

## ALLOTMENT OF TOPICS FOR TERM PAPER WRITING

Course: BBA

Year: II

Sem.: III

**Group: 32**

S. No.	University Roll No.	Name of Students	Topics Allotted
1	17204001190	Maneesh Kumar Gupta	TOPIC-1: IMPACT OF TV ADVERTISEMENT IN CASE OF OTC PRODUCT.
			TOPIC-2: ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY FOR BANKS
2	17204001191	Mayuri Rai	TOPIC-1: AN ANALYTICAL VIEW ON THE ECONOMIC IMPACT OF ADVERTISING ON COMPANY.
			TOPIC-2: FINANCIAL SYSTEM IN INDIA: AN ASSESSMENT
3	17204001192	Nancy Gupta	TOPIC-1: AN IMPERATIVE ROLE OF ADVERTISING IN MARKETING MIX.
			TOPIC-2: A BIRD'S EYE VIEW ON THE FINANCIAL SECTOR REFORMS IN INDIA
4	17204001193	Rishika Upadhyaya	TOPIC-1: A DETAILED STUDY ON VARIOUS SURROGATES ADVERTISING IN VARIOUS MEDIA.
			TOPIC-2: ANALYSIS OF BANKING SECTOR CHALLENGES IN THE CURRENT SCENARIO.
5	17204001194	Riya Gupta	TOPIC-1: A STUDY ON VARIOUS TYPES OF MEDIA AVAILABLE IN MARKET.
			TOPIC-2: THE ROLE OF THE NON BANKING FINANCIAL INSTITUTION TO ACCELERATE THE PACE OF DEVELOPMENT OF FINANCIAL MARKET
6	17204001195	Shiva Pratap Singh	TOPIC-1: A CONCEPTUAL STUDY ON ELEMENT OF COPY IN PRINT MEDIA.
			TOPIC-2: ROLE OF PRESENT AND FUTURE VALUE FOR ANY COMPOUNDING PERIOD
7	17204001196	Shivi Kaur	TOPIC-1: AN ANALYTICAL STUDY ON INDIAN ADVERTISING INDUSTRY.
			TOPIC-2: A STUDY OF FUNCTIONS OF GOVERNMENT SECTOR BANKS IN BANKING SYSTEM
8	17204001197	Shobhit Saraf	TOPIC-1: EFFECTIVENESS OF ONLINE ADVERTISEMENT WITH REFERENCE TO MOBILE PHONE.

			TOPIC-2: ANALYSIS OF FINANCIAL INTERMEDIARIES WHICH PROVIDES LIQUIDITY TO THEIR CUSTOMERS
9	17204001198	Shraddha Arya	TOPIC-1: A STUDY ON DEMERITS OF PRINT MEDIA ADVERTISEMENT.
			TOPIC-2: A STUDY OF INTEREST RATES - WHEN THE MARKET INTEREST RATE INCREASES, BOND PRICES DECREASES.
10	17204001199	Shreesh Bajpai	TOPIC-1: A STUDY OF LPG ERA AND ITS IMPACT ON INDIAN BUSINESSES
			TOPIC-2: AN INSTITUTIONAL PERSPECTIVE ON PERFORMANCE MEASUREMENT AND MANAGEMENT IN THE 'NEW PUBLIC SECTOR'.
11	17204001201	Shrey Vishnoi	TOPIC-1: A STUDY ON MERITS AND DEMERITS OF MNCS
			TOPIC-2: DRIVERS OF VALUE CREATION— THE ROLE OF VALUE-BASED MANAGEMENT AND UNDERLYING INSTITUTIONS.
12	17204001202	Nisha Gupta	TOPIC-1: A STUDY ON IMPACT OF LPG ERA IN INDIAN BUSINESS ENVIRONMENT
			TOPIC-2: THE USE OF MANAGEMENT CONTROL SYSTEMS TO MANAGE CSR STRATEGY: A LEVERS OF CONTROL PERSPECTIVE.
13	17204001203	Nishtha Mishra	TOPIC-1: A STUDY OF ROLE OF BUDGET IN BUSINESS ENVIRONMENT
			TOPIC-2: AN INSTITUTIONAL PERSPECTIVE ON THE CHANGES IN MANAGEMENT ACCOUNTANTS' PROFESSIONAL ROLE
14	17204001204	Parth Raj Tewari	TOPIC-1: A STUDY OF EFFECT OF SOCIAL RESPONSIBILITIES OF A BUSINESS UNIT TOWARDS THE INDUSTRY
			TOPIC-2: AN INVESTIGATION OF THE EFFECT OF BALANCED SCORECARD IMPLEMENTATION ON FINANCIAL PERFORMANCE.
15	17204001205	Prabhat Srivastava	TOPIC-1: AN ANALYTICAL STUDY OF FEMA AND MRTP ACT
			TOPIC-2: AN INTERNATIONAL COMPARISON OF STRATEGIC MANAGEMENT ACCOUNTING PRACTICES.
16	17204001206	Rahul Kashyap	TOPIC-1: AN EMPIRICAL STUDY ON THE CONCEPT OF DELICENSING
			TOPIC-2: MANAGEMENT ACCOUNTING GOES DIGITAL: WILL THE MOVE MAKE IT WISER.

17	17204001207	Suraj Jaiswal	TOPIC-1: A STUDY OF ROLE OF FINANCIAL INSTITUTIONS IN ESTABLISHMENT OF NEW BUSINESSES
			TOPIC-2: THE USE OF PERFORMANCE MEASUREMENT SYSTEMS IN THE PUBLIC SECTOR: EFFECTS ON PERFORMANCE.
18	17204001208	Tanya Harlalka	TOPIC-1: A STUDY ON IMPACT OF BUREAUCRACY ON INDUSTRIAL DEVELOPMENT
			TOPIC-2: CONTEMPORARY PERFORMANCE MEASUREMENT SYSTEMS: A REVIEW OF THEIR CONSEQUENCES AND A FRAMEWORK FOR RESEARCH
19	17204001209	Utkarsh Singh	TOPIC-1: BEHAVIORAL APPROACH TO LEADERSHIP W.R.T CORPORATE WORLD
			TOPIC-2: A DESCRIPTIVE STUDY ON EXPLORATORY RESEARCH DESIGNS.
20	17204001210	Yashh Sultaniyaa	TOPIC-1: THE LONE WOLF VERSUS THE TEAM PLAYER
			TOPIC-2: AN EXPLORATORY STUDY ON HR CONSULTANCY RECRUITMENT STRATEGY
21	17204001211	Vishesh Vikram Singh	TOPIC-1: COMPARATIVE STUDY OF EMPLOYEES STRESS MEASURES IN PUBLIC AND PRIVATE COMPANIES
			TOPIC-2: NON-SAMPLING ERRORS IN THE DATA COLLECTION-AN OVERVIEW.
22	17204001212	Simon Mathew	TOPIC-1: AN ANALYSIS OF EFFECT OF TECHNOLOGY IN ORGANIZATIONAL MANAGEMENT OF EMPLOYEES
			TOPIC-2: AN EXPLORATORY RESEARCH ON THE LIKERT SCALE & RATING SCALE OF PHARMACEUTICAL INDUSTRY.
23	17204001213	Shrishti Srivastava	TOPIC-1: ORGANIZATIONAL VIOLENCE : IMPACT ANALYSIS IN CURRENT SCENARIO WITH SPECIFIC EXAMPLES
			TOPIC-2: DESIGN A QUESTIONNAIRE ON CLIENT HANDLING IN INSURANCE INDUSTRY.
24	17204001214	Shweta Upreti	TOPIC-1: IMPACT OF POSITIVE ATTITUDE ON WORK PERFORMANCE
			TOPIC-2: A DESCRIPTIVE STUDY ON POPULAR REPORT PREPARATION IN FMCG SECTOR.
25	17204001220	Yash Tulsiani	TOPIC-1: A STUDY OF ETHICAL PRACTICES IN MULTI NATIONALS CORPORATIONS
			TOPIC-2: AN EXPLORATORY RESEARCH ON IMPORTANCE OF RESEARCH IN NPD
26	17204001378	Km. Shweta	TOPIC-1: PARADIGM LOST: REINVIGORATING THE STUDY OF ORGANIZATIONAL CULTURE

			TOPIC-2: AN EXPERIMENTAL STUDY ON ANOVA SOLVING TECHNIQUES IN AGRICULTURAL FIELD.
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**Signature of Faculty:**

**Signature of HOD:**