

MBA MARKETING PROJECTS

Customer Satisfaction. TATA MOTORS

Customer Relationship Management. HYUNDAI

Emerging Trends in Retail Marketing. BIG BAZAAR

Impact of Big Malls on Small Vendors.

Market Awareness.

Customer awareness on sales Promotion.

Product Mix & Product line.

Brand awareness HYUNDAI

Brand Equity

A study of various methods of underwriting for retail assets products.

Changing consumer preference towards organized retailing from un-organized retailing.

The impact of loyalty programs on consumer purchase behavior and loyalty.

An analysis of consumer behaviour in upgrading to conspicuous goods in branded apparels.

Study of factors which influence the location of retail outlet.

Integrated marketing communications.

Impact of promotional activities on consumer's behaviour at retail outlets"

A study on the consumer electronics industry in India.

Analysis of sales promotions ability to prompt brand.

Influence of branding on consumer purchasing behavior.

A study on factors influencing adaptability & usability of consumer electronics.

Implementation & effectiveness of competence management.

Impact of promotional activities at mall on consumer's behaviour at shopping malls.

Study on strategies for promoting retailers' brands

Brand Positioning.

Brand Loyalty.

MARKETING

1. BRAND IMAGE - AIRTEL, KESORAM CEMENT, HARSHA TOYOTA
2. SALES & ADVERTISING - INDIABULLS, AIRTEL
3. CUSTOMER RELATIONSHIP MANAGEMENT - HERO, ICICI BANK
4. CONSUMER EVALUATION- HERITAGE FRESH RETAIL STORE
5. CUSTOMER SATISFACTION - TATA, INDIABULLS, HERO, AIRTEL, BIGBAZAR
6. CUSTOMER BUYING BEHAVIOR - HERITAGE, HERO, KESORAM
7. PRODUCT LIFE CYCLE MANAGEMENT – KESORAM, ICICI BANK
8. SALES & SERVICE – HERO, HARSHA TOYOTA
9. SALES & DISTRIBUTION – KESORAM, HERITAGE, TATA MOTORS
10. SALES PROMOTIONAL ACTIVITIES- TATA MOTORS, HYUNDAI
11. PROMOTIONAL ACTIVITIES – HERO, TATA MOTORS
12. RETAIL MANAGING –HERITAGE, BIG BAJAR
13. NEW PRODUCT RESEARCH - LEOLABS
14. NEW PRODUCT DEVELOPMENT (NPD) - KOTAK, LEOLABS, HERITAGE
15. CHANNELS OF DISTRIBUTION- KESORAM, ULTRATECH
16. CUSTOMER AWARENESS ON PRODUCT
17. CONSUMER BEHAVIOUR- L.G, TATA MOTORS
18. CUSTOMER PERCEPTION- HYUNDAI
19. CUSTOMER PREFERENCE TOWARDS SMALL CAR- HYUNDAI
20. CUSTOMER AWARENESS ON PRODUCT - AIRTEL
21. BRAND AWARENESS- AIRTEL, HDFC, TATA MOTORS
22. BRAND EQUITY- HARSHA TOYOTA, HYUNDAI
23. ADVERTISING IMPACT ON CUSTOMER – AIRTEL, HERO
24. MARKET RESEARCH ON HEALTH CARE PRODUCTS-Kamineni, Hetero Drugs,
25. MARKETING MIX- HERITAGE
26. MARKET ANALYSIS- , AIRTEL, HARSHA TOYOTA
27. MARKET RESEARCH ON RETAIL INDUSTRY –HERITAGE
28. PRICING STRATEGY - ULTRATECH CEMENT
29. RURAL MARKETING -HERITAGE

30. SALES FORCE MANAGEMENT – TATA MOTORS

31. TELE MARKETING – FORTUNE FORD

32. IMPACT OF ADVERTISING ON CBB – AIRTEL