

Marketing

- # A Study on Customer Acceptance of Smirnoff Espresso Coffee
- # Factors Affecting Purchasing Cosmetics
- # A Study on Factors Influencing Purchase Decision of Gaming Consoles
- # A Study on perception of Parents About Influence of Advertisements on Food Habits of Children
- # A Study on Role of Women in Consumer Purchase Decision Making
- # A Study on Customer Buying Behavior Towards Smart phones
- # Brand Consciousness: A Perspective on Organic Food Consumers
- # A Study on Customer Satisfaction Towards Honda Amaze
- # Situational Factors Influencing Purchase Decision at Shopping Malls
- # Analysis of Purchase Consideration for DSLR Camera
- # Market potential and marketing strategy of M-Pesa among students community
- # A study on Factors affecting the Purchase decision of water Purifiers in Kerala
- # A study to identify the difference between rural and Urban customer expectations from the Banking industry - With special reference to the HDFC bank
- # A study on distribution channels with reference to ICICI prudential, Bengaluru
- # Direct marketing using Spanco method and conventional method
- # Customer Satisfaction towards Private Label Brands with reference to Big Bazaar
- # Customer perception of Easy Seal in Diagnostic centres in South Kerala
- # A study on The customer satisfaction on after sales service of Whirlpool
- # Willingness of offset printers in adopting digital printing
- # A study on customer perception towards Aqua Sure
- # Buyer segment analysis of different projects by Sobha Developers
- # A study to identify Influence of PoP materials on consumer buying behavior
- # A study on Promotional strategies among medical tourism industries in Kerala
- # An explorative study measuring the potential of Gold loan Market in Kerala
- # Consumer Switching behaviour and mobile number portability with reference to Reliance communications
- # A study on Corporate travel planners with reference to trident Hotels
- # Study measuring Perceived quality of V.Guard UPS and Inverter
- # Comparative study of customer perception about advertisements of three Kerala based scheduled banks
- # Sales forecast among Siemens MCCB and SDF customers in Bangalore
- # A study measuring Retailers' Perception of Havells' Wires in Kerala Market
- # Market share and market penetration of Vesta Brand of Ice Creams in Central Kerala
- # A study on Branded Rice flour market in Kerala
- # A study on Dealer Perception of V-Guard Inverters and Batteries
- # The impact of delay in residential apartment projects on its customers with reference to Purva - Eternity Project
- # A study on Product risk of Pepsico India Holdings Private Limited
- # Measuring customer perception towards Banquet sales using the Perceptual Mapping technique
- # Effectiveness of Billboard advertising with reference to Muthoot Fincorp
- # Customer perception about direct marketing channels for financial products

- # A study on Customer Perception on loyalty programs, Globus Stores Private Limited, Chennai
- # A study on Satisfaction among blood bag users Terumo Penpol Ltd.
- # Satisfaction Level of existing internet leased line users in Kerala
- # Competitor Analysis of Luxury Apartments at Kakkanad
- # Market Potential of rehabilitation products
- # A study on Newspaper reading habit of youth in Metros with special reference to Ogilvy and Mather
- # Study measuring the Perception of Architects towards Berger Paints with reference to Berger Paints
- # Factors affecting the selection of Mutual Funds among the New Generation Banking Channel Employees
- # Customer Satisfaction Of AVT Premium Tea in Kerala
- # Investor Preference and Perception about Mutual Funds for DSP Blackrock Mutual Fund, Cochin
- # A study measuring the Customer perception towards decorative paints of Berger Paints Ltd.
- # A Comparative Study on the Channel Management Strategies of Wafer Snacks Market in Kerala
- # Study measuring Dealers Satisfaction about FACT products
- # A study on Trends in Channel Development in Kerala with reference to Onida Mobiles
- # A study on Factors influencing Broadband Penetration in Internet Cafes and SME's in Hyderabad
- # Customer Profiling of Video Conferencing Users in Bangalore
- # A Comparative Study on strategies of Barista Coffee And Café Coffee Day