

# PROJECT TITLES FOR MARKETING SPECIALIZATION

1. Study on competitive advantage of organized retail store with special reference to ..... ( Shoppers Stop, Reliance Digital, Reliance Fresh , Big Bazaar etc)
2. Study of Customer satisfaction towards Tata Nano
3. Study of customer satisfaction towards Bajaj Pulsar
4. Study of customer perception towards “Branded Engine Oil” with special reference to **Castrol**.
5. A Study On Perception of Life Insurance Agency as a career
6. A Study on Customer Awareness about ICICI Lombard
7. A Study on the effectiveness of services provided to customers of Bank ( EG. HDFC, ICICI , AXIS , SBI, PNB , BOI, ETC)
8. A Study on brand recall of ICICI Lombard General Insurance with special reference to Home Insurance
9. Customer Perception On Credit Card with special reference to SBI Credit card
10. A Study on Consumer Behavior towards packaged Milk with Special Reference to Chitale Milk
11. To study the service quality of the organized retail store with special reference to -----( Shoppers Stop, Reliance Digital, Reliance Fresh , Big Bazaar etc
12. A Study On Advertisement Effectiveness of Personal care products of Hindustan Unilever Ltd. with special reference to Lifebuoy Soap or Lux Soap
13. A Study on Customer Service Quality in Airline Industry with special reference to -----
14. A Study on Retailer’s Perception on ----- Mobiles ( E.g. Nokia, Samsung, Micromax etc)
15. Study of Brand Awareness of -----
16. Study of Consumer Behavior in Selecting Mobile Phones
17. To study the perception about Social Media with spl reference to Facebook, Twitter & Whatsapp among young generation.
18. Study of Sales Promotion activities implemented at Big Bazaar
19. Study of Brand Perception in Laptops with spl reference to Dell Laptops
20. Analysis of Customer Perception towards English News Paper with spl reference to Times of India
21. A Study On Customer Expectations from English Newspaper with spl reference to The Times Of India

22. A Study On Advertisement and Sales Promotion strategies adopted by Big Bazaar
23. A study on customer satisfaction in banking sector with spl reference to -----Bank.
24. Study of Marketing Mix strategies of Communication Service provider companies with spl reference to Airtel.
25. Direct marketing – prospects and issues.
26. To study Customer Relations Management in service organization like banks, insurance companies etc.
27. Study of Rural Marketing Strategy of Mahindra Tractors.
28. Study of rural consumer behavior in Tractor Purchasing
29. Rural marketing: prospects and challenges.
30. Study of Branding strategies of Vodaphone
31. Study of Marketing Mix strategies of Barista
32. Study of Marketing Mix Strategy of Bata Footwear Company
12. Analyzing the financial performance of bank
13. Comparing business performance of any two Banks
14. FDI in India
15. Saving and investment patterns in India
16. Financial statement analysis of a company
17. To study the Popularity of internet banking
18. Receivable Mgt. in -----
19. Ratio Analysis of.....
20. Fianacial Analysis of-----
21. A Project On Lease And Hire Purchase
22. A Project Report On Financial Performance of-----
23. A Project Report On Ratio Analysis of-----
24. Accounting Of Cost Centres

25. An Analysis Of Working Capital Management
26. An In-Depth Study Of Car Finance Market
27. Analysing Financial Aspects Of Gold
28. A Study Of Non-Performing Asset Management With Special Reference To SBI
29. An Evaluation Of The Role Of Internal Auditors In An Organization
30. The Importance Of Cost Accounting System In Manufacturing Industries
31. An Evaluation Of Impact Of Computerized Accounting System In Banks
32. Accounting Information , A major tool in decision making.