

**St. Mira's College for Girls,**  
**(Autonomous-Affiliated to Savitribai Phule Pune University)**  
**Class: TYBCOM**  
**Subject: Marketing-II**  
**Subject Code: C51712**  
**SEM V**  
**(2018-19)**

**Unit 1, 2, 3, 4**

**Skill Development - Analytical Skills, Research Skills, Critical Thinking**

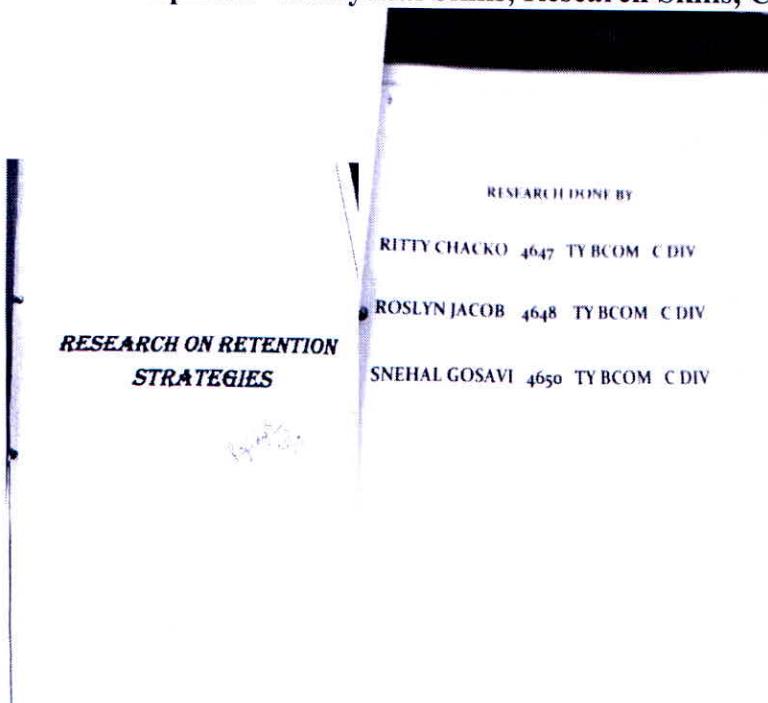


TABLE OF CONTENTS	
CHAPTER NO	TITLE
1	<b>INTRODUCTION</b> <ul style="list-style-type: none"> <li>• OBJECTIVES</li> <li>• HYPOTHESIS</li> <li>• SIGNIFICANCE OF THE STUDY</li> <li>• LIMITATIONS</li> <li>• METHODOLOGY</li> </ul>
2	<b>PROFILE OF THE FIRM</b> <ul style="list-style-type: none"> <li>• HISTORY</li> <li>• SERVICES</li> <li>• ABOUT THE FIRMS</li> </ul>
3	<b>5 RESEARCHES THAT'S SIMILARLY DONE ON THE TOPIC</b>
4	<b>ANALYSIS OF THE DATA</b> <ul style="list-style-type: none"> <li>• GRAPHS</li> <li>• TABLES</li> </ul>
5	<b>RETENTION STRATEGIES DONE ON VARIOUS COMPANIES (ACTUAL TOPIC)</b>
6	<b>CONCLUSION AND RECOMMENDATION</b>
7	<b>BIBLIOGRAPHY</b>
8	<b>APENDIX- SAMPLE QUESTIONNAIRE</b>



*Rajni Singh*  
**Principal Incharge**  
**St. Mira's College for Girls**

Asst. Prof. Rajni Singh

**SUBJECT TEACHER**