MBA PROJECT TITLES
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1. Product strategies of private life insurance companies
2. A study on "why companies should go for outsourcing"
3. Effectiveness of advertising on real estate sector
4. Study on consumer expectations and perceptions towards consumer loans
5. Workers attrition rate at hotel industry is increasing. Study regarding this issue
6. Attrition rates at different sectors
7. Effectiveness and scope of employee referrals in the process of talent sourcing
8. Study of training needs across different industries
9. Study on creation of luxury brand
10. Strategies used to build successful Internet based customer services
11. Measuring the effectiveness of retail banking of a nationalised bank compared to a MNC
12. Conspicuous consumption
13. Study of awareness and acceptability of UPVC windows and door systems
14. Opportunities of Financing the NANO's in Bangalore
15. Changing trends in FMCG industry in India
16. A study of best HR practices in service industry
17. Fundamental analysis of Indian telecom companies
18. Study of consumer behaviour in automobile industry
19. customer buying behaviour towards insurance products
20. Promotion strategies followed in Insurance sector
21. Study on changing consumer preference towards organised retailing from un-organised retailing.
22. study on "impact of advertising in B2B marketing"
23. Distribution network & general insurance industry
24. A study on distribution channels in aluminum industry
25. Study on strategies for promoting retailers' brands
26. Study of operations & marketing of chemical goods in SSI
27. The impact of tax on electronic goods & products (industrial marketing)
28. Merchandising key account management in apparel exports
29. Effect of marketing in mobilization in BPO segment
30. Marketing in FMCG sector
31. E-marketing of financial services: Relationship approach
32. Understanding cross cultural literacy in international business
33. The study of operations & marketing of Indian Pharmaceutical industry
34. impact of promotional activities at mall on consumers behaviour at shopping
malls
35. A study on Indian pharmaceutical industry
36. Managing of luxury brands

173. A comparative study on customer’s perception towards credit cards offered by nationalised banks and mnc banks
174. A study on the effectiveness of using banks as a channel for selling life insurance products
175. A study on cross sales of sequentially ordered products in the consumer banking industry”
176. Assessment of performance of public sector banks under camels framework"
177. A study of buyer behavior towards after-sales-service of electronic products”
178. Impact of bank mergers on performance of banks-a study”
179. Study on software as a service (saas) application"
180. Effect of big box retail chains on small business"
181. Measuring the quality of service in the financial services sector with respect to car financing
182. An analysis of mergers and acquisitions in the indian banking industry"
183. Asset liabilities management in indian banks
184. A market study of onida home appliances in comparision with other brands in bangalore"

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

186. Portfolio construction using fundamental analysis

187. Study of consumer behaviour related to different bathing soap brands in bangalore

188. A study on the hr issues in mergers and acquisitions in the banking sector"

189. A feasibility study on the consumer’s perception towards electronic moving messages” – (outdoor media advertising industry)

190. Customer perception towards foreign retailers entering india”

191. Comparative study of two quantitative models used in portfolio management"

192. A study on future potential of gaming industry in india"

193. Valuation of carbon credits

194. Growth potential of power sector in india-a study”

195. Portfolio construction of debt & equity

196. A study on consumer’s perception on micro insurance schemes

197. The factors affecting and enhancing the brand equity of multinational corporations in india"

198. Study on the management of surplus funds in banks"

199. A study on consumer perception towards service quality of internet banking”
200. Analysing the problems of attrition in darshani hotels"
201. Impact of small car introduction on two wheeler industry”
202. A study of the effectiveness of stress management techniques used in it / ites sector in bangalore
203. Study on consumer behavior with special reference to preference of brands in cellular phones"
204. Impact of quota-removal on garment industry in india
205. A study of attributes in accepting specialty pharmaceutical products among medical practitioners"
206. A study on strategies for optimizing the competency of middle level managers with reference to bank sectors"
207. Analysis of factors influencing in selection of major gsm service providers in ncr
208. A study on fundamental analysis of real estate sector"
209. The impact of financial derivatives & hedge funds on the indian capital market"
210. A study on asset liability management of insurance companies
211. Impact of budget 2008 on the investment pattern of salaried individuals-a study
212. Effects of negative word of mouth communication on brand equity“
213. A study on the effects of basel ii in india financial sector and also on global
214. A study on motivational significance of various reward and recognition programs

215. A study on impact of service quality on customer satisfaction in insurance industry”: customer perspective

216. An analysis of the existing job design method for motivation of the employees

217. Study of awareness and acceptability of upvc windows and door systems

218. A study on the impact of loyalty programs on consumer purchase behavior and loyalty

219. Consumer behaviour towards public sector and private sector banks

220. Study on changing consumer preference towards organised retailing from unorganised retailing