



MBA- MARKETING LIVE PROJECTS- 2022

1. Advertising and Sales Promotion- VI MOBILE NETWORK(IDEA)
2. Advertising Impact on Customer- AIRTEL , HERO MOTOCORP
3. Analysis of Product & Services- BANK OF BARODA
4. Brand Activation- AIRTEL CELLULAR
5. Brand Awareness and Perception- BAJAJ ALLINZ
6. Brand Awareness- AIRTEL, BIG TV, COCACOLA, GETIT INFOSERVICES, HDFC BANK, HERITAGE FOODS, INDIA INFOLINE, KESHAWA CEMENT, KOTAK MAHINDRA BANK, MAHINDRA XYLO, MARUTHI SUZUKI, SAMSUNG ELECTRONICS, TATA MOTORS, YES BANK
7. Brand Equity- COCACOLA BEVARAGES
8. Brand Image- APOLLO TYRES, ASIAN PAINTS, HERO MOTOCORP, HYUNDAI MOTORS, KESORAM CEMENT, TOYOTA MOTORS, VERKA MILK PRODUCTS
9. Channels Of Distribution-KESORAM CEMENT, ULTRATECH CEMENT
10. Comparative Analysis Of Marketing Strategies - VODAFONE, AIRTEL
11. Competitor Analysis- ASIAN PAINTS
12. Consumer Awareness and Perception- GENEXT ELECTRONIC BIKE
13. Consumer Awareness- HDFC STANDARD LIFE INSURANCE
14. Consumer Behaviour- HERITAGE FOODS, L.G ELECTRONICS, TATA MOTORS, YAMAHA MOTORS

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15. Consumer Buying Behaviour- HDFC STANDARD LIFE INSURANCE , MARUTHI MOTORS
16. Consumer Evolution - HERITAGE FOODS, TOYOTA MOTORS
17. Consumer Preferences- NESCAFE COFFEE, RELIANCE JIO, BAJAJ MOTORS, CADBURY CHOLLATES, LIFEBOY SOAP- HUL, NESTLY CHOCLATES, SUNSILK SHAMPO, THE HINDU NEWS PAPER
18. Customer Awareness On E-banking- SBI BANK, UNION BANK OF INDIA
19. Customer Awareness On Product- AIRTEL
20. Customer Buying Behaviour- HERO MOTOCORP
21. Customer Perception on Food Online Delivery- SWIGGY, ZOMATO
22. Customer Perception- HERO MOTOCORP, HYUNDAI MOTORS, ZOMATO
23. Customer Perception on Milk Products- AMUL MILK PRODUCTS
24. Customer Preference and Satisfaction- BAJAJ BIKES
25. Customer Relationship Management Indian Retail Banking - KOTAK MAHINDRA BANK
26. Customer Relationship Management- AXIS BANK, CRI PUMPS, HERO MOTOCORP, HYUNDAI MOTORS, ICICI BANK, SBI BANK
27. Customer Satisfaction – AIRTEL, AMUL MILK PRODUCTS, ANATHA PVC PIPES PVT LTD., BIGBAZAR, DHL LOGISTICS SERVICES, GODREJ, HDFC BANK, HERO MOTOCORP, HONDA MOTORS, HYUNDAI MOTORS, INDIABULLS, LIC, MAHINDRA BOLERO, MARUTHI MOTORS,

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MCDONALD, ORRA DIAMONDS, PAYTM SERVICES, RELIANCE LIFE INSURANCE, RELIANCE SMART , ROYAL ENFIELD MOTORS, SAMSUNG MOBILES, TATA MOTORS, TATA PLAY (TATA SKY DTH), TOYOTA MOTORS, TVS MOTORS, VESTA ICE CREAM, VI MOBILE NETWORK(IDEA),YAMAHA MOTORS

28. Customer Services and Satisfaction Level- HDFC BANK
29. Customer Services- ICICI BANK- SBI BANK
30. Distribution Channel- AMUL MILK PRODUCTS- BIRLA CEMENT
31. Impact Of SBI Bank Retail Banking On Customer Satisfaction- SBI BANK
32. Market Analysis LG Consumer Durables- AMRTANSH ENTERPRISES
33. Market Analysis- AIRTEL, HARSHA TOYOTA
34. Market Research On Health Care Products- KAMINENI HOSPITAL
35. Market Research On Retail Industry- HERITAGE FOODS
36. Marketing Management - BRITANNIA BISCUITS
37. Marketing Mix- HERITAGE FOODS
38. Marketing of Banking Services- ICICI BANK
39. Marketing Plan- TATA PLAY (TATA SKY DTH)
40. Marketing Strategies And Customer Satisfaction- SAMSUNG INDIA PVT LTD
41. Marketing Strategy- BHARTI AIRTEL And Comparison With RELIANCE INFOCOMM, BHARTI AIRTEL, DISH TV DTH, HDFC BANK, HERO HONDA, MAGGI, MARUTHI SUZUKI, PAYTM SERVICES, PUMA SHOES, SUNDIRECT

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DTH,TATA MOTORS, TATA PLAY (TATA SKY DTH), VIDEOCON
DTH,YAMAHA MOTORS

42. New Product Development- HERITAGE FOODS, KOTAK MAHINDRA BANK,
LEOLABS

43. Pricing Strategy- ULTRATECH CEMENT

44. Product and Services- BANK OF BARODA

45. Product Development Life Cycle - ICICI BANK

46. Product Performance- MRF TYRES

47. Product Promotion- SAMSUNG ELECTRONICS

48. Promotional Activities- HERO MOTOCORP

49. Promotional Strategies- AIRTEL, HONDA MOTORS, NOKIA MOBILES

50. Retail Managing- BIG BAZAR, HERITAGE FOODS

51. Rural Marketing- HERITAGE FOODS

52. Sales and Advertising- AIRTEL, INDIABULLS

53. Sales And Distribution- HERITAGE FOODS, TATA MOTORS

54. Sales Promotional Activities- TATA MOTORS

55. Sales and Service- HERO MOTOCORP, TOYOTA MOTORS

56. Sales Force Management- TATA MOTORS

57. Tele Marketing- FORD MOTORS

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