



ସରକାରୀ ସ୍ୱୟଂଶାସିତ ମହାବିଦ୍ୟାଳୟ, ରାଉରକେଲା
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
Sundargarh, Raghunathpali, Rourkela, Odisha

PG DEPARTMENT OF COMMERCE

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**



ସରକାରୀ ସ୍ୱୟଂଶାସିତ ମହାବିଦ୍ୟାଳୟ, ରାଉରକେଲା
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
Sundargarh, Raghunathpali, Rourkela, Odisha

PG DEPARTMENT OF COMMERCE

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**



ସରକାରୀ ସ୍ୱୟଂଶାସିତ ମହାବିଦ୍ୟାଳୟ, ରାଉରକେଲା
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
Sundargarh, Raghunathpali, Rourkela, Odisha

PG DEPARTMENT OF COMMERCE

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**



ସରକାରୀ ସ୍ୱୟଂଶାସିତ ମହାବିଦ୍ୟାଳୟ, ରାଉରକେଲା
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
Sundargarh, Raghunathpali, Rourkela, Odisha

PG DEPARTMENT OF COMMERCE

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



ସରକାରୀ ସ୍ୱୟଂଶାସିତ ମହାବିଦ୍ୟାଳୟ, ରାଉରକେଲା
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
Sundargarh, Raghunathpali, Rourkela, Odisha

PG DEPARTMENT OF COMMERCE

A DISSERTATION PAPER ON
"ROLE OF MICRO FINANCE FOR RURAL DEVELOPMENT
IN ODISHA

Submitted to:

Head Of Commerce (HOD)

PG Department of commerce

Government Autonomous College, Rourkela

Guided by:

Shri Dhiren Kumar Mahanta

Assistant Professor (HOD)

Department of Commerce

Submitted by:

Gayatri Sahu

20PCOM05

16329/17

4th Semester

P-405



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

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 AUTONOMOUS COLLEGE

ROURKELA

2022



ସରକାରୀ ସ୍ୱୟଂଶାସିତ ମହାବିଦ୍ୟାଳୟ, ରାଉରକେଲା
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
Sundargarh, Raghunathpali, Rourkela, Odisha

PG DEPARTMENT OF COMMERCE

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,
ROURKELA**

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 – 4th Semester

Paper – P-405

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ସରକାରୀ ସ୍ୱୟଂଶାସିତ ମହାବିଦ୍ୟାଳୟ, ରାଉରକେଲା
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
Sundargarh, Raghunathpali, Rourkela, Odisha

PG DEPARTMENT OF COMMERCE

A DISSERTATION ON :-

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



(Handwritten signature in red ink)

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)
DEPARTMENT 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**



SUBMITTED TO:

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)

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Handwritten signature in blue ink.

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**

(Handwritten signature in red ink)

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



ସରକାରୀ ସ୍ୱୟଂଶାସିତ ମହାବିଦ୍ୟାଳୟ, ରାଉରକେଲା
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
Sundargarh, Raghunathpali, Rourkela, Odisha

PG DEPARTMENT OF COMMERCE

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*

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



ସରକାରୀ ସ୍ୱୟଂଶାସିତ ମହାବିଦ୍ୟାଳୟ, ରାଉରକେଲା
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
Sundargarh, Raghunathpali, Rourkela, Odisha

PG DEPARTMENT OF COMMERCE

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**



SUBMITTED 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



Submitted to:
HOD PG Department of Commerce
Government Autonomous College
Rourkela

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

GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
PG Department of Commerce



A Dissertation Paper on the topic
'A STUDY ON MARKETING STRATEGY 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

Submitted by:
Esther Rashmi Herenz
20PCOM22
4TH SEMESTER
P-405

Guided by:
Mr. Manoranjan Senapati
Department of Commerce

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



(Handwritten signature in red ink)

Submitted To:

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

(Handwritten signature in blue ink)

Submitted By:

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

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

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(Session: 2020-2022)



ସରକାରୀ ସ୍ୱୟଂଶାସିତ ମହାବିଦ୍ୟାଳୟ, ରାଉରକେଲା
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
Sundargarh, Raghunathpali, Rourkela, Odisha

PG DEPARTMENT OF COMMERCE

A Dissertation paper

“ Impact Of Implementation Of GST

On

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

Submitted By:
Estela Bage
20pcom25
4th Semester
P- 405

Guided By:
Mr Manoranjan Senapati
Department Of Commerce



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



(Handwritten signature in red ink)

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 SUBMITTED 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 DEPARTMENT OF COMMERCE**

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 REQUIREMENT FOR THE DEGREE OF
MASTER IN COMMERCE



13

SUBMITTED BY
LIPU NAIK
ROLL NO-20PCOM32
UNDER THE GUIDANCE OF
MISS USHARANI SETHI
FACULTY IN COMMERCE
SUMMITTED TO
SRI. DHIREN KUMAR MAHANTA
HOD, DEPARTMENT OF COMMERCE
GOVERNMENT AUTONOMOUS COLLEGE
ROURKELA

Usharani

2022



ସରକାରୀ ସ୍ୱୟଂଶାସିତ ମହାବିଦ୍ୟାଳୟ, ରାଉରକେଲା
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
Sundargarh, Raghunathpali, Rourkela, Odisha

PROJECT REPORT ON

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



Master of Commerce (MCOM)

SUBMITTED TO:

HOD PG DEPARTMENT OF COMMERCE

SUBMITTED BY:

GYANA RANJAN SARANGI

Roll No: 20PCOM 33

MCOM (2020-22)

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**



(Handwritten signature in red ink)

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

FACULTY IN PG DEPARTMENT OF COMMERCE

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**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



(Handwritten signature in red ink)

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

(Handwritten signature in blue ink)

(Handwritten signature in blue ink)

“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)

(Handwritten signature in red ink)

GUIDED BY:

MISS USHARANI SETHI

M.COM, MPHIL

ASSISTANT PROFESSOR IN COMMERCE

**GOVT. (AUTO) COLLEGE,
RKL**

SUBMITTED BY:

MISS NILIMA BINDHANI

PG 4th semester

ROLL NO: 20PCOM38

**GOVT. (AUTO) COLLEGE,
RKL**

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

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ସରକାରୀ ସ୍ୱୟଂଶାସିତ ମହାବିଦ୍ୟାଳୟ, ରାଉରକେଲା
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
Sundargarh, Raghunathpali, Rourkela, Odisha

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 DUNG DUNG**
Roll no.: 20PCOM39
4th Semester, paper - 405
2022



ସରକାରୀ ସ୍ୱୟଂଶାସିତ ମହାବିଦ୍ୟାଳୟ, ରାଉରକେଲା
GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA
Sundargarh, Raghunathpali, Rourkela, Odisha

PG DEPARTMENT COMMERCE

A Dissertation paper on

**“ IMPACT OF BRAND LOYALTY ON CONSUMER PURCHASE DECISION”
TOWARDS
WHIRLPOOL SMART REFRIGIRETOR**

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

GOVT AUTONOMOUS COLLEGE, ROURKELA



A PROJECT/ DISSERTATION PAPER ON
“ANGANWADI” IMPACT ON HEALTHY 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

Utkarsh

[Signature]



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”**

37

Sanjay Kishore Naik

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 REQUIEIMENT FOR THE DEGREE
OF MASTER IN COMMERCE**



SUBMITTED 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



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

A DISSERTATION

ON

Influence of Advertising on consumer buying
behaviour : a case study of Patanjali cosmetics

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

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

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SUBMITTED TO

SHRI.DHIREN KUMAR MAHANTA
HOD, DEPARTMENT OF COMMERCE
GOVERNMENT AUTONOMOUS COLLEGE
ROURKELA

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2022



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

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

A DISSERTATION 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 REQUIREMENT FOR THE DEGREE
OF MASTER IN COMMERCE



SUBMITTED BY:

NEELAM SAMAD

ROLL NO- 20PCOM50

UNDER THE GUIDANCE OF:

SHRI.RAMAKRUSHNA GOUDA

SUBMITTED TO:

SHRI.DHIREN KUMAR MAHANTA

HOD, DEPARTMENT OF COMMERCE

GOVERNMENT AUTONOMOUS COLLEGE

ROURKELA

2022

A DISSERTATION REPORT

ON

“PERCEPTION OF INVESTORS TOWARDS CAPITAL MARKET WITH
REFERENCE TO ODISHA”



PG DEPARTMENT OF COMMERCE

UNDER THE GUIDANCE OF

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

SUBMITTED BY:

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

SUBMITTED TO:

Head of department (HOD)
PG Department of commerce
Government autonomous college, Rourkela

A DISSERTATION 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
REG.NO.- 17407/20
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

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

“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. Madhusmita Malik

(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 DEPARTMENT
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 COMMERCE IN PARTIAL FULFILMENT OF THE REQUIREMENTS
FOR THE DEGREE OF MASTER OF COMMERCE



(Handwritten signature in red ink)

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)

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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 AUTONOMOUS COLLEGE, ROURKELA

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SUBMITTED BY
NAME- ROSHNI KACHHAP
CLASS – P.G 2nd year
SEMESTER – 4th, PAPER-405
REG NO- 17424/20
SESSION -2020-22

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UNDER THE GUIDANCE OF
MISS MADHUSMITA MALIK
FACULTY IN COMMERCE DEPARTMENT

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