

MBA PROJECTS TITLES

| Projects Titles | Abstract |
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| A Study on Attrition Level | <p>Attrition is a critical issue and pretty high in the industry these days. It's the major problem which highlights in all the organizations. Though the term 'ATTRITION' is common, many would be at a loss to define what actually Attrition is, "Attrition is said to be the gradual reduction in the number of employees....</p> |
| An Analysis On Cash Management | <p>The need for Cash to run the day-to-day business activities cannot be overemphasized. One can hardly find a business firm, which does not require any amount of Cash. Indeed, firms differ in their requirements of the Cash. A firm should aim at maximizing the wealth of its shareholders. In its endeavor to do so, a firm should earn sufficient return from its operation. Earning a steady amount of profit requires successful sales activity...</p> |
| A Study On Employee Morale | <p>Modern managers and personnel administrators are greatly interested in fathoming and influencing the morale of the employees in such a way that it will contribute to the maximum effectiveness, growth and progress of the organization...</p> |
| Level Of Employee Welfare Practices | <p>The objective of this study is achieved in findings the satisfactory level and workers opinion towards the management attitude. From the critical analysis it was found that the employee's were dissatisfied with transport facility, working in night shift and canteen facilities. The employee's were satisfied work with the safety measures adopted during work facilities regarding uniform drinking water and health care provided by the organization was satisfactory.....</p> |
| A Study On Customer Satisfaction | <p>One of the main areas of the project is the</p> |

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| | analysis part, where the data are analyzed & interpreted, to find out the Customer Satisfaction. Some of the tools used in Customer Satisfaction analysis are regarding..... |
| An Analysis On Demand And Forecasting | Demands are wants for specific products backed by an ability to pay. Many people want a Mercedes; only a few are willing and able to buy one. Companies must measure not only how many people want their product but also how many would actually be willing and able to buy it. Forecasting is the process of <u>estimation</u> in unknown situations..... |
| Financial Performance Using Ratio Analysis | This study based on financial statements such as Ratio Analysis, Comparative balance sheet. By using this tool combined it enables to determine in an effective manner. The study is made to evaluate the financial position, the operational results as well as financial progress of a business concern..... |
| Effectiveness Of Grievance Handling Mechanism | This study focuses on Effectiveness of Grievance Handling Mechanism Grievance is any kind of dissatisfaction with regard to pay, promotion, suspension, working condition etc.. |
| An Analysis On Inventory Management | Every organization needs inventory for smooth running of its activities. It serves as a link between production and distribution processes. The investment in inventories constitutes the most significant part of current assets/working capital in most of the undertakings. Thus, it is very essential to have proper control and management of inventories. The purpose of inventory management is to ensure availability of materials in sufficient quantity as and when required and also to minimize investment in inventories |
| A Study On Performance Appraisal System | In every organization various factors like promotion, training & development program, incentives, rewards and various other factors are considered and given based on their performance. So for this almost all the organizations conduct Performance Appraisal for the employees... |
| A Study On Employee Satisfaction | The scope of the study consists of the |

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| | <p>importance of the employee satisfaction is to find out the satisfaction level of the employees. The objectives tell about the necessity of the study. The research methodology consists of design, sample size & sample technique. The project work is based on descriptive research</p> |
| <p>Effectiveness Of Recruitment And Selection Process</p> | <p>From the analysis it was inferred that the organization gave preference to internal sources rather than external sources. Some of the employees felt that the company would still fasten the process. From the study it was found that the employers and employees are satisfied with their present recruitment and selection process.</p> |
| <p>A Study On Consumer Behavior</p> | <p>Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it for purchase and the impact of such evaluations on future purchases, and how they dispose of it</p> |
| <p>Retail Sales On Life Insurance Policies</p> | <p>Insurance sector is one of the most booming sectors in India. The penetration level of insurance in India is only 2.3% when compared to 9-15% in the developed nations. And in India only 33% of population are insured their life. There is a huge market for the Insurance products in the future in India.</p> |
| <p>A Study On Training And Development</p> | <p>The object of training programme must be properly communicated to the workers. Importance of the training must enlightened among the new comers and inexperienced workers. Advanced technical aids can be used by the management to have effective results...</p> |
| <p>A Study On Market Survey On The Brand Equity</p> | <p>Brand equity is an asset to any company. It provides competitive advantage to the company in the from of better bargaining power with the channel member ability to price higher then the competitors products and also enables the company to leverage from its brand name through brand extension decision hence a brand with a strong brand equity will ensure brand loyalty among consumers and increased revenue earning capacity for the company...</p> |
| <p>A Study On Effect Of Welfare Measures</p> | <p>The welfare measure is “An effort to make life</p> |

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| <p>On Employee Morale</p> | <p>worth living for workmen”. It motivates employee to a great extent which leads to organizational growth. It is a major factor which affects the employee morale. The study on effect of welfare measure on employee morale was done to evaluate the level of satisfaction of employees about welfare measures and its effect on employee morale....</p> |
| <p>A Study On Payables Management</p> | <p>The aim is to analyses payables position of the company by using the financial tools and techniques also it tries to assess the liquidity position. Payables management : The administration of a company's outstanding debts, or liabilities, to vendors for purchases of goods and services made on credit</p> |
| <p>Conflict Management Strategies Adopted By The Employees</p> | <p>In any business concern, the four factors of production are man, machine, material and money that are very important to achieve the goals of the organization. Among the four factors, man is the living being and the prior cause for the success of the organization than the other factors, So any organization consists of number of human resources who move towards achieving the organizational goals. Thus group effort is needed for the smooth running of any business...</p> |
| <p>Customer Focus On Supply Chain Management</p> | <p>The title of the project is “Customer Focus on Supply Chain Management”. The study starts with a Company’s profile and also the need for study, review of literature and objectives are set out for the study. Research methodology, Data analysis & Interpretation, Findings and Suggestions of the study follow...</p> |
| <p>A Study On Employee’s Absenteeism</p> | <p>The project report is intended to determine the employees condition, salary, Facilities, attendance program, training programme, motivation techniques and promotions To achieve this defined objective structured questionnaire based on the preliminary study made is prepared. The prepared questionnaire is used to get the direct responses from the employees.</p> |
| <p>A Study On Employee Absenteeism And</p> | <p>The absenteeism is the major factor that affects</p> |

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| <p>Employee Morale</p> | <p>the organization growth. Absenteeism is the emerging human resources issue in this organization. The study on employee absenteeism and employee moral helps the management to evaluate the main cause of absenteeism and the mental attitude of the employee towards the organization.</p> |
| <p>A Study On Women Consumer Attitude Of Purchasing Car</p> | <p>The economic status of the modern women has been greatly influenced by the rapidly changing environment they live in are exposed to, their education background and the commercial opportunities that are available to them. The combination of more employment opportunities for women had a large impact of the consumption habits of women....</p> |
| <p>A Study On Working Capital Management</p> | <p>One of the main areas of the project is the analysis part, where the data are analyzed & interpreted, to find out the working capital. some of the tools used in working capital are regarding to:</p> <ul style="list-style-type: none"> ➤ Ratio Analysis ➤ Comparative Financial Statements. ➤ Trend Analysis. |
| <p>A Study On Labour Welfare Measures</p> | <p>This project is intended to determine the whether employees are really satisfied with welfare measure, expectation of employees about welfare, work environment of employees of the organization.....</p> |
| <p>A Study On The Usage Of Knowledge Management</p> | <p>Current status of the knowledge management of LADP is in introduction stage. In LADP they think knowledge management as a strategic part of their business.....</p> |
| <p>A Study On Customer Satisfaction</p> | <p>In today's competition world, every company has to study consumer purchasing power & behavior prior to develop a marketing plan for its product. This enables the marketer to understand who constitute the market, what and why the market buys, who participate in & influences the buying process & how, when & where consumer buy.</p> |

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| <p>A Study On Cash Management</p> | <p>These project is mainly concentrated on cash management is an important factor and it is one of the component of working capital cash can be regarded as a life blood of corporate. Cash either a hand or at bank is the most liquidity of all current assets. The cash and bank balance indicates high liquidity position of a company....</p> |
| <p>A Study About Productivity Level</p> | <p>The study is related to the productivity levels. An analysis was taken among the various input to know their productivity levels and studying relationship between revenue and cost in relation to sales volume of a business enterprise</p> |
| <p>A Study On Distribution Channels</p> | <p>Distribution channels are behind every product and service that consumers and business buyers purchase every where. Usually, combination on institutions specializing in manufacturing, wholesaling, retailing and many other areas join force in Distribution channels...</p> |
| <p>A Study On Sales Promotion</p> | <p>Primarily the well defined objectives are framed according to the study. Then questionnaire is prepared based on the defined objectives. The prepared questionnaire is used to get the direct response from the customers. The response given by the customers are analyzed and interpret using different types of statistical tools such as percentage analysis, weighted average method.</p> |
| <p>A Study On Attitude Of Customers</p> | <p>An organization is meant to help and evolve independent work relationship in order to achieve a common goal. Every organization has to find its own way of functioning effectively and must adopt whichever theoretical framework of organizational development suits it. Considering the fact that an organization is a hierarchical structure, the role of manager is of critical importance as he undertakes the mission of working for the larger interest of society. Thus managers set objectives, organize activities and perform as effective leaders, think about human</p> |

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| | development and organizational development as well.... |
| A Study On Employees Job Satisfaction | “ A STUDY ON EMPLOYEES JOB SATISFACTION ” is used to study the job satisfaction level of the employees in the organization and various factor involved in that. The data were collected from both primary and secondary sources. The primary data is collected from various and employees in Emami limited through questionnaire. |
| A Study On Effectiveness Of Training Programme | Training is a learning experience, in that it seeks a relatively permanent change in an individual which will improve his (or) her ability to perform on the job. We typically say training can change the skill, knowledge, attitude and social behavior. It means changing what employees know, how they work, their attitude towards their work or their interaction with their co-workers or their supervisors. |
| A Study On Employees Personality | The study is related to the Employees personality. A survey was taken among the employees to know their various Personalities. The required data to study the interest level of the employees has been collected as primary, secondary data using a questionnaire from a sample of 50 employees, which the sampling was on the basis of convenience and non-probabilistic sampling procedure |
| A Study On Employee’s Motivation | The scope of the present study was analysis on factors enhancing Employees Motivation. The objective was to study employee motivation and motivation factors. The motivation factors are employee involvement, training, working condition and job security etc. The data was collect by using printed questionnaires |
| A Study On Absenteeism Among The Employees | The main objective is to find the factors to prevent the absenteeism, from the total population 426, sample of 100 is selected. From the finding it is found that major facilities lacking inside the organization and it has been suggested to make necessary steps to increase the medical and welfare measures. |
| A Study On Industrial Safety Management | The Study on Industrial Safety Management tells that most of the employees are dissatisfied with the safety management practiced inside |

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| | <p>the organization. The organization has to concentrate more on safety measures and can provide safety equipments like goggles, gloves, shoes, masks, etc., to improve the safety inside the organization...</p> |
| <p>A Study On Employee Welfare Measures</p> | <p>In this project the researcher to know the labour welfare measures and to study the various dimensions of employee welfare measures as perceived by the worker and to the perception of the respondents regarding the various labour welfare provided to them and to suggest to suitable measures to enhance HRD intervention used in improve the welfare facilities.</p> |
| <p>A Study On Working Capital Management</p> | <p>Working capital management is concerned with the decisions which are related with the current assets and the current liabilities. It means, it concerned with day-to-day management activities. The key factor, which is used to differentiate long term financial management and short- term financial management, is the timing of cash.</p> |
| <p>A Study On Dealer's Satisfaction</p> | <p>This project report entitled: "A study on dealer satisfaction" is intended to determine the dealer satisfaction, Products awareness, fluctuation of demand and needs and wants of the dealers. Primarily the well defined objectives one framed according to the study. Then questionnaire is prepared based on the defined objectives. The prepared questionnaire is used to get way of personal interview from the dealers.</p> |
| <p>A Study On Employees Job Clarity</p> | <p>Job clarity was assessed for measuring the clarity of employees' job responsibilities. A well defined organization structure with clear definition of job requirements will: Help ensure that roles are redesigned and compensated appropriately; Contribute to building an appropriate talent pool to fill job vacancies; and Provide for carrier progression and advancement—important factors in talent recruitment and retention.</p> |

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| <p>Ratio Analysis</p> | <p>In this project title a study on Ratio Analysis this aim is to analysis the Ratio Analysis position of the company using the financial tools. This study based on financial statement such as Ratio analysis and financial performance. By using this tools combined it enables to determine in an effective manner. This project helps to identify and give suggestion the area of weaker position of business transaction. This study is made to evaluate the Ratio analysis as per trend analysis. It is in upward trend.</p> |
| <p>A Study On Effectiveness Of Employees Safety And Health</p> | <p>Employees Safety and Health look upon prevention of accidents basically as an engineering problem to be tackled through proper designing of mechanical safety devices. In fact, accident prevention and safety are inter related and, therefore require a multi dimensional approach. Its importance has increased because of large-scale industrialization in which human beings are subjected to mechanical, chemical, electrical and radiation hazards.</p> |
| <p>A study on market potential Of float glasses</p> | <p>Market potential is the total sales volume that all organization sells during a stated time period in a specific market. Market potential certain number of brands in the market, trend of each major brand's market share over the past several years, amount of money spent by major brands in advertising and price structure of the existing players.</p> |
| <p>A Study On Customer Satisfaction In</p> | <p>This project report entitled "A Study on</p> |

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| Domestic Sales | customer satisfaction in domestic Sales” is intended to determine the customer satisfaction, products awareness, fluctuation of demand and needs and wants of the customers. Primarily the well defined objectives are framed according to the study. Then questionnaire is prepared based on the defined objectives. The prepared questionnaire is used to get by way of personal interview from the customers. |
| A Study On The Employee Perception | Perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment. However, what one perceives can be substantially different from objective reality. This study was done to understand the employee perception with regard to various organizational aspects. . A sample size of 50 was chosen using simple random sampling. Appropriate statistical tools were employed to analyze the data viz., Chi-square test, correlation, regression and percentage analysis. |