

REPORT ON

Power Point Presentation Program

HOW TO PREPARE RESEARCH REPORT

SURVEY DATA –EFFECTIVENESS OF SALES PROMOTION PULL STRATEGIES AND ITS INFLUENCE ON CONSUMER BEHAVIOUR DURING FESTIVAL TIME

To highlight the significance of research culture among the students and to inculcate research aptitude among them, The research cell and The commerce and Economic association of the college assigned the project under experimental learning to degree and post graduate students. The students were asked to collect the data to find out the effects of festival offers on consumer behavior through on line and off line method. This exercise will help the students to have practical experience of collecting data facing the real respondents. The registration form was created and circulated among students to have selected group of students for this project. 62 students enrolled for this project and through structured questionnaire they collected data from 182 respondents from urban locality, Mumbai.

On the basis of collected data, the members of commerce and Economic association prepared the research report which was discussed and explained to the students through power point presentation. The program was conducted on Thursday 7th July 2022 at 10.30 am which was chaired by the principal and chairman of research cell Prof Dr. Shaukat Ali. He appreciated the initiative and participation of students towards research culture. He emphasized that the being students of commerce, market research and its implications on various business decisions is part of curricular and for this research aptitude is very indispensable. Through Power Point presentation, the students were given guidance for research report writing. They were made to recognize the different components of research report writing and explained how to analyze and draw the conclusion from given data.

Through this program, the students were taught the importance of various promotional tools of marketing used by business firms to influence consumer behavior and achieve business objectives.

The Power Point Presentation on different components of research report was done by Mr. Salman Sayyed, Dr. Balchandra Karbahri, Dr. Rajesh Bhoite & Ms. Kirti Menghani. At the end, Vice Principal Hemanth Kumar Jonnala assured that these assignments will help the students to enhance their employability skills and improve their value in job market.

Program was well attended and responded by the students. Certificates were awarded to the students participated in the field work.



The program was concluded with formal vote of thanks.

Prepared By

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Approved By

Prof.Dr. Shaukat Ali

(Principal)

PICS OF PROGRAM

