

OFFICE OF RESEARCH INNOVATION & COMMERCIALIZATION (ORIC)
 MARKETING THESIS - II (03 CREDIT HOURS)
 DEPARTMENT OF BUSINESS ADMINISTRATION
 PREVIOUS BATCH - SPRING 14 / THESIS I
 MBA / MPHIL

THESIS - II SUPERVISOR: DR. MAK CHISHTY

UPDATED : 6TH JUNE, 2014

S. No	Reg. No.	Student's Name	Topics	MBA / MPHIL	Batch	Status
1	11264	Afzal Ahmed Awan	Importance of drugs packaging in pharmaceutical industry.	MBA	Fall 2014	Approved
2	25381	Ali Afzal	The study of growing use of personal care products for men in Pakistan.	MBA	Fall 2014	Approved
3	26913	Aqsa Siddique	Emotional branding changes the satisfactory level of the consumer.	MBA	Fall 2014	Approved
4	14443	Baber Kaleem Khan	Application of smart phones on student behavior.	MBA	Fall 2014	Approved
5	19169	Dr. Ghazala Tarannum	Analyzing the Subliminal Branding effect on customer buying behavior	MBA	Fall 2014	Approved
6	16569	Dr. Muhammad Shehzad Hanif	Effectiveness of product literature in Pharmaceutical Marketing	MBA	Fall 2014	Approved
7	26669	Fawad Kaleem	The study of seasonal sales on consumer behavior and their buying pattern	MBA	Fall 2014	Approved
8	20324	Ibrahim Farooq Chapra	Study of service delivery manager on the retention sale of B2B Portal	MBA	Fall 2014	Approved
9	26752	Maryam Butt	Zeigarnik Effect on consumer buying behavior and preference	MBA	Fall 2014	Approved
10	26760	Muhammad Ammar Alam	Impact of using Marketing strategy on beef and cattle industry.	MBA	Fall 2014	Approved
11	20766	Muhammad Hanif	The importance of being first in Pharmaceutical Market.	MPHIL	Fall 2014	Approved
12	26790	Muhammad Khizar Hammadi	Impact of Personal Reference on a Company's sale	MBA	Fall 2014	Approved
13	26912	Quratulain Usman	Hedonistic effect on consumer behavior	MBA	Fall 2014	Approved
14	25396	Rawat Abbasi	Impact of food texture development on consumer buying behavior	MBA	Fall 2014	Approved
15	16500	Sajid Ullah	Studying the Changes of new consumer buying behavior during the Economic Crisis	MBA	Fall 2014	Approved
16	23846	Sanobia Anwar	Ethics in feminine products advertisement and its impact on profitability	MBA	Fall 2014	Approved
17	23891	Sohaib Waheed	Study of beverage buying behavior of consumers, Price tag or brand image.	MBA	Fall 2014	Approved
18	23004	Summaiya Fazal	Informational Advertisement and transformational advertisement. A comparative study	MBA	Fall 2014	Approved
19	13854	Syed Asad Hussain	Study the sales of life saving equipments in Pakistan	MBA	Fall 2014	Approved
20	17350	Syed Muhammad Raza Zaidi	Performance measurement system and its impact on sales force	MBA	Fall 2014	Approved
21	21009	Syed Naveed Abbas	The implementation of Kaizen in Marketing and sales	MBA	Fall 2014	Approved
22	17905	Tania Natasha Mathew	The Study of the Impact of food Advertising on the Dietary Intake of Youth.	MBA	Fall 2014	Approved
23	26789	Uzair Kapadia	Impact of Pre advertising on Brand Value	MBA	Fall 2014	Approved
24	10903	Waseem Ur Rehman	Study of Consumerism in Individuals and collective action	MBA	Fall 2014	Approved
25	17063	Yasir Mehmood	The impact of branded medicine in pharmaceutical industry of Pakistan	MBA	Fall 2014	Approved
26	25018	Yawar Altaf Patel	The Role of Customer Care Performance on Market Growth	MBA	Fall 2014	Approved
27	14324	Zafaryab Rana	Study of an artificial change in foreign exchange rate and its impact on the food basket of common man.	MBA	Fall 2014	Approved