

**DEPARTMENT OF MANAGEMENT STUDIES 2011 - 2013 BATCH  
LIST OF CANDIDATES PROJECT TITLES AND COMPANY**

SI.NO	REG.NO	NAME OF THE STUDENT	PROJECT TITLE / COMPANY NAME	GUIDE NAME	DOMAIN
A778	910611631001	AARTHI P	A STUDY ON EMPLOYEES JOB STRESS IN MADRAS CEMENTS LTD., VIRUTHUNAGAR DISTRICT	Dr. K.G. Nalina	HR
A779	910611631002	AARTHI R S	A STUDY ON RISK RETURN INVESTMENT IN MUTUAL FUND RELIGARE SECURITIES MADURAI	Dr. A.C. Kannan	FINANCE
A780	910611631003	AARTHY K G	EFFECTIVENESS OF TRAINING AND DEVELOPMENT	Dr. K.G. Nalina	HR
A781	910611631004	AMARNATH A J	A STUDY ON MARKETING STRATEGIES OF AIRTEL FOR CHERIES ENTERPRISES PRIVATE LTD TIRUPUR	Mr. R.S. Balasenthil	MARKETING
A782	910611631005	ANITHA MAI G B	A STUDY ON WORKING CAPITAL MANAGEMENT OF ARASPVPV	Dr. A.C. Kannan	MARKETING
A783	910611631006	ANNA LAKSHMI S	ACCOUNT RECEIVABLE MANAGEMENT IN LEXAND RESEARCH LAB PVT LTD MADURAI	Dr. A.C. Kannan	FINANCE
A784	910611631007	ARUNPRASATH K K	A STUDY ON CUSTOMER PREFERENCE TOWARDS IN FOOD AND ELECTORNIC IN BIG BAZAAR AT EA CHENNAI	Mrs. A.C. Anbudevi	MARKETING
A785	910611631008	ASEEM AHAMED M	A STUDY ON SALES PROMOTION IN SOLAIMALAI YAMAHA IN MADURAI	Mr. R.S. Balasenthil	MARKETING
A786	910611631010	ASHOK KUMAR K E	A STUDY ON RETILER SATISFACTION TOWARDS MANGO FLAVOUR OF PEPISCO AT MADURAI	Mr. V.S. Harshith Babu	MARKETING
A787	910611631011	ASHOK KUMAR R	CUSTOMER SERVICE WITH REFERENCE TO BIG BAZAAR	Mr. R.S. Balasenthil	MARKETING
A788	910611631012	AYYAPPAN T K	EFFECTIVENESS OF RECRUITMENT METHODS IN ICONIUM - A RECRUITMENT CONSULTING FIRM, CHENNAI`	Mr. B. Palanivelrajan	MARKETING
A789	910611631013	DEIVANAYAKI T	A STUDY ON EFFECTIVENESS OF TRAINING IN GROUP M, BANGALORE	Dr. A.C. Kannan	HR
A790	910611631014	DESHMA RANI T S	A STUDY ON INVENTORY MANAGEMENT AT ARASPVPV	Dr. A.C. Kannan	HR
A791	910611631015	DHANALAKSHMI R	FINANCIAL PERFORMANCE BASED ON RATIO ANALYSIS	Dr. A.C. Kannan	FINANCE
A792	910611631016	GANESH J	A STUDY ON EMPLOYEES SATUSFACTION TOWARDS HR POLICIES IN ANNAMALAIYAR MILLS PVT LTD., DINDIGUL	Mr. B. Palanivelrajan	HR
A793	910611631017	GOVINDA RAJ P	A STUDY ON CUSTOMER PERCEPTION TOWARDS MMHRC	Mr. V.S. Harshith Babu	FINACE
A794	910611631018	HARI KUMAR K S	A STUDY ON ABSENTEEISM AMONG THE EMPLOYEES OF MADURA COATS PVT LTD	Mr. B. Palanivelrajan	HR
A795	910611631019	JAGADEESHWARAN A	A STUDY ON BRAND IMAGE OF YAMAHA BIKES AND COLOR CULING	Mr. V.S. Harshith Babu	Domain
A796	910611631020	JENAGANATHAN P J	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT	Mr. R.S. Balasenthil	HR
A797	910611631021	JEYAPREETHI V J	A STUDY ON ANALYSIS OF FOOD GRAINS PRICE MOVEMENTS IN TINTERNATIONAL COMMODITY MARKET IN ACE VENTURES PVT LTD	Mr. T.C .Suriya Narayana Prabhu	FINANCE
A798	910611631022	KALIPPANDI M	A STUDY ON DELEARs SATISFACTION WITH REFERENCE TO RAMCO CEMENT AT MADURAI	Mrs. A.C. Anbudevi	FINANCE
A799	910611631023	KARTHIC KUMAR K	A STUDY ON CUSTOMER PERCEPTION IN REMUKI DEPARTMENTAL STORE AT MADURAI	Mr. V.S. Harshith Babu	MARKETING
A800	910611631024	KARTHICK O K	A STUDY ON EMPLOYEE MOTIVATION IN KALAM SOFTWARE COMPANY	Mr. S.N.R. Srikumar	FINANCE
A801	910611631026	KARTHIK RAMANUJAM T H	A STUDY ON FINANCIAL PERFORMANCE OF LVB LTD	Dr. A.C. Kannan	FINANCE
A802	910611631027	KARTHIK V R	A STUDY ON PERFORMANCE OF GOLD AND SILVER IN US BULLION MARKET IN ACE VENTURES PVT LTD	Dr. T. Jothimurugan	FINANCE
A803	910611631028	KIRUTHIGA G	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS IN EMSALD TYRE MANUFACTURING CO.,	Dr. T. Jothimurugan	MARKETING
A804	910611631029	MALATHY K R	A STUDY ON ACCOUNTS RECEIVABLE MANAGEMENT IN ARASPVPV MADURAI	Mr. T.C .Suriya Narayana Prabhu	HR
A805	910611631030	MEENAKSHI	A STUDY ON ASSET & LIABILITY MANAGEMENT	Mr. T.C .Suriya	FINANCE

		SUBRAMANIAN	OF L.V.B	Narayana Prabhu	
A806	910611631031	NEELA MANIKANDAN N	A STUDY ON INTERVIEW PROCESS IN MMHRC	Dr. K.G. Nalina	MARKETING
A807	910611631033	PRADEEP S	A STUDY ON PERFORMANCE APPRAISAL IN AMARESHWARA KNITS PVT LTD., TIRUPUR	Mr. B. Palanivelrajan	HR
A808	910611631034	PRASSANA KRISHANAN		Mr. B. Palanivelrajan	
A809	910611631035	PRASATH P	A STUDY ON BUYING BEHAVIOR OF CUSTOMERS IN BIG BAZAAR IN VADAPALANI,CHENNAI	Mr. V.S. Harshith Babu	MARKETING
A810	910611631036	RAJA N	A STUDY ON CUSTOMER BUYING BEHAVIOR OF BIG BAZAAR AT MADURAI	Mr. R.S. Balasenthil	HR
A811	910611631037	RAJASEKARAN C	A STUDY ON BRAND LOYALTY WITH SPECIAL REFERENCE AT MEENAKSHI MISSION HOSPITAL OF RESEARCH	Mrs. A.C. Anbudevi	MARKETING
A812	910611631038	RAJMADHAN J	A STUDY ON THE PERFORMANCE OF EQUITY SHARE OF THE SUGAR SECTOR IN NSE INDIA	Dr. A.C. Kannan	FINANCE
A813	910611631039	RAKESH R	A STUDY ON CUSTOMER SATISFACTION IN SOLAIMALAI YAMAHA DEALERS ANNA NAGAR, MADURAI	Mrs. A.C. Anbudevi	MARKETING
A814	910611631040	RAMGOPAL S	A STUDY ON EMOTIONAL INTELLIGENCE AND ITS IMPACT ON JO SATISFACTION	Mr. B. Palanivelrajan	MARKETING
A815	910611631041	RAMKUMAR P	A STUDY ON EMPLOYEES JOB SATISFACTION ANNAMALAIYAR MILLS PVT LTD.,	Mr. B. Palanivelrajan	HR
A816	910611631042	ROOPCHAND B K	EFFECTIVENESS OF PERFORMANCE APPRAISAL IN MADURA COATS	Dr. K.G. Nalina	HR
A817	910611631043	SAKTHI CHELLAMMAL S	A STUDY ON ORGANIZATIONAL CLIMATE IN CAPGEMINI	Dr. K.G. Nalina	MARKETING
A818	910611631044	SATHISKUMAR K B	INVENTORY CONTROL MANAGEMENT IN MADURA COATS PVT LTD	Mr. T.C .Suriya Narayana Prabhu	FINANCE
A819	910611631045	SEVUGA RAJA M M	A STUDY ON WORKING CAPITAL MANAGEMENT AT MADURAI	Dr. T. Jothimurugan	FINANCE
A820	910611631046	SUNDAR RAJAN R.D	A STUDY ON CUSTOMER PERCEPTION IN FINANCIAL CONSULANT IN HDFCSL	Mr. R.S. Balasenthil	HR
A821	910611631047	THATCHINA MOORTHY P S	A STUDY ON INVENTORY MANAGEMENT AT AMBIKA INDUSTRIES	Dr. T. Jothimurugan	FINANCE
A822	910611631048	UMARANI M J	A STUDY ON CUSTOMER SATISFACTION IN INDUS MOTORS	Dr. K.G. Nalina	MARKETING
A823	910611631049	VAIRAMUTHU T		Dr. T. Jothimurugan	
A824	910611631050	VARATHARAJ A	A STUDY ON SOCIAL MEDIA MARKETING	Mrs. A.C. Anbudevi	MARKETING
A825	910611631051	VENKATESH G H	A STUDY ON INVESTORS PERCEPTION TOWARDS INVESTMENT IN VARIOUS FINANCIAL SECURITIES FOR ANGEL BROKING PVT LTD	Dr. T. Jothimurugan	MARKETING
A826	910611631052	VIDHYA G	A STUDY ON IMPACT OF PROMOTIONAL ACTIVITIES AND CONSUMER SATISFACTION	Dr. K.G. Nalina	MARKETING
A827	910611631053	VINODH BABU B G	A STUDY ON INVESTMENT PATTERN IN ANGEL BROKING PVT LTD.,	Mr. T.C .Suriya Narayana Prabhu	MARKETING
A828	910611631054	VISHNU VARADHAN T P	A STUDY ON HEALTH CARE SERVICES QUALITY AMONG INPATIENTS IN MMHRC	Mrs. A.C. Anbudevi	HR