

Revised syllabus (2019Pattern) M. Com. Degree course (CBCS) Syllabus for
M.Com Part II Semester – IV

Special Elective Subject - Group H (Advanced Marketing)

Subject Name: - Case Studies

Course code: - 218-II

Objectives:

1. To develop research attitude of the students.
2. To enrich the ability of research work among the students.

The Suggested Topics for Case Studies:

- 1) Study advertising in local newspapers or outdoor advertising
- 2) Study of consumer satisfaction
- 3) Comparative study of buyer behaviour
- 4) Study of marketing strategies
- 5) Study of marketing of banking services
- 6) A comparative study of rural marketing versus urban marketing
- 7) Study of Customer Relationship Marketing (CRM)
- 8) An Analytical study of Marketing Mix
- 9) Study Customer Satisfaction of Product and Services
- 10) Study of Recent Trends in Marketing of any product or service
- 11) Study of Online Marketing
- 12) Study of social marketing
- 13) Study of impact on customer of advertisement in social media
- 14) Study of marketing mix in star hotels
- 15) Study of customer satisfaction regarding star hotel
- 16) Study of various strategies used by four wheeler manufacturers
- 17) Study of customer satisfaction of organized store.
