

# Post Graduate Diploma in Marketing Management

## Project Topic Session 2019-2020

| S.NO. | Name                    | Enrl No. | Project Topic  | Under the Supervision |
|-------|-------------------------|----------|--|-----------------------|
| 1     | RAJA VARSHNEY           | DAC0448  | The Impact of Advertising on Consumer Behavior.  | Dr. MohdTaqi          |
| 2     | MONIKA SONI             | DAC0449  | The Indian Mobile Phone Industry: Delivering Value to the Student Segment of the Market.                   | Dr. Furqan Khan       |
| 3     | PANKAJ GUPTA            | DAC0450  | The Impact of Advertising on Consumer Behavior.  | Dr. Yasir Arafat      |
| 4     | ANKUR PRATAP SINGH      | DAC0451  | The impact of ICT on customer Purchase Decision.   | Dr. MohdTaqi          |
| 5     | VANDANA VATS            | DAC0452  | Effectiveness of Marketing Communication Tools on Consumer Decision.                                       | Dr. Furqan Khan       |
| 6     | GHAZI ABBAS             | DAC0453  | Brand Loyalty and Customer Satisfaction: A Study of LG Company.  | Dr. MohdTaqi          |
| 7     | RAZA MALIK              | DAC0454  | The Impact of Social Media on Customer Purchase Decisions.   | Dr. MohdTaqi          |
| 8     | MOHAMMAD ASIF KHAN      | GI8763   | Strategic Market Analysis of Reliance India Limited Role.  | Dr. Furqan Khan       |
| 9     | WAJAHAT ULLAH CHAUDHARY | GH6481   | The Impact of Marketing Communications Activities of Bata Ltd on the Behaviour of its Loyal Consumer Base. | Dr. Yasir Arafat      |
| 10    | ABDUL SABOOR            | DAB1612  | The Influence of Advertising on Consumer Behaviour.  | Dr. MohdTaqi          |
| 11    | NAMAN MINZ              | DAC0455  | Elements of branding and brand recognition.  | Dr. Furqan Khan       |
| 12    | AAISHA AZAM             | DAC0456  | Effectiveness of Marketing Communication Tools on Consumer Decision.                                       | Dr. Furqan Khan       |
| 13    | DIGVIJAY SHARMA         | DAC0457  | The Impact of Social Media on Customer Purchase Decisions.   | Dr. MohdTaqi          |
| 14    | HAYAT UR REHMAN         | GE9392   | The Influence of Advertising on Consumer Behaviour.  | Dr. Furqan Khan       |
| 15    | CHANDRA PRAKASH SHARMA  | DAA4531  | Brand Loyalty and Customer Satisfaction: A Study with HP Company.  | Dr. Yasir Arafat      |
| 16    | SUMIT SAXENA            | DAC0458  | Effectiveness of Marketing Communication Tools on Consumer Decision.                                       | Dr. MohdTaqi          |
| 17    | MOHD ANAS KHAN          | CC4880   | The Impact of Social Media on Customer Purchase Decisions.   | Dr. Furqan Khan       |

  
Director

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