



Dr. Virendra Swarup Institute of Computer Studies

Student Profile - PGDM Batch (2008 - 2010)

Major 1: – Marketing & Major 2: – Human Resource

	Name	Abhishek Bajpai
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Work Experience:	Fresher	
Post Graduation :	N/A	
Graduation :	B.B.A.	
Summer Internship Organization:	B.S.N.L.	
Summer Internship Project Title:	Analysis of Customer Satisfaction & Market Share in Kanpur.	
Final Research Project Title:	A Detailed Study of the Biscuit Manufactures in India.	

	Name	Abhishek Chauhan
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Work Experience:	Fresher	
Post Graduation :	N/A	
Graduation :	B.A.	
Summer Internship Organization:	B.S.N.L	
Summer Internship Project Title:	Government Policies & Role of BSNL in Promotion of Broadband Services in India.	
Final Research Project Title:	A Study on the Impact of Advertising on Consumer Behavior in FMCG.	

	Name	Ankita Mishra
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Work Experience:	Fresher	
Post Graduation :	N/A	
Graduation :	B.Sc.	
Summer Internship Organization:	Religare Securities Ltd., Kanpur	
Summer Internship Project Title:	Recruitment And Selection.	
Final Research Project Title:	An Analysis on the Effectiveness of Electronic Media as a promotional tool in FMCG Sector.	

	Name	Deepti Yadav
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Work Experience:	Fresher	
Post Graduation :	N/A	
Graduation :	B.Sc. (Electronics)	
Summer Internship Organization:	Caparo Maruti Limited ,Gurgaon	
Summer Internship Project Title:	Employee Satisfaction in Organization.	
Final Research Project Title:	A Study on the Impact of Celebrity Endorsement on Consumer Behavior.	

	Name	Kavita Tiwari
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Work Experience:	Fresher	
Post Graduation :	M. A. (History)	
Graduation :	B. A.	
Summer Internship Organization:	U. P. Financial Corporation	
Summer Internship Project Title:	Manpower Planning in U.P.F.C.	
Final Research Project Title:	An Analysis of On the Job Training in Hotel Industry.	


	Name	Krishn Mohan Mishra
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Work Experience :	Fresher	
Post Graduation :	N/A	
Graduation :	B.Sc. (Biology)	
Summer Internship Organization :	I.T.C ABD Limited	
Summer Internship Project Title:	Energizing Channel Operations- Systems and Processes Sanchalak, Up-Sanchalak and Sanyojak.	
Final Research Project Title:	A Study on the Impact of Economic Recession on HR Polices In Aviation & IT.	


	Name	Mahima Verma
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Work Experience:	Fresher	

	Name	Mradul Kumar Dwivedi
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Work Experience:	Fresher	


Post Graduation :	MSc. (Botony)
Graduation :	B.Sc. (Biology)
Summer Internship Organization:	Mirza International Ltd.
Summer Internship Project Title:	Performance Appraisal
Final Research Project Title:	A Study on the Importance of HRIS in Telecom Industry.


Post Graduation :	M. A. (Economics)
Graduation :	B.A.
Summer Internship Organization:	Mirza International Ltd.
Summer Internship Project Title:	"Performance Appraisal" in Mirza International Ltd.
Final Research Project Title:	A Study on the Performance Appraisal in Telecom Industry.


	Name	Neeraj Singh
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Work Experience :	One Year	
Post Graduation :	M. A. (Economics)	
Graduation :	B.Com.	
Summer Internship Organization:	SBI Life Insurance	
Summer Internship Project Title:	Consumer Behavior In Insurance Industry	
Final Research Project Title:	A Study on HR Challenges - In Present Indian Context.	


	Name	Neha Tomar
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Work Experience:	Fresher	
Post Graduation :	M. A. (Economics)	
Graduation :	B.Com.	
Summer Internship Organization :	Reliance Infrastructure	
Summer Internship Project Title:	Human Resource Information System	
Final Research Project Title:	A Study on the Training & Development in Retail Sector.	


	Name	Pallavi Gupta
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Work Experience:	Fresher	
Post Graduation :	N/A	
Graduation :	B.Sc. (Biology)	
Summer Internship Organization:	Sundaram Finance	
Summer Internship Project Title:	Consumer Awareness Towards Different Investment	
Final Research Project Title:	A Study on Talent Recruitment & Retention Strategy.	

	Name	Rahul Sachan
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Work Experience :	Fresher	
Post Graduation :	M. A. (Sociology)	
Graduation :	B.Sc. (Biology)	
Summer Internship Organization:	Hindustan COCA-COLA Bev. Pvt. Ltd.	
Summer Internship Project Title:	Impact of Activation on Tertiary Sales	
Final Research Project Title:	A Study on the Effect on IPO's After Global Recession 2008.	

	Name	Ridhi Shrivastava
	Address	E.W.S - 5076 Awas Vikas – 3 Panki, Kalyanpur Road, Kanpur
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Work Experience:	Fresher	
Post Graduation :	Pursuing M. A.	
Graduation :	B.Sc. (Maths)	
Summer Internship Organization:	Yes Bank	
Summer Internship Project Title:	Analysis of YES BANK'S strategies for retail banking	
Final Research Project Title:	A Study on Employees Dissatisfaction in Indian Aviation Industry After the Recession 2008.	


	Name	Saloni Mishra
	Address	90, charakyapuri new pac lines shyam nagar Kanpur
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Work Experience:	Fresher	
Post Graduation :	M. A. (Ancient History)	
Graduation :	B.A.	
Summer Internship Organization:	Yes Bank	
Summer Internship Project Title:	Analysis of Yes bank is a different banking sector in comparison of nationalized bank & private bank	
Final Research Project Title:	A Study on the Effect of T & D in Banking Industry.	

	Name	Shivani Pandey
	Address	124/190 c' block Govind nagar, Kanpur
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Work Experience:	Fresher	

	Name	Swati Singh
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Work Experience :	Fresher	

Post Graduation :	Pursuing M. A. (Economics)
Graduation :	B.Sc. (Maths)
Summer Internship Organization:	Uttar Pradesh Financial Corporation Ltd.
Summer Internship Project Title:	Role of HRD in Restructuring
Final Research Project Title:	A Study on the Consumer Behavior in Online Shopping.

Post Graduation :	N/A
Graduation :	B.Sc. (Biology)
Summer Internship Organization :	Bharat Heavy Electricals Ltd.
Summer Internship Project Title:	Industrial Relation in BHEL (Jhansi)
Final Research Project Title:	A Study on HR Challenge in Service Sector.

	Name	Swati Srivastava
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Work Experience:		Fresher
Post Graduation :		Pursuing M. A. (Economics)
Graduation :		B.Sc. (Information Technology)
Summer Internship Organization:		Uttar Pradesh Financial Corporation
Summer Internship Project Title:		Restructuring and Revival of UPFC
Final Research Project Title:		An Analysis of Changing Trends in Telecom Industry.