



Dr. Virendra Swarup Institute of Computer Studies

Student Profile - PGDM Batch (2008 - 2010)

Major 1: – Marketing & Major 2: – Finance

	Name	Abhishek Bajpai
	Address	588 'S' Block Yashoda Nagar, Kanpur
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Work Experience:	Fresher	
Post Graduation :	N/A	
Graduation :	B.A.	
Summer Internship Organization:	Bajaj Allianz Life Insurance Co. Ltd.	
Summer Internship Project Title:	Market Credibility Of Bajaj Allianz Life Insurance Co. Ltd . Among Other Life Insurance Company.	
Final Research Project Title:	A Study on the Online Hotel Management System.	

	Name	Ambreesh Bajpai
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Work Experience:	Fresher	
Post Graduation :	N/A	
Graduation :	B.Sc. (Biology)	
Summer Internship Organization:	Idea Cellular Pvt. Ltd.	
Summer Internship Project Title:	Idea Cellular As A Brand.	
Final Research Project Title:	A Study on the Recent Innovations in Banking Industry.	

	Name	Amit Kumar Pandey
	Address	NEW L.I.G-06 BARRA-7 KANPUR-208027
	Contact	9695334472
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Work Experience:	4 Years	
Post Graduation :	N/A	
Graduation :	B.Sc. (Maths)	
Summer Internship Organization:	B.S.N.L	
Summer Internship Project Title:	Consumer Attitude Towards The Mobile Services Provided By BSNL In Kanpur.	
Final Research Project Title:	A Study on the Changing pattern of Consumer Behavior of Pvt. Sector Banks after the Global Recession 2008.	

	Name	Ashish Kr. Rawat
	Address	Plot No. 48 Arjun Nagar Vinayakpur kanpur-208024
	Contact	9935861906
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Work Experience:	Fresher	
Post Graduation :	N/A	
Graduation :	B.Com.	
Summer Internship Organization:	KDUSSL (Parag)	
Summer Internship Project Title:	Analytical Study Of Milk Market In City.	
Final Research Project Title:	A Study on various Marketing Strategies adopted by Telecom Service Providers.	

	Name	Deepak Rai
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	Contact	9936150054
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Work Experience:	Fresher	
Post Graduation :	N/A	
Graduation :	B.Sc.	
Summer Internship Organization:	Tata Motors	
Summer Internship Project Title:	Sales & Marketing of Light Commercial Vehicles.	
Final Research Project Title:	A Study on Time Management in Organized Retail Industry (Food Sector).	


	Name	Gaurav Agnihotry
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Work Experience :	1 Year	
Post Graduation :	N/A	
Graduation :	B.Com.	
Summer Internship Organization :	H.D.F.C. (A.M.C.)	
Summer Internship Project Title:	Comparative Analysis of Mutual Fund with Other Products and Their Evaluations.	
Final Research Project Title:	A Study on the SME Sector, Challenges.	


	Name	Gaurav Singh Kushwaha
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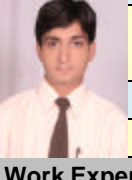
	Name	Joseph Dsouza
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Work Experience:	Fresher
Post Graduation :	Pursuing MCom.
Graduation :	B.Com.
Summer Internship Organization:	Axis Bank
Summer Internship Project Title:	Comparative study of investment preference of salaried & self employed retail investor.
Final Research Project Title:	A Study on the Role of SEZ'S in the development of India.


Work Experience:	Fresher
Post Graduation :	N/A
Graduation :	B.Com.
Summer Internship Organization:	PARAG
Summer Internship Project Title:	Consumer Perception of Parag Product.
Final Research Project Title:	A Study on Maruti Suzuki as the Most Trusted Brand in India.


	Name	Karuna Shankar
	Address	G - 93 Telephone Colony, Panki Kanpur, U. P. Pin - 208020
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Work Experience :	Fresher	
Post Graduation :	N/A	
Graduation :	B.Sc. (Maths)	
Summer Internship Organization:	Tata Motors Ltd.	
Summer Internship Project Title:	Sales Promotion of Light Commercial Vehicle.	
Final Research Project Title:	A Study on the Level of Customer Satisfaction in Telecom Industry.	


	Name	Kuldeep Panday
	Address	Near Durga Mandir,H P O, Balipur, Pratapgarh, U. P. Pin-230001
	Contact	9451053634
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Work Experience:	1 Year	
Post Graduation :	N/A	
Graduation :	B.Com.	
Summer Internship Organization :	Sony India Pvt.Ltd.	
Summer Internship Project Title:	Success of SONY VAIO & Customer Satisfaction.	
Final Research Project Title:	A Study on the Effect of Sub Prime Crisis 2008 on Indian Loan Market.	


	Name	Manish Khurana
	Address	124/B/208, Govind Nagar, Kanpur 208006
	Contact	9369333345, 9616198390
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Work Experience:	3½ Years	
Post Graduation :	N/A	
Graduation :	B.Com.	
Summer Internship Organization:	J. K. Wallputi	
Summer Internship Project Title:	Brand image of J.K. White Cement In Kanpur City.	
Final Research Project Title:	A Study on the Changing Phase of Banks & evaluation of Internet Banking in India.	


	Name	Pankaj Kumar
	Address	641 – P, Barra - 3
	Contact	9451423117
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Work Experience :	Fresher	
Post Graduation :	N/A	
Graduation :	B.Com.	
Summer Internship Organization:	Hindustan COCA-COLA Bev. Pvt. Ltd.	
Summer Internship Project Title:	Survey on Consumer Behaviour & Red Outlet Scheme.	
Final Research Project Title:	A Comparative Analysis on Marketing Strategies Adopted in Soft Drink Industry (with reference to Coke & Pepsi).	


	Name	Rajat Tripathi
	Address	H.I.G.- 55, Sector - J, World Bank Barra, Kanpur, UP, Pin - 208027
	Contact	9415935297
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Work Experience:	Fresher	
Post Graduation :	N/A	
Graduation :	B.B.A.	
Summer Internship Organization:	Tata Motors Ltd.	
Summer Internship Project Title:	Sale Of Light And Intermediate Commercial Vehicles.	
Final Research Project Title:	A Study on the Venture Capital Effecting the Growth of Small Scale Industries.	

	Name	Rajesh Singh Chauhan
	Address	T-3 9/50 T. P. Line Meerpur Cantt , Kanpur - 208004
	Contact	9936900951, 9696367578
	E-mail	rajesh.10@rediffmail.com
Work Experience:	Fresher	
Post Graduation :	Pursuing M. A. (Economics)	
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 Marketing Strategies of F.M. Radio Channels in Metro Cities.	

	Name	Rohit Bajpai
	Address	553 – EWS Barra – 2
	Contact	9389280917
	E-mail	rbrohitbajpai@gmail.com
Work Experience:		Fresher
Post Graduation :		N/A
Graduation :		B.Sc. (Maths)
Summer Internship Organization:		ICICI Prudential Mutual Fund
Summer Internship Project Title:		Systematic Investment Plan
Final Research Project Title:		A Study on the effectiveness of the Shares as an Investment tool.

	Name	Saurabh Yadav
	Address	58-A, ALIMCO Housing Society, Vinayakpur Kanpur 208024
	Contact	9936435100, 9389416867
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Work Experience :		Fresher
Post Graduation :		MCom.
Graduation :		B.B.A.
Summer Internship Organization :		Havells India Ltd.
Summer Internship Project Title:		Market Potential for Havells Products Among Architects, Builders & Contractors
Final Research Project Title:		A Study on the Consumer Behavior among B Segment Cars in India.

	Name	ShyamSunderChaurasiya
	Address	Vill. Kundauli, Po. Lar Road, Distt. Deoria, U.P. 274505
	Contact	9956649335, 9580687377
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Work Experience:		Fresher
Post Graduation :		N/A
Graduation :		B.Sc.
Summer Internship Organization:		Moser Baer India Ltd., Gr. Noida
Summer Internship Project Title:		Re – Export Process Improvement & Inventory Optimization.
Final Research Project Title:		An Impact of Super Market on Marketing Strategies of Small Stores.

	Name	Suman Sharma
	Address	898/C Railway Traction Colony T.P. Nagar Kanpur
	Contact	9369309034
	E-mail	sumansharma477@gmail.com
Work Experience:		Fresher
Post Graduation/		N/A
Graduation / Stream:		B.Sc. (Biology)
Summer Internship Organization:		The U. P. Stock Ex. Association LTD.
Summer Internship Project Title:		Working of UPSE, Specialization on Depository.
Final Research Project Title:		A Study on Prepurchase Consumer Behavior in Small Car Industry.

	Name	Sumit Kumar Sharma
	Address	349, Swarajya Nagar Panki Kanpur 208020
	Contact	9455229611
	E-mail	sumits377@gmail.com
Work Experience :		Fresher
Post Graduation :		N/A
Graduation :		B.Com.
Summer Internship Organization:		Tata Motors
Summer Internship Project Title:		Tata Motors School Bus
Final Research Project Title:		A Study on the Retailing Characteristics of Fast Food Stores & their Impact on Customer Sales & Satisfaction.

	Name	Vimal Kumar
	Address	27 A Lakhanpur Kanpur
	Contact	9838393003
	E-mail	kumarvimal86@gmail.com
work Experience :		Fresher
Post Graduation :		N/A
Graduation :		B.A.
Summer Internship Organization:		Hindustan COCA-COLA Bev. Pvt. Ltd.
Summer Internship Project Title:		Promotional Strategy for selling coke with special reference to Activation scheme of company
Final Research Project Title:		A Study on Impact of LPG in Telecom Industry in India.