

SRINIVAS INSTITUTE OF MANAGEMENT STUDIES

PANDESHWAR, MANGALORE – 575 001.

VI Semester B.B.M. Project Reports – 2017-18

Sl. No.	Register No.	Name of the Student	Title of the Project	Guide
1	148060112	Soureena	A Study on Advertising Effectiveness of Sulthan Gold and Diamonds, Mangalore	Kavya
2	148060127	Hibin Syed Mohamed	A Study on the Influence of Brand Image on Consumer Buying Behaviour on Nike Shoes with Special Reference to R.J. Nike Corporation, Mangalore	Sharmila S. Shetty
3	156250103	Abhiram	A Study on the Customer Satisfaction of United Colors Benetton with Special Reference to Anvi Lifestyle, Mangalore	Madhushree L.M.
4	156250104	Adarsh Santhosh	A Study on Consumer Buying Behaviour of Royal Enfield with Special Reference to Veenu Motors, Pumpwell, Mangalore	Sharmila S. Shetty
5	156250105	Ahamed Shehran	ABSENT	
6	156250108	Karthik Surendra Kamath	A Study on Patient Satisfaction with OPD Services at K.M.C., Attavar, Mangalore	Keshava
7	156250110	Myren Samuel Rebello	A Study on Customer Satisfaction at MORE Supermarket, Mangalore	Pavithra Kumari
8	156250111	Raufah Usman	A Study on Consumer Behaviour Analysis of Customers of City Gold, Mangalore	Vidhyadhari Shetty
9	156250113	Varun K.	A Study on Customer Satisfaction with Reference to Komal Sweets, Mangalore	Nelson Pereira
10	156250117	Abdul Musabir P.A.	ABSENT	
11	156250119	Aby Prince Abraham	A Study on Consumer Satisfaction of Raymond Products with Special Reference to The Raymond Shop, Forum Forum Fiza Mall, Mangalore	Akhilesh S. Kumar
12	156250121	Ahammed Ather C.A.	A Study of the Impact of Mcdonalds on Consumer Behaviour with Reference to Hard Castle Restaurants, Mangalore	Vidhyadhari Shetty
13	156250124	Ali Mohammed	A Study on the Impact of Brand Image on Consumer Behaviour with Reference to Puma Sportswear, Bhawar Lifestyle, Forum Fiza Mall, Mangalore	Sonia Ajay

14	156250129	Ashiq Nalakath Kallingal	A Study on Customer Satisfaction of Bajaj Auto Ltd., with Special Reference to Supreme Auto Dealers Pvt. Ltd., Mangalore	Revathi Radhakrishnan
15	156250135	Jerans Marvin R.	A Study on Customer Satisfaction Analysis of Flavours of Arabia	Nelson Pereira
16	156250140	Mohammed Rashid	A Study on Consumer Buying Behaviour towards Allen Solly Products	Deekshitha
17	156250141	Mohammed Saif K.T.	A Study on Consumer Buying Behaviour on Woodland Shoes with Special Reference to Agro-Club Woodland Shoes, Forum Mall, Mangalore	Nithin Gonsalves
18	156250157	Salju K.	A Study on Consumer Buying Behaviour of Adidas Shoes with Reference to Goodwill Enterprises, Mangalore	Keshava

Principal