

KLUBS MBA 2012-14 BATCH**MRP TITLES****Dr. M. Kishore Babu**

S.No	Regd. No	Name of the student	Title of the study
1	12251006	shakthi Arul Karthik	A study on customer perception towards Pharmaceutical Chain stores w.r.t. Hetero & Apollo stores, Guntur.
2	12251035	Gowthami	Impact of literacy of farmers during purchase of Agriculture Products w.r.t Nallapadu Village
3	12251037	Maheedhara Rao	A study on Impulse buying behavior in KFC & DOMINO's, Guntur
4	12251042	Abhinay	A comparative study on service quality dimensions of IndusInd Bank & Yes Bank, Vijayawada
5	12251059	Sangeetha	A study on role of trust in buying women personal care products w.r.t Vijayawada

Dr.Venu Madhav

6	12251023	Neha sinha	A study on Credit Risk Management with Reference to SBI
7	11251004	K.Venkata Vihari	A study on the detrmnants of dividend per share with reference to select banks in BSE
8	12251018	P. Vasanthi	A study on Mutual Funds with reference to UTI
9	12251022	V. Sirisha	A study on role of co-operative societies in agriculture development
10	12251054	R.Srinaren	A comperative study on share value of SBI & ICICI
11	12251073	T.Nagarjuna	A study on portfolio analysis with reference to select banks stock.
12	12251024	M.Pallavi	A study on effect of rupee devaluation on stock market
13	12251043	K.Mounika	Public sector banks problems & prospects -- A case study on SBI
14	12251064	M.Uma priyanka	A Study on the growth of Rural Banking in India
15	12251072	Y. Lalitha Jayaram	Effect of Capital Structure on Corporate Performance - A Case Study on Dr. Reddy's Laboratories
16	12251067	N.V. Rama Kowshik	A comparative study between reliance and HDFC mutual funds
17	12251076	M. Rupus Kumar	A study on fundamental analysis w.r.t select banking stocks
18	12251003	N. Gopiraj	A Study on risk management in co-operative banks.
19	12251088	A.Sudhakar	Impact of monetary policy on Banking Industry

Dr.A.V.S.Kamesh

20	1225105	Sk.Abdul Kalam	Diagnosis of factors for employee attrition in xyz company.
----	---------	----------------	---

21	12251017	B.Sai Kumar	A Study on employee perception about event management on the basis of employee stress relief.
22	12251027	M.Naga Venkata Latha	Emerging factors of employee motivation at retail stores in guntur
23	12251029	M.Rajitha	A Study on motivation factors at work for employee in walmart
24	12251040	S.Satyanarayana	A Study on wellness programs conducted in google at hyderabad
25	12251044	Tauseef Ahamed	A Study on motivational practices implemented and its impact on retention in service factor
26	12251057	T.R.N.Rakesh Kiran	Training need analysis of entry level software engineers in IT sector
27	12251060	D.Naresh	The employee retention strategies in hospitality industry
28	12251068	John Amos Daram	Evaluation of employee grievance handling in xyz company
29	12251071	M.Divya	Competency mapping as a tool for hr xcellence at health care.
30	12251077	S.Nalini	Integrating learning into training and development program in taj way
31	12251078	Sk.Shakena	A Study on quality of work life at Automobile Industries in Vijayawada
32	12251085	P.Vijay Kumar	Evaluation of recruitment process in servic sector
33	12251090	V.Vydehi	Leadership competencies required for project management in IT sector
34	12251093	K.Ravi Kumar	Critical Evaluation of Recruitment process in XYZ Company

Dr. Madhusudhana Rao

35	12251001	Dixit Kumar Jain	A study on portfolio management with reference to PCS Securities Ltd. in Vijayawada
36	12251007	Yasmeen	An analytical Study on Financial Viability of PACS In Chittoor District, A.P.
37	12251011	K.Rajesh	A comparative study on the performance of mutual funds with reference to SBI & HDFC
38	12251012	Sruthi	An analytical study on lending procedures towards retail sectors with reference to SBI
39	12251013	Dharma Teja	An analysis on equity share price behaviour of software sector with reference to WIPRO & Tech Mahindra
40	12251019	Shweta	A study on the emerging trends in merchant banking with reference to syndicate bank in Vijayawada
41	12251028	Lavanya	An analysis on Non-Performing Asset Management with reference to SBI
42	12251034	Sai Mala	A study on lending policies and recovery procedures in Andhra Bank, Lakshmi Nagar

			Branch,Vijayawada
43	12251041	D.Mahesh	A comparative study of Mutual Fund return and insurance return in HDFC Bank
44	12251046	Manikanta Srinivas	A comparative study on financial performance with reference to SBI & HDFC bank
45	12251047	G.Chiranjeevi	A study on performance Evaluation of SBI Mutual Funds in Andhra Pradesh
46	12251055	Sundeeep	A study on Performance of shares in listed companies in BSE,Mumbai
47	12251066	D.Giridhar	A study on relationship between cash reserve ratio and profitability with reference to Axis bank
48	12251079	Satya Saketh	A study on lending procedures and repayment of housing loans with reference to TATA Capital in hyderabad
49	12251087	Lakshmi Narayana	An analytical study on the role of SIDBI in the development of small scale industries in Vijayawada.

Dr. Fakkruddin

50	12251065	P.DIVYA	A STUDY ON EMPLOYEE JOB SATISFACTION IN PHARMACEUTICAL SECTOR
51	12251083	M V S ANUHYA	A STUDY ON QUALITY OF WORK LIFE OF EMPLOYEES IN GARMENT MANUFACTURING COMPANIES
52	12251084	D.YAMINI	IMPACT OF TRIANING AND DEVELOPMENT ON ORGNAISATIONAL PERFORMANCE OF SELECT IT COMPANIES
53	12251050	M. THARUN	A STUDY ON EMPLOYEE REWARD SYSTEM OF PRIVATE HOSPITALS IN KRISHNA DIST

Dr. P. Raja Babu

54	12251069	KVVN Sai Kumar	A Comparative Study on Performance Evaluation between Public and Private Sector Banks in India
55	12251063	M Sravani	A Study on Banking Sector Reforms in India
56	12251318	G. Naga Lakshmi	A Study on Performance Appraisal at different hirarchy levels in COCOCOLA
57	12251334	J.Tejaswi	A Study on Assessment of Distribution Network in Spinning Mill
58	12251311	AV Subba Rao	A Study on Purchasing cycle in Supply chain of Retail Industry
59	12251305	Ch.V.S. Sandeep	A Study on Technical Knowledge of sales executives in Automobile Store
60	12251309	P. Avinash	A Study on Enterprise Resource Planning implementation in Retail Sector
61	12251310	G. Tarun Chakravarthi	A Study on User Satisfaction towards Software Related Products
62	12251338	K. Vasavi	Distribution And Logistic of Bottling Plant in COCOCOLA

63	12251331	K. Varun Tej	A Study on Aggregate Planning in Production System
64	12251325	N. Hemanth	A Study on Quality Control System in Textile Industry
65	12251337	D. Siva Kishore	A Study on Lean Management in Infrastructure Material Handling
66	12251301	M.Mahesh Kumar	A Study on Bearing Capacity of Soil-Stress in Construction
67	12251320	Y. Harsh Ramdas	A Study on Six Sigma Process in Efftronics Ltd.: Vijayawada
68	12251327	K. Ranga Swamy	A Study on the Impact of Small Car Segment on Purchasing Behaviour

Dr. D.Prasanna Kumar

69	12251008	B. Malleswara Rao	A study on consumer preference towards tirumala milk products (p) Ltd.
70	12251062	Hussain.SK	Effect on Visual merchandising In retail malls
71	12251080	A. Revanth	A study on the market acceptance of android applications in Vijayawada
72	12251016	B. Dinakar	A study on advertisement impact on consumer buying behavior towards soft drinks
73	12251025	Amulya Setty	A study on consumer behavior towards Lakme Products
74	12251026	Annie Rachel	Impact of Nutritional labeling and consumer behavior towards dairy products
75	12251053	L.V.G.Vishwanadhan	A study on growth of pharametrieutical industry in Guntur
76	12251052	V.Ramtej	A study on Advertising and promotional campaigns of smart phones.
77	12251104	SK.Janibasha	A study on brand switching & consumer preferences towards soft drinks
78	12251014	K.S.Naveen	A study on brand loyalty of samsung in NJD
79	12251033	G.Samuel	A study on advertising effectiveness of durable products in VJA
80	12251036	Ch.Phaneendra	A study on brand preference towards Men's Wear in tenali
81	12251045	L.Lakshman	A study on pricing strategies of different hotels in Vijayawada

Dr. Niranjan

82	12251303	Chilaka Mounika	A Study on changing trends in Telecommunication industry
83	12251304	Pandi Avinash	A STUDY ON TECHNOLOGY TRANSFER THROUGH INTELLECTUAL PROPERTY RIGHTS
84	12251308	K.Ravi Teja	A study on the supply Chain Management in Textile Industry
85	12251312	Raghavendra Rao Kharidu	Total Quality Management in Logistics Industry
86	12251316	Pamulapati Anusha	Analysis of Attrition rates in ITes Companies
87	12251317	Vasa Ravindra	A Study on Changing Trends in Marketing channels of distribution.
88	12251319	Nallamalli Sai Manideep	A study on Implementation of Lean Management Practices in Automobile servicing

			organizations
89	12251321	Gudavalli.Dorothy Ruth Deborah	A study on production and performance of steel plates industries.
90	12251326	Ramya Chaparala	Use of Information Technologies in Retail Supply chain opprtunities and challenges
91	12251328	praneeth gadam	Role of Supply Chain Management in Construction Industry
92	12251329	Kancharla. Anil Babu	Technology Road mapping :Smart Grid quantitative Analysis in APSPDCL
93	12251330	Divi Vineela	A study on supply chain practices in large organized Food industry.
94	12251332	Anoop Sai Vempati	A Study on Efficiency in distribution network
95	12251333	Yanumula.Yamuna	A Study on outsourcing strategies in supply chain management
96	12251335	Aluri Swathi Krishna	A critical study on Lean manufacturing

Dr. Udai Shankar

97	12251049	Ch.Rama krishna	Consumption patterns of FMCG products with reference to toilet soaps in select rural Markets of Vijayawada
98	12251089	S.K.Abdhul Ravooof	A comparative Study on Impact of Advertisement and Sales Promotion strategies in Retail Business with reference to Spencers and BigBazar in Vijayawada.
99	12251074	G.Murali Mahesh	Changing Trends in Marketing: A study on the emergence of E-Market Places with reference to Flipcart.Com
100	12251032	C.Vishnu Vardhan Reddy	Impact of Promotional Activities In select Rural Markets of YAMAHA Motors.
101	12251048	V.Rajesh Kumar	A Study on Consumer Perception Towards Selection of Organized and Unorganized Retails Sectors In Vijayawada
102	12251051	P.Mani Kantha Sukumar	A comparative study on consumer preferenes and switch over behavior of select mobile Network service providers in Vijayawada.
103	12251010	S.Venkateswara Rao	A study oncustomer preferences in select restaurants in Vijayawada.
104	12251061	B.Joy Kiran	A study on the Impact of Social Media Networks in the life of Under Graduate Studnets with respect to Face Book.
105	12251038	E.Yedukondalu	A study on customer perception towards small w.r.t Vijayawada.
106	12251039	K.Tirupataiah	A study on CRM Practices in clothing and apparals w.r.t select retail malls in Vijayawada.
107	12251070	Ch.Siddhartha	A study on brand Awareness of consumers towards electronic gadgets with respect to select brands in Guntur

108	12251075	M.Rajani Krishna	A Study on consumer perception of sales promotion schemes w.r.t select malls in Vijayawada.
109	12251056	SK.Sirajuddin	A study on brand equity in laptop segment, w.r.t select brands in vijayawada
110	12251082	Nitin	not registered

HoD

Director

Dr. M. Kishor Babu

Prof: M. Bhaskara

Rao