

The Mandvi Education Society
Institute of Business Management and Computer Studies
Mandvi, Surat – 394160
RM -2810006

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Practical Assignment

Phase- I

- Select an area of your choice or interest i.e. Marketing , Finance or HR , IS
- Determine a research problem
- Develop research objectives
- Prepare a research proposal (last date was -31st Oct 2012)
- Do literature review in the your area of interest
- Collect data , either primary (survey Research) or secondary (Exploratory data) sources , if primary at least 30 Nos. of unit must be surveyed and in Secondary sources of Data should be authentic .
- Identify research process steps you have performed – and write the research process till now.

Phase – II

- After Data collection, prepare, do coding and editing the data.
- Use appropriate statistical tools for data analysis.
- Give managerial suggestions and conclusion/s.
- Mention limitations of your research.
- Write bibliography in APA format.
- Submit the research report in soft copy and hard copy .

➔ Theory Group - Assignment – II

- In the class room, you have been given to solve Past GTU paper's questions from Past papers , in Group.
- One hard copy solution had been given to you.
- Contact your concern teacher/Lecture Representative (Miss Divyani) in case of any ambiguity.

➔ Presentation topics are given to all students individually.

Last Date of all assignment – on 30th Nov 2012

N.B. Use research journals / magazines to identify your topics of interests.

ALL the BEST