

## **MBA Project Topics For All Specializations**

1. JIT (just in time)
2. EOQ
3. ABC analysis
4. vendor performance
5. quality circle
6. TQM
7. ISO 9000
8. value engineering
9. centralize purchase
10. management audit
11. company analysis with ratio/fund flow
12. study of stock exchange
13. role of SEBI
14. joint venture
15. takeover
16. merger
17. marginal cost as management tool
18. product life cycle
19. media plan
20. test marketing
21. export pricing
22. role of small scale industries in developing nation
23. role of SIDBI
24. role of EXIM bank
25. study of financial institute
26. mutual fund
27. Privatization insurance, road, ports etc.
28. waste management
29. trade union movement in India
30. labour welfare scheme
31. working capital management
32. cash management / fund management
33. importance of budget
34. invisible exports
35. tourism industries
36. brand equity
37. bench marking
38. co-operative movement in Agro-product
39. marketing Agro-product
40. DOT COM company in future
41. IT Parks
42. South East Asian origin
43. FDI

44. Regional Grouping / Trade Block
45. SEZ
46. packing need
47. social forestry
48. comparative study of industries (either financial angle or marketing angle or techno angle)
49. marketing of SSI product
50. warehousing
51. transport
52. IATA – role function
53. communication and custom service
54. universal bank
55. credit cards
56. health economics
57. Body language
58. role of financial institutions in industrial development
59. NBFC's
60. GDR's / ADR's
61. debt markets
62. securitization
63. commercial paper
64. forex and treasury
65. performance appraisals
66. private sector banks
67. comparative study of 2 financial institutions
68. need and importance of financial analysis
69. tax and non tax revenues
70. deficit financing
71. corporate finance
72. corporate restructuring
73. telebanking
74. internet banking
75. capital markets
76. FII's and India
77. failure of mutual funds
78. comparative study of mutual funds
79. emotional intelligence
80. organization culture in Indian organization
81. conflict management
82. time management
83. interpersonal relations
84. professional stress
85. performance appraisals
86. performance 360 appraisals
87. counseling
88. transactional analysis
89. organizational development
90. motivation
91. group dynamics

92. Vedic management
93. human relations
94. VRS
95. retrenchment
96. layoffs
97. training and development
98. recruitment in Indian organization
99. rural marketing
100. CRM
101. customer retention
102. management of services
103. customer behaviour with product
104. FEMA
105. tele marketing
106. sky shops
107. net work marketing
108. global marketing
109. industrial goods marketing
110. marketing mix case study
111. promotional strategies
112. exchange offers
113. after sales service
114. celebrity marketing
- 115.
116. PLC
117. role of advertising
118. product diversification
119. product modification
120. product elimination
121. trend in privatization
122. trend analysis in FDI (sector wise / state wise)
123. impact of globalization in any specific industry
124. essentials of a valid contract
125. rights and duties of directors
126. xxxxxxxxxxxxxxxxxxxxx
127. futures and options
128. financial swaps
129. foreign exchange rates
130. creation of corporate entity
131. dishonour of cheques and liability of directors
132. prospectus for issue of capital
133. role of partners including implied authorities
134. effect of dissolution of partnership
135. MODVAT
136. effect of indirect taxes on industries
137. value added tax
138. meeting and minutes in a company
139. environmental management

- 140.labour welfare measures under factories act
- 141.environmental protection measures
- 142.Stress Management
- 143.Brand Equity
- 144.IT management, IT insights
- 145.Finance Scams in india
- 146.consumer behavior in relation to health care products
- 147.indias major trade partners - uk and usa
- 148.organisational development
- 149.consumer behaviour with respect to cold drinks".
- 150.working capital management