



Report on M.Com Dissertation Paper (3036)

For the year 2021-2022

Title of the Project: Different project topics from the area of Accounting, Finance, Management, Marketing, Economics, Business, etc. were chosen by the M.Com 3rd Semester students for their dissertation works.

Outcome: Fifty (50) students of M.Com 3rd semester have successfully carried out their research works in the above stated areas under the guidance of college's faculty members. The students have completed their works using both primary and secondary data. After a round of survey they have drafted the reports as per the format provided by Gauhati University (GU). Evaluations of the reports were done by the evaluators (Under GU). This evaluation is followed by a Viva-Voce which is conducted by the Department under the guidelines of GU.

(Dr. Chandra Prabha Bohra)

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Dissertation Details
M.Com 3rd semester
Year 2021



Sl. No	Roll No	Name of student	Topic Of Dissertation
1	PC-201-020-0001	Aakash Mazumdar	A Dissertation On Distribution Strategies For Select Consumer Durable Goods In Rural Assam
2	PC-201-020-0002	Adil Md Sufian Ahmed	A Dissertation On A Study On The Sustainable Survival Strategy Adopted By Business People Engaged In Agarwood Business With Special Reference To Hojai District.
3	PC-201-020-0003	Alisa Chen	A Dissertation On A Comparative Study On The Investment Pattern Of Government And Private Employees With Special Reference To Sonitpur District
4	PC-201-020-0004	Amar Serpa	A Study On Various Brand Activities Carried Out By The Cement Companies In The North East And To Know What Kind Of Advertising Is More Effective
5	PC-201-020-0005	Ananya Nath	The Contribution Of Women Weavers In The Sericulture Industry Of Assam, With Special Reference To Rangjuli T.D Block Of Goalpara District
6	PC-201-020-0006	Balaji Kumar Mahato	A Dissertation On A Comparative Study Of Public Sector Bank And Private Sector Bank On Providing Housing Loan To Salaried Individual In Assam With Special Reference To Punjab National Bank And Axis Bank Bhangagarh Branch
7	PC-201-020-0007	Bedanta Phangcho	A Study On The Problems And Prospects Of Tourism Industries With Special Reference To Karbi Anglong
8	PC-201-020-0009	Chandrani Goswami	A Dissertation On Socio Economic Condition And Problems Faced By Street Vendors Of Guwahati City With Special Reference To Kumarpara Area

9	PC-201-020-0010	Chia Chowdhury	Socio Economic Conditions Of Vegetable Vendors With Special Reference To Colony Bazaar Market, Guwahati Assam
10	PC-201-020-0011	Debika Das	A Dissertation On A Study On Impact Of E- Banking During During Covid 19 Pendemic Period On Bank Customers Of Lalganesh Area
11	PC-201-020-0012	Deva Kumar Shaha	A Dissertation On A Study On The Purchase Behavior Of Insurance Policies With Special Reference To Guwahati City, Assam
12	PC-201-020-0013	Dipanjali Das	An Eveliative Study On Orunodoi Scheme For Women In Rani Development Block Of Kamrup District(R), Assam
13	PC-201-020-0015	Ellora Boro	A Dissertation On Impact Of Brand Equity On Customers Purchase Intension For Apple Product With Special Reference To Guwahati City Assam
14	PC-201-020-0016	Florin Amin Hazarika	A Dissertation On A Study On Role Played By Home Based Entrepreises In The Rural Society Special Reference To Puchim Mangaldoi Block Of Darrang District
15	PC-201-020-0017	Gitartha Kalita	A Dissertation On Effects Of Advertisement On Consumers Buing Behavior With Reference To FMCG's In Dhirenpara Area Of Kamrup Metro Assam
16	PC-201-020-0018	Jayashree Upamanyu	A Dissertation On Modern Assamese Mobile Theater As Medium Of Entertainment With Special Reference To Kahinoor Theater.
17	PC-201-020-0019	Jayashri Sarma	A Dissertation On Role Of Post Office Savings Scheme In Promoting Saving And Investment Habits Of Individuals



18	PC-201-020-0022	Kanika Goel	A Dissertation On A Study On Mobile Banking And Its Impact On Customer Banking Transaction With Special Reference To SBI In Sivsagar
19	PC-201-020-0023	Karabi Nath	A Dissertation On A Study On Problems And Prospects Of Rubber Plantation Industry In Goalpara District With Special Reference To Rashmi Society
20	PC-201-020-0024	Krishna Panjiuar	A Dissertation On A Study On The Text Planning Measures Adopted By Salaried Class With Special Reference To Guwahati City Assam.
21	PC-201-020-0026	Lipi Rani Konowar	A Study On Inventory Management Of The Product Maggi From Nestle With Special Reference To The Local Shop In The Market Of Haflong
22	PC-201-020-0027	Madhu Kumara	A Dissertation On A Study On Awareness Of Electronic Payment System Special Reference To Guwahati City Assam.
23	PC-201-020-0028	Manab Jyoti Mahanta	A Dissertation On A Study On The Process Of Fish Farming And Its Marketing And Financing Special Reference To Darrang District
24	PC-201-020-0029	Manisha Shah	A Dissertation On Investment Pattern Of Women Investors' Special Reference To Guwahati City Assam.
25	PC-201-020-0030	Monica Bhattarai	A Dissertation On The Impact Of Covid 19 On Sitajakhala
26	PC-201-020-0031	Mridul Sarkar	A Dissertation On A Study On Problems And Prospect Of Dry Market Of Assam Special Reference To Asias Largest Dry Fish Market, Jagiroad Morigaon, Assam



27	PC-201-020-0032	Namita Barman	A Study On Problems Faced By Small Retailers Due To Growth Of Shopping Malls In Guwahati City.
28	PC-201-020-0033	Nayan Jyoti Das	A Dissertation On A Study On Rural Entrepreneurs Under Formal Sectors In The Nalbari District Of Assam
29	PC-201-020-0034	Pallabi Banik	A Case Study On The Benefits Avail Under The PMAY Scheme Concern To Providing Housing Through Credit Link Subsidies On Roha Town Nagaon Assam
30	PC-201-020-0035	Priya Kumara Singh	A Dissertation On Financing By Financial Institutions Towards Growth And Development Of Micro Enterprises In Fancy Bazaar Of Guwahati City Assam
31	PC-201-020-0036	Priyanka Sharma	A Dissertation On Impact Of Humar And Emotional Appeals In FMCG Advertisement- With Special Reference To Kamrup Metro
32	PC-201-020-0037	Rahul Kalita	A Dissertation On Impact Of Goods And Service Tax On Retail Traders With Special Reference To AK Dev Road Of Guwahati City
33	PC-201-020-0038	Ranjan Deka	A Dissertation On A Study On The College Students Awareness And Preference Towards Mobile Wallet As A Gateway For Cashless Payment, With Special Reference To Guwahati City Assam
34	PC-201-020-0039	Rasmita Borgohain	A Dissertation On Problems And Prospects Of Banana Market Of Darangiri Under Goalpara District Of Assam
35	PC-201-020-0040	Rejwan Hussain	A Study On Problems And Prospects Of Entrepreneurs Engaged In Agarwoods Business With Special Reference To Hojai District.



36	PC-201-020-0041	Richa Patgiri	A Dissertation On Study On Customer Perception Towards Cab Services With Special Reference To Maligaon Guwahati.
37	PC-201-020-0042	Rimli Talukdar	A Study On The Impact On The Social Media On Buying Behavior Of Students From Higher Educational Institutions.
38	PC-201-020-0043	Rupa Kumara Patwa	A Dissertation On Social Media Marketing And Its Effect On Consumer Buying Behaiour: A Study Among The Youth Of The Guwahati City
39	PC-201-020-0044	Rupashree Das	A Dissertation On Job Satisfaction Among The Employees Of State Bank Of India With Special Reference To Different Branches In Dispur Area Guwahati City
40	PC-201-020-0045	Sehej Kaur	A Dissertation On Gender Disparities And Women Empowerment In Amingaon Area Of Guwahati Assam
41	PC-201-020-0047	Sajid Khan	A Dissertation On Impact Of Rastriya Gramin Vikash Nidhi On Urban And Rural Poor: A Case Study Of Kamrup District Of Assam
42	PC-201-020-0048	Salma Ashraf Khan	A Dissertation On Accessing Ayushman Bharat- Pradhan Mantri Jan Arayga Yojana With Special Reference To Goalpara Town Assam
43	PC-201-020-0049	Sahil Khan	A Dissertation On An Analytical Study On Socio Economic Status Of The Workers Engaged In Rice Mills Under Chenga Development Block Borpeta District Assam
44	PC-201-020-0050	Shilpi Debnath	A Study On The Contribution Of The Vegetable Market In The Socio Economic Life Of The Inhabitants Of Kharupetia



45	PC-201-020-0052	Sidhant Borah	A Study On The Marketing Problems Of Self Help Group In Khagorijan Block
46	PC-201-020-0053	Siya Sarkar	A Study On Financial Inclusion Through Pradhan Mantra Jan Dhan Yojana With Special Reference To Athgaon Area Of Assam
47	PC-201-020-0054	Tapaty Ghosh	A Dissertation On Financial Statement Analysis With Reference To Assam Company Ltd
48	PC-201-020-0055	Tuhina Das	A Dissertation On A Analytical Study On The Trends, Opportunies And Challenges Of Small Scale Industries In Guwahati City
49	PC-201-020-0056	Upasana Rabha	A Study On Consumer Preference And The Buying Pattern Of Medicine Through E Pharmacy During The Covid 19 Pendemic In Guwahati City

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