

# LUCKNOW MODEL COLLEGE OF PHARMACY, LUCKNOW (AKTU-1023)

## TOPIC ALLOTMENT OF PROJECT WORK (BP815PW) B.PHARM VIII SEM

BATCH 2019-2023

**Date: February 1, 2023**

S. No.	Roll Number	Title of The Project	Supervisor/Mentor	Broad Area Related to Any One of The Elective Subject
1	1910230500033	Comparative study of online pharmacy vs offline pharmacy	Ms. Priyanka Shukla	Pharma Marketing Management
2	1910230500008	Defective pricing strategy of new product	Ms. Priyanka Shukla	Pharma Marketing Management
3	1910230500010	Effective marketing strategies for health care services	Ms. Priyanka Shukla	Pharma Marketing Management
4	1910230500024	Impact of product advertisement on sales volume of companies	Ms. Priyanka Shukla	Pharma Marketing Management
5	1910230500040	Effect of packaging on consumer buying choice on selected consumer goods	Ms. Priyanka Shukla	Pharma Marketing Management
6	1910230500002	Impact of costumer complain on marketing performance in the service industry	Ms. Priyanka Shukla	Pharma Marketing Management
7	1910230500028	Formulation & Evaluation of face wash	Ms. Shreya Talreja	Cosmetic Science
8	1910230500013	Formulation & Evaluation of Herbal conditioning shampoo	Ms. Shreya Talreja	Cosmetic Science
9	1910230500018	Formulation & Evaluation of Pharmaceutical perfume	Ms. Shreya Talreja	Cosmetic Science
10	1910230500017	Formulation & Evaluation of Herbal soap	Ms. Shreya Talreja	Cosmetic Science
11	1910230500006	Formulation & Evaluation of Moisturizing cream	Ms. Shreya Talreja	Cosmetic Science
12	1910230500007	Formulation & Evaluation of D-TAN Face mask	Ms. Shreya Talreja	Cosmetic Science
13	1910230500020	Formulation & Evaluation of Herbal toothpaste	Ms. Shreya Talreja	Cosmetic Science



**Director**

Director

Lucknow Model College of Pharmacy  
Sadrauna, Lucknow.