



MAJOR PROJECT REPORT
ON
Evaluating Marketing Campaign Effectiveness
Through Predictive Modelling

*in Partial fulfillment for the award of the degree of
Master in Business Administration*

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Submitted By,

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Specialization: Marketing and Sales

Under the Guidance of,

Mr. MAYANK JHA

Mba Project Report Format

James G. Clawson, David D. Ward



Mba Project Report Format:

Business Research Projects for Students A. D. Jankowicz, 2013-11-11 The idea for this book came about one Friday afternoon towards the end of a summer term I was giving the third project tutorial of the afternoon The first had been to a BA Business Studies student the second to a part time MBA student and the third to a student registered on the Diploma in Personnel Management programme and a great variety of issues had been dealt with during the course of the time involved Nevertheless I noticed that some of the material was common to all three students I found myself thinking that I was repeating myself and wanting to get through the basics as quickly as possible so that we could move on to the specifics of each particular project which we both each student and I found more interesting to deal with Unfortunately the basics were precisely those topics which I considered essential to the success of any project What's more they dealt with the sort of material which wouldn't on the whole have occurred spontaneously to many students and so it was a necessary part of my job to go through them One or two could be dealt with by issuing a handout and the student could be referred to the library for some of the rest but there wasn't a systematic written compilation of all the points that I needed to make **COMPLETE MBA** Rittik Chandra, 2013-07-25 **COMPLETE MBA** is the **ULTIMATE GUIDE** to provide knowledge of the underlying theoretical background and knowledge of management practice This book comprises most important subjects such as 1 **BUSINESS ETHICS** 2 **BUSINESS LAWS** 3 **BUSINESS COMMUNICATION** 4 **ORGANIZATIONAL BEHAVIOUR** 5 **FINANCIAL MANAGEMENT** 6 **BANKING** 7 **PRODUCTION MANAGEMENT** 8 **MARKETING MANAGEMENT** 9 **PROJECT MANAGEMENT** 10 **HUMAN RESOURCE MANAGEMENT** 11 **INTERNATIONAL BUSINESS** 12 **RESEARCH METHODS IN MANAGEMENT** 13 **ENTREPRENEURSHIP** The major objectives of this book i.e. **COMPLETE MBA** are as follows Foster knowledge of different business administration and management disciplines Appreciate the practice of management Develop critical thinking and analytical skills Develop problem solving and decision making skills Understand team dynamics and team work in the workplace Develop skills to write succinct reports and present reports to stakeholders Make students career ready for positions in business and management **MBA in ENTREPRENEURSHIP** Rittik Chandra, 2013-07-11 The Masters in Business Administration MBA is a master's level qualification targeted at students from diverse undergraduate programs of study The MBA would provide students with knowledge of the underlying theoretical background and knowledge of management practice The major objectives of the MBA program with an entrepreneurship specialism are as follows Foster knowledge of different business administration and management disciplines Appreciate the practice of management particularly from an entrepreneur's perspective Develop critical thinking and analytical skills Develop problem solving and decision making skills Understand team dynamics and team work in the workplace Develop skills to write succinct reports and present reports to stakeholders Make students career ready for positions in business and management or to start up or manage their own businesses Dance of Authority John Pulparampil, **DANCE BOOK DESCRIPTION** Authority is a focus

point in interpersonal relationships in formal organizations where people are made to work together It is an attribute of a recognized position in a formal organization established to ensure that everybody in the organization and related to the organization knows who is entitled to issue orders give direction to others sign agreements represent the organization before institutional heads make supplications or statements on behalf of the orga *Business Research Projects* A. D.

Jankowicz,2013-11-11 about management research has developed and made a more prominent appearance in the relevant literature Both the Academy of Management Review and Management Education and Development have devoted complete special issues to these topics in their impact on theory building and research see section 6 5 While the latter journal continues its editorial team have decamped to set up a new periodical Management Learning which emphasizes current thinking about management research This the New Paradigm postmodern analysis call it what you will is an epistemology whose relevance I argued in my first edition and continue to emphasize in Chapter 6 of the present The appreciation of qualitative approaches to the understanding of organizational life has increased during the last four years approaches seen as complementary to quantitative analysis by many a substitute by some The appearance of the second edition of Miles and Huberman 1994 indicates the growing importance attached to qualitative analysis by many management researchers and I have mentioned some of the techniques they advocate at relevant points in Part Three of this book without attempting or indeed being able to replicate their magnificent work Discourse analysis biography and hermeneutic analysis are among the recent approaches to which pointers are provided in Part Three Similarly the value of arguing a case rather than testing a thesis has been emphasized for some forms of Diploma and MBA work see section 6 4 ADVANCED TECHNICAL COMMUNICATION KAVITA TYAGI,PADMA MISRA,2011-02-04 Businesses use technical writing extensively to communicate both within and outside the organization And so it is essential for an individual aspiring to be an executive to master the art of communication This accessible and compact book on Advanced Technical Communication discusses how students can learn and master not only the basic skills of communication but also complex skills such as soft skills and skills required for preparing technical documents The book begins with a discussion on the concept of technical communication and then it goes on to describe the differences between technical writing and general writing and layout and format of business letters and r sum What is more it elaborates on technical documents such as technical proposals reports and specialized documents like theses research papers and dissertations differentiating them adequately Finally the text covers many of the soft skills required today for example presentation skills interpersonal skills and group discussion GD skills This student friendly book suffused with practical examples is primarily intended as a text for the first year students of Engineering B Tech of Uttarakhand Technical University for their course on Advanced Technical Communication It will also be of immense benefit to undergraduate students in other universities and engineering colleges institutes as well as technical professionals KEY FEATURES Provides comprehensive coverage of soft skills Lays emphasis on corporate communication skills required for

technical writing and producing technical documents by engineers and managers Gives a critical evaluation as well as text of George Orwell s Animal Farm **PROFESSIONAL COMMUNICATION** KAVITA TYAGI,PADMA MISRA,2010-12-16 With the younger generation today seeking jobs in multinational corporations large companies or the civil services in the government and the competition becoming stiffer and stiffer with each passing day it is only natural that the ability to communicate effectively precisely as well as to acquire communication skills has become more important than ever before A plethora of books have flooded the market to capitalize on this frantic effort of the younger generation to become adept in communication And professional communication is no exception to this This accessible and compact book on Professional Communication strives to focus on the communication skills needed for the professionals Divided into five parts and 19 chapters the book begins with a discussion on the concept of communication and then it goes on to give in detail features of a language as a tool of communication the communication process models and barriers to communication The text also elaborates on word formation vocabulary sentence structure and paragraph development In addition it explains different forms of technical communication the format layout and style of business communication technical documents such as theses scientific articles and research papers and technical proposals Furthermore the book provides value based text reading from celebrated writers This student friendly book suffused with practical examples is primarily intended as a textbook for the first year students of engineering B Tech of UP Technical University for their course on Professional Communication It will also be of immense benefit to undergraduate students and technical professionals across the country

KEY FEATURES Gives a broader perspective on communication and its barriers Provides a more comprehensive division of the different types of reports Elaborates on various approaches to presentation strategies *BUSINESS RESEARCH* Dr. Mukul A. Burghate I Dr. Nilesh A. Chole, Business research is a process of acquiring detailed information of all the areas of business and using such information in maximizing the sales and profit of the business Such a study helps companies determine which product service is most profitable or in demand In simple words it can be stated as acquisition of information or knowledge for professional or commercial purpose to determine opportunities and goals for a business The purpose of this textbook is to present an introduction to the Business Research subject of MBA The book contains the syllabus from basics of the subjects going into the intricacies of the subjects All the concepts have been explained with relevant examples and diagrams to make it interesting for the readers An attempt is made here by the authors of to assist the students by way of providing Study Material as per the curriculum with non commercial considerations However it is implicit that these are exam oriented Study Material and students are advised to attend regular lectures in the Institute and utilize reference books available in the library for In depth knowledge We owe to many websites and their free contents we would like to specially acknowledge contents of website www.wikipedia.com and various authors whose writings formed the basis for this book We acknowledge our thanks to them At the end we would like to say that there is always a room for improvement in whatever we do We would

appreciate any suggestions regarding this study material from the readers so that the contents can be made more interesting and meaningful Readers can email their queries and doubts to our authors on tmcnagpur gmail com We shall be glad to help you immediately Authors Dr Mukul A Burghate and Dr Nilesh A Chole

Executive MBA in IT - City of London College of Economics - 12 months - 100% online / self-paced City of London College of Economics, Overview An MBA in information technology or a Master of Business Administration in Information Technology is a degree that will prepare you to be a leader in the IT industry Content Managing Projects and IT Information Systems and Information Technology IT Manager s Handbook Business Process Management Human Resource Management Principles of Marketing The Leadership Just What Does an IT Manager Do The Strategic Value of the IT Department Developing an IT Strategy Starting Your New Job The First 100 Days etc Managing Operations Cut Over into Operations Agile Scrum Project Management IT Portfolio Management The IT Organization etc Introduction to Project Management The Project Management and Information Technology Context The Project Management Process Groups A Case Study Project Integration Management Project Scope Management Project Time Management Project Cost Management Project Quality Management Project Human Resource Management Project Communications Management Project Risk Management Project Procurement Management Project Stakeholder Management 50 Models for Strategic Thinking English Vocabulary For Computers and Information Technology Duration 12 months Assessment The assessment will take place on the basis of one assignment at the end of the course Tell us when you feel ready to take the exam and we ll send you the assignment questions Study material The study material will be provided in separate files by email download link

Research Methodology & Applications of SPSS in Social Science Research (Dr) P Sundara Pandian, Dr. S Muthulakshmi, Dr. T Vijayakumar, 2022-02-16 Research methodology is taught as a supporting subject in several ways in many academic disciplines such as education psychology social work library studies and marketing research The core philosophical base for this book comes from my conviction that although these disciplines vary in content their broad approach to a research enquiry is similar This book therefore is addressed to these academic disciplines and business people This textbook provides the readers with an understanding of the Introduction to Research types of research Steps in Research Process Identification of Research Problems Importance of Review of Literature Research Design Methods of Data Collection Hypothesis Sampling Techniques Introduction to SPSS Descriptive Statistics Cross tabulation One Sample t Test Paired Sample t test One Way ANOVA Two Way ANOVA Factorial ANOVA MANOVA Chi Square Test Non Parametric Test MANN Whitney Test Wilcoxon Test Kruskal Wallis Test Friedman Test Correlation Analysis Multiple Regression Analysis Factor Analysis Cluster Analysis Multi Dimensional Scaling Discriminate Analysis Canonical Correlation Overview of Structural Equation Model SEM and Report Writing It uses simple examples to demystify complex theories and methodologies This well organized book deals with the variety of research methods and tools used in management and social sciences with application of SPSS A Handbook of Research Methodology is recommended for

use in undergraduate and postgraduate courses focusing on research methodologies in various disciplines The edition contains significant additional input in almost every chapter of the book It provided enhanced insights into issues from emerging countries business The practical examples covers all aspects of parametric and non parametric test which is relevant for business in these emerging countries This edition includes several new cases and examples which would help students comprehend the research methodologies illustrated in each chapter This edition will equip students with the knowledge of skills involved in this basic research process **BUSINESS RESEARCH METHODS** Dr. Aditi Anant Kale,Dr. Rakesh Kumar Bhati,Dr. Anjum Sayyad,2023-11-01 Buy Business Research Method e Book for Mba 1st Semester in English language specially designed for SPPU Savitribai Phule Pune University Maharashtra By Thakur publication **Business Research Methods** Dr. T. Vetrivel,Dr. P. Priyadarsini,2022-03-10 Buy E Book of Business Research Methods Book For MBA 2nd Semester of Anna University Chennai **BUSINESS RESEARCH METHODOLOGY** Dr. Shamsher Singh,Rinku,2025-04-01 MBA SECOND SEMESTER According to the New Syllabus of Kurukshetra University Kurukshetra based on NEP 2020 **Vault College Career Bible** ,2004 A job guide for college students *Entrepreneurship Management (Text and Cases)* , MIS users' manual ,1984 **Business Horizons** ,1991 **Scientific and Technical Aerospace Reports** ,1987 Organizational Dynamics of Technology-Based Innovation: Diversifying the Research Agenda Tom McMaster,David Wastell,Elaine Ferneley,Janice I. DeGross,2007-08-08 This volume presents papers from the 10th Working Conference of the IFIP WG 8 6 on the adoption and diffusion of information systems and technologies It explores the dynamics of how some technological innovation efforts succeed while others fail The book looks to expand the research agenda paying special attention to the areas of theoretical perspectives methodologies and organizational sectors **An MBA's Guide to Self-assessment and Career Development** James G. Clawson,David D. Ward,1986

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