

MBA -FINAL YEAR - 2023-2024

S.NO	MARKETING TITLES
1.	CUSTOMER SATISFACTION
2.	CONSUMER PREFERENCE
3.	CUSTOMER ATTITUDE & BEHAVIOUR
4.	ADVERTISEMENT EFFECTIVENESS
5.	RETAILER SATISFACTION
6.	MARKET PENETRATION
7.	CUSTOMER LOYALTY
8.	BRAND IMAGE
9.	BRAND LOYALTY
10.	POST PURCHASE BEHAVIOUR
11.	ONLINE ADVERTISEMENT MARKETING

HRM TITLES

S.NO	TITLES
1.	EMPLOYEE SATISFACTION
2.	EMPLOYEE MOTIVATION
3.	EMPLOYEE PERFORMANCE APPRAISAL
4.	TRAINING AND DEVELOPMENT
5.	LABOUR WELFARE AND SAFETY MEASUREMENT
6.	EMPLOYEE ATTITUDE
7.	EMPLOYEE RECRUITMENT
8.	EMPLOYEE SKILL GAP ANALYSIS

9.	EMPLOYEE STRESS FACTORS
10.	OCCUPATIONAL HEALTH MEASURES

FINANCE TITLES

S.NO	TITLES
1.	RATIO ANALYSIS
2.	WORKING CAPITAL MANAGEMENT
3.	FINANCIAL PERFORMANCE ANALYSIS
4.	FINANCIAL STATEMENT ANALYSIS
5.	CASH MANAGEMENT
6.	INVENTORY MANAGEMENT
7.	LIQUIDITY RISK MANAGEMENT
8.	PROFITABILITY ANALYSIS
9.	DEBTOR MANAGEMENT
10.	BUDGETARY CONTROL

LOGISTICS TITLES

S.NO	TITLES
1.	SUPPLY CHAIN LOGISTICS FUNCTION IN AUTOMOTIVE INDUSTRY
2.	IMPACT AND ROLE OF INFORMATION TECHNOLOGY TOWARDS LOGISTICS INDUSTRY
3.	CHANNEL DISTRIBUTION STRATEGY OF OIL INDUSTRY
4.	MATERIAL MANAGEMENT AND CARGO HANDLING IN LOGISTICS INDUSTRY
5.	USE OF CUSTOMER RELATIONSHIP MANAGEMENT & SUPPLY CHAIN MANAGEMENT IN LOGISTICS INDUSTRY

INTERNATIONAL BUSINESS TITLES

S.NO	TITLES
1.	INTERNATIONAL PRICING STRATEGIES IN TEXTILES INDUSTRY
2.	PRODUCTION AND PROSPECTS OF TEXTILES INDUSTRY IN TEXTILES INDUSTRY
3.	GLOBALIZATION & ITS IMPACT ON MARKETING STRATEGIES IN TEXTILE INDUSTRY
4.	EFFECT OF COVID - 19 PANDEMIC ON INTERNATIONAL RELATIONS
5.	A CASE STUDY OF ACQUISITION OF INTERNATIONAL BUSINESS

HOSPITAL MANAGEMENT TITLES

S.NO	TITLES
1.	INFECTION CONTROL MANAGEMENT SYSTEM IN HOSPITAL
2.	OUT PATIENT SATISFACTION IN PRIVATE HOSPITAL
3.	PERFORMANCE MANAGEMENT TOWARDS INFECTION CONTROL IN IN PRIVATE HOSPITAL
4.	QUALITY OF WORK LIFE AMONG HOSPITAL EMPLOYEES
5.	JOB STRESS MANAGEMENT AMONG HOSPITAL EMPLOYEES

SYSTEM TITLES

S.NO	TITLES
1.	A STUDY ON THE USE OF BLOCK CHAIN PROCUREMENT IN IT FIRM
2.	THE IMPACT OF DIGITAL REVOLUTION OF INFORMATION TECHNOLOGY IN IT FIRM
3.	A STUDY OF THE EFFECTIVENESS OF BUSINESS INTELLIGENCE IN IT FIRM
4.	A STUDY OF IT STRATEGIES IN IT FIRM
5.	A STUDY ON DESIGNING AND DEVELOPING MIS SYSTEM IN IT FIRM

AERONAUTICAL MANAGEMENT

S.NO	TITLES
1.	THE SAFETY MEASURES OF AVIATION ACCIDENTS
2.	THE ORGANIZATIONAL BEHAVIOR OF AVIATION INDUSTRY
3.	HRM OF THE AVIATION INDUSTRY
4.	HUMAN FACTOR IN AVIATION MAINTENANCE
5.	TRANSPORTATION SERVICE ADMINISTRATION AND AVIATION