






# Dr. Virendra Swarup Institute of Computer Studies


## Student Profile - PGDM Batch (2008 - 2010)


### Major 1: – Marketing & Major 2: – International Business


	<b>Name</b>	Ajai Kumar
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	<b>Work Experience:</b>	Two Years
	<b>Post Graduation :</b>	N/A
	<b>Graduation :</b>	B.Sc. (Biology)
	<b>Summer Internship Organization:</b>	Coca - Cola Beverages Pvt. Ltd..
	<b>Summer Internship Project Title:</b>	Activation Project
	<b>Final Research Project Title:</b>	A Study on the Supply Chain Management of Mc Donald's.

	<b>Name</b>	Anand Tripathi
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	<b>Work Experience:</b>	Fresher
	<b>Post Graduation :</b>	MSc. (Chemistry)
	<b>Graduation :</b>	B.Sc. (Biology)
	<b>Summer Internship Organization:</b>	IDEA Cellular Ltd.
	<b>Summer Internship Project Title:</b>	Improve Idea P C O Business in L U T Sight.
	<b>Final Research Project Title:</b>	A Study on the Marketing Tools in Auto Mobile Industry (All Car Segments).


	<b>Name</b>	Gourav Mani Tripathi
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	<b>Work Experience:</b>	Six Years
	<b>Post Graduation :</b>	N/A
	<b>Graduation :</b>	B.A.
	<b>Summer Internship Organization :</b>	Reliance Communication
	<b>Summer Internship Project Title :</b>	Customer Mapping To Understand Market Potential In Size.
	<b>Final Research Project Title :</b>	A Study on the Impact of Advertising on International Marketing.

	<b>Name</b>	Prabhat Mishra
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	<b>Work Experience:</b>	Fresher
	<b>Post Graduation :</b>	N/A
	<b>Graduation :</b>	B.A.
	<b>Summer Internship Organization:</b>	Hindustan COCA-COLA Bev. Pvt. Ltd.
	<b>Summer Internship Project Title:</b>	Promotional Strategy For Selling Coke With Special Reference to Activation Scheme of Company.
	<b>Final Research Project Title:</b>	A Study on The Repositioning Strategy of Cosmetic Products.

	<b>Name</b>	Prashant Dwivedi
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	<b>Work Experience:</b>	Six Years
	<b>Post Graduation :</b>	N/A
	<b>Graduation :</b>	B. A.(Geography, Sociology)
	<b>Summer Internship Organization:</b>	Hindustan COCA-COLA Bev. Pvt. Ltd.
	<b>Summer Internship Project Title:</b>	Impact of Activation on tertiary Sales.
	<b>Final Research Project Title:</b>	A Study on the Impact of Global Recession on Indian Retail Sector.

	<b>Name</b>	Pushkar Awasthi
	<b>Address</b>	117/ L 233 Naveen Nagar Kakadeo Kanpur
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	<b>Work Experience :</b>	Fresher
	<b>Post Graduation :</b>	N/A
	<b>Graduation :</b>	B.Sc. (Biology)
	<b>Summer Internship Organization :</b>	Pepsico India Holding Co. Ltd.
	<b>Summer Internship Project Title:</b>	Visi Purity & Charging.
	<b>Final Research Project Title:</b>	The Changing Face of India Retail Ind. & its Implications on Consumer Behavior.

	<b>Name</b>	Ravi Kumar Soni
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	<b>Name</b>	Tausif Ahmad
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<b>Work Experience:</b>	Fresher
<b>Post Graduation :</b>	N/A
<b>Graduation :</b>	B. A.
<b>Summer Internship Organization:</b>	IDEA Cellular Ltd.
<b>Summer Internship Project Title:</b>	PCO Business In Kanpur Zone.
<b>Final Research Project Title:</b>	A Study of Customer Satisfaction of Branded Vs Local Made Jewelry.

<b>Work Experience:</b>	Fresher
<b>Post Graduation :</b>	N/A
<b>Graduation :</b>	B.A.
<b>Summer Internship Organization:</b>	Hindustan COCA-COLA Bev. Pvt. Ltd.
<b>Summer Internship Project Title:</b>	Right Execution Daily.
<b>Final Research Project Title:</b>	A Study on various Promotional Offers adopted by Big Retail Outlet.