

ALLOTMENT OF TOPICS FOR TERM PAPER WRITING

Course: BBA

Year: II

Sem.: III

Group: 31

S. No.	University Roll No.	Name of Students	Topics Allotted
1	17204000916	Mohammad Zain	TOPIC-1: CONDUCT A DETAILED STUDY OF PRINT MEDIA USEFULNESS IN LUCKNOW CITY.
			TOPIC-2: TASK OF FINANCIAL REGULATION IN A SYSTEM
2	17204001146	Abhay Chitranshi	TOPIC-1: A STUDY OF USE OF ADVERTISING AGENCY IN ADVERTISEMENT.
			TOPIC-2: A STUDY ON INDEGENEOUS BANKING IN INDIA
3	17204001149	Abhiraj Singh	TOPIC-1: IMPORTANCE OF ADVERTISING IN BUSINESS.
			TOPIC-2: ASSET AND LIABILITY MANAGEMENT IN COMMERCIAL BANKING: AN ANALYSIS
4	17204001150	Akanksha Verma	TOPIC-1: AN EMPIRICAL STUDY ON THE INDUSTRIAL POLICY 1951 VS THE INDUSTRIAL POLICY 1991
			TOPIC-2: PERFORMANCE MANAGEMENT: A FRAMEWORK FOR MANAGEMENT CONTROL SYSTEMS RESEARCH.
5	17204001153	Akash Garg	TOPIC-1: A STUDY OF IMPORTANCE OF COOPERATIVE SECTOR
			TOPIC-2: ADOPTION OF MANAGEMENT ACCOUNTING INNOVATIONS: ORGANIZATIONAL CULTURE COMPATIBILITY AND PERCEIVED OUTCOMES.
6	17204001155	Akash Kumar	TOPIC-1: A STUDY OF PUBLIC SECTOR COMPANY: PROSPECTS AND CHALLENGES
			TOPIC-2: MANAGEMENT CONTROL SYSTEMS AS A PACKAGE—OPPORTUNITIES, CHALLENGES AND RESEARCH DIRECTIONS.
7	17204001157	Akash Kumar Singh	TOPIC-1: A STUDY ON ADVANTAGES AND DISADVANTAGES OF PRIVATE COMPANIES IN INDIA
			TOPIC-2: THE CONTINGENCY THEORY OF MANAGEMENT ACCOUNTING AND CONTROL: 1980–2014
8	17204001160	Ankit Chawla	TOPIC-1: A STUDY OF ROLE OF BUDGET IN BUSINESS PRACTICES

			TOPIC-2: THE BALANCE ON THE BALANCED SCORECARD A CRITICAL ANALYSIS OF SOME OF ITS ASSUMPTIONS.
9	17204001163	Adhiraj Singh	TOPIC-1: A STUDY OF MONETARY AND FISCAL POLICIES IN INDIA
			TOPIC-2: THE PARADOX OF STRATEGIC MANAGEMENT ACCOUNTING.
10	17204001167	Ashish Singh	TOPIC-1: A STUDY ON VARIOUS ASPECTS OF EXIM POLICIES IMPLEMENTATION
			TOPIC-2: DIVERSITY AND VALIDITY IN POSITIVIST MANAGEMENT ACCOUNTING RESEARCH—A LONGITUDINAL PERSPECTIVE OVER FOUR DECADES.
11	17204001169	Ayush Kumar Verma	TOPIC-1: A STUDY OF CONTROLLABLE AND UNCONTROLLABLE ENVIRONMENTAL FACTORS AFFECTING BUSINESS ACTIVITIES
			TOPIC-2: CONCEPTUALIZING MANAGEMENT ACCOUNTING CHANGE: AN INSTITUTIONAL FRAMEWORK.
12	17204001170	Bushra Fatima	TOPIC-1: ANALYTICAL EXAMINATION OF ADVERTISING – A CASE STUDY OF FMCG PRODUCTS.
			TOPIC-2: ANALYSIS ON COMMERCIAL BANKING CHANGES AND PREFERENCES IN LAST 2 YEARS
13	17204001171	Ankita Avinash Valecha	TOPIC-1: CONDUCT A STUDY ON ALLOCATION OF BUDGET FOR ADVERTISING.
			TOPIC-2: CURRENT DEVELOPMENTS IN ASSET AND LIABILITY MANAGEMENT STRUCTURE OF BANKS IN INDIA
14	17204001172	Ankush Singh Chauhan	TOPIC-1: AN ANALYTICAL STUDY ON IMPACT OF ADVERTISING ON SOCIETY.
			TOPIC-2: RESPONSIBILITY OF COMMERCIAL BANKS: BOOSTING AGRICULTURE EFFICIENCY THROUGH CREDIT FLOW
15	17204001173	Anshuman Singh	TOPIC-1: A STUDY ON ENVIRONMENTAL SCANNING TECHNIQUES
			TOPIC-2: FROM COMFORT TO STRETCH ZONES: A FIELD STUDY OF TWO MULTINATIONAL COMPANIES APPLYING “BEYOND BUDGETING” IDEAS.
16	17204001174	Anupam Shahi	TOPIC-1: AN EVOCATIVE STUDY FOR ADVERTISEMENT OF NEW UNIVERSITY.
			TOPIC-2: ANALYSIS OF RISK, RETURN PROFIT OF SBI BANK
17	17204001175	Anuradha Singh	TOPIC-1: A STUDY ON DIFFERENT ADVERTISING VEHICLE FOR ADVERTISING FAMILY MAGAZINE.
			TOPIC-2: ROLE OF I.T IN THE INDIAN BANKING SYSTEM

18	17204001179	Km. Sonali	TOPIC-1:CORPORATE SOCIAL RESPONSIBILITY: A SOURCE OF EMPLOYEE SATISFACTION
			TOPIC-2: PREPARE A TECHNICAL RESEARCH REPORT ON ITC PRODUCT.
19	17204001180	Komal Kumari	TOPIC-1: GENDER STEREOTYPING: IS THERE BIAS IN THE WORKPLACE?
			TOPIC-2: CRITICAL STUDY ON SAMPLING DESIGNS IN EDUCATIONAL RESEARCH.
20	17204001181	Kostubh Kiran	TOPIC-1: AMBIVALENT MORALITY IN ORGANIZATIONS: COMPETITION OR CO-OPERATION
			TOPIC-2: A FRAMEWORK OF ATTITUDE MEASUREMENT SCALE ON SHOPPING MALL.
21	17204001182	Harsh Gautam	TOPIC-1: CURRENT ISSUES IN ORGANIZATIONAL BEHAVIOR W. R. T. MNC'S
			TOPIC-2: AN ANALYTICAL STUDY ON METHODS OF PRIMARY DATA COLLECTION.
22	17204001183	Harshita Sahay	TOPIC-1: MANAGERIAL PSYCHOLOGY AS A REASON FOR POOR INCENTIVES
			TOPIC-2: A COMPARATIVE STUDY ON PUMA & ADIDAS STORE WITH REF. TO APPARAL SECTION.
23	17204001184	Harshita Singh	TOPIC-1: AN IMPACT OF STRESS ON BANKING SECTOR EMPLOYEES
			TOPIC-2: RESEARCH ON TRADITIONAL PRODUCTS WITH REFERENCE TO GYAN .
24	17204001185	Ishika Gupta	TOPIC-1: PREFERENCE FOR STATUS QUO: HOW IT AFFECTS AN ORGANIZATION?
			TOPIC-2: AN OVERVIEW OF SECONDARY DATA COLLECTION & ITS TECHNIQUES.
25	17204001186	Jitendra Kumar Verma	TOPIC-1: THE RELATIONSHIP BETWEEN ORGANIZATIONAL CLIMATE AND ORGANIZATIONAL EFFECTIVENESS
			TOPIC-2: DESIGN A QUESTIONNAIRE ON HYUNDAI FOUR-WHEELER BRAND STUDY.
26	17204001187	Jyoti Pal	TOPIC-1: AN EXPLORATORY STUDY OF PREPARATION OF ADVERTISING BUDGET.
			TOPIC-2: A STUDY ON ROLE OF BANKS IN GLOBAL ECONOMY
27	17204001188	Kartikey Dalman	TOPIC-1: WORK LIFE BALANCE :A STRIDE TOWARDS FAMILY ROLE AND PROFESSIONAL ROLE
			TOPIC-2: RESEARCH METHODOLOGY ON COMPARATIVE STUDY OF YAMAHA V/S HONDA.
28	17204001189	Kartikey Jain	TOPIC-1: EMOTIONAL DIVISION-OF-LABOR: A THEORETICAL ACCOUNT
			TOPIC-2: PREPARE A RESEARCH REPORT ON THE BRANDING DECISIONS OF SUBWAY.

Signature of Faculty:

Signature of HOD: