



VIMAL JYOTHI

INSTITUTE OF MANAGEMENT & RESEARCH

JYOTHI NAGAR, CHEMPERI - 670632, KANNUR D.T., KERALA, INDIA

Approved by AICTE & Affiliated to Kannur University

An ISO 9001:2008 Certified Institution

VJIM/CE /23

09.08.2016

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 2014-16 of Vimal Jyothi Institute of Management & Research are being sent herewith for your necessary action and perusal.

Sl. No.	Reg. No.	Name of the Student	Project Title
1	B4GMBA3001	ABHIN JOSE PETER	"Analysis of Marketing Strategies on Retail Loan Satisfaction of Customers with Reference to UAE Exchange and Financial Service Ltd, Ernakulam
2	B4GMBA3002	AJO XAVIOUR	"A study on Brand Preference of Dhosis in Ernakulam District with special reference to Kitex Limited, Kizhakkambalam"
3	B4GMBA3003	AKHIL THOMAS	"A Study on Consumer Buying Behaviour Towards MIDAS Treads Pvt. Ltd; Kottayam,"
4	B4GMBA3004	AMAL JOSEPH	"A Study on The Effectiveness of Training for Enhancing Employee Productivity With Special Reference to Hindustan Petroleum Corporation Limited," Cochin
5	B4GMBA3005	ANAND ASHOK	"A Study on Working Capital Management With Special Reference to Vazhakulam Agro & Fruit Processing Company Ltd, Muvattupuzha"
6	B4GMBA3006	ARUN T S	"A Study on Fundamental and Technical Analysis of Banking Sector With Special Reference to Karvy Stock Broking Ltd"
7	B4GMBA3007	BIBIN JOSEPH	"A Study on Customer Awareness and Expectations of Various Financial Products giving emphasis on Hedge Equities Ltd;
8	B4GMBA3008	CLINTO JOSEPH	"A Study on Brand Preferences of Vembanad White Cements," at The Travancore Cements Limited, Kottayam.
9	B4GMBA3009	ELDO RAJU NJALIYATH	"A Study on Employees Perception towards Technology Based Learning," at V-Guard Industries Ltd; Cochin
10	B4GMBA3010	GEO K JOY	"A Study on Factors Affecting Changing Trends in Cement Trade With Special Reference to Dalmia (Bharat) Cements Ltd; Ernakulam "
11	B4GMBA3011	JERIN V JOSE	"A Study on Mobile Number Portability and Consumer Behaviour with Special Reference to BSNL, Kannur.
12	B4GMBA3012	JESTIN JOSE	"A Study on Use of Payment Cards at Fuel Stations-Benefits, Challenges and Recommendations, at Hindustan Petroleum Corporation Limited, Ernakulam"
13	B4GMBA3013	JIMIN MAXIMIN	"A Study on Brand Preference Among the Dealers of Malabar Cements Ltd; at Northern Kerala"
14	B4GMBA3014	JINU ALEXANDER	"A Study on The Effectiveness of the Performance Appraisal System of Employees at RUBCO Ltd; Kannur"

Ph: +91 - 0460-2213900, Fax: +91 - 0460 2213513, E-mail: office@vjim.ac.in, Website: www.vjim.ac.in

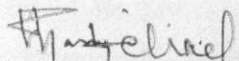
Relentlessly towards perfection

15	B4GMBA3015	JOJESH GEORGE	"A project report on The Effectiveness of Recruitment and Selection Process in Meriiboy Ice Creams, Ernakulam"
16	B4GMBA3016	JOMIN JOSEPH	"A Study on Technical Analysis of Automobile Sector With Special Reference to Karvy Stock Broking Ltd"
17	B4GMBA3017	JOMIT P J	"A Study on The Effectiveness of Marketing Promotion of Meriiboy Ice Cream in Ernakulam"
18	B4GMBA3018	KIRANJITH C THOMAS	"A Study on Customer Satisfaction and Perception towards KSE Cattle feed with special reference to KSE Cattle feed Ltd; Kottayam"
19	B4GMBA3019	LEENUS JOSEPH	"A Study on Effectiveness of Logistics and Ware Housing With Reference to Kitex Ltd; Aluva"
20	B4GMBA3020	MITHUN JACOB	"A Study on Risk Return Analysis of Selected 5 Major Private Sector Banks for the Last 5 Years at Hedge Equities Ernakulam"
21	B4GMBA3021	NIDHIN VARGHESE	"A Study on Factors Affecting Consumer Decision Making Process With Special Reference to Sulfex Mattress Company, Kannur"
22	B4GMBA3022	NIKHIL PRASAD	"A Study on Effectiveness of Marketing Mix With Special Reference to Traco Cable Company Ltd; Ernakulam"
23	B4GMBA3023	NOBEL T GEORGE	"A Study on Effectiveness of Training and Development at Decathlon Sports India Pvt. Ltd;
24	B4GMBA3024	ROBIN DOMINIC	"A Study on The Effectiveness of Marketing Strategies adopted by Apollo Paints with Special Reference to Green Concept, Ernakulam"
25	B4GMBA3025	SANU M FRANCIS	"A Study on Sales Promotion Effectiveness of Rubco Rubberised Coir Mattress with special reference to Mattress Dealers in Kannur,"
26	B4GMBA3026	SHIHABUDHEEN K M	"A Study About Perception and Buying Behaviour of Consumers Towards Detergent Powder With Special Reference to Ashique Enterprises Calicut"
27	B4GMBA3027	SHON K S	"A Study on Effectiveness of Stress Management in MIDAS Treads Pvt. Ltd; Kottayam
28	B4GMBA3028	SURAJ T AJITH	"A Study on Factors Influencing Buying Behaviour of Nirapara Food Products With Special Reference to Ernakulam District;,"
29	B4GMBA3029	THOMAS JOSEPH	"A Study on The Financial Performance of Uralungal Labour Contract Co-operative Society Limited;," Vadakara
30	B4GMBA3030	ALFEENA MUSTHAFA	"A Study on Customer's Attitude and Preference towards Apartment With Special Reference to Skyline Builders," Cochin
31	B4GMBA3031	AMBILY VIJAYAN	"A Study on Quality Issues in Garment Manufacturing Units With Special Reference to Texport Industries Pvt. Ltd; Thumba
32	B4GMBA3032	ANCHU SURESH	"A Study on Risk-Return Analysis of Securities With Special Reference to Karvy Stock Broking Limited; Kozhikode"
33	B4GMBA3033	ANJALI SURESH	"Study on Service Quality with Special Reference to Amana Toyota," Kannur
34	B4GMBA3034	ANJU P SUNNY	"A Study on The Customer Perception of Deepika Daily at Rashtra Deepika Limited, Kannur"
35	B4GMBA3035	ANNU SATHEESH BABU	"A Study on Performance Evaluation of Indian Overseas Bank by Camel Rating System, Kannur"
36	B4GMBA3036	ANUSREE K K	"A Study on Influence of Organisational Climate on Employee Job Satisfaction at ULCCS Ltd;," Vadakara
37	B4GMBA3037	ANU SUNNY	"A Study on The Effectiveness of Working Capital Management at KKR Group of Companies (Nirapara)," Okkal
38	B4GMBA3038	ASWATHI K V	"A Study on Efficiency of Training Programme on Finance Management to the Kerala Institute of Local Administration Thrissur"

39	B4GMBA3039	ATHULYA JOSEPH	"Effectiveness of HR Policies at MRCMPU Ltd; Kannur Diary
40	B4GMBA3040	AYANA TOM	"A Study on Impact of Visual Merchandising on Consumers Impulsive Buying Behaviour at Decathlon Sports India Pvt. Ltd; Kochi,"
41	B4GMBA3041	CHITHRA K V	"A Study on Customer Perception of Milma Ice Cream With Special Reference to Kannur Diary
42	B4GMBA3042	CHRISTEENA K L	"A Study on Customer Preference towards Malabar Meat, Wayanad"
43	B4GMBA3043	GREESHMA VINOD	"A Study on The Effectiveness of Performance Appraisal With Reference to Keltron," Kannur
44	B4GMBA3044	JAIN P VARGHESE	"A Report on Liquidity and Profitability Analysis at Keltron Component Complex Ltd;" Kannur
45	B4GMBA3045	KAVYA N	"A Study on Health and Safety of Employees With Reference to KKR Group of Companies (Nirapara), Ernakulam
46	B4GMBA3046	LATHEESHA LUKOSE	"A study on Factors Influencing Consumer Buying Behaviour at Vazhakulam Agro & Fruit Processing Company Ltd; Muvattupuzha.
47	B4GMBA3047	NEETHU P K	"A Study on Employee Management Relationship at Meriiboy Ice Creams," Kannur
48	B4GMBA3048	NIJILA K K	"A Study on Motivation of Employee at Deshabhimani, Kannur
49	B4GMBA3049	REMYA R NAMBIAR	"Effectiveness of Training in Bharat Sanchar Nigam Limited (BSNL)," Kannur
50	B4GMBA3050	ROSHNA GEORGE	"A Study on The Working Capital Management at Rashtra Deepika Ltd, Kannur"
51	B4GMBA3051	SALVI SOLOMON	"A Study on Effectiveness of Training to the Overall Development of the Employees and the Organisation, Vadodara"
52	B4GMBA3052	SHAMEELA A P	"Effectiveness of Performance Appraisal System at The Loknath Weavers' Industrial Co-operative Society Limited, Kannur"
53	B4GMBA3053	SHOBY MATHEW	"A Study on Impact of Trade Union Activities on Job Satisfaction at Kerala State Co-operative Hospital Complex and Centre for Advanced Medical Services Ltd;" Pariyaram.
54	B4GMBA3054	SRUTHI ANNA MATHEWS	"A Study on Methods of Performance Appraisal Used to Evaluate Employee at ASTER MIMS," Kozhikode
55	B4GMBA3055	STEFY JOSE	"A Study on Customer Preference for Choosing Footwear Among Men in Kannur With Special Reference to VKC Polymers Pvt. Ltd; Calicut"
56	B4GMBA3056	SUSMY JOSE	"A Study on Factors Affecting Consumer Buying Behaviour With Special Reference to Malabar Gold & Diamonds Pvt. Ltd; Calicut"
57	B4GMBA3057	TINCY SEBASTIAN	"A Study on Consumer Buying Behaviour With Reference to Sunny Diamonds,"

Thanking you,

Yours faithfully


Dr. Thomas Michael
PRINCIPAL

VIMAL JYOTHI INSTITUTE OF
MANAGEMENT & RESEARCH
CHEMPERI, KANNUR - 670 632

4 bundle project received

Rajesh.k
Eniv' Exam



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22/08/16