

**K.L.N. COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROJECT DETAILS – 2002-2004**

Sl.No	Name of the Candidate	Project title
A284	Gowri Nagesh K	Evaluation of Distributatio Network of ITC Food Products in Madurai city with special ref to M/s.S.P.Solai Nadar Brothers
A285	Arun Prasad S	A Study on Customer Satisfaction with special ref, to Reliance mobile Phones in Madurai city
A286	Ashokraj T	A Comparative study on performance of a mutual fund and enquiry shares
A287	Pradeep Kumar D R	A Study on Customer Satisfaction of Hotel Ramanashree
A288	Muthupandi S	A Study on Evaluation of performance of mutual funds
A289	Inigo A	A Study on Customer Satisfaction on BPL Mobile
A290	Balaji M	A Study on Sales Analysis & Sales promotion of AKAS Medical Equipment
A291	Kokila M S	A Study on Effectiveness of Credit Appraisal Process with Special ref. To Indian overseas Bank
A292	Giri Scaria	Working capital Management analysis of the Tiruvalla East Cooperative Bank Ltd.,
A293	Divya Vijay	A Study on Overall Financial performance in Bharat Ex Ltd.,
A294	Alwin Jacob	A Study on Market Research in financial derivate-Ashok Leyland Finance Ltd.,
A295	Suresh Kumar N	Salaried Customers Awareness & satisfaction on various services & facilities rendered by ICICI Bank
A296	Siva Subramanian S	Analysis of Knowledge Management System with respect to HR services in India Intellect
A297	Vijay S	A Study on Biscuits used in the hospital canteen & Customer preference
A298	Vinod Kumar M	The role of susee finance in two wheeler purchase & its impact on susee auto
A299	Viswanathan K	A Study on present business opportunities of Henkel detergent sachet brands
A300	Hari G Krishna	A study on market potential of ICICI Bank with special ref. To special savings A/c.
A301	Gopisaravanan	Evaluation of Distribution Network of Britannia Biscuits in Changalpattu Dt.
A302	Chella Murugan P	A Study on Consumer's attitude towards Branded coconut oil
A303	Karthikeyan A	Market Analysis of business intelligence tools & services in an transnational software domain
A304	Muthu Thiyagrajan	Role of wholesaler in cement consignment agency in madurai city
A305	Kalyana Raman S	A Study on Investors practice in Chennai city
A306	Jiji J	Create a global contact plan for B14TEL Marketing Campaign
A307	Jayan K	A Study on working capital management of federal bank Ltd.,
A308	Jaison Mathew	A Study on retailers satisfaction towards eastern curry powders in palakkad Dt.
A309	Senthil Narayanan P H	Effectiveness of executive development & Training program
A310	Senthil Kumar K S	Perform Analysis & Estimation of working capital requirement for M/s. Indocem Ltd.,
A311	Vadivel Murugan G	A Study on potential awarness of customers on telemarketing & direct mailer
A312	Manikandan N S	A Study on Customer satisfaction towards BSNL mobile prepaid card services in madurai city
A313	Naganandini A	A Study on distribution under retailers networking & product promotion in J K White cement with special ref. To madurai city
A314	Divya P P	Employee satisfaction with special ref. To Lazza Icecream
A315	Yogesh Kumar O J	A Study on customer satisfaction towards ESSAE Teraoka Ex weighing scales with ref. To Jewellery bazaar Mdu city
A316	Swapna balakrishnan	A Study on the effectiveness of training in English Indian Clays trivandrum with ref. To the employees in the factory
A317	Sunish Varghese	A Study on financial performance of Addison & Co. Ltd.,
A318	Peer Mohamed K J	A Study on Dealer attitude towards first quality enamel paints of organized sector companies in north chennai
A319	Praveen Kumar M	A market research to identity the influence of advertisements & Ref. Groups towards the purchase decision of higher end mobiles phomes
A320	Rengarekha C R	A Study on absenteeiss of employees at shahi export house Unit XIV Bangalore
A321	Saravana kumar A	A Study on competitive analysis of Kissan Vs Maggi
A322	Sasikumar C	Competition analysis for Xerox modi corp. Ltd., Chennai
A323	Valan J	A Study on retailers attitude towards J K White cement in rural areas around chennai
A324	Prabu T R	A Study on effectiveness of training & development prog. With special ref. To ITC Ltd.,
A325	Sankar Ananth R	A Study on customers satisfaction on PC Haulwel Trailers
A326	Arunprasad R	A Study on job satisfaction of employees in Bharat Ex Ltd.,Bangaloe
A327	Harikrishan prasad	A Study on a Quality culture & human resource practices in mangalore refineries petrochemicals ltd., Bangalore

A328	Ramesh N	A Study on job satisfaction of the employee Renuka textiles Pvt., Ltd.,
A329	Senthil Kumar B	A Study on quality function deployment on training in TATA motors
A330	Velpandi K	A Study on financial analysis of BEL bangalore complex
A331	Sterlin Fernandez	Study & analysis of internet marketing in chennai
A332	Srinivasan R	A Study on financial performance analysis Dharani sugars & Chemicals ltd.,
A333	Nirai Vinoth Kumar	A Study on awareness & satisfaction of customers towards Sanjha Choola Restaurant chennai
A334	Saravanakumar B	A study on companies requirement of advertising in and around madurai
A335	Sanjokayathinikal	A Study on labour welfare measures in madhyamam daily
A336	Premodh H Samuel	Study on customer preferences of documentation device for Xerox modi corp. ltd., chennai
A337	Allan Vivek T	A Study on Role of NGO's in Villages
A338	Poongodi J	A Study on motivational program followed in the shahi export house UNIT XIII, Bangalore
A339	Yadeendran K S	An evaluation of training & development prog. In ITC with Ref. To Paper boards & speciality paper division unit