

**DR. C. V. RAMAN UNIVERSITY**  
**KARGI ROAD KOTA, BILASPUR (C.G.)**

**M. Com. Project Topics for Finance**

1. An analysis of various investment avenues with special reference to mutual funds
2. A Study on Working Capital Management
3. Financial planning for salaried employee and strategies for tax savings
4. A comparative analysis of performance of mutual funds between private and public sectors

**M. Com. Project Topics for Marketing**

1. A study on analysis of the customer satisfaction level towards landline service provided by BSNL
2. A Study on Purchase Behaviour of Mobile phone among women segment
3. Brand awareness of Spencers & its comparative analysis with Big Bazaar & other retail organizations
4. Emergence of E-Commerce - A brief history - Indian scenario
5. Social Media Marketing
6. Effect of Branding on Consumer Buying Behavior - Reference to Big Bazaar Customers

**M. Com. Project Topics for HR**

1. A study on performance appraisal of an employees at Company
2. A study on identifying awareness among corporate executives on pursuing higher studies from top B schools
3. A comprehensive study on work-life balance
4. A Study on the Importance of Cross-Cultural Training in Effective Management of MNCs
5. Effectiveness of induction and orientation programme in auto sector

**M. Com. Project Topics for CS**

1. A study on the effectiveness of the existing Payroll System and developing a comprehensive new payroll system
2. Design a system for Project Management Office - PMO
3. Design and development of online shopping portal in
4. A study on the effectiveness of the existing Payroll System and developing a comprehensive new payroll system

### **M. Com. Project Topics for Banking**

1. Retail Banking transformation story in post-liberalized India
2. Study on Indian Banking System
3. Perception of People on Pradhan Mantri Jan Dhan Yojana
4. Comparative Analysis of Regional Rural Banks in India

### **M. Com. Project Topics for Taxation**

1. Financial planning for salaried employee and strategies for tax savings
2. A study on existing customers perception towards tax saving & ULIP products of ICICI Prudential Life Insurance
3. Income Tax Planning in India
4. Investment in Tax Saving products-an overview