

PROJECT LIST FOR SEMESTER IV
SPECIALIZATION: RETAIL MANAGEMENT
BATCH : DPGD JA'11, LPGD JL'11 AND MPGD JA'12

1. Case Study : Sources And Collection Of Marketing Information
2. Case Study : Marketing Information Systems And Its Applications
3. Uses Of Consumer Buyer Behaviour Analysis At Retail Shopping Mall
4. Case Study : Importance And Application Of Learning Theories.
5. Case Study : Product Communication Strategies
6. Case Study : Retail Sector Growth In India
7. Case Study : Rfid Applications In Retail
8. Case Study : Role Of I.T. In Retail Supply Management
9. Case Study : Software Products For Retail Segment
10. Case Study : Changes, Conflicts and Remedies In Retail Marketing
11. Case Study : Multi Level Marketing
12. Case Study : On-Line Retailing
13. Case Study : Physical Distribution Management In Retail Segment
14. Case Study : Sales Promotion Techniques In Retail Market
15. Case Study : Crm In Retail
16. Case Study : Factors Influencing Customer's Buying Decisions
17. Case Study : Building Customer Loyalty In Retail Market
18. Case Study : Source Selection For Merchandise
19. Case Study : Category Management Business Process
20. Case Study : Wages And Salary Administration
21. Case Study : Morale And Productivity