

MARKETING

1. BRAND IMAGE - AIRTEL, KESORAM CEMENT, HARSHA TOYOTA
2. SALES & ADVERTISING - INDIABULLS, AIRTEL
3. CUSTOMER RELATIONSHIP MANAGEMENT - HERO, ICICI BANK
4. CONSUMER EVALUATION- HERITAGE FRESH RETAIL STORE
5. CUSTOMER SATISFACTION - TATA, INDIABULLS, HERO, AIRTEL, BIGBAZAR
6. CUSTOMER BUYING BEHAVIOR - HERITAGE, HERO, KESORAM
7. PRODUCT LIFE CYCLE MANAGEMENT – KESORAM, ICICI BANK
8. SALES & SERVICE – HERO, HARSHA TOYOTA
9. SALES & DISTRIBUTION – KESORAM, HERITAGE, TATA MOTORS
10. SALES PROMOTIONAL ACTIVITIES- TATA MOTORS, HYUNDAI
11. PROMOTIONAL ACTIVITIES – HERO, TATA MOTORS
12. RETAIL MANAGING –HERITAGE, BIG BAJAR
13. NEW PRODUCT DEVELOPMENT (NPD) - KOTAK, HERITAGE
14. CHANNELS OF DISTRIBUTION- KESORAM, ULTRATECH
15. CUSTOMER AWARENESS ON PRODUCT
16. CONSUMER BEHAVIOUR- L.G, TATA MOTORS
17. CUSTOMER PERCEPTION- HYUNDAI
18. CUSTOMER PREFERENCE TOWARDS SMALL CAR- HYUNDAI
19. CUSTOMER AWARENESS ON PRODUCT - AIRTEL
20. BRAND AWARENESS- AIRTEL, HDFC, TATA MOTORS
21. BRAND EQUITY- HARSHA TOYOTA, HYUNDAI
22. ADVERTISING IMPACT ON CUSTOMER – AIRTEL, HERO
23. MARKET RESEARCH ON HEALTH CARE PRODUCTS-Kamineni, Hetero Drugs,
24. MARKETING MIX- HERITAGE
25. MARKET ANALYSIS- , AIRTEL, HARSHA TOYOTA
26. MARKET RESEARCH ON RETAIL INDUSTRY –HERITAGE
27. PRICING STRATEGY - ULTRATECH CEMENT
28. RURAL MARKETING -HERITAGE
29. SALES FORCE MANAGEMENT – TATA MOTORS
30. TELE MARKETING – FORTUNE FORD
31. IMPACT OF ADVERTISING ON CBB – AIRTEL



MBA / BBA MARKETING

CODE	TITLE	COMPANIES
WSTM200	Advertisement Effectiveness	Ramraj Cotton
WSTM201	After Sales & Service	Hero MotoCorp
WSTM202	After-Sales-Service	Maruti Suzuki
WSTM203	Brand Awareness	Heritage Foods
WSTM204	Brand Awareness & Preference	Havells Green CFL
WSTM205	Brand Awareness	Varun Motors
WSTM206	Brand Image	Apollo-Tyres
WSTM207	Brand-Awareness-of-	Baja Life-Insurance
WSTM208	Brand-Awareness-With-Special-Referance-to-	Maruti-Ritz
WSTM209	Brand-Image-of-Motorcycles-of-	Yamaha
WSTM210	Branding & Promotion	LG
WSTM211	Brand-Perception-of-	Raymond-Brand-
WSTM212	Brand-Positioning-of-	Birla-Cement
WSTM213	Business to Business Strategy of	Best Price Wal-Mart
WSTM214	Brand Preference Among B-Segment Cars on Buying Behavior of Customers	Maruti Suzuki
WSTM215	Comparative-Analysis-of-Traditional-Buying-Vs-Online-Buying-in-Hyderabad -City	
WSTM216	Comparative study of marketing strategies of two automobile companies	Hyundai & Maruti
WSTM217	Comparison-Study-Between-Amazon-and-Flipkart	
WSTM218	Consumer Awareness And Perception About	Reliance Trends Store
WSTM219	Consumer Behavior	Act Fiber net Broadband Services
WSTM220	Consumer Behaviour towards	Classmate Not Books
WSTM221	Consumer Buying Behaviour	Big Bazaar
WSTM222	Consumer Buying Behaviour	Unibic Biscuits
WSTM223	Consumer Awareness	PVC Pipes & Sujala
WSTM224	Customer-Satisfaction	Airtel
WSTM225	Customer Relationship Management	Big BAZzar
WSTM226	Customer Relationship Management	Maruti Suzuki
WSTM227	Comparative Study	Reliance Jio & Airtel
WSTM228	Consumer Buying Behaviour	Tata Motors Under Ideal Dealers Pvt
WSTM229	Consumer Buying Behaviour	Baja Auto Mobiles (Bikes)
WSTM230	Consumer Buying Behaviour Pattern for	Hyundai Cars
WSTM231	Consumer Buying Behaviour Strategy Luxury Cars	Jaguar land rover
WSTM232	Consumer Durable Market	Samsung Electronics



WSTM233	Consumer-Behaviour	Yamaha
WSTM234	Consumer Perception	Hero Motocorp
WSTM235	Consumer-Behavioural-Attitude-Towards-Online-Shopping	Flipkart.com
WSTM236	Consumer Behaviour-towards	Maruti-Suzuki-Cars
WSTM237	Consumer-Behaviour-Towards-Petroleum-Retail-Outlets	Bharat Petroleum Corporation Limited
WSTM238	Consumer-Buying-Behaviour	Maruti
WSTM239	Consumer-Buying-Behaviour-Towards-	Tata Motors Cars
WSTM240	Consumer-Buying-Behaviour	Hero MotoCorp Ltd
WSTM241	Consumer Perception	Big Bazaar
WSTM242	Consumer Perception On Two Wheelers	Yamaha
WSTM243	Consumer Perception toward	Big Bazaar
WSTM244	Consumer Satisfaction	LG
WSTM245	Consumer Satisfaction Banking In India Bank	Indian Overseas Bank
WSTM246	Customer Satisfaction	Mahindra & Mahindra
WSTM247	Customer-Satisfaction	Asian Paints
WSTM248	Customer Satisfaction	Hyundai Motors
WSTM249	Customer Satisfaction & Study of Promotional Activities	Reliance Trends
WSTM250	Customer Satisfaction	Reynolds Pens
WSTM251	Customer Satisfaction Residential	Ashoka Developers & Builders
WSTM252	Customer Satisfaction	Maruti-Suzuki-Swift
WSTM253	Customer-Satisfaction-on-after-sales-and-service	AutoFin
WSTM254	Consumer-Satisfaction	Heritage
WSTM255	Customer-Satisfaction	HDFC & ICICI
WSTM256	Customer Satisfaction Level Regarding After Sales & Services	Mahindra & Mahindra
WSTM257	Customer-Satisfaction-Towards	TATA-motors
WSTM258	Customer Satisfaction & Brand Loyalty	iPhone
WSTM259	Customer Satisfaction	Oriental-Bank of Commerce
WSTM260	Customer-Satisfaction	VRL Logistics
WSTM261	Customer-Satisfaction	PNB
WSTM262	Customer Satisfaction	Royal-Enfield
WSTM263	Customer Satisfaction Towards	Reliance JIO
WSTM264	Customer-Satisfaction	Big-bazaar
WSTM265	Customer Satisfaction Towards Post Sales	Opel Motors Ltd Yahamaha
WSTM266	Customer Profiling & Purchase Parameters	Maruti Suzuki
WSTM267	Consumer-Perception	Big-Bazaar



WSTM268	Consumer-Preference-and-Consumer-Perception-Towards-Various-Brands-of-Cars	Maruti & Hyundai
WSTM269	Consumers Preferences to The Brand	Thick Shake Factory
WSTM270	Consumer's Preference Towards Branded Jewellery Over	Non Branded Jewellery
WSTM271	Customer Mapping	TESLA Motors
WSTM272	Dealers Perception & Satisfaction Towards	Kesoram Cement
WSTM273	Digital Marketing	Social DNA
WSTM274	Durables & Dealer Development Market Analysis	LG Consumer
WSTM275	Factors Required to Enhance the Scope Of Wi-Fi And 4G LTE Coverage	Reliance JIO
WSTM276	Effect of Competition on Consumer Preference	Drinking Water
WSTM277	Effective of Price and Promotions on Consumer Behavior	Drinking Water

