY"	BBA (NEP)
34	Divyansh Singh	RECRUITMENT& SELECTION PROCESS IN HYUNDAI AT PR HYUNDAI"	BBA (NEP)
35	Divyansh Tandon	"STUDY ON CONSUMER SATISFACTION ABOUT VARIOUS SERVICE PROVIDER IN TELECOM INDUSTRY"	BBA (NEP)
36	Divyanshu Tripathi	"STUDY ON CUSTOMER PREFERENCE AND ATTITUDE TOWARDS RETAIL COFFEE CHAINS- BARISTA AND CAFE COFFEE DAY IN LUCKNOW"	BBA (NEP)

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37	Hardik Singh	*A STUDY ON MARKETING MIX OF NESTLE"	BBA (NEP)
38	Harshita Srivastava	SELLING AND MARKETING STRATEGY OF MARUTI SUZUKI COMPANY	BBA (NEP)
39	Ishita Sharma	"SOLAR POWER PRODUCTS IN LUCKNOW"	BBA (NEP)
40	Kashish Tiwari	"A STUDY TO ANALYSE SALES PROMOTION AND ADVERTISING STRATEGY OF SWIGGY	BBA (NEP)
41	Khushi Singh	"A STUDY ON STRATEGIC MANAGEMENT IN AMAZON"	BBA (NEP)
42	Kumari Sanjana	HOW SOCIAL MEDIA INFLUENCE IN PURCHASING DECISION OF BUYER"	BBA (NEP)
43	Kushagra Bhanot	" STUDY ON CUSTOMER SATISFACTION TOWARDS HERO BIKES"	BBA (NEP)
44	Love Puri	"A STUDY ON THE GROWTH OF E-RETAILING IN INDIA"	BBA (NEP)
45	Madhav Saberwal	CUSTOMERS SATISFACTION TOWARDS HUNDAI CARS	BBA (NEP)
46	Mahima Srivastava	"COMPARATIVE STUDY OF CUSTOMERS SATISFACTION TOWARDS DOMINOS AND PIZZA HUT IN LUCKNOW"	BBA (NEP)
47	Medha Vishwas More	**EXPLORING THE RECENT SCAMS AND FRAUDS IN INDIAN BANKING SYSTEM"	BBA (NEP)
48	MD SAMEER	CORPORATE GOVERNANCE & CORPORATE SOCIAL RESPONSIBILITY	BBA (NEP)
49	MOHIT GUPTA	FINANCIAL ANALYSIS OF COCA COLA	BBA (NEP)
50	MRITYUNJAY RAI	HOW SOCIAL MEDIA INFLUENCE IN PURCHASING DECISIONS OF BUYERS	BBA (NEP)
51	NAMANJEET KAUR	PREVALENCE OF STRESS & ITS COPING EMPLOYED IN IT SECTOR	BBA (NEP)
52	NIDHI CHAUHAN	COMPARATIVE ANALYSIS BETWEEN COKE AND PEPSICO	BBA (NEP)
53	NIMISHA TIWARI	A STUDY ON SOCIAL MEDIA FOR INNOVATIVE MARKETING STRATEGIES	BBA (NEP)
54	OJJASHVI SINGH	HOME LOANS ALLAHABAD BANK	BBA (NEP)
55	PRIYANKA	A STUDY ON MARKETING STRATEGY OF PIZZA HUT	BBA (NEP)
56	PRIYANSHU TIWARI	MARKETING STRATEGY OF PEPSICO	BBA (NEP)
57	RAJAT NISHAD	CASE STUDY ON MDH MASALA MARKET RESEARCH AND SALES DISTRIBUTION	BBA (NEP)
58	RAJVEER SINGH	A STUDY OF HUMAN RESOURCE MANAGEMENT AT ORGANISATION	BBA (NEP)
59	RAJVEER SINGH	RECRUITMENT AND PROCESS IN HDFC	BBA (NEP)
60	RISHABH KUMAR SINGH	MARKETING STRATEGY OF AIRTEL	BBA (NEP)
61	RISHABH KUMAR SRIVASTAVA	SATISFACTION BETWEEN PUBLIC AND PRIVATE SECTORS BANKS	BBA (NEP)
62	SAHIL GUPTA	BUSINESS PLAN SOLAR POWER PRODUCTS IN LUCKNOW	BBA (NEP)
63	SAJAL RASTOGI	COMPARATIVE STUDY OF MARUTI AND HYUNDAI	BBA (NEP)
64	SAKSHI JAIN	A STUDY OF B2C E-COMMERCE PREFERENCES IN LUCKNOW	BBA (NEP)
65	SAKSHI WADHWAN	CUSTOMER PERCEPTION TOWARDS SOFT DRINK IN LUCKNOW	BBA (NEP)
66	SAMEER YADAV	BUSINESS POLICY & STRATEGIC MANAGEMENT	BBA (NEP)
67	SANIDHYA DIKSHIT	EMPLOYEE RETENTION IN PRIVATE SECTOR	BBA (NEP)
68	SARAH SHUKLA	A STUDY CONSUMER BEHAVIOR TOWARDS COSMETICS PRODUCT	BBA (NEP)
69	SARTHAK PRATAP SINGH	NAVIGATING THE ENTREPRENEURIAL LANDSCAPE: STRATEGIES FOR SUCCESS	BBA (NEP)
70	SARTHAK RASTOGI	A STUDY OF TEENAGERS AFFECTED TO FASHION	BBA (NEP)
71	SATWIK KAPOOR	A STUDY OF HUMAN RESOURCE MANAGEMENT AT ORGANISATION	BBA (NEP)
72	SHAIKESH KUMAR SHUKLA	ANALYSIS OF THE EFFECT OF BRANDING ON THE CONSUMER BUYING DECISIONS	BBA (NEP)
73	SHIVANGI SINGH	PREVALENCE OF STRESS & ITS COPING EMPLOYED IN IT SECTOR	BBA (NEP)

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74	SHIVANI MISHRA	COMPARATIVE STUDY OF PRICING STRATEGIES OF DOMINO'S	BBA (NEP)
75	SHIVANSH DWIVEDI	ESG INITIATIVE: INDIA'S FUTURE	BBA (NEP)
76	SHIVANSH TANDAN	COMPARATIVE STUDY OF MARUTI AND HYUNDAI	BBA (NEP)
77	SHREESH MATHUR	CRM IN TEXTILE INDUSTRY	BBA (NEP)
78	SHREYA JAISWAL	COMPARATIVE ANALYSIS BETWEEN COKE AND PEPSICO	BBA (NEP)
79	SIDDHANT SHUKLA	PERFORMANCE APPRAISAL OF HDFC BANK	BBA (NEP)
80	SIDDHARTH JAIN	COMPARATIVE ANALYSIS BETWEEN COKE AND PEPSICO	BBA (NEP)
81	SOMANSHU SAWLANI	EXPLORING RECENT SCAMS & FRAUDS IN INDIAN BANKING SYSTEM	BBA (NEP)
82	SOURABH SINGH	PREVALENCE OF STRESS & ITS COPING AMONGST FEMALE EMPLOYED IN IT SECTOR	BBA (NEP)
83	SUMIT JAIN	STUDY ON MARKETING MIX OF NESTLE	BBA (NEP)
84	SUSHANT PANDEY	THE IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOR	BBA (NEP)
85	SWETA TIWARI	A STUDY ON MARKETING STRATEGY OF PIZZA HUT	BBA (NEP)
86	TARUNITA BANERJEE	CUSTOMER PERCEPTION AND SATISFACTION TOWARDS ONLINE FOOD ORDERING	BBA (NEP)
87	TITHI BAIPEYEE	CUSTOMER RELATIONSHIP MANAGEMENT IN TEXTILE INDUSTRY	BBA (NEP)
88	LIJWAL PATEL	TO STUDY THE EFFECTIVENESS OF MARKETING STRATEGIES OF TATA MOTORS	BBA (NEP)
89	UTKARSH GOEL	ROLE OF IT IN STRATEGIC HUMAN RESOURCE MANAGEMENT	BBA (NEP)
90	UTKARSH SINGH	CUSTOMER PERCEPTION TOWARDS SOFT DRINK IN LUCKNOW A CASE OF COCA COLA	BBA (NEP)
91	VANSHIKA SAHU	EXPLORING RECENT SCAMS & FRAUDS IN INDIAN BANKING SYSTEM	BBA (NEP)
92	YASH SINGH	ASSESSING THE CHALLENGES & OPPORTUNITIES OF IMPLEMENTING ARTIFICIAL INTELLIGENCE IN BUSINESS OPERATIONS	BBA (NEP)
93	YASHIKA BHAGAT	A STUDY ON ONLINE SHOPPING BEHAVIOUR OF WOMEN IN LUCKNOW	BBA (NEP)
94	YASHIKA SRIVASTAVA	UNDERSTANDING THE ROLE OF DIGITAL MARKETING; IN CREATING CUSTOMER LOYALTY	BBA (NEP)
95	YASHRAJ SINGH	STUDY OF B2C E-COMMERCE PREFERENCES	BBA (NEP)
96	YASHWANT KUSHWAHA	Digital entrepreneurship: Navigating the digital economy	BBA (NEP)
97	YUKTA SHUKLA	A STUDY ON STRESS MANAGEMENT AMONG BANK EMPLOYEES	BBA (NEP)

Asmita

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