

A Dissertation paper on

"Four-Day Workweek and Productivity"

(Employees point of view)

Submitted to:Head of Department (HOD),
PG Department of Commerce,
Government Autonomous College, Rourkela

Guided by:-Shri Dhiren Kumar Mahanta Assistant Professor (HOD), Department of Commerce Submitted by:-

Shri Shakti Tulshyan

20PCOM01

16346/17

4th Semester

P - 405





A Dissertation paper on

A Hybrid Business Layout: Online cum Offline Business

(Based on Jharsuguda local stores)

Submitted to:-

Head of Department (HOD),
PG Department of Commerce,
Government Autonomous College, Rourkela

Guided by:-Shri Dhiren Kumar Mahanta, Assistant Professor (HOD), Department of Commerce Submitted by:-

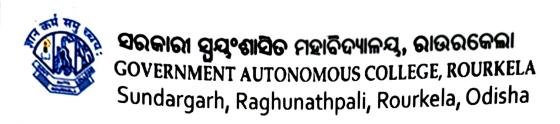
Miss Rubina Parveen

20PCOM02

13020/16

4th Semester

P - 405



A Dissertation paper on: -

ASSESSMENT OF FACTORS STIMULATING CUSTOMER'S INTENTION OF BUYING SMARTPHONE IN WESTERN ODISHA

Submitted to
Head of the Department
PG Department of Commerce
Government Autonomous college Rourkela

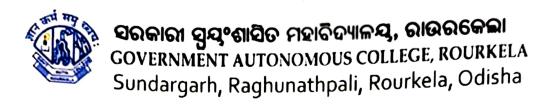
Guided by Sir Dhiren Kumar Mahanta Assistant Professor Head of the department PG Department of commerce Submitted by

Miss Navneeta Das

Exam Roll no.: 20PCOM03 Registration no.: 16398/17

M. Com Semester- IV

Paper: P-405



A Dissertation Paper on

"An Impact of COVID-19 on investment behaviour of Odisha's retail investors" (Based on Small Town in Odisha)

Submitted to:

Head of Department (HOD),
PG Department of Commerce,
Government Autonomous College, Rourkela

Guided by:-Sir Dhiren Kumar Mahanta Assistant Professor (HOD), Department of Commerce Submitted by:

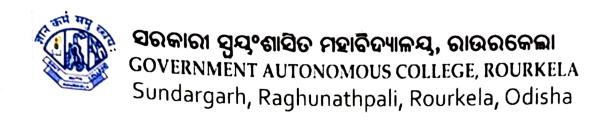
Miss Priya Nathani

20PCOM04

25411/17

4th Semester

P - 405



A DISSERTATION PAPER ON

"ROLE OF MICRO FINANCE FOR RURAL DEVELOPMENT IN ODISHA

Head Of Commerce (HOD)

PG Department of commerce

Government Autonomous College, Rourkela

Submitted to: Submitted by:

Gayatri Sahu

20PCOM05

16329/17

4th Semester

P-405

Guided by:

Shri Dhiren Kumar Mahanta

Assistant Professor (HOD)

Department of Commerce



GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA

A PROJECT REPORT

ON

"CUSTOMER SATISFACTION TOWARDS MAHINDRA BOLERO IN ROURKELA"

A DISSERTATION SUBMITTED TO THE POST GRADUATE DEPARTMENT OF COMMERCE IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF COMMERCEE

SUBMITTED TO

HOD, P.G DEPARTMENT OF COMMERCE GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA

SUBMITTED BY

KARUNA KUMUDINI BARLA
ROLL NO- 20PCOM-06
REG NO.-17412/20
4TH SEMESTER
PAPER-405

UNDER THE GUIDANCE

MR. DHIREN KUMAR MAHANTA
HOD, DEPARTMENT OF COMMERCE
FACULTY IN PG DEPARTMENT OF
COMMERCE

So man

A DISSERTATION

ON

"CONSUMER'S PERCEPTION TOWARDS ECO-FRIENDLY PRODUCTION"

GREEN MARKETING

A PROJECT REPORT SUBMITTED TO THE POST GRADUATE DEPARTMENT OF

COMMERCE IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE

OF MASTER IN COMMERCE



SUBMITTED BY:

NEELAM SASMITA KULLU ROLL NO: 20PCOM07

UNDER THE GUIDANCE OF

SIR DHIREN KUMAR MAHANTA

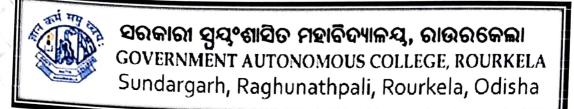
FACULTY IN COMMERCE

SUBMITTED TO

SHRI, DHIREN KUMAR MAHANTA

HOD, DEPARTMENT OF COMMERCE
GOVERNMENT AUTOMONOUS COLLEGE
ROURKELA

2022



Dissertation Paper on

"CUSTOMER SATISFACTION TOWARDS

BAJAJ BIKES IN

RAJGANGPUR, ODISHA."

Submitted to:

(HOD) Sir DHIREN KUMAR MAHANTA,

PG Department of Commerce

Govt. Autonomous College, Rourkela

Submitted by:

SUSHANT EKKA

20 PCOM-08

Under Guidance by:

Sri DHIREN KUMAR MAHANTA

Assistant Professor

PG Department of Commerce

A PROJECT REPORT ON

"MARKETING STRATEGY OF ODISHA HANDLOOM"



GOVT. AUTONOMOUS COLLEGE, ROURKELA

Submitted to:HOD, Department of commerce
Government Autonomous College, Rourkela

Submitted by:Bishal Sahu
PG Commerce (M.Com)
20PCOM09

GOVERNMENT AUTONOMOUS COLLEGE, ROURKRLA

PG DEPARTMENT OF COMMERCE

A DISSERTATION PAPER ON

"EFFECTIVENESS OF PERSONAL SELLING STRATEGIES IN MARKETING OF CAPITAL GOODS IN ODISHA"



Submitted To

HOD PG Department of Commerce

Guided By

Mr. Dhiren Ku. Mahanta

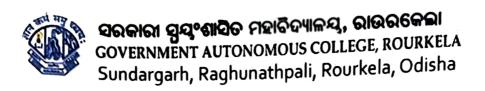
Submitted By

Name - Elizabeth Kiro

Roll No – 20PCOM10

Semester – 4thSemester

Paper - P-405



A DISSERTATION ON:-

"GROWTH OF REFRACTORIES INDUSTRY – OCL (DALMIA) IN ODISHA "





SUBMITTED TO:-

Head of Department (HOD),

PG Department of COMMERCE,

Government Autonomous College of Rourkela

GUIDED BY :-

Mr.DHIREN KUMAR MAHANTA

ASSISTANT PROFESSOR OF COMMERCE

SUBMITTED BY:-

Miss Diana Sen

20PCOM11

17410/20

4TH Semester

P-405

GOVT AUTONOMOUS COLLEGE, ROURKELA



A PROJECT/ DISSERTATION PAPER ON

IMPACT OF IRON ORE MINING ON THE ENVIRONMENT: A CASE STUDY OF KEONJHAR DISTRICT, ODISHA

SESSION 2020-22

SUBMITTED TO HOD, PG DEPT OF COMMERCE



GUIDED BY:-

Mr. Dhiren Ku Mahanta

ASSISTANT PROFESSOR (HOD)

DEPARTNMENT OF COMMERCE

SUBMITTED BY:-

NAME :- Durpati Badi

ROLL NO:- 20PCOM12

RED NO :- 19631/17

SEMESTER :- 4TH

PAPER: 405

Government Autonomous college Rourkela

PG DEPARTMENT OF COMMERCE A DISSCRTATION PAPER ON

"DEVELOPMENT OF RURAL ROAD IN ODISHA"

(Area Under Sundargarh & Sambalpur District)



Submitted to
HOD of PG Department of commerce

Guided by Shri. Manoranjan Senapati

Submitted by
Name- Simla Tigga
Roll no-20PCOM13
Semester-4th Semester
Paper-405

RESEARCH PAPER ON RELEVANCE AND RELIABILITY OF CASHLESS TRANSACTION

A Dissertation submitted to the Post Graduate Department of Commerce in partial fulfilment of the requirements for

THE DEGREE OF MASTER OF COMMERCE





HOD P.G DEPARTMENT OF COMMERCE SUBMITTED BY:

NAME-Apeksha Asthana

CLASS-PG 2nd year

ROLL NO. - 20PCOM-14

UNDER THE GUIDANCE OF

MANORANJAN SENAPATI

(Faculty in Department of Commerce)

Mill

GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA PG Department of Commerce

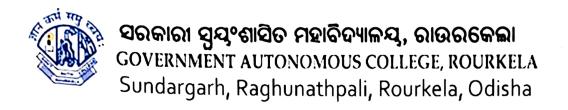


A Dissertation Paper on the topic "Effects of Covid-19 on daily wage workers, Odisha"

Submitted to - Sri. Dhiren Kumar Mahanta (H.O.D.)
PG Department of Commerce

Guided By - Sri. Manoranjan Senapati Faculty of Commerce

> Submitted By - Baishali Bagh Roll Number- 20PCOM-15 4th Semester Paper 405 Session - 2021-22



A Dissertation paper on :-

EFFECTS OF COVID-19 ON MSMEs AND STRATEGIES ADOPTED BY THEM IN WESTERN ODISHA

Submitted to

Head of the Department
PG Department of Commerce
Government Autonomous college Rourkela

Guided by Sir Manoranjan Senapati Faculty of Commerce

PG Department of commerce Government Autonomous college Rourkela Submitted by

Mr Saroj Kumar Barik

Exam Roll no. : 20PCOM16

Registration no.: 35845/17

M.Com Semester- IV

Paper: P-405

b .

GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA PG Department of Commerce



A Dissertation Paper on the topic

"A study on Foreign Direct Investment and economic growth in Odisha"

Submitted to - Sri. Dhiren Kumar Mahanta (H.O.D.)

PG Department of Commerce

Guided By – Sri. Manoranjan Senapati

Faculty of Commerce

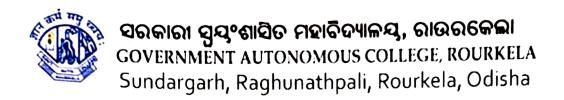
Submitted By - Abinash Panda

Roll Number - 20PCOM-17

4th Semester

Paper 405

Session – 2021-22



A Study / Dissertation Paper on

" Consumer Perception and Preference towards OMFED in ROURKELA"



Submitted to:

Head of Department (HOD)

PG Department of Commerce,

Government Autonomous College, Rourkela.

Submitted by:

Pooja Beck

20PCOM18

17421/20

4th Semester

P-405

Guided by:

Sir, Manoranjan Senapati

Faculty of Department of Commerce

"SOCIAL MEDIA'S GROWING IMPACT IN OUR SOCEITY"

A PROJECT REPORT SUBMITTED TO THE POST GRADUATE DEPARTMENT OF COMMERCE IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF COMMERCE



SUBMITED TO

HOD P.G. DEPARTMENT OF COMMERCE GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA

SUBMITTED BY

NAME: NAMITA PATRA

ROLL NO-20PCOM19

CLASS-MCOM FINAL YEAR

REGISTRATION NO: 41430/17

SESSION: 2020-2022

UNDER THE GUIDANCE OF

PROF. MANORANJAN SENAPATI

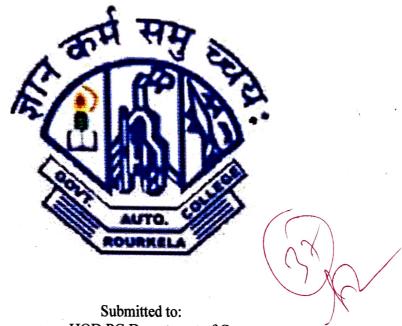
FACULTY IN PG DEPARTMENT OF COMMERCE

RESERCH PAPER ON

WOMEN EMPOWERMENT THROUGH CREDIT INCOME OF SHG

A dissertation submitted to the post graduation department of commerce in partial fulfillment of the requirements for

THE DEGREE OF MASTER OF COMMERCE



HOD PG Department of Commerce
Government Autonomous College
Rourkela

Submitted by:
Sibani Samantray
PG Commerce (M.Com)
4th Semester
20PCOM020
UNDER THE GUIDENCE OF
MANORANJAN SENAPATI
(faulty in Department of commerce)

GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA PG Department of Commerce



A Dissertation Paper on the topic 'A STUDY ON MARKETING STRATERGY OF ONE PLUS AND ITS EFFECT ON CONSUMERS"

Submitted to -Sri. Dhiren Kumar Mahanta (H.O.D.)
PG Department of Commerce

Guided By -Sri. Manoranjan Senapati Faculty of Commerce

Submitted By –TAPAS KUMAR BEHERA
Roll Number- 20PCOM-21
4th Semester
Paper 405
Session - 2021-22



GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA Sundargarh, Raghunathpali, Rourkela, Odisha

PG DEPARTMENT OF COMMERCE

A DISSERTATION PAPER ON

"ROLE OF SUPPLY CHAIN MANAGEMENT IN
IMPROVING CUSTOMER SERVICE OF NESTLE INDIA LTD
. IN ROURKELA."

Submitted to:
Head of Department(HOD)
PG Department of Commerce,
Government Autonomous College,
Rourkela

Guided by: Mr. Manoranjan Senapati Department of Commerce Submitted by: Esther Rashmi Herenz 20PCOM22 4TH SEMESTER P-405

A Project Report on

"WORKING CAPITAL MANAGEMENT OF NALCO"



SUBMITTED TO:-

HOD, P.G DEPARTMENT OF COMMERCE

GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA

SUBMITTED BY:-

NAME; NIBEDITA PANDA

ROLL NO.; 20PCOM23

CLASS: M.COM, FINAL YEAR, COMMERCE

REGISTRATION NO: 17418/20

SESSION: 2020-2022

UNDER THE GUIDANCE OF

PROF. MANORANJAN SENAPATI
FACULTY IN PG DEPARTMENT OF COMMERCE

ENTREPRENEURSHIP: SETTING UP OF BUSINESS UNIT FOR SUNDAE ICE-CREAM



A DISSERTATION SUBMITTED TO THE POST GRADUATE DEPARTMENT OF COMMERCE IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF

MASTER OF COMMERCE



Submitted To:

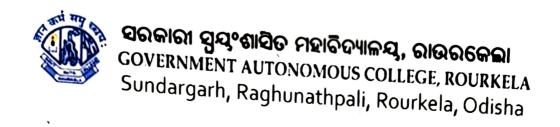
Dhiren Kumar Mahanta Head Of Department, PG Commerce Government Autonomous College, Rourkela.

Submitted By:

Mr. Vishal Kumar Gupta PG Commerce (M. Com) 20PCOM024

Under The Guidance of Mr. Manoranjan Senapati Faculty In PG Department of Commerce

(Session: 2020-2022)



A Dissertation paper

" Impact Of Implementation Of GST

0n

Construction Industry"

With reference to odisha corporation construction ltd

Submitted To:

Mr Diren Kumar Mahanta

Head Of Department (HOD)
Pg Department of Commerce

Government Autonomous College

Rourkela

Guided By:

Mr Manoranjan Senapati

Department Of Commerce

Submitted By: Estela Bage

20pcom25

4th Semester

P- 405



Government Autonomous College, Rourkela P.G. Department of Commerce

A Dissertation Paper on "Effect of Online Shopping on Retail

Submitted to: Mr. Dhiren Kumar Mahanta
H.O.D., P.G., Department of Commerce

Guided By
Usharani Sethi
Assistant professor
Department of commerce

Submitted by
Gourav Kumar Meher
20PCOM26
MC20-039
Paper-405



Government Autonomous College, Rourkela P.G. Department of Commerce

A Project on

"Impact of Market forces on the Growth of Business Textile Sector Odisha"

Submitted to: -H.O.D. P.G. Department of Commerce Guided By: - Usharani Sethi

Submitted by
Nisrath Parveen
20PCOM27
MC20-040

Paper-405

RESEARCH PAPER ON

"Comparative analysis of Big Bazaar and Vishal Megamart ,Rourkela :- A Leading Retail Marketer in India."

A Dissertation submitted to the Post Graduate Department of Commerce in partial fulfilment of the requirement for

THE DEGREE OF

MASTER OF COMMERCE





SUBMITTED TO:

HOD P.G DEPARTMENT OF COMMERCE

SUBMITTED BY:

NEHA KUMARI

CLASS - PG 2ND YEAR

ROLL NO - 20PCOM28

UNDER THE GUIDANCE OF

MISS USHARANI SETHI

(FACULTY IN DEPARTMENT COMMERCE)



Government Autonomous College, Rourkela P.G. Department of Commerce

A Dissertation Paper on "Impact of social media in the upcoming business platform of companies and it's growth"

Submitted to: Mr. Dhiren Kumar Mahanta
H.O.D., P.G., Department of Commerce

Guided By
Usharani Sethi
Assistant professor
Department of commerce

Submitted by Rohit Magar 20PCOM29 MC20-043 Paper-405

GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA PG Department of Commerce



A Dissertation Paper on the topic
"To study on consumer buying behavior towards Hyundai motors at
Koshala Hyundai pvt. Ltd."

Submitted to - Sri. Dhiren Kumar Mahanta HOD in PG Department of Commerce

Guided By - Usharani Sethi

Faculty in PG Department of Commerce

Submitted By- Sushmita Jana
Roll Number- 20PCOM30
PG 4th semester
Paper- 405
Sessions - 2021-22

"CONSUMER BUYING BEHAVIOUR TOWARDS RELIANCE

TRENDS"

A DISSERTATION REPORT SUMBITTED TO THE POST GRADUATION DEPARTMENT OF COMMERCE IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR DEGREE OF MASTER OF COMMERCE



SUBMITTED TO

HOD, PG DEPARTMENT OF COMMERCE GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA

SUBMITTED BY ME

NAME -BENJAMIN MUNDA

ROLL NO -20PCOM031

CLASS- M.COM, FINAL YEAR

SESSION-2020-2022

UNDER THE GUIDANCE OF ASSISTANT PROFESSOR USHARANI SETHI FACULTY IN PG DEPARTMMENT OF COMMERCE

Men

DISSERTATION PAPER "GROWTH AND PROSPECTS OF TOURISM IN ODISHA"

A PROJECT REPORT SUBMITTED TO THE POST GRADUATE DEPARTMENT
OF COMMERCE
IN PARTIAL FULFILMENT OF THE REQURIEMENT FOR THE DEGREE OF
MASTER IN COMMERCE



SUBMITED BY
LIPU NAIK
ROLL NO-20PCOM32
UNDER THE GUIDANCE OF
MISS USHARANI SETHI
FACULTY IN COMMERCE
SUMITTED TO

SRI. DHIREN KUMAR MAHANTA

HOD, DEPARTMENT OF COMMERCE GOVERNMENT AUTONOMOUS COLLEGE ROURKELA

2022

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PROJECT REPORT ON

"Assessing the Satisfaction level of employees towards Organization's Welfare Measures with Reference to NALCO, Bhubaneswar"



Master of Commerce (MCOM) SUBMITED TO:

HOD PG DEPARTMENT OF COMMERCE

SUBMITTED BY:

GYANA RANJAN SARANGI

Roll No: 20PCOM 33

MCOM (2020-22)

Wand

UNDER THE GUIDANCE OF MISS. USHARANI SETHI

PG DEPARTMENT OF COMMERCE

"A STUDY ON STUDENTS ATTITUDE TOWARDS ENTREPRENEURSHIP WITH REFERENCE TO GOVT. AUTONOMOUS COLLEGE, ROURKELA"

Project report submitted to

GOVT. AUTONOMOUS COLLEGE, ROURKELA. In partial

fulfilment of the requirements for the award of the degree of Master

of Commerce

Submitted by

SOMU PRADHAN

PG 4TH SEMESTER

ROLL NO-20PCOM34

PAPER-405

Under the guidance of

MISS.USHARANI SHETI



2021-2022

POST GRADUATE DEPARTMENT OF COMMERCE GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA.

"IMPACT OF TV AND INTERNET ADVERTISING ON YOUTH"

A PROJECT REPORT SUBMITTED TO THE POST GRADUATION DEPARTMENT OF COMMERCE IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF COMMERCE





SUBMITTED TO

HOD. PG DEPARTMENT OF COMMERCE
GOVERNMENT AUTONOMOUS COLLEGE ROURKELA

SUBMITTED BY

NAME:SATYABHAMA HARIPAL

ROLL NO:20PCOM35

CLASS:M.COM, FINAL YEAR, COMMERCE

REGISTRATION NO:17426/20.

SESSION:2020-2022

UNDER THE GUIDANCE OF ASSISTANT PROFESSOR. USHARANI SETHI

GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA PG DEPARTMENT OF COMMERCE

A PROJECT / DISSERTATION PAPER ON "POPULARITY OF INTERNET BANKING IN JHARSUGUDA"



SUBMITTED TO HOD PG DEPARTMENT OF COMMERCE

Submitted by:
NAME - MAMTA RANI BAXLA

ROLL NO - 20PCOM36

REGD. NO - 17414/20

SEMESTER - 4TH

PAPER - 405

UNDER THE GUIDANCE OF
MISS. USHARANI SETHI
PG DEPARTMENT OF COMMERCE

GOVERNMENT AUTONOMOUS COLLEGE ROURKELA





PG DEPARTMENT OF COMMERCE

A DISSERTATION PAPER ON

CONSUMER BEHAVIOUR TOWARDS LG TELEVISION IN ROURKELA

SUBMITTED TO

HEAD OF THE DEPARTMENT (HOD)

PG Department of Commerce

GUIDED BY

Miss. Usharani Sethi

SUBMITTED BY

Manisha Ganjhu

20PCOM37

17415/20

4th Semester

Paper 405

"A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA TWO-WHEELERS"

A Dissertation submitted to

GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA.

IN THE PARTIAL FULLFILLMENT OF THE MASTER DEGREE OF COMMERCE



(A.Y-2020-2022)



GUIDED BY:

MISS USHARANI SETHI

M.COM, MPHIL

ASSISTANT PROFESSOR IN COMMERCE

GOVT. (AUTO) COLLEGE,

RKL

SUBMITED BY:

MISS NILIMA BINDHANI

PG 4th semester

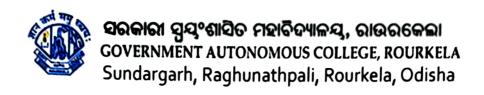
ROLL NO: 20PCOM38

GOVT. (AUTO) COLLEGE,

RKL

PG DEPARTMENT OF COMMERCE
GOVERNMENT AUTONOMOUS COLLEGE
PANPOSH, ROURKELA- 4

wend



PROJECT REPORT

ON

MARKETING STRATEGIES OF BHARTI AIRTEL IN ODISHA



Submitted to: SHRI DHIREN KUMAR MAHANTA

HOD, Department of Commerce
Government Autonomous College, Rourkela

Under the Guidance of: SHIR RAMAKRUSHNA GOUDA

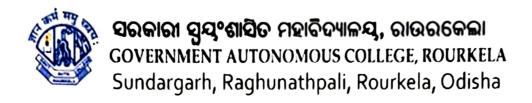
Submitted by: ANKIT DUNGDUNG

Roll no.: 20PCOM39

4th Semester, paper - 405

2022

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PG DEPARTMENT COMMERCE

A Dissertation paper on

" IMPACT OF BRAND LOYALTY ON CONSUMER PURCHASE DECISION" TOWARDS WHIRLPOOL SMART REFREGIRETOR

Submitted to:

HOD, Sir Dhiren Kumar Mahanta

PG Department of Commerce

Government Autonomous College,

Panposh, Rourkela

Guided by:

MR. RAMAKRUSHNA GOUDA

Faculty in commerce

Submitted by:

Sasmita Soren

20PCOM40

4th Semester

P-405

No.

GOVT AUTONOMOUS COLLEGE, ROURKELA



A PROJECT/ DISSERTATION PAPER ON

"ANGANWADI" IMPACT ON HEALTY AND SANITISATION PROGRAM BY GOVT OF ODISHA

SESSION 2020-22

SUBMITTED TO HOD, PG DEPT OF COMMERCE

GUIDED BY:-

Mr. Dhiren Ku Mahanta

SUBMITTED BY :-

NAME :- Karan Patar

ROLL NO:- 20PCOM41

RED NO: 19631/17

SEMESTER :- 4TH

PAPER :- 405

(R)



GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA Sundargarh, Raghunathpali, Rourkela, Odisha

PG DEPARTMENT OF COMMERCE

A dissertation paper on

"CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING WITH REFERENCE TO FLIPKART"

Submitted to:

Head of the Department(HOD),
PG Department of Commerce
Government Autonomous College Rourkela

Submitted by: SANJAY KISHORE NAIK 20PCOM43 4TH Semester P-405

Guided by:

Shri. Rama Krushna Gouda(Lecturer in Commerce)

A DISSERTATION ON

CONSUMER BEHAVIOUR TOWARDS ELECTRIC VEHICLES IN ROURKELA:A SOCIO ECONOMIC PERSPECTIVE

A DISSERTATION SUBMITTED TO THE POST GRADUTE DEPARTMENT OF COMMERCE IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF COMMERCE.



Submitted by

JYOTI PODDAR

Roll-No-20PCOM44

Under the guidance of

MR. RAMA KRUSHNA GOUDA

(FACULTY IN COMMERCE)

SUBMITTED TO

SHRI. DHIREN KUMAR MAHANTA

HOD, PG DEPARTMENT OF COMMERCE

GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA

ADISSERTATION

"A STUDY ON CUSTOMER PERCEPTION TOWARDS SAMSUNG PHONE BRAND IN ROURKELA AREA"

A PROJECT REPORT SUBMITTED TO THE POST GRADUATE DEPARTMENT OF

COMMERCE IN PARTIAL FULFILMENT OF THE REQURIEMENT FOR THE DEGREE

OF MASTER IN COMMERCE



SUBMITED BY

Punam Singh

ROLLNO-20PCOM45

UNDER THE GUIDANCE OF

RAMA KRUSHNA GOUDA

FACULTYIN COMMERCE

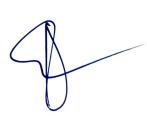
SUMITTEDTO

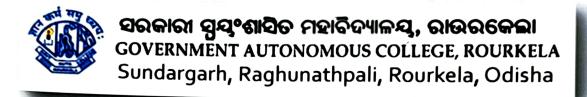
SHRI. DHIREN KUMAR MAHANTA

HOD, DEPARTMENT OF

COMMERCE GOVERNMENT AUTONOMOUS COLLEGE ROURKELA-2022







A DISSERTATION

<u>ON</u>

<u>Influence of Advertising on consumer buying</u> <u>behaviour : a case study of Patanjali cosmetics</u>

SUBMITTED TO: SHRI DHIREN KUMAR MAHANTA

HOD, DEPARTMENT OF COMMERCE

UNDER THE GUIDANCE OF: RAMAKRUSHNA GOUDA

SUBMITTED BY: SAGAR TETE

ROLL NO: 20PCOM47

4TH SEMESTER, PAPER-405

2022

wai

A DISSERTATION

ON

ATTITUDE OF CONSUMER TOWARDS GREEN PRODUCT : WITH REFERENCE TO SUSTAINABLE PACKAGING INDUSTRY

A PROJECT REPORT SUBMITTED TO THE POST GRADUATE DEPARTMENT OF COMMERCE IN PARTIAL FULFILMENT OF THE REQUIRIEMENT FOR THE DEGREE



SUBMITTED BY

MADHUSMITA SINGH

ROLL NO -20PCOM48

UNDER THE GUIDANCE OF

SHRI.RAMAKRUSHNA GOUDA

FACULTY IN COMMERECE

SUBMITTED TO

SHRI.DHIREN KUMAR MAHANTA

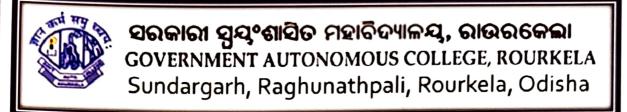
HOD, DEPARTMENT OF COMMERCE

GOVERNMENT AUTONOMOUS COLLEGE

ROURKELA

2022

www.



PG DEPARTMENT OF COMMERCE

Dissertation Paper on "CUSTOMER SATISFACTION TOWARDS HERO MOTO CORP.LTD AFTER SPLITED FROM HONDA IN KUTRA, ODISHA"

Submitted to:

(HOD) Sir DHIREN KUMAR MAHANTA,

PG Department of Commerce

Govt. Autonomous College, Rourkela

Submitted by:

NIHAR RANJAN KUJUR

20 PCOM-49

Reg.22358/16

Under Guidance of:

Sri RAMA KRUSHNA GOUDA

PG Department of Commerce

www.

A DISSERATION PAPER

ON

"A STUDY ON CONSUMER BEHAVIOUR TOWARDS RELIANCE JIO"

A PROJECT REPORT SUBMITTED TO THE POST GRADUATE DEPARTMENT OF COMMERCE IN PARTIAL FULFILMENT OF THE REQURIEMENT FOR THE DEGREE OF MASTER IN COMMERCE



SUBMITTED BY:

NEELAM SAMAD

ROLL NO-20PCOM50

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UNDER THE GUIDANCE OF:

SHRI.RAMAKRUSHNA GOUDA

SUBMITTED TO:

SHRI.DHIREN KUMAR MAHANTA

HOD, DEPARTMENT OF COMMERCE
GOVERNMENT AUTONOMOUS COLLEGE

ROURKELA

2022

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A DISSERTATION REPORT

ON

"PERCEPTION OF INVESTORS TOWARDS CAPITAL MARKETWITH REFERENCE TO ODISHA"





PG DEPARTMENT OF COMMERCE

UNDER THE GUIDANCE OF

Mr.Ramakrushna Gouda Lecturer, M.Com, Dept Gvovt. Autonomous college, Rourkela

SUBMITTED BY:

SubhashreePattanaik
PG Commerce(M.Com)
4th Semester
20PCOM51
P-405

SUBMITTED TO:

Head of department (HOD)

PG Department of commerce
Government autonomous college, Rourkela

A DISSARTATION TOPIC ON

IMPACT ON WORK FROM HOME ON PRODUCTIVITY OF EMPLOYEES IN ROURKELA

A DISSERTATION SUBMITTED TO THE POSTGRADUATE DEPARTMENT OF COMMERCE IN PARTIAL FULFILLMENT OF REQUIRMENTS FOR

THE DEGREE OF

MASTER OF COMMERCE



SUBMITTED TO:

Head Of The Department

P.G.Department of commerce

Government Autonomous

College, Panposh, Rourkela.

SUBMITTED BY:

NAME-ANKITA KESHARWANI

ROLL NO- 20PCOM52

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CLASS-MCOM 2ND YR(4TH SEMESTER)

SESSION-2021-2022

UNDER THE GUIDENCE OF

Ms. Madhusmita Malik

Faculty in commerce

Department of commerce

Govt. Autonomous college,

A DISASTER MANAGEMENT REPORT ON ODISHA

A DISSERTATION
SUBMITTED TO THE POST GRADUATE DEPARTMENT OF COMMERCE IN
PARTIAL FULFILMENT OF THE REQUIREMENTS FOR
THE DEGREE

OF MASTER OF COMMERCE



SUBMITTED TO
HOD, P.G DEPARTMENT OF COMMERCE
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA

BY SAMYANTA DUNG DUNG ROLL NO-20PCOM54 CLASS- M.com

UNDER THE GUIDANCE OF MISS. MADHUSMITA MALLIK FACULTY IN PG DEPARTMENT OF COMMERCE Moral

POST GRADUATE DEPARTMENT OF COMMERCE GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA



Government Autonomous College, Rourkela P.G. Department of Commerce

A DISSERTATION PAPER

ON

"CRYPTOCURRENCIES INVESTMENT"

SESSION - 2020-2022

Submitted to: -

Mr. Dhiren Kumar Mahanta H.O.D of Commerce Department

Guided By: -

Mr. Rama Krushna Gouda
Lecturer of Commerce Department

Submitted By: -

Bhabatosh Das

Admn. Roll No- MC20-056

Exam Roll No- 20PCOM42

Paper- 405

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"RATIO ANALYSIS" OF BHUSAN POWER & STEEL LIMITED

A DISSERTATION SUBMITTED TO THE POST GRADUATE DEPARTMENT OF COMMERCE IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF COMMERCE



SUBMITTED TO HOD, P.G DEPARTMENT OF COMMERCE GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA

SUBMITTED BY

NAME - NIKITA NAIK

ROLL NO - 20PCOM56

CLASS- M.COM, FINAL YEAR, COMMERCE

REGISTRATION NO: 17419/20

SESSION: 2020-2022

UNDER THE GUIDANCE OF
MISS MADHUSMITA MALIK
FACULTY IN COMMERCE DEPARTMENT

A STUDY ON CONSUMER BEHAVIOUR TOWARDS FMCG PRODUCTS IN ODISHA

A DISSERTATION SUBMITTED TO THE POST GRADUATE DEPARTMENT OF COMMERCE IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF COMMERCE

Submitted to



Head of the department

PG DEPARTMENT OF COMMERCE

Government Autonomous College, Rourkela,

Submitted by

Name - Sabitri Tigga

Roll no- 20PCOM57

Reg. No- 42650/17

Semester- 4th, Paper - 405

Under the guidance of
Miss.MadhusmitaMalik
(FACULTY IN COMMERCE)

"A STUDY ON WORKING CAPITAL TECHNIQUES IN NATIONAL INSURANCE COMPANY LTD".

A Dissertation submitted to the Post Graduate Department of Commerce in partial fulfillment of the requirement for the degree of Master of Commerce



SUBMITTED TO HEAD OF DEPARTMENR HOD, PG DEPARTMENT OF COMMERCE GOVERNMENT AUTONOMOUS COLLEGE

PANPOSH, RORUKELA-769004

SUBMITTED BY

VISHAL BHUMIJ

ROLL No-20PCOM58

Under the guidance of

Miss. MADHUSHMITA MALIK

(Faculty in Commerce)

A study on the customer preferences and satisfaction towards fast food in Rourkela

A DISSERTATION SUBMITTED TO THE POST GRADUATE DEPARTMENT OF COMMERCEIN PARTIALY FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF COMMERCE



SUBMITTED TO

Head of the department

HOD, PG DEPARTMENT OF COMMERCE

GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA

Submitted by

Pooja Malik

Roll no- 20pcom59

Under the guidance of

Miss. Madhushmita Malik

(FACULTY IN COMMERCE)

1

CHANNEL OF DISTRIBUTION POWER BY OPTCL IN ROURKELA

A DISSERTATION SUBMITTED TO THE POST GRADUATION
DEPARTMENT OF COMMERCE IN PARTIAL FULLFILLMENT OF THE
REQUIREMENT FOR THE DEGREE OF MASTER OF COMMERCE



SUBMITTED TO

HEAD OF THE DEPARTMENT

HOD, P.G. DEPARTMENT OF COMMERCE

GOVT AUTONOMUS COLLEGE, ROURKELA

SUBMITTED BY

NAME- ROSHNI KACHHAP

CLASS - P.G 2nd year

SEMESTER - 4th, PAPER-405

REG NO- 17424/20

SESSION -2020-22

UNDER THE GUIDANCE OF
MISS MADHUSMITA MALIK
FACULTY IN COMMERCE DEPARTMENT

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