



VJIM/CE /18/22

13-08-2018

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 2016-18 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
B6GMBA3001	AKHIL CP	A STUDY ON READERS HABITS AMONG URBAN HOUSEHOLDS IN KASARAGOD DISTRICT WITH REFERENCE TO THE HINDU
B6GMBA3002	AKSHAY KUMAR E	A STUDY ON FACTORS AFFECTING RETAILER'S PREFERENCE TOWARDS CHOCOLATES WITH SPECIAL REFERENCE TO THE CAMPCO LTD. , MANGALORE
B6GMBA3003	AMAL K VARGHESE	A STUDY ON THE EFFECT OF TRAINING AND DEVELOPMENT ON EMPLOYEES WITH REFERENCE TO KANHIRODE WEAVERS CO-OPERATIVE P & S SOCIETY LTD, KANNUR
B6GMBA3004	AMAL P B	A STUDY ON WORKING CAPITAL MANAGEMENT AT VAZAKULAM AGRO AND FRUIT PROCESSING CO.LTD.MUVATTUPEZA
B6GMBA3005	ANOOP BIJU	A STUDY ON INVENTORY MANAGEMENT OF STAR PVC PIPES & FITTINGS (P) LTD, THRISSUR
B6GMBA3006	ARUNJITH C THOMAS	A STUDY ON CUSTOMER AWARENESS AND EXPECTATIONS OF VARIOUS FINANCIAL PRODUCTS GIVING EMPHASIS TO HEDGE EQUITIES LTD., ERNAKULAM
B6GMBA3007	ASHIN JOSE	A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ADOPTED BY CARRIES PIPES AND TUBES PVT. LTD. WITH SPECIAL REFERENCE TO DEALERS OF ERNAKULAM DISTRICT
B6GMBA3008	BESTIN THOMAS	A STUDY ON THE IMPACT OF NEWSPAPER ON SOCIAL LIFE OF HOUSEHOLDS IN KANNUR DISTRICT ON BEHALF OF THE HINDU
B6GMBA3009	CHRISTY JOSE	A STUDY ON INVESTORS PERCEPTION AND PREFERENCE OF VARIOUS MUTUAL FUND SCHEMES WITH SPECIAL REFERENCE TO CELEBRUS CAPITAL KOCHI
B6GMBA3010	DILIN JOSE	A STUDY ON FACTORS AFFECTING BRAND PREFERENCE TO FOOTWEAR WITH SPECIAL REFERENCE TO ODYSSEA
B6GMBA3011	JUSTIN P J	A STUDY ON RETAILERS' SATISFACTION OF STAR PVC PIPES & FITTINGS (P) LTD WITH SPECIAL REFERENCE TO KANNUR DISTRICT
B6GMBA3012	LIJO JOSE	A STUDY ON FINANCIAL PERFORMANCE OF PHILLIPS CARBON BLACK LTD., COCHIN
B6GMBA3013	MIDHUN BABU	A STUDY ON PREFERENCE FOR ENGLISH NEWSPAPERS AMONG YOUTH WITH SPECIAL REFERENCE TO THE HINDU

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B6GMBA3014	MUHAMMED SHAMRIN P A	A STUDY ON FINANCIAL PERFORMANCE OF CARRIS PIPES AND TUBES PRIVATE LIMITED, PERUMBAVOOR
B6GMBA3015	NITHIN SEBASTIAN	A STUDY ON READER'S PERCEPTION TOWARDS THE HINDU KANNUR
B6GMBA3016	PRINCE PEELIPPOSE	A STUDY ON THE INFLUENCE OF DIGITAL MEDIA ON NEWSPAPER READING HABITS OF YOUTH IN KANNUR DISTRICT WITH REFERENCE TO THE HINDU DAILY
B6GMBA3017	PRIYESH CHACKO	A STUDY ON THE FACTORS AFFECTING SUBSCRIPTION OF NEWSPAPERS IN KANNUR DISTRICT WITH SPECIAL REFERENCE TO THE HINDU
B6GMBA3018	RISWAN K	A STUDY ON CUSTOMER PREFERANCE OF MANJILAS FOOD TECH PVT LTD
B6GMBA3019	SACHIN VARGHESE	A STUDY ON CUSTOMER BUYING BEHAVIOR TOWARDS ICE CREAM WITH SPECIAL REFERENCE TO MERIIBOY, ERNAKULAM
B6GMBA3020	THOMAS K M	A STUDY ON EFFECTIVENESS OF TRAINING WITH SPECIAL REFERENCE TO THE CAMPCO LTD, MANGALORE
B6GMBA3021	TOBIN K P	A STUDY ON THE INFLUENCE OF ADVERTAISMENT IN CONSUMER BUYING BEHAVIOR TOWARDS CURRY POWDER WITH SPECIFIC REFERENCE TO EASTERN CONDIMENTS ON BEHALF OF FCB ULKA
B6GMBA3022	TONY K THOMAS	A STUDY ON THE BRAND PREFERENCE OF DENNIS MORTON AT G'SONS APPARELS, KANNUR
B6GMBA3023	ALEENA SAJI	A STUDY ON CUSTOMER EXPECTATION IN CHOOSING PRINT MEDIA WITH REFERENCE TO THE HINDU
B6GMBA3024	ALPHY GEORGE	A STUDY ON CUSTOMER PREFERENCE OF MATTRESS IN KANNUR DISTRICT WITH SPECIAL REFERENCE TO RUBCO LIMITED
B6GMBA3025	ANAGHA RAGHAVAN	A STUDY ON THE IMPACT OF EMPLOYEE WELFARE FACILITIES ON JOB SATISFACTION AT INDIRA GANDHI CO-OPERATIVE HOSPITAL MANJODI, THALASSERY
B6GMBA3026	ANAKHA LAKSHMI R.S	A STUDY ON EMPLOYEES SATISFACTION AT THE TRAVANCORE-COCHIN CHEMICALS LTD, KOCHI
B6GMBA3027	ANASWARA M P	A STUDY ON IMPACT OF WORKING ENVIRONMENT ON EMPLOYEE JOB SATISFACTION WITH SPECIAL REFERENCE TO KERALA STATE RUBBER CO-OPERATIVE LTD. (RUBCO), KANNUR
B6GMBA3028	ANJALY KURIAN	A STUDY ON CONSUMER PREFERENCES AND BUYING PATTERN OF RICE WITH SPECIAL REFERENCE TO NIRAPARA RICE.
B6GMBA3029	ANJU B P	A STUDY ON FINANCIAL PERFORMANCE OF THE CAMPCO LTD., MANGALORE
B6GMBA3030	ANJU JOSEPH	A STUDY ON CUSTOMERS BRAND LOYALTY TOWARDS CERAMIC TILES IN KANNUR DISTRICT WITH REFERENCE TO KAJARIA CERAMICS LTD
B6GMBA3031	ANUSHA RAMESH	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF EXIDE INDUSTRIES, HOSUR
B6GMBA3032	ATHIRA C	A STUDY ON RETAILERS' SATISFACTION TOWARDS MATTRESS WITH SPECIAL REFERENCE TO SULFEX MATTRESS COMPANY, KANNUR
B6GMBA3033	ATHIRA THOMAS	A STUDY ON BRAND SALIENCE OF VISMAY AMONG CONSUMERS OF PAVOS TEX PVT. LTD., KALOOR, KOCHI
B6GMBA3034	CHAITHRA T P	A STUDY ON EMPLOYEE WELFARE AND JOB SATISFACTION WITH SPECIAL REFERENCE TO PHILLIPS CARBON BLACK LTD., COCHIN
B6GMBA3035	DINIYA VARGHESE	A STUDY ON WORKING CAPITAL MANAGEMENT AT RASHTRA DEEPIKA LTD., KANNUR
B6GMBA3036	DIVYA P V	A STUDY ON PERFORMANCE APPRAISAL WITH SPECIAL REFERENCE TO WESTERN INDIA PLYWOOD, VALAPATTANAM
B6GMBA3037	JEEVAMOL JOSE	A STUDY ON FACTORS INFLUENCING CONSUMERS' BUYING BEHAVIOR OF SOFT DRINKS WITH SPECIAL REFERENCE TO JIVE IN ERNAKULAM DISTRICT

B6GMBA3038	JILBY THOMAS	A STUDY ON ROLE OF PARENTS IN INFLUENCING READING HABIT AMONG CHILDREN WITH SPECIAL REFERENCE TO THE HINDU
B6GMBA3039	JIMISHA JOY	A STUDY ON EMPLOYER-EMPLOYEE RELATIONSHIP IN FCI GBS INDIA PVT. LTD.,VYTTILA
B6GMBA3040	LINCY MATHEW	A STUDY ON THE FACTORS INFLUENCING CUSTOMER'S PREFERENCE FOR KITEX BRAND IN KANNUR DISTRICT WITH SPECIAL REFERENCE TO KITEX EXPORTS, KIZHAKKALAM.
B6GMBA3041	NEETHU RAJAN	A STUDY ON CUSTOMER PREFERENCE OF DHOTHIS WITH SPECIAL REFERENCE TO KITEX LTD, KIZAKKAMBALAM
B6GMBA3042	NOUSHEENA A K	FACTORS AFFECTING RETAILER'S BRAND PREFERENCE WITH SPECIAL REFERENCE TO RAIDCO CURRY POWDER
B6GMBA3043	REKHA R	FUNDAMENTAL ANALYSIS OF SHARES OF FIVE AUTOMOBILE COMPANIES AT CELEBRUS CAPITAL LIMITED,KOCHI
B6GMBA3044	RISHNA RANJITH	A STUDY ON THE EFFECTIVE IMPLEMENTATION OF TQM AT EXIDE INDUSTRIES,HOSUR
B6GMBA3045	SHAHANA N V	A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO BIG BAZAAR, KASARGOD
B6GMBA3046	SIRNITTA JOSE	A STUDY ON THE EFFECT OF QUALITY OF WORKLIFE IN WORKLIFE BALANCE OF EMPLOYEES AT TRACO CABLE COMPANY LIMITED IRUMBANAM
B6GMBA3047	SONA JOSE	A STUDY ON THE EFFECTIVENESS OF INVENTORY MANAGEMENT STRATEGIES WITH REFERENCE TO THE FERTILISERS AND CHEMICALS TRAVANCORE LIMITED, UDYOGAMANDAL
B6GMBA3048	TEENA SCARIA	A STUDY ON THE EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAMME AMONG EMPLOYEES IN FERTILISERS AND CHEMICALS TRAVANCORE LTD.,UDYOGAMANDAL
B6GMBA3049	VINAYAKI G	A STUDY ON FACTORS AFFECTING READERS EXPECTATIONS AND PERCEPTIONS OF DESHABHIMANI PUBLICATIONS IN MATTANNUR MUNICIPAL AREA
B6GMBA3050	VYSHNAVI PRASAD	A STUDY ON CUSTOMER SATISFACTION OF MILK PRODUCTS WITH SPECIAL REFERENCE TO MALABAR REGIONAL COOPERATIVE MILK PRODUCERS' UNION LTD.,KANNUR

Thanking you,
Yours faithfully

Thomas Michael
Dr. Thomas Michael 13/18

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