

MANAGEMENT PROGRAMME
DEPARTMENT OF APPLIED ECONOMICS AND COMMERCE
PATNA UNIVERSITY, PATNA

MBA SEMESTER III (2022-2024)

TOPICS OF PROJECT STUDY

1. Study on Human Resource Development
2. Organisation Development
3. Performance Appraisal
4. Job Satisfaction
5. Payroll Management
6. A Study of Employee Wellness and Welfare
7. A Work on Leadership
8. Employee Recruitment and Selection Process
9. An Overview of HR Policies and Practices
10. A Study on Job Satisfaction of Employees
11. A Study on Training of Employees
12. A Study on Employee Relations
13. Human Resource Planning
14. Human Resource Development
15. A Study on Payroll Management
16. Customer Satisfaction on Telecom Company "Airtel"
17. A Study on Online-Sales and Offline Sales
18. "Dealership Satisfaction" (with reference To Pearl Bottling Pvt. Ltd.)
19. "Brand Awareness of Domino's Pizzas in Rajahumdry"
20. A Study on Analysis of Customer Satisfaction
21. A Study on Branded Shoes
22. A Study on the brand, 'Airtel'
23. A Study on Marketing Techniques

24. A Study on Digital Marketing
25. A Study on "Celebrity Endorsement"
26. A Study on Comparison Between Nokia Mobiles and Samsung Mobiles
27. A Study on Milky-bar Chocolate
28. Social Media Marketing
29. A Study on Pearl Bottling
30. A Project on Telecom Sector
31. A Study on Customer Feedback
32. Financial Planning and Forecasting
33. A Study on Working Capital Management with reference to XYZ Company
34. Creating Value through Financial Management
35. A Study on Accounts Receivable Management
36. A Study on Account Payables Management
37. Cost Reduction and Control
38. Initial Public Offering & Analysis
39. A Project on Inventory Control
40. A Study on Operating and Financial Leverage
41. Structured Finance
42. Debtor Management
43. A Study on Demat Account
44. Indian Vaccines Vs. Foreign Vaccines
45. Coronavirus: Impact on Global Economy
46. COVID – 19: Importance on spending on Public Health
47. Online education, work from home; Have we arrived in virtual world.
48. Why Individual Data Privacy is important?
49. Is India ready for electric vehicles?
50. Is MBA necessary to be successful in Business?
51. How can we control banking frauds to reduce NPAs?
52. Social Media: A boon or a bane for the society?
53. Rural Vs Urban India
54. Crime against women
55. 3rd wave of Covid in India
56. Cashless Society
57. What will happen if one rupee becomes equal to one dollar?

58. Think globally Act locally
59. Urbanisation: Challenges and Remedies
60. Life without phone
61. India's Covid – 19 Vaccination Programme
62. COVID – 19 Impact on Education Sector
63. Is Social Media polarising society?
64. How to create more jobs in rural areas?
65. Controversy as a marketing strategy
66. Factors that contributed to the growth of MNCs
67. Are corporate jobs a new form of slavery?
68. Plastic money- Advantages and disadvantages
69. Should the rich and wealthy in India be taxed more?
70. Digital India: Whom does it benefit?
71. Is an MBA necessary to succeed in life?
72. Women are better at multi-tasking
73. Impact of Covid – 19 new variant Omicron on the economy of India
74. New hope / expectation from Air India after Tata Group take Over
75. No vaccine, No Trophy policy
76. Violent Protests – Indian miserable unemployment situation
77. Gold as an Investment
78. Assessing market opportunity for introducing “X Product” to the Indian market.
79. Budgeting system and its effectiveness in an organization.
80. Pricing services at Patna Airport and Indigo Airlines (A comparative study).
81. Dividend Approaches in the corporate sector.
82. Management of change in an institution.
83. Management control practices with special reference to public sector and private sector organizations.
84. An appraisal of the performance of public sector Reckoning since liberalization – A comparative analysis.
85. Evaluation of the potent of advertisement campaign on the selling of a product of various brands. A comparative case study.
86. A study on Sudha milk and Sudha lassi with a comparative analysis of Pepsi and Cola drinks for measuring the customers' satisfaction level.
87. HR challenges since Globalisation and the performance of Indian Corporate Sectors – A case study.
88. An appraisal of the performance of professional – A comparative study.
89. Total Quality Management (TQM) – A Broad set of TQM Processes of satisfying the customers – A case study.
90. Marketing strategy for Urban consumer and Rural consumer, and its impact on consumption/sale of a product – A case study.
91. A comparative study on the marketing strategy of Housing Finance. A case study of LIC Housing Finance and SBI Housing Finance.

92. Impact of HRD on the organizational effectiveness in Post-liberalization scenario/environment.
93. Consumer behaviour and consumption patterns of a few selected Fast Moving Consumer Goods (FMCG) products.
94. (a) Leadership and organizational ambience – A comparative study.
(b) Leadership style in professionally managed enterprise and family run enterprise – A comparative study.
95. Information System Model and its effectiveness – A case study.
96. Evaluation of the functioning of SIDBI in developing SSI units in Bihar.
97. Stress Management in selected enterprise – A case study.
98. A study of consumer behaviour and their life-style in the marketing of Consumer Goods.
99. An evaluation of the causes Industrial sickness in Bihar.
100. Assessment of impact of Financial and Non-Financial incentives to Sale Executives of a leading Pharmaceuticals industry with a special reference to its impact on sales.
101. Prospect of Future Executive. A case study of Management student of few Management Institutions in Patna.
102. A study on the Marketing Viability and Market Elasticity for a new product to be introduced into the market by a leading Indian manufacturing company – A case study.
103. Job satisfaction and stress evaluation of XYZ Co. – A case study.
104. Financing Policies of IDBI and IFCI. A comparative study.
105. Credit rating of an organization.
106. The impact of organization environment on effectiveness.
107. Asset Liability Management in Banks & Financial institutions – A case study.
108. Management of Current Assets – A case study.
109. Integration and Efficiency – A case study.
110. Earning Management, Creating Accounting and their impact on market.
111. A case study on Behavioural Finance.
112. A study on Government Issues.
113. A study on Derivatives Market.
114. A study on Disinvestments.
115. Turn Around Manager – A sartorial experience.
116. Profit Planning through Break-even-analysis – A case study of a segment of commercial Bank.
117. Performance appraisal of Public Enterprises (PES).

118. Causes and revival of sick SSI units Bihar – A case study.
119. An appraisal of Trade Credit Management of Four growing companies.
120. An attempt to diagnose and improve the performance of BSEB, Patna – A case study.
121. Role of Nationalized Banks to rehabilitate the sick industrial units in Bihar – A case study.
122. Executive Development – A case study of ABC Bank, Patna.
123. Human Resource Development vis-a-vis Effectiveness – A comparative case study of a few selected companies.
124. Project appraisal and control – A case study of IDBI.
125. A study on the managing rural electrification and its effectiveness – A case study of a few rural areas of Bihar.
126. Management of receivables and its impact of the profitability of an organization – A case study.
127. Lending to women entrepreneurs – A case study of a few selected nationalized banks in Patna.
128. A study on the customer value strategies with a special reference to Fast Moving Consumer Goods (FMCG).
129. A study on the branching strategy comparing branded goods and non-branded goods and its impact on the urban market of Bihar.
130. A study on the consumer preference with a special reference of 'Ruf & Tuff' and its success in the urban population of Bihar.
131. A survey of the quality conscious consumers in Patna with a special reference to electronic goods.
132. A survey of consumer satisfaction with a special reference to Mobile phone users comparing BSNL and Reliance India Mobiles.
133. A study on the advent of Quality Management and its impact on marketing.
134. A study on the future and prospects of Network – Marketing.
135. A comparative study on traditional competitive bidding and supply chain management highlighting some issues related t the marketing of industrial products.
136. A study on the customers retention and relationship marketing focusing on the consumer goods related products.
137. A comparative study between Marketing, HRM and Operations to assess the concentration of marketing based on Internal Marketing.
138. A study on the Yin/Yang of marketing since stabilisation with a special reference to consumer marketing.
139. A study on the Management of NPAS with a special reference to Canara Bank.
140. A study on the modality of meeting customer needs with a special reference of Allahabad bank, Patna University Branch.
141. A model approach evaluating six important innovating steps for developing a workable Cash Flow strategy of State Bank of India, Main Brach, Patna.
142. A comparative study on a few financial indicators of a few selected companies for judging corporate excellence.

143. A study on the strategies followed by passive bond investors and active bond investors.
144. A survey on the Merton Humber Miller's view on derivatives and volatility.
145. A comparative study of a few selected aggressive equity investors and conservative equity investors creating an influential impact on the secondary market.
146. A study on the key developments in the secondary market in India from 1991 onwards with a special reference to workings of Securities & Exchange Board of India (SEBI).
147. A comparative study of various types of Mutual Fund Schemes highlighting the impact on building the investors' confidence.
148. A study on the common errors in Investment Management creating negative impact on the investors – A case study.
149. A study on the Risk – Management strategies of a few selected Portfolios.
150. A study on the workings of Multi Branch Banking in India – A case study of Bank of India, Patna.
151. Management Audit in an organization.
152. A case study on the implementation and imperativeness of Zero Based Review.
153. Study on Human Resource Development
154. Origination Development
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