

BBA –FINAL YEAR – 2023-2024

S.NO	BBA-HR-TITLES
1.	A STUDY ON JOB SATISFACTION OF EMPLOYEES IN SPINNING MILL
2.	A STUDY ON EMPLOYEE’S WELFARE IN TEXTILES INDUSTRY
3.	A STUDY ON EMPLOYEE SATISFACTION IN PACKING INDUSTRY
4.	A STUDY ON EMPLOYEE BEHAVIOUR IN SPINNING MILLS
5.	A STUDY ON TRAINING & DEVELOPMENT OF EMPLOYEES IN PAPER INDUSTRY
6.	A STUDY ON EMPLOYEE STRESS MANAGEMENT IN TEXTILES INDUSTRY
7.	A STUDY ON EMPLOYEE MORALE IN FOOD INDUSTRY
8.	A STUDY ON QUALITY OF WORK LIFE IN STEEL INDUSTRY
9.	A STUDY ON EMPLOYEE’S PROBLEM IN SUGAR MILL
10.	A STUDY ON PERFORMANCE APPRAISAL IN TEXTILES INDUSTRY
11.	A STUDY ON EMPLOYEE MOTIVATION IN FOOD INDUSTRY
12.	A STUDY ON LABOUR WELFARE TOWARDS DISCOUNT DETERGENT PRODUCT
BBA-MARKETING-TITLES	
13.	A STUDY ON BRAND PREFERENCE IN ELECTRIC TWO WHEELER

14.	A STUDY ON ADVERTISING AND BUSINESS STRATEGY OF AN INDIAN EDU TECH GIANT BYJU'S
15.	A STUDY ON CUSTOMER SATISFACTION AND EXPECTATIONS IN CARS 24
16.	A STUDY ON CONSUMER TASTE AND PREFERENCE IN SET TOP BOX
17.	A STUDY ON CUSTOMER PREFERENCE IN INSTAGRAM
18.	A STUDY ON CUSTOMER SATISFACTION AND PREFERENCE IN OTT MEDIA PLATFORM
19.	A STUDY ON CUSTOMER SATISFACTION IN PAYTM WALLET
20.	A STUDY ON CUSTOMER SATISFACTION IN TAMIL MATRIMONY
21.	A STUDY ON PUBLIC AWARENESS IN COVID VACCINE
22.	A STUDY ON CUSTOMER SATISFACTION IN SOCIAL MEDIA ADVERTISEMENT
23.	A STUDY ON CUSTOMER SATISFACTION IN STAR HEALTH AND ALLIED INSURANCE
24.	A STUDY ON CUSTOMER PREFERENCE & AWARENESS IN REAL ESTATE INDUSTRIES
25.	A STUDY ON PUBLIC SATISFACTION IN 100 DAYS EMPLOYMENT
26.	A STUDY ON PARENT EXPECTATION & PERCEPTION IN GOVERNMENT SCHOOL
27.	A STUDY ON PUBLIC SATISFACTION IN WOMEN SELF FINANCE GROUP
28.	A STUDY ON CUSTOMER TASTE AND PREFERENCE IN FOOD INDUSTRY
29.	A STUDY ON CUSTOMER PREFERENCE AND ATTITUDE IN PACKAGING INDUSTRY
30.	A STUDY ON HOUSE HOLDERS SATISFACTION IN GRANITE INDUSTRY

31.	A STUDY ON CUSTOMER SATISFACTION IN TYRE INDUSTRY
32.	A STUDY ON RETAILER PREFERENCE IN BUILDING MATERIAL INDUSTRY
33.	A STUDY ON CONSUMER BUYER BEHAVIOUR IN AGRO INDUSTRY
34.	A STUDY ON SALES PROMOTION IN BIKE INDUSTRY
35.	A STUDY ON BRAND AWARENESS IN SOLAR INDUSTRY
36.	A STUDY ON PASSENGER SATISFACTION IN TAXI
37.	A STUDY ON HOLE SELLERS SATISFACTION IN PAPER INDUSTRY
38.	A STUDY ON ADVERTISEMENT EFFECTIVENESS IN FOOD INDUSTRY
39.	A STUDY ON SALES AND SERVICE IN BIKE INDUSTRY
40.	A STUDY ON FORMER SATISFACTION IN AGRICULTURE MARKET
41.	A STUDY ON BRAND PREFERENCE IN MOBILE SHOWROOM
42.	A STUDY ON POLICY HOLDERS PREFERENCE IN LIC
43.	A STUDY OF CONSUMERS' BEHAVIOUR AND SATISFACTION TOWARDS ONLINE SHOPPING SITES
44.	A STUDY ON ACCOUNT HOLDER'S SATISFACTION OF E - BANKING SERVICES
45.	A STUDY ON ONLINE CUSTOMER OPINION IN OLX ONLINE MARKTING
46.	A STUDY ON INVESTOR SATISFACTION IN MUTUAL FUND AND FIXED DEPOSITS

47.	A STUDY ON PUPLIC PERCEPTION IN ORGANIC FOOD
48.	A STUDY ON STUDENTS PREFERENCE IN ONLINE GAMES
49.	A STUDY ON CUSTOMER SERVICE QUALITY OF SAVINGS DEPOSIT
50.	A STUDY ON CUSTOMER AWARENESS IN HELMET