

Common mistakes made by the students in proposal

Mistakes	Solution
<ul style="list-style-type: none"> ▪ A general topic is selected which is often NOT related to area of specialization (marketing) 	<ul style="list-style-type: none"> ▪ The topic must be specific and relevant to area of specialization (consult the list of topics available in DOWNLOADS section on VULMS of the course to get an idea of what kind of topic should be chosen)
<ul style="list-style-type: none"> ▪ A well known company/brand is NOT usually chosen 	<ul style="list-style-type: none"> ▪ It is in the students' interest to choose a famous company/brand on which sufficient primary data can be gathered.
<ul style="list-style-type: none"> ▪ The specific and appropriate format of project/dissertation is NOT followed 	<ul style="list-style-type: none"> ▪ The specified and appropriate format of proposal for project or dissertation MUST be followed depending on the nature of the selected topic.
<ul style="list-style-type: none"> ▪ Copied/plagiarized work is provided 	<ul style="list-style-type: none"> ▪ Non-referenced material taken from any secondary source should be avoided. Either such material should be reproduced in one's own words or otherwise properly referenced.
<ul style="list-style-type: none"> ▪ The objectives are not related to the topic, are ambiguous, or incomplete. 	<ul style="list-style-type: none"> ▪ The objectives should be clear, specific, measurable and goal oriented. The objectives should summarize what is to be achieved through the study. It should indicate the goals that need to be accomplished by the research. The objectives should be listed point wise in a bulleted form.
<ul style="list-style-type: none"> ▪ The primary and secondary data sources mentioned by the students are wrong 	<ul style="list-style-type: none"> ▪ A distinction should be made between data collection sources and data collection tools. Students most often mention the tools used to collect data instead of mentioning the sources. ▪ In the primary sources section, you have to mention the sources such as the customers, employees of the organization, etc from whom you can collect primary data ▪ In the data collection tools section, you should indicate the means to be used for data collection. You should also explain why a particular tool is selected. You should also indicate whether multiple tools can be used.

<ul style="list-style-type: none">▪ The sample size are not given	<ul style="list-style-type: none">▪ You should indicate the sample size, target population and the sampling technique you are going to use and you should be able to justify the technique. The sample size should comprise approximately 120 people.
<ul style="list-style-type: none">▪ The software used to process and analyze data is not mentioned in the Data Processing and Analysis section.	<ul style="list-style-type: none">▪ In order to resolve this issue, you should specify which software you are going to use to process and analyze the data. You are also required to elaborate how you will process the collected data.