

**Batch-2024-26 Sem-4**

**MBA Marketing**

**Business Project Study**

**Sub-Code\_MGT708**

**Choose any one of the following 30 Project Topic**

**A. Consumer Behaviour Projects**

1. Consumer Buying Behaviour towards Online Shopping
2. Customer Satisfaction towards Retail Stores
3. Brand Loyalty among Consumers
4. Consumer Perception towards Digital Payment Systems
5. Factors Influencing Consumer Buying Behaviour
6. Customer Preference towards Branded Products

**B. Digital Marketing Projects**

7. Impact of Social Media Marketing on Consumer Behaviour
8. Effectiveness of Digital Marketing Strategies
9. Role of Influencer Marketing in Brand Promotion
10. Social Media Advertising and Customer Engagement
11. Email Marketing Effectiveness Study
12. Online Brand Promotion Strategies

**C. Sales & Marketing Strategy Projects**

13. Sales Promotion Techniques in Retail Sector
14. Marketing Strategies of Small Businesses
15. Product Positioning Strategies in Competitive Market
16. Pricing Strategy and Consumer Response
17. Distribution Channel Management Study
18. Sales Performance Analysis of Selected Company

**D. Service Marketing Projects**

19. Customer Satisfaction in Banking Sector
20. Service Quality in Telecommunication Industry
21. Customer Satisfaction in Hospitality Industry
22. Customer Experience in E-Commerce Platforms
23. Service Marketing in Insurance Sector
24. Customer Retention Strategies in Service Sector

**E. Brand Management & Market Research Projects**

25. Brand Awareness Study of Selected Product
26. Market Potential Study for New Product
27. Competitive Analysis of Selected Brands
28. Brand Image and Consumer Perception
29. Market Segmentation Study
30. Product Launch Strategy Study