List of MBA Projects for HR, Marketing and Finance

HR

1. An evaluative study on scientific screening process in a recruitment consulting firm
2. A study on job satisfaction of employees in an organization
3. Employees’ satisfaction towards their job in an organization
4. Design and development of training information system
5. A study to analyze the effect of implementation of 360 performance appraisal technique in an organization
6. A comparative study of the level of satisfaction of depository participants
7. To study the effectiveness of the existing appraisal system at selected airlines and to suggest measures for the improvement of the system
8. Development of order processing system
9. A study on the safety and welfare measures provided to the employees at port trust in particular region
10. A study on the effectiveness of existing performance appraisal system in an organization
11. A study on employee morale in an organization
12. A study on effectiveness of training program in an organization
13. A study on identifying awareness among corporate executives on pursuing higher studies from top b’ schools in particular region
14. A study on ‘organizational culture’ and its impact on employees’ behavior
15. A study on customer expectations, experience and satisfaction level towards services provided at two-wheeler exchange mela’s in an organization
16. A study to identify why the STD usage by selected service provider’s customers in particular region is lesser than the national average
17. A study to identify the retail penetration level of by selected service provider’s pre paid cards in particular region
18. A study on customer preference and satisfaction level towards their expectation with special reference to particular product in particular region
19. A study on satisfaction level of service provided by an organization vis-à-vis its competitors
20. A study on the effectiveness of performance appraisal in managerial employees of selected bank

21. Job satisfaction of employees in an organization

22. A study on “the effectiveness of the existing payroll system of an organization and developing a comprehensive new payroll system”.

23. A study of labor welfare measures in an organization

24. A study on investment pattern and preference of retail investors in Hyderabad city with special reference to mutual funds

25. A study on the satisfaction level of the employees on the various welfare facilities provided in an organization

26. A study on the effectiveness of services provided to private banking customers of selected bank

27. A study on aided and unaided brand recall

28. Design and development of student information system

29. A study on awareness level of certain product

30. A study on job satisfaction of workers in an organization

31. A study on satisfaction of employees in an organization

32. Study on absenteeism of workmen in an organization

33. A study to identify the customer perception on home insurance

34. A study on functioning of power looms in particular region

35. A comparative study on customer preference on mobile communication with reference to the service provided by private and public sector in particular town/city

36. A study on customer’s expectations and satisfaction level towards after sales service provided by an organization

37. A study to identify the potential advisors for selected life insurance company

38. A study on investment options and investors attitude towards investment in private insurance companies in particular region

39. A study on satisfaction level of service provided by an organization vis-à-vis its competitors

40. A study on the effectiveness of performance appraisal in managerial employees of selected bank
41. Job satisfaction of employees in an organization

42. A study on “the effectiveness of the existing payroll system of an organization and developing a comprehensive new payroll system”.

43. A study of labor welfare measures in an organization

44. A study on investment pattern and preference of retail investors in Chennai city with special reference to mutual funds

45. A study on the satisfaction level of the employees on the various welfare facilities provided in an organization

46. A study on the effectiveness of services provided to private banking customers of selected bank

47. A study on aided and unaided brand recall

48. Design and development of student information system

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56. A study to identify the potential advisors for selected life insurance company

57. A study on investment options and investors attitude towards investment in private insurance companies in particular region

58. Job Description of employee

59. Performance review system

60. Recruiting and selection process

61. Employee Satisfaction

62. Job Roles and Responsibilities

63. Man power outsourcing
64. Study of quality of work life
65. Leadership Styles of the teams
66. Stress Management of employees
67. Transformational leadership
68. Training and Development
69. HRD Management in IT Industry
70. HR Implementation in Private Banking sector
71. Conflict management

Marketing

1. A study on customer relationship management for a recruitment consulting firm
2. A study on awareness of total productive maintenance & employee transformation in an organization
3. A study on customer feedback
4. A study on corporate and job seekers potential
5. A study on analysis of the customer satisfaction level towards landline service provided
6. To develop a web based application for customer support and analyze the customer satisfaction on the project
7. A market study about laser toner in Chennai city
8. A study on dealers’ attitude and consumers’ preference
9. A study on customer service management in sewing thread manufacturing company
10. A market study about dot matrix printers and its performance in corporate
11. A study on the challenges faced in identifying potential advisor
12. A study on factors influencing the disconnection of land lines in particular region
13. A study on purchase behavior of mobile phone among women segment in the city of Chennai
15. A study on customer satisfaction about castings
16. A study on trader’s perception and expectation towards selected products in particular region

17. A study on the factors affecting dealer performance to evolve a strategy for increasing market share of certain organization

18. Impact of intra organizational relationship on organizational effectiveness in an organization

19. Analytical study of premium credit card users for their choice and to create a customer profile for future promotions

20. Selection of appropriate product mix for profit maximization in an organization

21. A study on identification of non performing dealers and measures to be taken to convert them into performing dealers of talking point in Chennai

22. A study on the consumer perception of selected cars in particular region

23. Assessment about the level of awareness of specialty services offered by a medical center and hospital in particular region

24. Evolution of management technique for controlling NPA of selected units

25. A study on internal communication process


27. Marketing Techniques

28. Customer relationship management

29. Analysis of customers using global system

30. Advertisement management


**Finance**

1. A study on customer perception towards market linked insurance products

2. Investment awareness in financial asset and preference of financial intermediaries in equities trading

3. A study on existing customers’ perception towards tax saving & ULIP products

4. A comparative analysis of performance of mutual funds between private and public sectors
5. A study to evaluate the banking services A study on perception of investors investing in
life insurance in particular region

6. A study on comparative analysis on the performance of sectorial, multi-sectorial and
equity diversified mutual funds

7. Comparative study of selected mutual funds with private mutual funds

8. A study of the extent of receptiveness of the new health products

9. A study on impact of earnings per share, dividend per share and price earning ratio on
behavior of share market price movements with special reference to NSE

10. A study on awareness and expectations of industrial entities with respect to mortgage
programs in an organization

11. A study on investors perception towards derivative market

12. A study to assess the perception of mutual fund investors

13. A study on customer experience management in personal loan

14. A comparative study of traditional products with new ULIP products

15. A study and analysis of trade finance pattern between bankers and exporters at particular
region

16. Risk perception and portfolio management of equity investors

17. A study on analysis of the customers’ attitude, preference and satisfaction level towards
investment

18. A study on investment patterns of investors

19. An analysis on equity share price behavior

20. An analysis of various investment avenues with special reference to mutual funds

21. Design and development of production monitoring system

22. A study on customer perception towards mutual fund

23. A study to identify the potential advisors

24. A study on operating and financial performance in an organization

25. A study on customer satisfaction with reference to financial services in an organization

26. Strategies to increase the customers at international level in an organization

27. A study on how CBD will be a potential channel in bridging the geographical barrier in
insurance sale
28. A study on customer satisfaction towards the financial services provided by an organization

29. A study on “whether taxation is a selling tool for life insurance

30. A study on investor awareness towards commodity market in an organization

31. Analysis of the forex market in particular region

32. A study on the impact of selected macro-economic factors on share price movement of certain vital sectors

33. A study on financial performance in an organization

34. A survey on the investment pattern in debt scheme of mutual fund investments

35. A survey on the preference of salaried class on various investment options available to them

36. A study on maximizing the income of selected bank by developing linear programming models

37. A study on health and welfare measures in an organization

38. A study on the awareness and acceptance level of HPP among the home loan takers in particular region

39. A study on perception of life insurance agency as a career for particular insurance company

40. A study on working capital management in an organization with specific focus on inventory control of raw materials

41. A study on the level of workers job satisfaction in an organization

42. A study on market feasibility of bulk selling of international long distance calls for selected service provider

43. A study of investment patterns and customer perception towards mutual funds in Chennai city

44. A study on effectiveness of organization climate in an organization

45. Identification and analysis of market segments of banquets of an organization

46. A study on customer perception of the product of selected life insurance company

47. A study on general public’s awareness on non-life insurance policies in Chennai city

48. A study on employee’s job satisfaction in selected co-operative milk producers’ union limited
49. A study on the perception of home insurance customers towards advertising at selected insurance company

50. A study on investment pattern with special reference to small and medium capitalization companies

51. Portfolio management

52. Personal loan appraisal system

53. Ratio Analysis

54. Inventory Management

55. Financial Management

56. Mutual Fund

57. ABC Analysis

58. Stock Exchange

59. Portfolio Management

60. Cash flow and Funds Flow analysis

61. Working Capital Management

62. Capital Budgeting

63. Credit Ratings Analysis

64. Performance of Mutual funds

65. Interconnected Stock exchange Performance Analysis

66. Portfolio Market Analysis

67. Derivatives Market Analysis

68. Futures and Options a Project