

MBA MARKETING TOPICS

- Marketing Strategies for Kitchen Appliances: Customer Perspective
- Consumer Buying Behavior Towards Selective
- Electronic Home Appliances
- Consumers Attitudes towards Consumerism, Government Regulations and Consumer Responsibilities
- A Study of Tourist's Satisfaction towards Tourism Products and Market
- A Study on Attitudes & Perception of the Consumers towards Green Marketing With Special Reference to Fertilizer Industry.
- A Study to Analyze the Customer Preferences and Selling Practices of Life Insurance Products.
- A Study on Consumer Attitudes towards a Model of Maruti Car.
- A Study on Impulsive Buying Behaviors and Satisfaction towards Retail Outlet in Big Bazaar.
- Customer Satisfaction Regarding the Service Quality of Departmental Stores.
- Customers' Perception & Satisfaction in Selected Indian Universal Banks.
- Marketing Of Home Delivery System in Super Market with Special Reference to Problems and Prospects.
- A Comparative Study of Financial Performance of Gold Loan Companies.
- A Study of the Attitude of Investors and Brokers towards Investment in Mutual Funds.
- A Study to Analyze the Financial Performance of Selected Infrastructure Companies in India.
- A study to evaluate the banking service provided to SME customers by ICICI Bank

- A study on factors influencing the disconnection of landlines of BSNL
- A study on customer expectations, experience and satisfaction level towards services provided at two-wheeler exchange
- A study on the factors affecting dealer performance to evolve a strategy for increasing market share of Tata Indi-com in Chennai.
- A study on the perception of home insurance customers towards advertising at ICICI Lombard General Insurance Company Ltd.
- A study to evaluate the banking services provided to SME customers.
- A study on trading behavior of investors at Reliance Money.
- Expansion of Blackberry in the retail market through retail auditing, marketing, research and survey.
- Studying the influence of factors affecting the purchase behavior of customers towards Life Insurance products
- Measurement of Brand awareness and brand perception of Mobile Phone Company
- Impact of Brand Positioning on Consumer Learning and Brand Loyalty
- Marketing through social news and bookmarking sites
- Customer focus – A key to service marketing
- B2C Marketing strategies on Social Media
- A Study on Online Marketing

Ignou MBA Finance Project Topics

MBA FINANCE PROJECT REPORT ON FINANCIAL PERFORMANCE OF XYZ
COMPANY

MBA FINANCE PROJECT REPORT ON FINANCIAL PERFORMANCE OF XYZ BANK

MBA FINANCE PROJECT REPORT ON INVESTMENT OPPORTUNITIES AND
INVESTORS' PREFERENCE

MBA FINANCE PROJECT REPORT ON FINANCIAL PERFORMANCE OF XYZ PAPER
MILLS

MBA FINANCE PROJECT REPORT ON FINANCIAL PERFORMANCE OF XYZ AND ABC
COMPANY: A COMPARATIVE STUDY

MBA FINANCE PROJECT REPORT ON FINANCIAL PERFORMANCE OF XYZ AND ABC
BANK: A COMPARATIVE STUDY

MBA FINANCE PROJECT REPORT ON WORKING CAPITAL MANAGEMENT AT XYZ
COMPANY

MBA FINANCE PROJECT REPORT ON INVESTORS PREFERENCES TOWARDS
VARIOUS INVESTMENT AVENUES IN CAPITAL MARKET WITH SPECIAL
REFERENCE TO DERIVATIVES

MBA FINANCE PROJECT REPORT ON HOUSING FINANCE BY SUNDARAM HOME
FINANCE LIMITED

MBA FINANCE PROJECT REPORT ON FINANCIAL PERFORMANCE OF SELECTED
PUBLIC SECTOR AND PRIVATE SECTOR BANKS IN INDIA

MBA FINANCE PROJECT REPORT ON INVESTORS ATTITUDE TOWARDS
PORTFOLIO MANAGEMENT

MBA FINANCE PROJECT REPORT ON PREFERENCES OF INVESTORS ON VARIOUS
INVESTMENT OPPORTUNITIES

MBA FINANCE PROJECT REPORT ON CORPORATE GOVERNANCE IN TELECOM
SECTOR

MBA FINANCE PROJECT REPORT ON HOUSING FINANCE SERVICES WITH SPECIAL
REFERENCE TO BAJAJ FINANCE LIMITED

MBA FINANCE PROJECT REPORT ON FINANCIAL PERFORMANCE OF GOLD LOAN
COMPANIES

MBA FINANCE PROJECT REPORT ON ATTITUDE OF INVESTORS AND BROKERS
TOWARDS INVESTMENT IN MUTUAL FUNDS

MBA FINANCE PROJECT REPORT ON FINANCIAL PERFORMANCE OF SELECTED
INFRASTRUCTURE COMPANIES IN INDIA

MBA FINANCE PROJECT REPORT ON PERFORMANCE ANALYSIS OF GOLD LOAN
COMPANIES: A CASE STUDY OF MUTHOOT FINANCE LTD

MBA FINANCE PROJECT REPORT ON FINANCIAL PERFORMANCE OF GOLD LOAN
NBFC

MBA FINANCE PROJECT REPORT ON FINANCIAL PERFORMANCE OF ICICI AND
HDFC BANK: A COMPARATIVE STUDY

MBA FINANCE PROJECT REPORT ON PERCEPTIONS OF INVESTORS, BROKERS AND
FUND MANAGERS ON THE INDIAN MUTUAL FUND INDUSTRY

MBA FINANCE PROJECT REPORT ON INVESTOR'S PREFERENCES ON VARIOUS
CAPITAL MARKET INSTRUMENTS

MBA FINANCE PROJECT REPORT ON MICRO FINANCE FACILITIES AND
ANALYZING THE AWARENESS LEVEL OF PEOPLE ABOUT MICRO FINANCE

IGNOU MBA Operations Management Project Topics

MBA OPERATION PROJECT REPORT ON TOTAL QUALITY MANAGEMENT PRACTICES IN XYZ COMPANY

MBA OPERATION PROJECT REPORT ON QUALITY, PRODUCTION AND OPERATION MANAGEMENT IN XYZ COMPANY

MBA OPERATION PROJECT REPORT ON EFFECT OF E-COMMERCE ON THE LOGISTICS FUNCTIONS OF AGARWAL AND AADHUNIK PACKERS & MOVERS PVT. LTD., DELHI

MBA OPERATION PROJECT REPORT ON SUPPLY CHAIN MANAGEMENT IN XYZ COMPANY

MBA OPERATION PROJECT REPORT ON MANAGEMENT OF LOGISTICS ACTIVITIES IN BONDED WAREHOUSES IN AIR CARGO TRAFFIC

MBA OPERATION PROJECT REPORT ON SUPPLY CHAIN MANAGEMENT IN FERTILIZER INDUSTRY

MBA OPERATION PROJECT REPORT ON PERFORMANCE OF LOGISTICS IN TRANSPORT CORPORATION OF INDIA LTD.

**MBA OPERATION PROJECT REPORT ON LOGISTICS MANAGEMENT IN
AUTOMOBILE INDUSTRY**

**MBA OPERATION PROJECT REPORT ON LOGISTICS MANAGEMENT IN RETAIL
INDUSTRY**

**MBA OPERATION PROJECT REPORT ON TOTAL QUALITY MANAGEMENT
PRACTICES IN THE MANAGEMENT EDUCATIONAL INSTITUTES**

**MBA OPERATION PROJECT REPORT ON SUPPLY CHAIN MANAGEMENT
PRACTICES IN RETAILING**

**MBA OPERATION PROJECT REPORT ON PRODUCTION PLANNING AND
QUALITY CONTROL EFFECTIVENESS IN XYZ COMPANY**

**MBA OPERATION PROJECT REPORT ON SUPPLY CHAIN MANAGEMENT OF
CELLULAR PHONE INDUSTRY**

**MBA OPERATION PROJECT REPORT ON TOTAL QUALITY MANAGEMENT IN
EDUCATION IN SECONDARY AND HIGHER SECONDARY EDUCATION
INSTITUTIONS**

**MBA OPERATION PROJECT REPORT ON E COMMERCE APPLICATIONS IN
INDUSTRIAL SUPPLY CHAIN MANAGEMENT**

MBA OPERATION PROJECT REPORT ON LOGISTIC MANAGEMENT WITH SPECIAL REFERENCE TO BIG BAZZAR

HR Project Topics For MBA List Ideas

Here is the list of 40+ popular HR project topics for MBAs to choose from.

1. A Study on Employee Motivation in Tata Steel.
2. Effect of Employee Engagement on Organizational Performance.
3. Diversity and Inclusion Initiatives in the Workplace.
4. Effectiveness of Performance Appraisal Systems.
5. Role of HR Analytics in Decision Making.
6. Employee Satisfaction and Retention Strategies.
7. Training Needs Assessment and Development Training Programmes.
8. Employer Branding and Its Impact on Talent Acquisition.
9. Leadership Development Programmes and Succession Planning.
10. Employee Engagement Strategies During Organisational Change.
11. Impact of Flexible Work Arrangements on Employee Productivity.
12. Position of HR in Managing Conflict and Workplace Diversity.
13. HRM and Employee Wellness Programmes.
14. HRM and Employee Assistance Programmes.
15. HR Analytics and Metrics.
16. Performance Management and Appraisal Systems.

17. Change Management in HR.
18. Workplace Ethics and Corporate Social Responsibility.
19. A Study on the Effects of HR Practices on Employee Engagement and Motivation in the Hospitality and Tourism Sector.
20. Examining the Role of HR in Managing Employee Performance in the Aviation Industry.
21. Diversity and Inclusion Initiatives.
22. Ethics and Corporate Social Responsibility
23. Global HR Management.
24. Talent Retention Strategies.
25. A Study of Training and Development of Executive in the Himalaya Drug.
26. Study the Employee's Job Satisfaction at Infosys.
27. Study of Sources of Recruitment- Global Scenario: Case Study.
28. Recruitment and Selection Process in HDFC Life Insurance.
29. Study of Customer Retention and Training & Development.
30. Study of Emotional Intelligence and Quality of Work Life among Employees in Organisation.
31. Human Resources Management Strategies in Bank.
32. Study of HR Operations Management.
33. Study of HR Techniques and Method of Performance Appraisal.
34. Technology in HR.
35. Study of Employee Engagement in a Company.