



VIMAL JYOTHI

INSTITUTE OF MANAGEMENT & RESEARCH
JYOTHI NAGAR, CHEMPERI - 670 632, KANNUR D. T., KERALA, INDIA
Approved by AICTE & Affiliated to Kannur University

An ISO 9001 : 2008 Certified Institution

VJIM/CE /17/28

11/08/2017

To

The Controller of Examinations,
Kannur University,
Thavakkara, Civil Station P.O.
Kannur Dist. 670 002

IV SEMESTER MBA PROJECT REPORT SUBMISSION

Sir,

The Project Reports of Batch 2015-17 of Vimal Jyothi Institute of Management & Research are being sent herewith for your necessary action and perusal.

| Reg. No. | Name of the Student | Project Title |
|------------|---------------------|---|
| B5GMBA3001 | ABY JAMES | A Study on Employee Satisfaction with Reference to Appraisal Methods Provided in Carris Pipes and Tubes; Ernakulam |
| B5GMBA3002 | AKHIL T. MATHEW | A study on the factors affecting the buying behavior of customers with reference to MORE supermarket, Aditya Birla Retail Ltd; Kadavanthra, Ernakulam |
| B5GMBA3003 | AMAL SUNNY | A study on The Factors Influencing Consumers' Preference for Kitex Brand in Kannur district with special reference to Kitex Exports Kizhakkambalam |
| B5GMBA3004 | BERLIN A VARGHESE | A study on working capital Management of Traco Cable Company Ltd; Irimpanam, Ernakulam. |
| B5GMBA3005 | DELINGEO GEORGE | A study on customer satisfaction towards dhotis in Ernakulam district with special reference to Kitex Ltd; Kizhakkambalam |
| B5GMBA3006 | DENIUS C VINCENT | A study on Employees Satisfaction at Kerala Clays and Ceramic Products Ltd; Kannur |
| B5GMBA3007 | IVIN JOSE | A study on the working capital management with special reference to CARRIS PIPES AND TUBES PVT. LTD; Akanadu, Ernakulam |
| B5GMBA3008 | JISHNU RAJ T.R. | A study on risk return analysis of auto mobile sector for the last 5 years with reference to Hedge Equities Ltd; Ernakulam |
| B5GMBA3009 | JOBY JOSEPH P | A study on the fundamental and technical analysis of public sector banks with special reference to Sharewealth Securites Limited; Thrissur |
| B5GMBA3010 | JOMON JOSE | A study on customer perception and preference towards Express Painting with special reference to Berger Paints India Ltd; Kottayam |
| B5GMBA3011 | KIRANRAJ E.T. | A study on customer satisfaction and promotional activities for driving in more customers with regard to Reliance Trends, Kannur |

Contd. Page-2

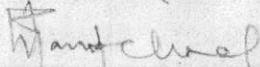
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Relentlessly towards perfection

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| B5GMBA3012 | LINCE WILSON | A study on consumer buying behavior and quality perception towards Midas Treads Pvt. Ltd; Kottayam |
| B5GMBA3013 | PRASANTH GEORGE | A study on Consumer Preferences and Buying Pattern of Rice with Special Reference to KKR Group of Companies (NIRAPARA), Okkal, Ernakulam |
| B5GMBA3014 | RINIL M. JOSE | A study on Brand Preference of Dennis Morton at G Son's Apparels, Kannur |
| B5GMBA3015 | SANJU JOHN | A Study On Customer Perception Towards Buying Ice Creams With Special Reference To Meriiboy; Ernakulam |
| B5GMBA3016 | SHINU K.T | A study on job satisfaction of the Nurses and their turnover with special reference to Lisie Hospital, Kochi |
| B5GMBA3017 | TONY JOHN | A study on the customer perception of Deepika Daily at RashtraDeepika Ltd; Kannur |
| B5GMBA3018 | AKSHAYA ROSE | A study on Customers' Brand Loyalty towards Ceramic Tiles in Kannur district with reference to Kajaria Ceramics Ltd; Vyttila, Ernakulam |
| B5GMBA3019 | AMALA MATHEW | A study on customer satisfaction on MILMA milk and milk products with special reference to Kannur Milma Dairy |
| B5GMBA3020 | ANJU ANTONY | A study on brand preference of customers towards 'Methyz' with special reference to 'The Methyadi stop' a unit of Josco Retail, Calicut |
| B5GMBA3021 | APARNA SURESH | A study on Brand Preference of Mattress in Kannur District with special reference to RUBCO Sales International Ltd; Kannur |
| B5GMBA3022 | ARCHANA JOSE | A study on Factors Influencing Consumer Buying Behavior at Vazhakulam Agro and Fruit Processing Company Ltd; Muvattupuzha |
| B5GMBA3023 | ARYA JOSEPH | A study on customer satisfaction towards after sales services of Kairali Ford, Ernakulam. |
| B5GMBA3024 | DHANYA T V | A study on Customer's Attitude and Preferences Towards Apartments with special reference to Skyline Builders, Ernakulam |
| B5GMBA3025 | DONA JOY | A study on shopping habits of consumers at shopping malls with special reference to Capitol Mall, Kannur |
| B5GMBA3026 | DONA TOM | A study on working capital Management with special reference to RashtraDeepika Limited, Kannur |
| B5GMBA3027 | DRISHYA DAYANANDAN P.V. | A study on Mobile Number Portability and consumer behavior with special reference to BSNL, Kannur |
| B5GMBA3028 | LIBIYA K THOMAS | A study on Advertisement Effectiveness of Apparel Industry with special reference to DDB Mudra, Ernakulam |
| B5GMBA3029 | MALAVIKA PRASAD | A study on the effect of review of a movie on the taste and preference of a viewer for introducing an app by Domy Innovations Café, Bangalore |
| B5GMBA3030 | MELBA MATHEW | A study on consumer preference and satisfaction while shopping at supermarkets with special reference to Reliance Smart, Doddabommasandra, Bangalore |
| B5GMBA3031 | NIMISHA P | "A Study on customer perception towards e-Banking facilities" with special reference to South Indian Bank Ltd; Ernakulam. |
| B5GMBA3032 | PRIYA MATHEW | A study on investor's perception and preference of various mutual fund investment schemes with special reference to Celebrus Capital Ltd; Kochi |

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| B5GMBA3033 | RAGILA K | A study on financial performance of Western India Ply Woods Ltd; Baliapatam, Kannur |
| B5GMBA3034 | RAJINA RAJ K | A study on customer preference towards store brands of Big Bazaar, Calicut |
| B5GMBA3035 | RINI N. S. | A study on Customer Preference and Satisfaction Level towards their expectation at Parisons Group of Company, Calicut |
| B5GMBA3036 | RIYA SUNNY | A study on Consumer Preference of Max Outlet with special reference to Max Fashion, Kannur |
| B5GMBA3037 | SANJANA VIJAYAN | A study on customer preference towards chocolates with special reference to The CAMPCO Ltd; Mangalore |
| B5GMBA3038 | SHYNI JOSEPH | A study on Performance Appraisal and Job Satisfaction with special reference to the Western India Plywood Limited, Kannur |
| B5GMBA3039 | SIJISHA N | A Study on the Working Capital Management with Special Reference to Vazhakulam Agro and Fruit Processing Company Ltd; Muvattupuzha |
| B5GMBA3040 | SINU ABRAHAM | A Study on Fundamental Analysis of Banking Sector with Special Reference to Karvy Stock Broking Ltd; Kannur |
| B5GMBA3041 | SISIRA C JACOB | A study on Tackling the Challenges in Building a successful Marketing Team for UX services in India with reference to Domy Innovations Café, Bangalore |
| B5GMBA3042 | SNEHA SASEENDRAN. S | A study on the effectiveness of performance appraisal system followed at Mathrubhumi Printing and Publishing Co. Ltd; Calicut, Kerala |
| B5GMBA3043 | VINSLET WILSON | A study on impact of work environment on job satisfaction with special reference to RUBCO, Kannur |
| B5GMBA3044 | VISHNUPRIYA M | A study on Effectiveness of Training at Traco Cable Company Ltd; Irimpanam. |

Thanking you,
Yours faithfully


Dr. Thomas Michael

PRINCIPAL

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