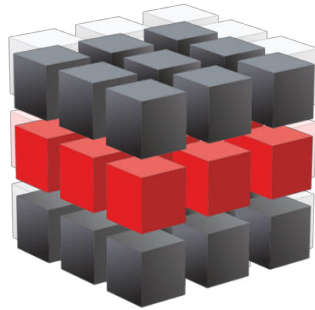




**MICANS Infotech**  
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# **MICANS Infotech**

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**[www.micansinfotech.com](http://www.micansinfotech.com) | [micansinfotech@gmail.com](mailto:micansinfotech@gmail.com)**  
**+91 90036 28940 | +91 94435 11725**

**CHENNAI – PONDICHERY**



## **MBA PROJECTS LISTS 2019-2020**

### **MARKETING MANAGEMENT TITLES**

1. A study on the performance and investors opinion about sbi mutual fund
2. A study on customer satisfaction towards masala products with specific reference to aachi masala
3. A study on brand awareness and customer expectation for dhal in specific reference with udhayam brand of products
4. A study on consumer preferences in an organization
5. A study on customer satisfaction towards “branded engine oil” with special reference to chennai
6. A study on the performance and investors opinion about sbi mutual fund
7. Analysis of the role of outdoor advertising and establishing strategies for managing space media
8. Consumer perception of M-Commerce
9. A Study on the effective of advertisement programmes of power detergent soaps
10. A Study on customer perception of florsheim as a brand in India
11. A Study on adopting customer centric approach a step towards CRM
12. A Study on the customer retention strategies implemented in sujala pipes
13. A Study on Customer Satisfaction in services
14. A Study on Customer Satisfaction in Mobile Telecommunications
15. A Study on customer perception of defect tracker as a brand in India
16. A Study On Perception of Life Insurance Agency as a career for Bajaj Allianz



17. A Study on the effectiveness of services provided to private banking customers of ICICI Bank
18. A Study on brand recall of ICICI Lombard General Insurance with special reference to Home Insurance
19. Analysis Of Market Potential For Lactovit Capsule In Chennai
20. Analysis Of Distribution Point Satisfaction for New Indian Express
21. Customer Perception On Credit Cards: A Comparative Study
22. A Comparative Study On Marketing Attributes Of Fire Safety Product For Cease Fire Industries Limited
23. A Study On Dealers Attitude In Marketing In Tamilnadue Cements Corporation Limited
24. A Comparative Study On Marketing Attributes Of Home Appliances For Whirlpool Of India Limited
25. A Study On Consumer Behaviour Towards Milk With Special Reference To Heritage Milk.
26. A Study On Investors Attitude Towards Derivative Market
27. A Study On Effectiveness Of Distribution Channels Of Visakapatnam Steel Plant
28. A Study On Customer Perception Towards Bpcl Products With Special Reference To Usage Of Petro Cards
29. Market Study To Understand Reasons For Attrition In The New Indian Express
30. A Study On Advertising Effectiveness In Century Advertising Private Ltd
31. An Analytical Study On Media Impacts On Share Trading In India Infoline Ltd
32. A Study On Customer Service Quality In Icici Prudential Life Insurance, Chennai
33. Brand Awareness & Customer Satisfaction From Tns-Global, New Delhi
34. Dissertation Oncar Market And Buying Behavior- A Study Of Consumer Perception



35. Marketing Strategies of TVS Motors
36. Celebrity Endorsement In India
37. Brand Evaluation For Financial Investment & Customer Satisfaction Measurement
38. A Study On Consumer's Perception Of Reliance Life Insurance Ltd
39. A Study To Find Out The Client's Perception Of Tag Media Network
40. A Study On Customer Expectations In The Times Of India(Chennai)
41. A Study On Consumer's Perception Of Reliance Life Insurance Ltd
42. Comparative Analysis Of Companies In Real Estate Sector In India
43. A study on the perceptual mapping of four wheeler brands
44. A study on factors influencing adaptability & usability of consumer electronics
45. A study on customer satisfaction in banking sector
46. A study on the perception of the potential customers towards electric cars

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### **HR MANAGEMENT TITLES**

1. A study on motivation factors at work for employees in Sutherland global services
2. A study on effectiveness of hrd process in any organisation
3. A study on impact of rewards and recognition of employee in any organisation
4. Role of HR During Recession Among Employee Management
5. Relation between technology and work stress in an organization
6. A study on job satisfaction level to the employees.
7. A study to verify the welfare measures provided in the company with regard to job satisfaction
8. A Study on the role of Leadership in work force
9. A Study on Factors influencing employee retention
10. Analysis of employee welfare
11. A comprehensive study on employee motivation.



12. Strategic planning in an organization
13. A study on Special Training given to the employees in an organization
14. Stress of an employee in an organization
15. Job satisfaction among employees in an organization
16. Impact of Rewards and recognition in an organization
17. Impact of New technology to an employee of an organization
18. Performance appraisal in Organizations
19. A study on Employees attitude towards Fringe Benefits
20. A study on the employees attitude towards stress management
21. A Study on employees attitude towards stress and absenteeism
22. A Study on employee's attitude towards wage and salary administration
23. A Study on evaluation of human capital
24. A Study on effectiveness of time management.
25. A Study on power of relationship between management and employee
26. A Study On The Effectiveness Of Small Group Activities In Tube Products Of India
27. A Study on employee's attitudes towards motivational practices
28. A Study on employees attitude towards performance appraisal system
29. A Study on evaluation of employee assessment
30. A Study on call center management
31. A Study on competency analysis of employees
32. A Study on job satisfaction
33. A Study on analysis of training and development.
34. A study on analysis of employee regularization
35. A Study on coaching and education
36. A Study on Employees conflict Toward Organizational change
37. A Study on Line Managers Perception of Change at Ericsson with reference to Seabirds Group & Co
38. A Study on Managing performance in Intermediate Care Services
39. A Study on Total Quality Management and human resource department
40. A Study on Training and Development
41. A Study On Job Satisfaction Of Employees in MICANS
42. A Study On Labour Welfare Measures at SAIL
43. A Study On Various Satisfaction Level of the employees on the various welfare facilities provided at CIBI International
44. A Study On evaluation of employee remuneration
45. A Study On evaluation of Motivational Practices Implemented in Seabirds Group & Co



46. A Study on evaluation of job contentment
47. A Study on the relationship between the management and employees
48. The Safety Measures Provided To The Employees Of Ashok Leyland A Study On
49. A Study On The Relationship Between The Management And The Employees
50. Ascertaining The Effectiveness Of Training And Development In Neycer India Ltd
51. A Study On Employee Absenteeism In Ambattur Clothing Limited
52. A Study On The Effectiveness Of Recruitment And Selection Process In S.R Water Company (P) Ltd
53. A Study On The Superior Leadership Skills With Reference To Snr Motors
54. A Study On The Effectiveness Of Training Of Campus Recruits
55. Employees Perception Towards 360 Degree Feedback Performance Appraisal System
56. A Study On Labour Welfare Measures
57. A Study Of Different Sources Of Absenteeism And Its Effectiveness With Special Reference To Thejo Engineering Service In Chennai
58. A Study To Ascertain The Motivation And Morale Of Employees With Various Group 'C' Level Employees In Icf
59. A Study On Labour Absenteeism Towards Jaya Soap Works (Pvt) Ltd
60. A Study On The Effectiveness Of Small Group Activities
61. A Study On The Perception Of Employees About Corporate Social Responsibility
62. To Study And Evaluate The Quality Of Work Life At Amco Batteries Limited
63. A Study On Motivation Of Employees At Ambattur Clothing Ltd
64. The Perception Of Employees About Corporate Social Responsibility In Ashok Leyland.
65. An Analytical Study To Find The Reasons For Attrition At Nittany Outsourcing Pvt Ltd
66. An Analytical Study About Welfare Measures Provided At Lucas Tvs
67. A Study On The Effectiveness Of Human Resource Retention Policy At Ashok Leyland
68. A Study On "Feasibility Analysis On Implementing Competency Mapping Of Employee In Coromandel Engineering Company Ltd
69. Evaluation Of Training Effectiveness At TATA Power
70. A Study On Effectiveness Of Recruitment And Selection Process At S.R.Water Company (P) Limited
71. A Study On The Effectiveness Of HRMd Practices In Stan Packs (India) Ltd
72. A Study On Employee Attitude Towards The Organizational Culture
73. A Study On Causes Of Absenteeism In Beacon Industries And Pumps Limited, Chennai
74. A Study On The Effectiveness Of Safety Measures Provided At Caterpillar India Private Limited.
75. A Study And Analysis Of Grievance Handling System In Coffee Day



76. A Study On Workers Participation In Management At Chennai Port Trust
77. A Study On Employees Opinion Towards Recruitment & Selection Procedures In Hyundai Motor India Limited
78. A Study To Assess The Effectiveness Of Recruitment And Selection Process At Bharat Electronics Ltd
79. Training And Development- Indian oil
80. Effectiveness Of Training In Shoppers Shop
81. Study On Employees Safety Measures At Hyundai
82. A Study On Employees Absenteeism Analysis In Greaves Cotton Limited
83. A Study On Effectiveness Of Employee Retention Techniques In Byd Electronics India Ltd
84. A Study On "Recruitment Process In Sutherland Global Services
85. A Study On Training & Development In Salzer Electronics Private Limited
86. A Study On Competency Mapping With Special Reference To HDFC



1. NFO PROCESS IN MUTUAL FUNDS AT INDIA INFOLINE
2. RISK RETURN ANALYSIS AND COMPARATIVE STUDY OF RELIANCE MUTUAL FUND
3. CONSUMER BRAND PREFERENCES WITH REGARD TO DECORATIVE PAINTS
4. REVERSE MORTGAGE AT SBI
5. A LOAN AND ADVANCES AT JIVAN COMMERCIAL CO-OPERATIVE BANK

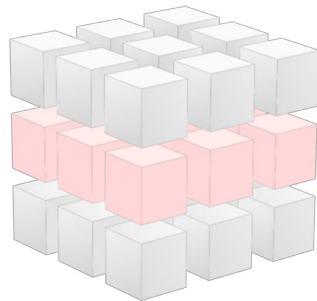
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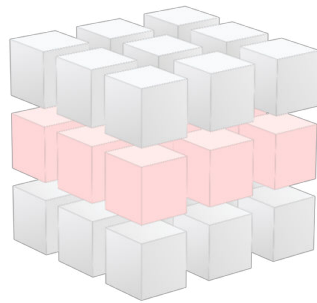
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