

B.B.A. L.LB-II- (A)**MARKETING MANAGEMENT (CODE: 118)**

| S.NO. | NAME | ENROLL.NO. | TOPICS |
|--------------|-------------------|-------------------|---|
| 1 | AASIMA GUSAIN | 00190103518 | Meaning , Nature And Scope Of Marketing |
| 2 | AAYUSHI RANA | 00290103518 | Core Marketing Concepts |
| 3 | ABHAY YADAV | 00390103518 | Production Concept |
| 4 | AKANSHA VASHISHT | 00490103518 | Selling Concept |
| 5 | AKANSHA BARUA | 00590103518 | Marketing Concept |
| 6 | AKANSHA SINGH | 00690103518 | Social Marketing Concept |
| 7 | AKSHIT BAJAJ | 00790103518 | Marketing Mix |
| 8 | AKSHITA KHASIA | 00890103518 | Internal Marketing Environment |
| 9 | AMAN KUMAR | 00990103518 | Product Concept |
| 10 | AMAN RAJ | 01090103518 | External Marketing Environment |
| 11 | AMAN SHUKLA | 01190103518 | Consumer Buying Behaviour |
| 12 | ANANT VIJAY SINGH | 01290103518 | Organisation Buying Behaviour |
| 13 | ANANYA SHARMA | 01390103518 | Market Segmentation |
| 14 | ANCHAL JAIN | 01490103518 | Targeting |
| 15 | ANKITA | 01590103518 | Positioning |
| 16 | ANUJ BHARDWAJ | 01690103518 | Selling Concept Vs Marketing Concept |
| 17 | ANUSHKA JUYAL | 01790103518 | Types Of Product |
| 18 | APOORVA JHA | 01890103518 | Major Product Decisions |
| 19 | ARZOO | 01990103518 | Product Life Cycle |
| 20 | ASHIMA SHARMA | 02090103518 | New Product Development Process |
| 21 | ASHITA SINGH | 02190103518 | Pricing Decisions |
| 22 | AVKUSH DUBEY | 02290103518 | Determinants Of Price |
| 23 | AYUSH SINHA | 02390103518 | Pricing Process |
| 24 | AYUSHI MITTAL | 02490103518 | Communication Process |
| 25 | BHAVYA KHANDELWAL | 02690103518 | Promotion |
| 26 | BHAVYA TOKAS | 02790103518 | Advertising |
| 27 | CHARLY | 02890103518 | Personal Selling |
| 28 | CHETANYA KOHLI | 02990103518 | Publicity |
| 29 | DAKSH ARORA | 03090103518 | Sales Promotion |
| 30 | DEEPANSHU SHAHI | 03190103518 | Distribution Channel Decisions |

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|----|------------------------|-------------|---|
| 31 | DEEPIKA K. SHARMA | 03290103518 | Types Of Intermediaries |
| 32 | DEEPIKA SEJWAL | 03390103518 | Functions Of Intermediaries |
| 33 | DIKSHA SETHI | 03490103518 | Selection And Management Of Intermediaries |
| 34 | DISHANT YADAV | 03590103518 | Rural Marketing |
| 35 | GAGANDEEP S KALRA | 03690103518 | Social Marketing |
| 36 | GARVIT BHAYANA | 03790103518 | Consumerism |
| 37 | GARVIT SHARMA | 03890103518 | Direct Marketing |
| 38 | GURJAP KAUR | 03990103518 | Green Marketing |
| 39 | HARSH RANA | 04090103518 | Digital Marketing |
| 40 | HARSHIT DHAMIJA | 04190103518 | Online And Social Media Marketing |
| 41 | HARSH WARDHAN | 04290103518 | Marketing Ethics |
| 42 | HIMANSHU KHULBE | 04390103518 | Guerrilla Marketing |
| 43 | HRITHIK JARODIA | 04490103518 | Convenience Products |
| 44 | ISHAAN GUPTA | 04590103518 | Shopping Products |
| 45 | ISHITA PATHAK | 04690103518 | Speciality Products |
| 46 | JASPREET KAUR | 04790103518 | Unsought Products |
| 47 | JATIN GARG | 04890103518 | Pricing Policies And Strategies |
| 48 | JAYANT AGGARWAL | 04990103518 | Social Marketing Concept Vs Marketing Concept |
| 49 | KANCHAN TYAGI | 05190103518 | Digital Marketing Vs Selling |
| 50 | KANIKA KHURANA | 05290103518 | Communication Types |
| 51 | KONICA SINGH | 05390103518 | Communication Barriers |
| 52 | KARAN VOHRA | 05490103518 | Corporate Social Responsibility |
| 53 | KARTIK CHOUDHARY | 05590103518 | Marketing Concept Vs Production Concept |
| 54 | KHWAHISH KHURANA | 05690103518 | Product Concept Vs Production Concept |
| 55 | KUNWAR LAKSH CHOUDHARY | 05790103518 | Targeting Vs Positioning |
| 56 | KUSHAGRA NILESH SAHAY | 05890103518 | Social Media Marketing |
| 57 | LUV MUTREJA | 05990103518 | Traditional Marketing |
| 58 | MAITHLI JHA | 06090103518 | Personal Selling Vs Publicity |
| 59 | MANAN KHARBANDA | 06190103518 | Scope Of Marketing |