

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

1. Designing a Marketing Research Model - a Case Study
2. Traditional vs. Contemporary practices in Marketing Research : an overview
3. Cost of Capital Computation - A Case Study
4. Principles and Policies of Portfolio Management - A Case Study
5. Role of Factoring in Credit on Sale and on Purchase - A Case Study
6. Emergence of E Commerce - a brief History : Indian Scenario
7. E Security measures to mitigate loss, fraud. A Case Study
8. Strategic HRM vs. HRM - differences and similarities - an overview
9. Future trends in HRM - an overview
10. Ethics as a leverage in employee retention - brief overview
11. Role of Advertising Agency in Brand Management - Case Study
12. Contemporary Media channels - Outdoor and Transit - a brief Study
13. Investment Class - factors determining choice of products
14. Gold - physical, vs. ETF as investment opportunities
15. Opportunities and Shortcomings in Customer Service in Indian service sector - Case Study
16. Customer centric Organizational Model - Case in retail industry
17. Leaders vs. Managers - myths and reality - A case Study
18. Conflict management skills of a Leader in Corporate Culture building - a case Study
19. Emergence of Internet Marketing - origins, need, challenges and opportunities : an overview
20. Internet Marketing vs. Non E-based Marketing : pros and cons : Case Study