

## 2012-13

Sl.No	Hall Ticket No	Name of the Student	Title	Guide
1	1204-10-407-001	Hajera Arshiya	Team Building at MRF Ltd	<b>Mrs.T.Anuradha</b>
2	1204-10-407-002	Sai Saranya	Customer Relationship Management-A study on Siemens Ltd.	<b>Mrs.Mahitha Davala</b>
3	1204-10-407-003	Syeda Husna	Job Satisfaction at MS Prudential Sugar Corporation Ltd.	<b>Mrs.Usha Rani</b>
4	1204-10-407-004	Kauser Begum	Consumer Perceptions of Tata Automobobiles	<b>Mrs. Usha Rani</b>
5	1204-10-407-005	Maaha Sidiqaa	A study on Service Quality & Customer Satisfaction at Pizza Hut	<b>Mrs. Swena Shanthi</b>
6	1204-10-407-006	Hiba	A study on Marketing and Brand management of Oriflame Company	<b>Mrs.J.Sowjanya</b>
7	1204-10-407-007	Sangeetha	Advertising and Sakes Promotional Tools- A Study on Big Bazar	<b>Mrs.Mahitha Davala</b>
8	1204-10-407-008	Seema Tabassum	A Study on Motivation of Employees at SRL Diagnostic	<b>Ms.Supriiya. N</b>
9	1204-10-407-009	Keerthi Prasanna	Customer Satisfaction towards Two Wheeler- A Study on Hero Moto Corp	<b>Ms.Joshna. P</b>
10	1204-10-407-010	Arshia Fatima	Consumer Buying Behaviour among urban women in selecting a shampoo	<b>Ms.Supriiya. N</b>
11	1204-10-407-011	S.Bhargavi	A Study on Life Insurance Policies at ING Vysya	<b>Mrs.Suma Reddy</b>
12	1204-10-407-012	Amena Razi	Analysis of Fianacial Parameter in Oil & Gas Industry- ACase Study on DMV Global Data	<b>Mrs.T.Anuradha</b>
13	1204-10-407-013	Nidhi Deora	Employee Engagement among nurses at Gandhi Hospital	<b>Mrs.Mahitha</b>
14	1204-10-407-014	S.Meena	Brand preference of Smart Phones	<b>Mrs.Swena Shanthi</b>
15	1204-10-407-015	Nazleen Kothiya	Consumer Buying Behaviour at Reliance Fresh	<b>Mrs.Arshiya Sultana</b>
16	1204-10-407-016	Meenaz Batul	Performance Appraisal of Employees at Thomson Reuters	<b>Mrs.Swena Shanthi</b>
17	1204-10-407-017	Syeda Rukia	A Study on Brand Positioning of Maruti Suzuki	<b>Mrs.Saujanya</b>
18	1204-10-407-018	SyedaMuneeza Samiya	Customer Relationship Management- A Case Study of Idea Cellular	<b>Mrs.Usha Rani</b>

<b>19</b>	1204-10-407-019	Vasfia Vateen	Advertising Strategies on Social Networking Sites (Facebook)	<b>Ms.Ifath Shaheen</b>
<b>20</b>	1204-10-407-020	Masrath Nida	Human Resource Outsourcing at Dr. Reddy's Laboratories Ltd,	<b>Ms.Joshna. P</b>
<b>21</b>	1204-10-407-021	M.Soundarya	Brand preference of Consumers towards Fairness Creams	<b>Ms.Ifath Shaheen</b>
<b>22</b>	1204-10-407-22	Mohammadi Sultana	A study on consumer buying behavior while shopping	
<b>23</b>	1204-10-407-23	Viqar Fatima	A study on customer satisfaction	

### 2013-14

S.No.	H.T.NO.	Name of the Student	Project Title	Project Guides
<b>01</b>	1204-11-407-001	Archana Kamble	Working capital management in IT sector –A case study of Tata consultancy services	<b>Mrs N.V Kavitha</b>
<b>02</b>	1204-11-407-002	G.Prawalika Reddy	A study on impact of emotional intelligence among teaching fraternity in higher educational institutions.	<b>MrsAnuradha</b>
<b>03</b>	1204-11-407-003	K. Poorvika	A study on impact of viral marketing on consumers.	<b>MrsIffath</b>
<b>04</b>	1204-11-407-004	Raahila Salim	Green marketing – A case study on ITC stationary products.	<b>MrsUsha Rani</b>
<b>05</b>	1204-11-407-005	Rama Somani	Environmental accounting – A case study on cement sector in India.	<b>MrsSowjanya</b>
<b>06</b>	1204-11-407-006	Heeba Maryam	Consumer Buying Behavior Of Electronic Goods-A Case Study Of Television	<b>Mrs N.V Kavitha</b>
<b>07</b>	1204-11-407-007	Nainawa Fatima	A comparative study on consumer perceptions towards Pepsi & coke.	<b>MrsAnuradha</b>
<b>08</b>	1204-11-407-008	Aliya Fatima	A study on hatchway ISP services.	<b>MrsIffath</b>
<b>09</b>	1204-11-407-009	Nida Un Nasar	Consumer buying behavior relating to two kiosks	<b>MrsUsha Rani</b>
<b>10</b>	1204-11-407-010	G.Swapna	Recruitment process at wipro, india, pvt, ltd-A study on selected employees.	<b>MrsSowjanya</b>
<b>11</b>	1204-11-	Kounain Fatima	Study on marketing & brand	<b>Mrs N.V</b>

	407-011		management under Amway beauty products.	<b>Kavita</b>
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## 2014-15

S.No.	H.T.NO.	Name of the Student	Project Title	Project Guides
<b>01</b>	1204-12-407-001	Deeksha(B.Com III Honors)	Employee Motivation at syndicate bank	<b>Mrs N.V Kavitha</b>
<b>02</b>	1204-12-407-002	Sabiha(B.Com III Honors)	Leadership skills	<b>MrsAnuradha</b>
<b>03</b>	1204-12-407-003	Ayesha(B.Com III Honors)	A study on online retailing-SOWT analysis	<b>MrsIffath</b>
<b>04</b>	1204-12-407-004	Shreya(B.Com III Honors)	A study on digital banking	<b>MrsUsha Rani</b>
<b>05</b>	1204-12-407-005	Sobia(B.Com III Honors)	Study on forex card	<b>MrsSowjanya</b>
<b>06</b>	1204-12-407-006	Nikhila(B.Com III Honors)	Consumer perception towards organic and non organic food	<b>Mrs N.V Kavitha</b>
<b>07</b>	1204-12-407-007	Meenu(B.Com III Honors)	Customer satisfaction towards life insurance	<b>MrsAnuradha</b>
<b>08</b>	1204-12-407-008	Aala(B.Com III Honors)	Employee Grievance handling at PNB	<b>MrsIffath</b>
<b>09</b>	1204-12-407-009	Lavanya(B.Com III Honors)	Recruitment and selection in lakshmihyundi	<b>MrsUsha Rani</b>
<b>10</b>	1204-12-407-010	Rahila(B.Com III Honors)	A Project Report on Word Mouth of Advertising	<b>MrsSowjanya</b>
<b>11</b>	1204-12-407-011	Merlin(B.Com III Honors)	Students perception towards UG programme at St Ann's	<b>Mrs N.V Kavita</b>
<b>12</b>	1204-12-407-012	Sabaha(B.Com III Honors)	Training and development at deluxe plastic works pvt ltd	<b>MrsAnuradha</b>
<b>13</b>	1204-12-407-013	Shahana(B.Com III Honors)Ruhi	Employee compensation at edlogix software solution pvt ltd	<b>MrsIffath</b>
<b>14</b>	1204-12-407-014	Asma(B.Com III Honors)	Employee Fringe Benefits at St Geroges Grammar School	<b>MrsUsha Rani</b>
<b>15</b>	1204-12-407-015	Priyanka(B.Com III Honors)	Performance Appraisal	<b>MrsSowjanya</b>
<b>16</b>	1204-12-407-016	Farmana(B.Com	Employee welfare at ICICI bank	<b>Mrs N.V</b>

		III Honors)		<b>Kavitha</b>
<b>17</b>	1204-12-407-017	Rabab(B.Com III Honors)	Stress Management on working women	<b>MrsAnuradha</b>
<b>18</b>	1204-12-407-018	Swati(B.Com III Honors)	Corporate Social responsibility	<b>MrsIffath</b>
<b>19</b>	1204-12-407-019	Sneha(B.Com III Honors)	Knowledge Management	<b>MrsUsha Rani</b>
<b>20</b>	1204-12-407-020	Rama(B.Com III Honors)	HR strategy under the insight of human resource	<b>MrsSowjanya</b>
<b>21</b>	1204-12-407-021	ZebaDaani(B.Com III Honors)sh	Women Entrepreneurs- An over view in Telengana	<b>Mrs N.V Kavitha</b>

### 2017-18

<b>S.No.</b>	<b>Hall Ticket No.</b>	<b>Student Name</b>	<b>Title of the project</b>	<b>Project Guides</b>
<b>1</b>	120415407001	J.Kiran Geetha	Start ups: its chalmslenges and support systems, Hyderabad	Dr.(Mrs)N.V.Kavitha,
<b>2</b>	120415407002	P.Tejaswini Anagha Lakshmi	A case study of employee engagement at St. Ann's college for women.	Mrs.D. Mahitha,
<b>3</b>	120415407003	Kanchan Parihar	A project on consumer behavior towards Patanjali brand.	Mrs.K.Usha Rani,
<b>4</b>	120415407004	Nikitha Sara Joseph	Impact of CSR on business performance.	Mrs.N.Suma Reddy,
<b>5</b>	120415407006	Mubasheera Mahveen	Study on consumer's perception towards smart phone brands	Mrs. J.Saujanya,
<b>6</b>	120415407007	Mettu Priyanka	Impact of team building on organizational productivity-"A case study on Infosys"	Ms. N. Supriya,
<b>7</b>	120415407008	Rima Samanta	An analytical study on recruitment and selection	Mrs. Naga Suvarchala
<b>8</b>	120415407009	Shehnaaz Hussain	Brand ambassador and their impact on consumer behaviour	Ms. Asra Sultana
<b>9</b>	120415407010	B.Sai maithri	Impact of interest rate on primary stock market of India	Ms.Rahmathunnisa
<b>10</b>	120415407011	Reetu Kumari	Digtal India – Issues and challenges	Mrs. Meena Shanti
<b>11</b>	120415407012	Revathi Kemsaram	A project on work life balance among women faculty with reference to St. Ann's College for	Mrs. Pranathi

			women	
<b>12</b>	120415407013	Sadiqa Fathima	A study on emerging trends in Cadbury, India	Ms.Manjari Harnoor
<b>13</b>	120415407014	Amira Haider	A quantitative study on employee discrimination at work place	Ms.Divya
<b>14</b>	120415407015	Aavula Rachana	Comparitive study on consumer buying preference between Lalitha Jewellers and Kalyan Jewellers	Ms.Aala
<b>15</b>	120415407016	Tupakula Sai Priya	A study on savings and investment habits of urban women employees.	Ms. Ramya
<b>16</b>	120415407018	Addetla Mamatha		Dr.(Mrs)N.V.Kavitha,
<b>17</b>	120415407019	K.Harshitha	An analytical study on performance appraisal system in Hero Metro Corp	Mrs.N.Suma Reddy,
<b>18</b>	120415407020	Kauser Tasneem	A comparative study between cosmetic products Lakme and Maybelline	Mrs. J.Saujanya,
<b>19</b>	120415407021	Husna Tabassum	A study on women graduates – self employment as their career option	Ms. N. Supriya,
<b>20</b>	120415407022	P.Deeksha	A project on effectiveness of recruitment channels.	Mrs. Naga Suvarchala
<b>21</b>	120415407023	Ruchitha Thota	Employee absenteeism and retention at [24]7.ai	Ms. Asra Sultana
<b>22</b>	120415407025	U.Sri Ravali	A study on sales promotion of Television industry	Ms.Rahmathunnisa
<b>23</b>	120415407026	Boddula Sneha	A study on impact of junk food on consumers	Mrs. Meena Shanti
<b>24</b>	120415407028	Vanka. Monikka Yadav	A study on effect of branding on consumer buying behavior in relation to fashion industry	Mrs. Pranathi
<b>25</b>	120415407029	Katta Uma Vigneswari	A study on consumer perception towards brands: “Nestle”	Ms.Manjari Harnoor
<b>26</b>	120415407030	Y.Rashmitha	A study on impact of training and development on employee performance	Ms.Divya
<b>27</b>	120415407031	Varkala Keerthi	Consumer behavior regarding purchase of cosmetics.	Ms.Aala
<b>28</b>	120415407032	Mekala Amulya	Consumer perception on online shopping towards Flipkart.com	Ms. Ramya
<b>29</b>	120415407033	Jyothi Dosapati	Effectiveness of B.Com (Honors) in St. Ann’s College.	Dr.(Mrs)N.V.Kavitha,
<b>30</b>	120415407034	B.Sneha	A study on consumer perception	Mrs. J.Saujanya,

			towards Amul milk products	
<b>31</b>	120415407035	Nisa Humayun	Consumer buying behaviour towards Adidas and Reebok shoe brands	Ms. N. Supriya,
<b>32</b>	120415407036	Sadia Hashim	A project on “Influence of social media on teenagers”	Mrs. Naga Suvarchala
<b>33</b>	120415407037	Esha Bhandari	A study on attitude of youth towards luxury brands.	Ms. Asra Sultana
<b>34</b>	120415407038	Sana Jabeen	Role of E-Learning on academic performance of students.	Ms. Rahmath unnisa
<b>35</b>	120415407039	Shivani	Impact of GST on retailers.	Mrs. Meena Shanti
<b>36</b>	120415407040	Sanskruati Agarwal	Awareness among students regarding cyber crimes.	Mrs. Pranathi

**Advanced Learner Program Opted by the following Students**

<b>37</b>	120415401028	N. Poojitha	VI semester (Regular)	A project report on opportunities and threats of E-Commerce industry – A special focus on online seller’s
<b>38</b>	120415402028	Sughra Fatima	VI semester (Computers)	Artificial intelligence in accounting
<b>39</b>	120415402068	Ariba Zafar	VI semester (Computers)	A comprehensive study on bitcoin and digital currencies
<b>40</b>	120415401017	Zobia Khaled	VI semester (Regular)	A study on awareness and knowledge of Islamic Insurance amongst Indian Immigrants.