**MBA IN SALES & MARKETING**

**Student can select any topic from below;**

1. **A study to identify sales management and sales leadership**
2. **A study on Future of BPO**
3. **Emergence of E-Commerce - A brief history - Indian scenario**
4. **Analysis and study on consumer satisfaction & delight with e-commerce online shopping portals**
5. **Analysis on the shaping up of the automobile industry in India – Various Brands, Consumer behaviour patterns, Market Share, Top Marketing Strategies & Campaigns**
6. **B2B Marketing & Sales strategies for a technology software company offering chatbots**
7. **Use Of Artificial Intelligence In Marketing**
8. **Study the effects of Branding on consumers in the Real Estate Sector**
9. **Marketing & Content Strategy, Brand Positioning & promotions that made Vodafone Zoo Zoo extremely popular and a Key Contributor to Vodafone’s Growth**
10. **Measuring the impact of social media marketing campaign**
11. **Others – Any Topic as per your specialization.**