

BBA/MBA MINOR/MAJOR PROJECT

❖ FINANCE

PROJECT LIST OF FINANCE:

- ✓ Customer preference and satisfaction level towards their expectation with special reference to Yamaha motor bikes.
- ✓ A study on credit card users in [ABCD] city.
- ✓ A study on awareness and acceptance level of MILEAP (laptop) of HCL among chartered accountants.
- ✓ A study on analysis of the customer satisfaction level towards landline service provided by BSNL.
- ✓ Advertising Strategy of the Indian Corporate World – LG Electronics.

- ✓ Customer satisfaction with reference to financial services in DJS Stock and Shares Ltd.
- ✓ A Market Study about Laser Toner.
- ✓ A study to evaluate the banking service provided to SME customers by ICICI Bank.
- ✓ Customer experience management in personal loan.
- ✓ Effectiveness of training and development with special reference to Voltas Limited.
- ✓ A study to identify the retail penetration level of Airtel pre paid cards.
- ✓ A comparative study on consumer behaviour about Colgate and Pepsodent paste.

- ✓ A study on the customer perception of mobile phone service providers in [CITY] with special reference to BSNL.
- ✓ A study on factors influencing the disconnection of land lines of BSNL.
- ✓ Factors affecting dealer performance to evolve a strategy for increasing market share of TATA Indicom.

