

Siliguri Institute of Technology
Department of Master of Business Administration
Project Details (AY: 2020-21)

| SN | PROJECT GROUP NO. | GROUP MEMBER NAME | PROJECT TITLE | PROJECT GUIDE NAME |
|----|-------------------|---------------------|---|-------------------------|
| 1 | 11900919001 | Dante Brahma | A Study in Customer Satisfaction & Customer service at Pantaloons, City Center, Siliguri | Dr Shuvendu Dey |
| 2 | 11900919002 | Reshav Gurung | Working Capital Management in Pantaloons, Siliguri | Papia Bhowmik |
| 3 | 11900919003 | Rahul Kumar Gupta | A Survey in Customer Satisfaction at Pantaloons, City Center, Siliguri | Mr Rajeev Dutraj |
| 4 | 11900919004 | Devtanu Goswami | A Study on Present Market Position of Electrical LED Fittings in B2B Business Scenario A Comparative Analysis | Mr. D Nandi |
| 5 | 11900919008 | Suman Sharma | Customer survey on newspaper readership in Siliguri | Shuvendu Dey |
| 6 | 11900919010 | Diya Ghosh | Factors that influence organizational commitment of employees at The Times Of India | Mrs. Paramita Choudhury |
| 7 | 11900919011 | Deepak Kumar Yadav | Marketing and promoting strategies of brand in pantaloons | Mrs Santana Guha |
| 8 | 11900919011 | Deepak Kumar Yadav | Marketing and Promoting strategies of Brand in Pantaloons | Mrs Santana Guha |
| 9 | 11900919013 | Prince kumar singh | Ways to Increase Staff Productivity | Mr Rajeev Dutraj |
| 10 | 11900919014 | Anjali Keshari | A study on US and China market trends in pharmaceutical Industries | Shuvendu Dey |
| 11 | 11900919015 | Rahul Prasad | A study of trade promotion schemes in FMCG sectors and problems | Mr. Debayan Nandi |
| 12 | 11900919016 | MASUM | Employee satisfaction and ways of reducing attrition. | Mrs. Swagata Debnath |
| 13 | 11900919017 | Puja Yadav | Financial position of bank of baroda | Ms. Santana Guha |
| 14 | 11900919018 | Ankit Kumar Singh | Impact of loyalty program | Shuvendu dey |
| 15 | 11900919019 | Abhishek Roy | A STUDY OF IDENTIFICATION OF THE CUSTOMER PREFERENCE FOR NEWS SOURCES: A COMPARATIVE STUDY BETWEEN ONLINE EDITION & PRINTED EDITION | Debayan Nandi |
| 16 | 11900919020 | Amlan Bhadra | A study of Pricing Strategy for Print Media with special reference to The Times of India | Ms. Swagata Nath |
| 17 | 11900919022 | Avisekh Limbu | A study on customers perception towards investing in life insurance | Ms PARAMITA CHOUDHARY |
| 18 | 11900919023 | Anupam kumari | To know the customer behaviour towards times of india | Mrs. Swagata Debnath |
| 19 | 11900919023 | Anupam kumari | To know the customer behaviour towards the Times of India | Mrs. Swagata Debnath |
| 20 | 11900919024 | Kitu Choudhary | Ratio Analysis of Bank of Baroda | Papia Bhowmik |
| 21 | 11900919026 | Rohit Maheshwari | Market Mapping and Credit Card Sourcing Project | Miss. Santana Guha |
| 22 | 11900919027 | Alina Rehan Qureshi | A study on the practices of Green Accounting by Indian companies. | Paramita Choudhury |
| 23 | 11900919028 | Prasenjit Roy | Market mapping and credit card sourcing project | Shuvendu Dey |
| 24 | 11900919029 | Atul Anand | A Study of identification of channels conflict in supply chain management for FMCG products | Debayan Nandi |
| 25 | 11900919031 | Kamal Paul | Performance Evaluation, A Study on Credit cards | Ms. Santana Guha |
| 26 | 11900919032 | Sasank Sharma | Ratio Analysis | Ms.Papia Bhowmik |
| 27 | 11900919035 | Sathi Ball | COMPARATIVE ANALYSIS OF BRANDS DURING COVID | Shomnath Dutta |

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|----|-------------|---------------------|---|---------------------|
| 28 | 11900919036 | Bibek Chhetri | Effective employee btanding for knowledge workers retention | Paramita Choudary |
| 29 | 11900919037 | Neha Nag | A study on consumers expectations and buying behaviour towards Pantaloons. | Mr. Shomnath Dutta |
| 30 | 11900919038 | Sonia Lama | Ratio Analysis | Sonia Lama |
| 31 | 11900919039 | Sonu Tamang | Working Capital Management | Mrs. Swagata Nath |
| 32 | 11900919040 | Dwaipayan Talapatra | MARKET EXPANSION OF HEALTH CATEGORY PRODUCTS, SAVLON AND NIMYLE PORTFOLIO, THROUGH ALTERNATE CHANNELS LIKE CHEMISTS, INSTITUTIONS AND HOSPITALS | DR. SHUVENDU DEY |
| 33 | 11900919041 | Ishika Dutta | A study of awareness and knowledge about wealth management among individuals | Mr. Suvendu Dey |
| 34 | 11900919042 | Neha Pradhan | Financial analysis of sales promotion strategy of Times of India,with special reference to West Bengal | Santana Guha |
| 35 | 11900919043 | Ankona Roy | A study on financial position using Ratio Analysis on TATA MOTORS | Mrs.Swagata Debnath |
| 36 | 11900919044 | Shouvik Bakshi | "RECRUITMENT AND SELECTION PROCESS OF IT PERSONNEL" IN FIXFIN TECHNOLOGIES PVT. LTD. | Mr. Anirudha Biswas |
| 37 | 11900919045 | Namrata Singh | Ratio Analysis & Working Capital Management | Miss.Santana Guha |
| 38 | 11900919046 | Jaya Pal | Study of Importance of Headhunting as a recruitment process in IT industries through Social Media | Mr. Debayan Nandi |
| 39 | 11900919047 | Koyel Sarkar | Performance evaluation of managed portfolios. | Miss Santana Guha |
| 40 | 11900919047 | Koyel Sarkar | Performance evaluation of managed portfolios of ICICI PRUDENTIAL MUTUAL FUND | Ms. Santana Guha |
| 41 | 11900919048 | Subham Subba | A study of identificarion of supply chain excellence future scenario . | Mr Debayan Nandi |
| 42 | 11900919049 | Raj Ghosh | A study of AI and its usage in pharmaceutical companies | Dr. Shuvendu Dey |
| 43 | 11900919049 | Raj Ghosh | A study of AI and its usage in pharmaceutical companies | Dr. Shuvendu Dey |
| 44 | 11900919050 | Sourav Ghosh | Customer awareness on product promotion carried on at ICICI Mutual Fund | Mr. Shomnath Dutta |
| 45 | 11900919051 | Suvankar Sarkar | Consumer behaviour | Somnath dutta |


 Principal
 Siliguri Institute of Technology