

## MMS - 2008 – 10 Batch Final / Winter Projects

Sr. No.	Div.	Roll No.	Name of Student	Project Title
1	C	1		Branding and Product Positioning with reference to Raymonds
2	C	2		Attrition Management
3	C	3		Techniques to improve employability potential of MBA Graduates
4	C	4		Marketing Strategy in the automobile Industry
5	C	5		Real Time Gross Settlement (RTGS) in Banks
6	C	6		Limited Liability Partnership
7	C	7		SAP in HR
8	C	8		Celebrity Endorsement
9	C	9		Branding A Quintessence of Today's Business
10	C	10		Transfer Pricing
11	C	11		Procedure of Granting Home loans in ICICI Bank
12	C	12		Virtual Banking
13	C	13		Material Management & Facility layout planning
14	C	14		Setting Marketing Strategies for increasing acceptance of a new product "Cooling device" used in BTS shelter of Telecom tower of GTL in Indian Market
15	C	15		Purchase procedure for a project scenario
16	C	16		Research on Consumer Preferences in selecting a retail store. A study focussed on big box store format
18	C	18		"Utility of Plastic" - A momentous Transition
19	C	19		Roll of FII in Indian Stock Markets
20	C	20		A study of Policies & processes on pre and post recruitment activities for preparation of recruitment manual at BSL
22	C	22		A comparative study of occupational stress between Public & Private sector
24	C	24		Retail Branding - The Mall Way
25	C	25		Employer Branding
26	C	26		Brand Equity
27	C	27		Supply Chain in Pharmaceutical Industry
28	C	28		Mergers and Acquisitions in Indian Banking Industry
29	C	29		Rural Banking in India – with special reference to the state of Karnataka
30	C	30		Market Survey of Construction Chemicals
31	C	31		Forex Management and Managing its Risks

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32	C	32	A study on nominal and real exchange rate with respect to last decade
33	C	33	Influence of Advertising on Purchasing Decision of Mobile users
34	C	34	General HR Practices & HR Audit in Hyercity to include a Survey on Job Satisfaction of Service Associates of Hyercity through their Workgroup
35	C	35	Financing procedure & Customers perceptions (Study of Real Estate Finance)
36	C	36	Treasury Management in a specified Bank (A case study)
37	C	37	Performance Appraisal
38	C	38	Inventory Management in Bharati Shipyard
39	C	39	Consumer Buying Behavior & Marketing Strategies - Haier Appliances (India)
40	C	40	Supply Chain Management
41	C	41	Synergy Gains in Horizontal Merger
42	C	42	Marketing Strategy of Hotel Industry : Mumbai
43	C	43	HR Branding in Organizations
44	C	44	Fixed Asset Management
45	C	45	Foreign Exchange Management in India
46	C	46	Uses of Financial Derivatives to mitigate risk
47	P	P – 1	Sensory Branding
48	P	2	New Market Opportunity Analysis (AT R.K. Foodland
49	P	3	Employee Welfare Measures
50	P	4	Promotional Campaign by Times of India
51	P	5	E-Banking
52	P	6	Study of Internet Banking
53	P	7	Recruitment & Selection Methods
54	P	8	Benchmarking Transport operations at Radhakrishna Foodland
55	P	9	Competency Mapping
56	P	10	Recievables Management
57	P	11	Launching of a new IT Channel Magazine “Times Reseller World” by Times group
58	P	12	Non Performing Assets
59	P	13	Credit Policy in Hotel Industry
60	P	14	Role of BPO in Customer Satisfaction – Telecom Sector
61	P	15	A Study on Statutory Compliance at Glaxo Smithline
62	P	16	Employees Satisfaction Survey of Managenco
63	P	17	Employee Retention at Go Air
65	P	19	International Marketing Export of Spices
66	P	20	Funding through Venture Capital for online Business in India

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67	P	21	Changing Trends in the Indian Stock Markets
68	P	22	Market Potentiality Analysis for R.K. Foodland in Dry Warehousing
69	P	23	Consumer Buying Behavior among different Indian Communities in Malls
70	P	24	A study on change Management
71	P	25	Cash Management in Banks
72	P	26	Mergers and Acquisitions - Business Growth Strategy
73	P	27	Working Capital Management (Comparative study of Two companies)
74	P	28	A Study on Work – Life Balance at RPG Cables Ltd.
75	P	29	Analysis of Manufacturing in Pharmaceutical Industry
76	P	30	Brand Management in FMCG industry
77	P	31	New avenues for magazines : its effectiveness and future
78	P	32	Risk Management in Banks
79	P	33	A study on Career Development of RPG Cables Ltd.
80	P	34	A study of Employee Performance Assessment Tools at Bharti Shipyard
81	P	35	Development of Vendor Master at Bharati Shipyard
82	P	36	Designing a business Model at “Faith and Fashion”
83	P	37	To study the Customer Perception of “Uttam Galva Steels Limited”
84	P	38	New Business Development for R K Foodland in Pharmaceutical Industry
85	P	39	Capacity Planning
86	P	40	Succession Planning “Right People to lead tomorrow”
87	P	41	Drawback of the Training Approaches & how to develop an ideal training approach
88	P	42	Credit Appraisal in Home Loans
89	P	43	Effectiveness of In-film Brand Placement (In Indian Context)
90	P	44	Future of OB and its Implications in Indian Companies
91	P	45	Salary structure and how salary may create conflict in Organization