

**Project**  
**Marketing management**  
**MBA 4<sup>th</sup> sem**

1. Analysis of the role of outdoor advertising and  
establishing strategies for managing space media
2. Consumer perception of M-Commerce
3. A Study on the effective of advertisement programmes  
of power detergent soaps
4. A Study on customer perception of florsheim as a  
brand in India
5. A Study on adopting customer centric approach a step  
towards CRM
6. A Study on the customer retention strategies  
implemented in sujala pipes
7. A Study on Customer Satisfaction in services

8. A Study on Customer Satisfaction in Mobile  
Telecommunications

9. A Study on customer perception of defect tracker as a  
brand in India