

**K.L.N. COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES
PROJECT DETAILS – 2004-2006**

Sl.No	Reg.No	Name of the Candidates	Project title
A399	90404631001	Alwin Vinod T	Potential Buyers Segment for Cosmosoft ERP Enterprise in Chennai City
A400	90404631002	Anisen Gilly	Viewer ship of News Channels in Kerala and Impact of live News
A401	90404631003	Anto Parani J	Consumer Preference towards Shampoo in Chennai.
A402	90404631004	Appuraj T	A study on customers satisfaction of service in TVS (Villapuram)
A403	90404631005	Arumugam K	Working capital management in dual structurals and Industries (p) LTD.
A404	90404631006	Balaji M	Services Marketing – Hospital Management with special reference to Theni Nattathikshatriyakula Hindu Nadargaluravinmurai Hospital, Theni.
A405	90404631007	Deepa Elizabeth Iype	A Study On Investors Attitude Towards Mutual Fund and Perception In IDBI Bank , Kottayam Branch, Kerala
A406	90404631008	Hitesh Kumar S	A Study on Market Acceptability for Virtual calling card among the dealers with special reference to Chennai, Madurai and Vellore cities.
A407	90404631009	Ibrahim Shakani N	A study on customer satisfaction regarding Channel services with special reference to Roaming current account holders in ICICI Bank, Chennai.
A408	90404631010	Johny K	Sustainable growth rate in dual structurals and Industries(p) LTD.
A409	90404631011	Karthikraj P	A Study On Labour Welfare Measures With Special Reference To TamilNadu State Transport Corporation, Madurai Limited, Madurai
A410	90404631012	Karthikeyan K R	A Study On Market Acceptability of Fluoro – Bact in Five Prime Cities in Tamilnadu
A411	90404631013	Lakshmanan R M	A study on Market potential for computer graphics, Digital intermediate and high definition services in Prasad EFX, Chennai.
A412	90404631014	Mageswaran R	A study on working capital Management of Opel Exports.
A413	90404631015	Mani G	A study on the morale, leadership and personality profile of Executives of Sakthi Sugars Limited, Sivaganga Unit.
A414	90404631016	Manikandan B	A Study on the Executive ness of training imparted to Employee of TAFE Limited Chennai.
A415	90404631017	Manivasagan N	A Study On Analysis Of Business Opportunities for HCL Products in Corporate Sector.
A416	90404631018	Meena E	A survey on the perception of the employees for a HR Scorecard ADITI technologies PVT LTD.
A417	90404631019	Mohammed Al Rahim M B	A Study On Brand Preference of Soft Drinks In the Muslim Dominated Areas Of Kerala with Special Reference To Kozhikode And Malappurram Districts
A418	90404631020	Muthumurugan R	A study on marketing strategies in promoting HIV drugs by CIPLA Limited.
A419	90404631021	Muthuvelan P	A study on stock classification and control of quality in ITC Limited, PSPD, unit: Kovai.
A420	90404631022	Nikhil Patel R	A Market study of toothpaste with special reference to anchor white toothpaste in Madurai city.
A421	90404631023	Nithya M	A study to identifying the reasons for absenteeism among the workers in Dharani Sugars & Chemicals LTD.
A422	90404631024	Potrirajesh P	A study on Market Potential of osteoporosis molecule with reference to CIPLA in Madurai city.
A423	90404631025	Prathap D	A study on working capital management at Srinar Communications Pvt. Ltd.
A424	90404631026	Preethy C	Availability and visibility of the range of Parle AGRO Products across Madurai City.
A425	90404631027	Raijomon Varghese	A study on working Capital Management of Carborium Universal Limited (CUMI – EMD) Edappaly, Kochi.
A426	90404631028	Ram Kumar PL	Competitor Analysis To Launch New ERP Software
A427	90404631029	Ramy Meenakshi G	A study on Employee Productivity with Special Reference To ARASPVPV Madurai
A428	90404631030	Sankarshwari G	A statistical study on Analytical CRM For APEX Laboratories Limited, Chennai.
A429	90404631031	Seetharaman M	A Study On Customer Satisfaction Towards the Ford Fiesta In Chennai.
A430	90404631032	Shanmugaraju R	A Study On Analysis of the Perception of Credit Card Holders Towards Service Providers with Special Reference To HDFC Bank.
A431	90404631033	Shanthikumar S	A Study Of Reapproching the Potential Customer For e.chain
A432	90404631034	Soumya Sasidharan	A Study On Financial Analysis Of Kochi Refineries Limited, Ernakulam District, Kerala
A433	90404631035	Sreejith O S	A study on financial performance analysis of English Indian CLAYS Limited.
A434	90404631036	Subramoni S	A Market share of private label products of Spencer's retail in Chennai.
A435	90404631037	Sureshkannan A	A study on financial analysis of OPEL Exports, Tripur.

A436	90404631038	Suresh S	A study on analysis of working capital management in ASHOK LEYLAND Limited
A437	90404631039	Suresh S	A study on potentiality of CELLO PEN in the market Chennai city.
A438	90404631040	Venkatesh T S	Financial Analysis of BASF India LTD.
A439	90103631044	Sekar A	A Study on the Credit Appraisal System in the Leasing Department of Sundaram Finance