

Suggested Topics for Research Dissertation of M. Phil in Commerce

- 1) A study of humor appeal in Advertisement
- 2) A study of fear and emotional appeal in advertisement
- 3) Changing pattern of demand for E-banking services
- 4) Implication of ICT on business education
- 5) A study of prices and volatility of commodity in MCX
- 6) Critical analysis of NAV of selected Mutual Fund on the basis of Risk, Return and Volatility
- 7) A study of application of HR score card in a particular organization
- 8) A study of Inventory management practices inindustry
- 9) A study of Environmental need assessment
- 10) A study of role and functioning of stock broking agencies
- 11) Analysis of marketing potential of agro-equipment
- 12) A study of development of HR manual for HRorganization
- 13) A comparative study of financial literacy and financial need of unbanked and under banked population
- 14) New trends in merchant banking in India
- 15) Changing approach towards commodity market
- 16) Postal deposit scheme – A SWOT analysis
- 17) Kisan Credit Card – Role, application and utility
- 18) A critical study of changing pricing policy of FMCG
- 19) A study of RoI in educational institution
- 20) Exclusive shop – New trends in Indian Market
- 21) Branded Hotel chain – A study of consumer response
- 22) Changing pattern of agricultural pricing in India
- 23) Farmer agitation and its impact on farm produces
- 24) Employee stress level and its impact on productivity
- 25) A study of marketing practices of organized retail outlet
- 26) New trends in compensation package in IT industry
- 27) A study of campus placement cell in various management and professional institutes
- 28) A study of campus placement cell in various non-professional institutes
- 29) A study of reward and recognition system in police department
- 30) A study of quality of work life in MNC
- 31) Recruitment advertisement – A critical study
- 32) A study of New trends in derivative market
- 33) A study of promotional strategy of Pharmaceutical companies
- 34) Consumer perception regarding plastic money – Changing dimension and its impact
- 35) Personal value and organization culture
- 36) Integrity in work place – Employee perception
- 37) Code of conduct in business organization – Practice and problems
- 38) Ethical course for Business organization – role, application, utility
- 39) Brand image and its impact on buying behavior
- 40) Assessing brand value – Current practices and its application
- 41) A Study of Risk-Return analysis of FMCG sector with special reference to selected companies listed on NSE India.
- 42) A Study of Risk management policies and practices of SBI.
- 43) A Study of credit management policies at --- central co-operative bank ltd.
- 44) A Study of NBFC's with special reference to two wheeler finance.

- 45) A Study of pension plans of SBI life with special reference to private sector employees.
- 46) A Study of technical analysis of selected scrip's of banking stock listed on BSE India.
- 47) An analytical study on equity research of selected stocks in banking sector listed on BSE India.
- 48) A Comparative study of education loan schemes of HDFC and Central Bank of India.
- 49) A Study of Non-performing asset with special reference to bank of Maharashtra.
- 50) A Study of microinsurance plans of LIC.
- 51) A Study of postal investment schemes and bank investment schemes with special reference to salaried person.
- 52) A Study of commodity market strategies at karvey stock broking ltd.
- 53) A Study of home loan schemes of SBI.
- 54) A Study of effect of advertisements on consumers of L.I.C. India
- 55) A Study of consumer behavior towards instant food products.
- 56) A Study of working conditions and its effects on performance of employees at Ozone critical care hospital.
- 57) A Study of trade Union activities and its effect on industrial relation at LLOYDS steel.
- 58) IPO's Performance and Pricing Policy (With reference to NSE and BSE).
- 59) A study of Income-Expenditure Pattern of Middle class Income Families in Amravati
- 60) A Detailed Study of Merchant Banking
- 61) Auto Financing-A Comparative Study of ICICI and HDFC Banks
- 62) Rural Credit; A Study of Selected Financing Schemes for development of people in rural area.
- 63) Stock Performance of Satyam Computers after Acquisition by Tech Mahindra-A Study
- 64) Return on Investment – A comparative Study of Real Estate v/s Gold
- 65) IPO's –Performance of public Sector Enterprise (PSE) (2001-11)
- 66) Housing Finance Schemes of Nationalized Banks –A Study
- 67) Branded Coffee Shop: A Study of Consumer Buying Behaviour and Marketing strategies
- 68) Harassment of Women at Workshop: A Study
- 69) Quality of Work Life of Police Commandos in Amravati- A Study
- 70) Employees Satisfaction: A
- 71) A Study of Stress Level of SBI Employees
- 72) An Analytical Study of Motivational Practices in Police Department
- 73) A Study of HR Functions in Organized Retail Outlets in Amravati
- 74) A Critical Study of Student's Placement and Supportive Activities in Non-Professional Colleges in Amravati
- 75) Reward and Recognition System- A Study of Amravati Police Department
- 76) A Study of Marketing Practices of Non Government organizations (NGOs) in Pune District.
- 77) An Analytical Study on Consumer Buying Behavior Towards Branded Retail Outlets
- 78) A Study of Human Resources Management in Higher Educational Institutions

- 79) A Study of Impact Pharmaceutical Marketing Mix on Physicians Decisions Process for Drug Prescription with Special Reference to Western Maharashtra
- 80) A Comparative study of Children Plans of SBI Life and LIC
- 81) A Comparative study of Gold Loan Schemes of HDFC and MUTHOOT finance at Amravati.
- 82) A Study of Impact of Cadbury's towards instant Food Products of Hul in Akola City
- 83) A Study of Customer Preferences and satisfaction towards fast Food centres in Amravati city
- 84) A Study of consumer perception towards TITAN Watches
- 85) A Study of Children of Challenges faced by Recruiters in industry at Planman coultung Mumbai
- 86) A Study of Welfare Activities and its Effects on employee Performance air India New Delhi
- 87) A Study of Students perception towards Media's Social Responsibility
- 88) Core banking services: A comparative study of public v/s Private Banks in..... .
- 89) Assessment of retirement Plans of financing institutions – A study of Plan Subscribers of City.
- 90) To Study Volatility of Blue-chip companies listed on Indian Stock exchange.
- 91) A Cross-company analysis of Insurance industry in Region. "A Case study".
- 92) Role of ICT in Education to meet future HR requirement: A study in Select schools and Colleges.
- 93) Investors Decision Making Pattern for life Insurance Product.
- 94) To design HR Scorecard: A study in theUrban co- operative Bank Ltd..... city.
- 95) Recovery Management and Risk Management in A stock Broking house with reference to India infoline ltd.
- 96) A Comparative study of 4P's of Marketing with reference to Coca Cola and Pepsi co. in City.
- 97) A Study of doctor's behavior on prices of drugs and prescription habit in Mumbai/Pune.
- 98) To study the Marketing Strategies adopted by Axis bank ltd. With special reference to city.
- 99) A study of Personal Loan services provided by IDBI Bank, city.