

## B.B.A. L.LB-II- (C)

## MARKETING MANAGEMENT (CODE: 118)

| S.NO. | NAME                | ENROLL.NO.  | TOPICS                               |
|-------|---------------------|-------------|--------------------------------------|
| 1     | VANSHIKA GODARA     | 12390103518 | Targeting Vs Positioning             |
| 2     | VANSHIKA GUPTA      | 12490103518 | Social Media Marketing               |
| 3     | VANSHIKA NAGPAL     | 12690103518 | Traditional Marketing                |
| 4     | VANSHIKA TIWARI     | 12790103518 | Personal Selling Vs Publicity        |
| 5     | VARNIKA SHARMA      | 12890103518 | Scope Of Marketing                   |
| 6     | VIKAS DEEP          | 12990103518 | Digital Marketing                    |
| 7     | VIKAS PAL           | 13090103518 | Marketing Mix                        |
| 8     | VINAYAK CONSUL      | 13190103518 | Internal Marketing Environment       |
| 9     | VISHAL M ITTAL      | 13290103518 | Product Concept                      |
| 10    | VISHESH GOEL        | 13390103518 | External Marketing Environment       |
| 11    | YASH ARORA          | 13490103518 | Consumer Buying Behaviour            |
| 12    | YASH SHARMA         | 13590103518 | Organisation Buying Behaviour        |
| 13    | DEVANSH SHARMA      | 35190103517 | Market Segmentation                  |
| 14    | AKHIL KUMAR         | 35190103518 | Targeting                            |
| 15    | ANIKET MAHANWAL     | 35290103518 | Positioning                          |
| 16    | ANSHUL MITTAL       | 35390103518 | Selling Concept Vs Marketing Concept |
| 17    | BHAVISHYA GAHLOT    | 35490103518 | Types Of Product                     |
| 18    | DHRUV GOSAI         | 35590103518 | Major Product Decisions              |
| 19    | GOVIND SHARMA       | 35690103518 | Product Life Cycle                   |
| 20    | JHRITHIK MANCHANDA  | 35790103518 | New Product Development Process      |
| 21    | KAMAL SOLANKI       | 35890103518 | Pricing Decisions                    |
| 22    | KANAV VASHISHTH     | 35990103518 | Determinants Of Price                |
| 23    | KUSHAL              | 36090103518 | Pricing Process                      |
| 24    | MANISHA SHARMA      | 36190103518 | Communication Process                |
| 25    | MAYANK SHARMA       | 36290103518 | Promotion                            |
| 26    | NADINI SINGH        | 36390103518 | Advertising                          |
| 27    | NEERAJ KUMAR THAKUR | 36490103518 | Personal Selling                     |
| 28    | NIKHIL YADAV        | 36590103518 | Publicity                            |
| 29    | NITIN YHADAV        | 36690103518 | Sales Promotion                      |
| 30    | RAHUL RAWAT         | 36790103518 | Distribution Channel Decisions       |

|    |                  |             |   |
|----|------------------|-------------|---|
| 31 | SAKSHI PANWAR    | 36890103518 | Types Of Intermediaries                       |
| 32 | SAMEER           | 36990103518 | Functions Of Intermediaries                   |
| 33 | SHAURYA GUPTA    | 37090103518 | Selection And Management Of Intermediaries    |
| 34 | SHIKRAN SHARMA   | 37190103518 | Rural Marketing                               |
| 35 | SHIVAM SHARMA    | 37290103518 | Social Marketing                              |
| 36 | SIMRAN MALIK     | 37390103518 | Consumerism                                   |
| 37 | TANUSH ROHILLA   | 37490103518 | Direct Marketing                              |
| 38 | SAMARTH BHATIA   | 40290103518 | Green Marketing                               |
| 39 | AMRITANSH GUPTA  | 40390103518 | Digital Marketing                             |
| 40 | DAKSH DHANKAR    | 40490103518 | Online And Social Media Marketing             |
| 41 | AKSHITA KUMARI   | 40590103518 | Marketing Ethics                              |
| 42 | SANYAM           | 40690103518 | Guerrilla Marketing                           |
| 43 | ATHARV BHARDAWAJ | 40790103518 | Convenience Products                          |
| 44 | RAVI KUSHWAH     | 40890103518 | Shopping Products                             |
| 45 | BHARAT BISHNOI   | 40990103518 | Speciality Products                           |
| 46 | PARAS JOLLY      | 41090103518 | Unsought Products                             |
| 47 | GAURAV SHARMA    | 41190103518 | Pricing Policies And Strategies               |
| 48 | SANCHIT AHUJA    | 41290103518 | Social Marketing Concept Vs Marketing Concept |
| 49 | MALIKA SHARMA    | 41390103518 | Digital Marketing Vs Selling                  |
| 50 | MONIKA           | 41490103518 | Communication Types                           |
| 51 | YASHIKA AHUJA    | 41590103518 | Communication Barriers                        |
| 52 | RAGHAV SHARMA    | 41690103518 | Corporate Social Responsibility               |
| 53 | KOMAL GUPTA      | 41790103518 | Marketing Concept Vs Production Concept       |
| 54 | SHIVAM VASHISHTH | 41890103518 | Product Concept Vs Production Concept         |
| 55 | KASHISH MEHRA    | 41990103518 | Meaning , Nature And Scope Of Marketing       |
| 56 | PREET LAKHERA    | 42090103518 | Core Marketing Concepts                       |
| 57 | HARSHIT DUTTA    | 42190103518 | Production Concept                            |
| 58 | PRASHANT         | 42290103518 | Selling Concept                               |
| 59 | ADITYA TANWAR    | 42390103518 | Marketing Concept                             |
| 60 | SWIKRITI GUPTA   | 42490103518 | Social Marketing Concept                      |