

LOVELY PROFESSIONAL UNIVERSITY
ASSIGNMENT Case Based (DE531)

Mittal School of Business (MSOB)

Faculty of Marketing

Name of the faculty member: Dr. Archit Kumar Nayak

Course Code: MKT501

Course Title: Marketing Management

Max. Marks: 30 Marks

Date of Allotment: 27/08/2022

Mode of submission: **Online**

The list of assigned case study to each group with date is attached below;

(The cases can be found in the PDF sent through LPU live platform.)

Group	Registration Number	Name	Roll Number	Case	Date
1	12101629	Yogesh	RDE531A01	Who will buy Xylo – Mahindra and Mahindra Automotive Sector	01-09-2022
	12101726	Gregori Simran Ekka	RDE531A02		
	12101765	Kajal Raj	RDE531A03		
	12101788	MD Sazid	RDE531A04		
2	12101831	Julee Kumari	RDE531A05	Kellogg's Cornflakes in India: Finding a Platform that Connects	01-09-2022
	12102023	Sumit Kumar Ray	RDE531A06		
	12103949	Karri Swarna Sailaja	RDE531A08		
	12106955	Chegu Poornagopi Chandu	RDE531A09		
3	12107069	Tannu Priya	RDE531A10	ZICOM – Leveraging Corporate Trust and Technical Strengths in the B2B Market	08-09-2022
	12107106	Utkarsh Singh Chouhan	RDE531A11		
	12107144	Rijuan Mallick	RDE531A12		
	12107216	Paras Sen	RDE531A13		
4	12107241	Subhash Chandra	RDE531A14	Facebook: Business Connections in India and 8 China	08-09-2022
	12107389	Aklesh Kumar	RDE531A15		
	12109659	Shriansh Kumar	RDE531A16		
	12109764	Md Ali Reza	RDE531A17		
5	12109927	Tejeshwani Bharti	RDE531A18	The Techy Amazon Insight	15-09-2022
	12111686	Kumari Meenu Pundir	RDE531A19		
	12112598	Anwasha Singh	RDE531A20		
	12113138	Gautam Kumar	RDE531A22		
6	12113165	Amar Nath Pathak	RDE531A23	Consumer Behaviour — Its Wide Facets and Deep Implications	15-09-2022
	12104315	Pendem Avinash	RDE531B26		
	12105381	Ashish Kumar Anand	RDE531B27		
	12105488	Amresh Kumar	RDE531B28		
7	12105696	Amit Singh Negi	RDE531B29	Customer Loyalty – The Ultimate Objective of Every Market	22-09-2022
	12106006	Astuti	RDE531B30		
	12108080	Shivam Kumar	RDE531B33		
	12108142	Irshad Khazir Bhat	RDE531B34		

8	12108151	Aditya Singh	RDE531B35	Starbucks India: The Human Coffee Experience	22-09-2022
	12108164	Anchal Gupta	RDE531B36		
	12108245	Abhay Kumar	RDE531B37		
	12108329	Shreyansh Shekhar	RDE531B38		
9	12108612	Firoz Ahmad Ansari	RDE531B41	Amazon.com adapts its Retail Business in India	29-09-2022
	12108875	Abid Farooq	RDE531B43		
	12109781	Alok Kumar Sahu	RDE531B44		
	12110557	Suksham Bhardwaj	RDE531B47		
	12111904	Gautam Kumar	RDE531B49		
10	12110903	Mohammad Suliman Joya	RDE531B48	Customer Value – Explored, Created, Communicated & Delivered	29-09-2022
	12107872	Munier Eisa Elnour Hassab	RDE531B32		