

BBA/MBA MINOR/MAJOR PROJECT

❖ **MARKETING**

Project list of MARKETING:

- ✓ A Study On Customer Relationship Management
- ✓ A Study On Customer Feedback
- ✓ A Study On Analysis Of The Customer Satisfaction Level Towards
- ✓ A Study On Dealers' Attitude And Consumers' Preference
- ✓ Marketing Techniques
- ✓ Advertisement Management
- ✓ A Study On The Consumer Perception Of Selected Cars In Particular Region
- ✓ Brand Awareness
- ✓ Alternative Channels Of Distribution

- ✓ Dealer Perception Towards Cement Industry
- ✓ Sales And Promotion
- ✓ Web Advertising And Marketing
- ✓ Digital Marketing
- ✓ A Study On Customer Perception Towards Two Wheeler industry
- ✓ Comparison Between Samsung And Other Consumer Durable Brands
- ✓ Marketing Mix
- ✓ Online Advertisement Management
- ✓ Comparative Study On Brand Loyalty
- ✓ Impact of promotional activities on consumers behaviour at retail outlets
- ✓ Customer buying behaviour towards insurance products

- ✓ Impact of small car introduction on two wheeler industry
- ✓ Consumer attitude towards green Marketing products at Hyderabad
- ✓ Impact of SMS Advertising on Young Indian Consumers at Hyderabad
- ✓ Consumer buying behaviour with respect to Online Marketing
- ✓ consumer buying behaviour towards Four Wheelers
- ✓ A Study on Consumer preference towards Home loans in Hyderabad