

Hand Book of  
Marketing  
Project- Marketing  
(MKT619)

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# Introduction

## **Course Selection**

MKT619 is offered to the students of MBA Executive, Associate Degree in Marketing and some others undergraduate degree programs who are currently doing job in an organization. As a proof of their current employment status the students will submit their original Job Confirmation Letter (JCL) obtained from the current employer. The students are required to work on final Project in steps according to the instructions/guidelines provided in this handbook of the course and appear for presentation and viva voce thereafter.

## **Objectives of the Course:**

- To enhance the analytical skills of the students by enabling them to address the real-life issues and suggests solutions in the light of theoretical knowledge of their relevant area of specialization and experience.
- To provide an opportunity to the students to explore new researchable avenues in their relevant area of specialization for conducting research on the selected problem, thus suggesting solutions thereafter.

## **Project Course Stages**

The working on the Final Project has been divided into steps/stages as given below. A submission at every step/stage is compulsory.

### **1. Proposal**

The proposal for project is required to be prepared according to the format provided in this handbook of the course. The students are expected to come up with a researchable topic of their interest which must be relevant to their area of degree program. This proposal will be evaluated and the validity will be determined by the Instructor. A valid proposal is essential (compulsory) to proceed for final project. The students who fail to have a final proposal approved by the Instructor will NOT be allowed to work on the final project.

### **2. Final Project**

After the proposal is approved by the Instructor (valid proposal) a student is allowed to work on the final project in the light of the instructor's comments given in the evaluated proposal as well as guidelines and formats provided in this handbook of the course.

### **3. Job Confirmation Letter**

It is a letter to be issued duly signed and stamped by your current employer, stating that you are currently doing job in the organization. The Job Confirmation Letter must include the following information:

- It must be on original letter head of the organization
- The issuance date of the letter must be mentioned
- Your date of joining the organization
- Your current designation in the organization
- Name and designation of the person issuing the letter (employer/person authorized)
- Sign and stamp of person issuing the letter (the employer/person authorized)

You are required to upload scanned copy of your original Job Confirmation Letter (JCL) on VULMS against its relevant assignment.

#### **Note for Overseas Students**

An overseas student is required to ensure that his/her employer/authorized person sends scanned copy of his/her “Job Confirmation Letter” within due date directly to the Course Instructor at [mkt619@vu.edu.pk](mailto:mkt619@vu.edu.pk) through his/her (employer/ authorized person) official e-mail account. Overseas students are also required to upload their “Job Confirmation Letter” on VULMS against relevant assignment.

### **4. Reference Letter for Research Work**

The Reference letter for Research Work will be issued to the students (if requested) after the acceptance of proposal in response to provision of the following information:

- Name and designation of the contact person / addressee
- Name of the department and organization
- Complete address of the organization
- Telephone (contact) numbers of the person/organization
- Your own complete postal address (where you want to receive the letter)
- Your own contact numbers including cell number

### **5. Presentation & Viva Voce**

Only those students will be called for presentation & viva voce who will be declared pass in the written work (final proposal as well as final project). Call for presentation & viva voce will be sent at the students' VU e- mail IDs. It will include date, time and venue of presentation & viva voce.

#### **Note:**

Any student who fails to:

1. upload scanned copy of valid JCL shall not be called for presentation and viva voce even if he/she has passed written work (proposal and final project).
2. bring original JCL at the time of presentation will be considered absent and will not be allowed to appear in Presentation and Viva Voce.

## Sequence of Submissions/Activities

A student will pass the course if he/she performs satisfactorily in all the below mentioned sections, otherwise will be considered as Fail.

| <b>Submissions/Activity Stages</b> | <b>Who will go to next activity</b>  |
|------------------------------------|--|
| Job Confirmation Letter            | Those students whose Job Confirmation Letters are received as well as accepted will be allowed to proceed for remaining activities of the course. Such students may have a chance to be called for presentation & viva voce provided they successfully complete and pass all the rest of activities. |
| Proposal for project               | Those students who will have a valid proposal i.e. approved by the instructor will be allowed to proceed for final project.  |
| Final project                      | Those students who will be declared pass in the project will be called for presentation & viva voce.   |
| Presentation & viva voce           | Those students who will be able to defend the written work by presenting effectively and answering the questions asked by the panel satisfactorily will be declared pass in the whole course.  |
| Whole course                       | It is compulsory for the students to pass all the above stages in order to be declared pass in the whole course.   |

# Rules and Regulations

## **General Rules:**

1. The students, who are presently on job, can get exemption from internship by submitting scanned copy of their Job Confirmation Letter (JCL). But he/she must have to take and complete project course.
2. The student must select a topic for project according to his/her area of degree program.

## **Rules for issuance of “Reference Letter for Research Work”**

1. Reference letter for Research Work shall be issued to the student if he/she has met the criteria in terms of acceptance of proposal according to the requirement of concerned degree program.
2. In certain cases, organizations may require “Reference Letter for Research Work” issued by the University to allow and facilitate the students. “Reference Letter for Research Work” can be requested by sending e-mail to concerned Course Instructor at [mkt619@vu.edu.pk](mailto:mkt619@vu.edu.pk). Students must provide the following details in their e-mail request:
  - Name and designation of the contact person / addressee
  - Name of the department and organization
  - Complete address of the organization
  - Telephone (contact) numbers of the person/organization
  - Your own complete postal address (where you want to receive the letter)
  - Your own contact numbers including cell number
3. “Reference Letter for Research Work” will be sent to overseas students in PDF printable format at their VU e-mail IDs.

## **Rules for Submission of “Job Confirmation Letter”**

1. Student enrolled in the course of ‘Final Project’ must upload the scanned copy of original “Job Confirmation Letter” against relevant assignment but not later than the due date of their assignment on VULMS.
2. In case a student fails to upload the scanned copy of valid “Job Confirmation Letter”, he/she shall NOT be called for presentation & viva voce (even if he/she passed in written work) and shall be declared as “F (Absent)” in the semester.
3. No credit shall be given to the student for uploading “Job Confirmation Letter”. It is needed to fulfill the requirement of project course.

## **Rules for Submission of Written Work “Proposals & final Project”**

1. Students are required to submit their written work (Proposals & Final Project) by uploading it on VULMS of the course or by any other manner defined by the course instructor as a special case.
2. Any submission made via email using other than VU email address shall NOT be accepted/entertained.
3. Submissions made after due date shall NOT be considered/entertained.

## **Rules for Plagiarized/Copied & Non-Referenced Material**

1. The student shall be declared fail and strictly dealt with if copied and non-referenced Work/material i.e. taken from any secondary source (websites, journals, books, articles, other students etc.) is found in the written work, even if it is found at any instance.
2. The students themselves are responsible for the security of their written work from being copied/misused by other students. In such cases both the students will be penalized, as per University's standard policy.

## **Rules for Pass and Fail**

1. Those students who will have a valid proposal i.e. approved by the Instructor will be allowed to proceed for final project. Valid proposal is must to continue for the submission of final project. Final project shall NOT be entertained unless a student submits a valid proposal.
2. Those students who will be declared pass in the written work (proposal & final project) will be called for presentation & viva voce.
3. Those students who will be able to defend the written work by presenting effectively and answering the questions asked by the panel satisfactorily will be declared pass in the whole course.
4. If a student does NOT pass the written work or in case if Pass the written work but whose JCL is not accepted, he/she shall NOT be called for presentation & viva voce. Such students will be declared Fail (F) in the course, thus will be required to re-enroll the course in next semester.
5. A student MUST pass all the phases/segments of the course i.e. (a) "written work as a whole (proposal & final project)" (b) "presentation & viva voce" separately as well as collectively in order to pass the course as a whole.
6. If a student remains absent (without prior intimation) in the presentation & viva voce, his/her result shall be declared as F (Absent) soon after the expiry of the date given to appear for the presentation & viva voce.
7. Re-checking of written work shall NOT be done in any case.



## **Rules for Misleading, Misstating, Concealing Facts and Submitting Forge/Fake Documents**

1. University reserves the right to evaluate any or all of the documents submitted by the student by using all possible means and ways to determine the authenticity/genuineness and correctness of the documents.
2. If a student enrolls the course of 'Final Project' by concealing the facts then the student will be dropped from the course and case may be forwarded to the "University Committee on Unfair Means". The decision of the committee shall be considered as final. The alleged student will be given a chance to defend his/her position.
3. The student may be declared ineligible to continue the same course in the current semester and may be asked to re-enroll the appropriate course in next semester.

## **Rules for Presentation & Viva Voce**

1. The schedule for presentation & viva voce will be communicated to the students only via e-mail by the Course Instructor. The students must remain vigilant and check their e-mails regularly.
2. Presentation & viva voce shall be scheduled for every student only once in a semester. Students' requests to re-schedule the presentation & viva voce shall not be entertained.
3. Students **MUST** confirm their presence/absence for the scheduled date of presentation & viva voce via return e-mail to the Course Instructor at least 24 HOURS prior to the given date.
4. Any student who fails to:
  - a) upload scanned copy of valid JCL shall not be called for presentation and viva voce even if he/she has passed written work (proposal and final project).
  - b) bring original JCL at the time of presentation will be considered absent and will not be allowed to appear in Presentation and Viva Voce.

## **Rules for Re-enrollment of Course in Next Semester:**

If a student who has successfully passed the written work but fails to appear for the "presentation & viva voce" then he/she will be declared F (Absent) in the course in current semester. He/she will be required to re-enroll the course in next semester; subsequently he/she will have to fulfill all the requirements of the course according to the course calendar. He/she will be expected to submit revised/improved written work according to the requirements in the enrolled semester. However, if he/she does not intend to revise/improve the written work (project) submitted in the previous semester then he/she will be required to upload the same evaluated file of project against the relevant assignment. In any case, he/she will be required to follow the current course calendar of the respective course.

# Submissions

## **Job Confirmation Letter**

It is a letter to be issued, duly signed and stamped by your current employer, stating that you are currently on job in the organization.

## **Proposal for Project**

Please read the following instructions carefully before writing the proposal:

- Write a proposal for project whichever you select according to the format available in this handbook.
- You have to submit the proposal by uploading it against relevant assignment on VULMS within due date as per Course Calendar.
- You are required to submit the proposal (not only the topic) according to the specified format.
- No submission will be entertained through e-mail.
- Be very careful while uploading your proposal as you shall not be able to replace it once uploaded.
- Proposal for project is **COMPULSORY** which shall be evaluated to determine the validity of the proposal.
- A **VALID** proposal is essential to proceed for final project.

## **Final Project**

Please read the following instructions carefully before working on the Final Project:

- You are required to work on final project strictly in the light of comments given by the Instructor in your evaluated file of approved or accepted proposal.
- Your final project should be according to the format available in this handbook.
- You have to submit your final project by uploading it against its relevant assignment on VULMS of the course within due date as per the course calendar.
  - No submission will be entertained through e-mail after due date.
  - Be very careful while uploading your final project on VULMS of the course as you shall NOT be able to replace it once uploaded.

# Instructions and Guidelines

## **Proposal for Project**

A research proposal is a document that presents a plan for a project to reviewers for evaluation. It is actually a road map showing clearly the location from where a journey begins; the method of getting there and the destination to be reached at.

The purpose of the project proposal is to:

- Present the issue to be researched and its importance.
- Give an idea to instructor about how you will proceed in project.
- Suggest the data necessary for solving the problem and how the data will be gathered, analyzed and interpreted.

A proposal is also known as a work plan, prospectus, and outline, statement of intent or draft plan. It tells us:

- What will be done?
- Why it will be done?
- How it will be done?
- Where it will be done?
- For whom it will be done?
- What is the benefit of doing it?

## Format of Proposal for Project

**Title page:** It should include:

- The topic
- Name & ID of the student
- Name of the University
- University Logo
- Date of Submission

**Scanned copy of JCL (Job Confirmation Letter):**

Paste the scanned copy of your original JCL (Job Confirmation Letter) which is provided to you by your current organization/employer.

**Table of Contents:** List the important headings and sub-headings used in the project proposal with page numbers.

## **Chapter No 1: Introduction**

**1.1 Introduction of the Project:** It should include:

- Introductory paragraph
- Descriptions of the project title i.e. what this project is all about?
- Rationale: Why this research is needed?

**1.2 Background:** Background of the research shows the impact and implication of the topic on the environment (the specific set up in which you are studying the issue). It should be well elaborated. It is advised to include current facts and figures in the background. You should also

explain it in the context with the work already done on the topic. It should provide all the necessary initial information so that the reader can better understand the situation under study.

**1.3 Objectives:** The objective of a certain research summarizes what to be achieved by the study. Student should consider following points on stating research objectives:

- These should state the purpose of the project
- These must be based on logical facts and figures
- These must be achievable within a specified timeframe and parameters
- These objectives should be presented such that these should facilitate the reader to locate various important points in the research work
- The specified objectives should be clearly phrased in operational terms specifying exactly what you are going to do, where and for what purpose
- At the end of the study, objectives must be assessed to see if they have been met/achieved or not

**1.4 Significance:** It lays down the importance or potential benefits of the project. It specifies how your study will improve, modify or broaden presented facts in the field under exploration. Make a note that such improvements/ modifications may have significant implications also.

When you are taking into account the importance of your study, pose yourself the following questions.

- What will be the outcomes of this research study?
- Will the results of this research contribute to the solution or development of anything related to it?
- What will be improved or changed as a result of the proposed research?
- How will results of the study be implemented and what innovations will come out?

## **Chapter No 2: Project Proceeding**

It should include expected project sections, parts, main headings or outline of the final project. Detailed description of expected project sections and parts is not required.

## **Chapter No 3: Methodology**

Explain methodology of your project and provide justification.

**3.1 Type of Research:** Determine whether the study is quantitative or qualitative and give rationale.

### **3.2 Data Collection Sources:**

*Describe the sources (primary and/or secondary)*

### **3.3 Data Collection Tools/Instruments:**

- Which tools will be used for data collection (i.e. Questionnaire, Structured Interviews, Observations, etc.) according to the need of the project?
- Why a particular tool is selected? *If you have used the questionnaire which scale have*

*you used for that?*

- Have you used multiple tools? If yes provide justification.

### **3.4 Subjects/Participants:**

- What is the target population? Which level of the employees will you select?
  - *What is the unit of analysis? (individual, group or organization)*
  - *From which level of the organization you have collected the data*
- What is the sample size?
- What sampling frame will be used?
- What type of sampling technique will be used? And why?

### **3.5 Fieldwork/Data Collection:**

- How will the data be collected?
- How will the quality control be assured during data collection?
- How will the answers about practical issues be answered?
- For example, if you are going to carry out survey, then think about where and for how long this survey will be carried out? Will organizations (specify names) provide you access (physical, time, documents) to what you need for your project?

### **3.6 Data Processing & Analysis:** (Methods you will use to extract and process the information you will gather)

- How will the analysis be carried out?
- Which software package (MS Excel, SPSS, etc.) will be used for data entry and analysis?
- Which statistical technique will you apply for the analysis (*Refer to your objectives for the selection of the appropriate technique*)

### **References**

References are a list of source materials on a particular subject. In a formal report, it includes books and other library materials which have been consulted in the preparation of the project. As a part of the reference matter, it follows the appendices.

Kindly visit the following link to quote the references in the required manner

<http://www.waikato.ac.nz/library/study/guides/apa.shtml>

***Note: The APA format for the reference citation is given in the lesson # 45 of the lecture handouts of STA630. It is also advised to consult the said course for a better understanding of the research process.***

## **Final Research Project**

Final research project is a document that presents the research findings, results, analysis and recommendations for future research and development in the relevant area. Following is the recommended format of final research project.

### **Format of Final Research Project**

**<<Project Topic>>**  
**(Bold, 16 font, Times New Roman style)**

**A REPORT  
SUBMITTED TO THE DEPARTMENT OF MANAGEMENT SCIENCES,  
VIRTUAL UNIVERSITY OF PAKISTAN  
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE  
DEGREE OF MASTERS IN BUSINESS ADMINISTRATION (Bold, 12  
font, Times New Roman style)**

**Submitted By**

**<<Student ID>>**

**<<Student Name>>**  
**(Bold, 16 font, Times New Roman style)**

**Department of Management Sciences,  
Virtual University of Pakistan**

## **Dedication (*Optional*)**

# Acknowledgement

Here you will write a brief paragraph to acknowledge the help and support you received throughout your project. You can acknowledge the library staff, lecturer, family or any other person who helped you in your project completion.



## **Abstract**

An abstract is one among the several important parts of a report. It is like a micro image of the research report because it deals with all the sections of it. It may range from one to two pages providing brief overview of the subject matter, methods of analysis, findings and recommendations. It comprises several paragraphs which are numbered and deal with the following sections:

Paragraph one (1) should deal with back ground of the study.

Paragraph two (2) should deal with the purpose and methodology of the research/study.

Paragraph 3, 4 should deal with the findings of the study.

Last paragraphs should deal with recommendations of study and action plan if any.

## **Table of Contents**

*(List the important headings and sub-headings used in the project with page numbers.)*

## **List of Illustrations**

*(List all the illustrations provided in the project with page numbers.)*

# CHAPTER 1

## INTRODUCTION

In this part, a brief and comprehensive introduction of the topic under study is given. It includes:

- Introductory paragraph
- Description of the project title i.e. what this project is all about?
- Rationale – Why this research is needed?

### 1.1 Background of the Project:

Describe briefly the background i.e. the impact and implication of the topic on the environment (the specific set up in which you are studying the issue). It should be well elaborated. It is advised to include current facts and figures in background. You can also explain it in context with the work already done on the topic. It should provide all the necessary initial information so that the reader can better understand the situation under study.

**1.2 Objectives:** State the objectives/goals of your project, keeping in mind the following points:

- These should state the purpose of the project
- These must be achievable within specified timeframe and parameters
- These should clearly indicate and encompass the issues under study.
- The specified objectives should be clearly phrased in operational terms specifying exactly what you are going to do, where and for what purpose

**Note:** At the end of the study, objectives must be assessed to see if they have been achieved or not.

**1.3 Significance:** It lays down the importance or potential benefits of your project. Describe the importance of the project to various stake holders. It specifies how your study has improved, modified or broadened presented facts in the field under study. Make a note that such improvements/ modifications may have significant implications also.

When you are taking into account the importance of your study, pose yourself the following questions:

- What will be the outcomes of this research study?
- Will the results of this research contribute to the solution or development of anything related to it?
- How will results of the study be implemented and what innovations will come out?

## **CHAPTER 2**

### **LITERATURE REVIEW**

- Literature review is the systematic account of what has already been researched and published on the topic at hand. It basically assesses the existing level of knowledge at the subject matter.
- Literature review is based on the funnel technique that narrow down the topic from a general perspective to the specific one.
- It sets the stage for the study and provides rationale for proving or refuting the arguments our results generate.

For detailed guidelines about the literature review do visit the following link:

[http://www.writing.utoronto.ca/images/stories/Documents/literature- review.pdf](http://www.writing.utoronto.ca/images/stories/Documents/literature-review.pdf)

# **CHAPTER 3**

## **RESEARCH METHODOLOGY**

This section should provide solid or concrete foundations to the study. Quality and value of the research report depends upon how precisely and accurately the data is collected, processed, analyzed and interpreted so that fruitful conclusions may be drawn out of it. It includes:

**3.1 Data Collection Sources:** (Describe all the primary and secondary sources used for data collection)

**3.2 Data Collection Tools/Instruments:**

- Which tools are used for data collection (i.e. Questionnaire, Structured Interviews, Observations, etc.)?
- Why a particular tool is selected?
- Will you use multiple tools for data collection? If yes, provide justification.

**3.3 Subjects/Participants:**

- What is the target population?
- What is the sample size?
- What type of sampling technique is used? And Why?

**3.4 Data Processing, Analysis Techniques and Interpretation:**

- Mention the methods used to extract and process the information gathered
- Codification of the data
- Software used to process the data (Excel, SPSS, Stata etc.)
- Statistical technique (percentage, mean, median, or any other)

# CHAPTER 4

## DATA ANALYSIS

Provide the complete analysis along with its interpretation. Provide the graphs and tables and provide detailed interpretation logically. Keep the sequence of the analysis as of the objectives in Section 1.3 of Chapter 1

**Note: You are also required to attach the raw data files in appendices supporting your data analysis along with the project.**

### 4.1) Summary

Summarize the findings/results of your data analysis and state how the outcomes of your research relate to the project objectives. It may range from 2-4 pages. Do not include examples/illustrations or your own opinion in this part of the report.

(Hint: Provide gist of the report by relating sub-section 1.5 with 2.4)

**Note:** “Abstract” provides an overview of the complete report whereas ‘Summary’ provides a brief account of the findings/results and objectives of the report.

# **CHAPTER 5**

## **CONCLUSION, RECOMMENDATIONS & LIMITATIONS**

### **5.1) Conclusion**

Precisely state the final outcomes of the work. It is the ultimate result of the inquiry conducted under the given context and circumstances. Conclusion/findings should be in short yet comprehensive sentences/paragraphs. Each sentence/paragraph describing new idea should be bulleted.

### **5.2) Recommendations**

This section deals with your proposed solutions or plans to cover and remove all the flaws and deficiencies that you think (in the light of data processing and analysis) needs to be removed or improved. Recommendations should be clear, specific and based on your findings. They must be logical and applicable.

### **5.3) Limitations**

Limitations of a project refer to limiting conditions or restrictive factors that may have an effect on the project. Project should be critically analyzed after its completion. A precise list of all the limitations of the study is to be illustrated under this heading. You may consider following points while writing limitations of the study:

- Access to the concerned participants/respondents
- Access to the required information
- Timescale
- Reluctance or hesitation of participants to participate in the study
- Budget constraint
- Scope of study
- Any other limitation

The discussion of limitations should avoid overemphasizing the weaknesses. Its aim should be to provide realistic basis for assessing the results.



## References

This section of the project includes a list of source materials on a particular subject. In a formal report, it shows what books and other library materials were consulted. As part of the reference matter, it follows the appendix or appendices. APA format should be used for citing the references.

*Kindly visit the following link to quote the references in the required manner*  
<http://www.waikato.ac.nz/library/study/guides/apa.shtml>

*Note: The APA format for reference citation is also given in the Lesson # 45 of the handouts of STA630. It is also advised to consult the course of STA630 for a better understating of the research process.*

## Appendix/Appendixes

These contain material related to the report but not included in the text because these were lengthy or not directly relevant. You may include the following material at the end of the project

- Questionnaire, structured interview, profile of participants of Focus Group Discussion etc.
- Data files
- Maps
- Complex formulas
- Long quotations
- Photographs
- Related correspondence (letters of inquiry etc.)
- Texts of law, regulations etc.

# Presentation Guidelines

## Guidelines for Presentation and Viva Voce

### Guidelines for making Power Point Slides Slide Layout:

- **PUT** the title at the top of the slide.
- **KEEP** important information near the top of the slide.
- **USE** contrasting colors for text and background.
- **HIGHLIGHT** text on a dark background is best. Avoid white background.
- **KEEP** the color scheme of PPTs consistent throughout your presentation.
- **ADD** one concept per slide.
- **SINGLE** slide should display few key points on it; don't fill up your slides with text in the form of long sentences.
- **USE** bullets to highlight main points and explain these points verbally during your presentation.
- **AVOID** using frequent animations and transitions in the presentation. Try to apply the same transition, if any, throughout the presentation.
- **USE** clearly visible and understandable diagrams, tables, charts and graphs to enhance the meaning of the text to be presented. It will help in retaining the interest of the panel in the presentation.
- **FONT:**
  - **CHOOSE** a font that is simple and easy to read such as Arial, Times New Roman or Verdana.
  - **USE**, at most, two different fonts perhaps one for headings and another for content.
  - **KEEP** all fonts large enough. Font size for main heading should be 40 pt, sub headings 32 pt & text 24 pt.
  - **AVOID** using all capital letters even for headings. *All CAPS* make the words difficult to read.
  - **USE** colors on your slides. Make sure that the color has a purpose; for example, to highlight a part of a figure or to group related things.

## **Guidelines for Delivering Presentation**

- **READ** your Project thoroughly at least 3 to 4 times or until you understand all the details given in it before delivering the presentation.
- **DECIDE** what is important in your Project. The Project will have many details, but only a few important ideas. Your presentation should be well planned and focused on the important ideas.
- **START PREPARING EARLY;** don't wait until the last few days to prepare.
- **PRACTICE** your entire presentation, including your slides before a suitable margin of time until you are comfortable. Also, time yourself. **Rehearse, Rehearse and Rehearse.** This is the only key to a successful presentation.
  - **TRY** to practice before a group of people.
  - **THINK AND ANTICIPATE** the level of competency the likely panel is expecting from you.
- **GIVE** an effective and precise introduction of yourself and your work. Try to adjust in the presentation environment and feel comfortable.
- **WEAK** introduction should be avoided such as apologies, jokes, symbolic questions etc.
- **EXPLAIN** to the panel the significance of your topic/issue.
- **ORGANIZE** your presentation clearly and simply. Think logically what should be the ideal and logical sequence of presenting the various concepts/topics covered in the presentation and allocate time accordingly.
- **KEEP** synchronization between the slides and the talk. As you present a new idea, you should put up a new slide.
- **USE** body language effectively. Avoid relaxed gestures. Don't play with a pen or pointer.
- **MAINTAIN** eye contact with the panel.
- **MAKE** an effective conclusion. Summarize and provide closure.
- **SHARE** your insight and understanding and tell the panel what you have concluded from your work.

## **Guideline for Viva Voce**

- **ANTICIPATE QUESTIONS**: Think of at least ten most likely questions that can be asked from you during viva voce and plan your answers accordingly.
- **UNDERSTAND** the question asked to you during the viva voce and
- then provide the answer.
- **DO NOT** get confused but remain confident while answering.
  
- **DO NOT** deviate from the scope of your presentation.
- **PRECAUTIONS**
  - Dress formally; never put on informal clothes or shoes.
  - Reach the designated place earlier than the given time.
  - Be confident during the presentation.
  - Keep the number of slides as many as to be managed within the allocated time.
  - Do not simply read out the slides during presentation rather use the points given in the slides for reference and explain them in your own words.
  - Use simple words to express your view points.
  - Accept criticism and be open.
  - Avoid long discussions and unnecessary arguments.
  - Be honest. If you are unable to answer the question, request the panel to excuse you.
  
- **TEMPLATE**

The templates for presentation are provided for your guidance only. It contains the minimum requirement you must include in your presentation. However, you can, add more points/contents according to the requirement of your Project.

***Note:** The downloadable templates for presentation are also available under the icon of "Downloads" on VULMS of this course.*

# Formatting Guidelines for Writing

## **Formatting Guidelines for Project Writing:**

1. **Every Page** in the Final Project should have a page number, except Title page and Dedication. For the prefatory sheets use small Roman Numerals (i, ii, iii....); for the body and annexure use Arabic Numerals (1, 2,3....) according to the following guidelines:
  - i. Prefatory parts page numbers are centered and placed ½ inch below the imaginary line that frames the bottom of the typewritten material. Count and number the prefatory pages as shown below:
    - **Title page** Count (i) but do not insert page number
    - **Dedication** Count (ii) but do not insert page number
    - **Acknowledgement** Count and number
    - **Preface** Count and number
    - **Table of Contents** Count and number
  - ii. Body and annexure page numbers are usually placed near the bottom-right corner of the page, aligned with the right margin and ½ inch (or a double space) below the bottom imaginary line that frames the typewritten material.
2. **Page Borders:** Only on Top and Bottom
3. **Word Limit:** No fixed word limit. Suggestive word limit (8,000 to 10,000 words)
4. **Font Size:** 12 pt.
5. **Font Style:** Times New Roman
6. **Font Color:** Black
7. **Line Spacing:** One & a half (1.5)
8. **Headings and Sub headings:** Bold and/or Underline
9. **Margin:**

|        |       |
|--------|-------|
| Left   | 1.50" |
| Right  | 1.00" |
| Bottom | 1.00" |
| Top    | 1.00" |

## **General Guidelines for Formatting a Document**

Follow these guidelines for the formatting of your document:

### **1. Table of Contents**

- Give all the headings of your document by using “heading styles”. The path is Format >>>> styles and formatting
- You can choose “heading 1” for the main heading; “heading 2”, “heading 3” and so on for the subheadings.
- You can modify the heading style, as you move the cursor over the heading style, a downward bar will appear by clicking at the right side of the heading style and then modify it according to your requirement.
- Click your mouse on the page where you want to make your table of contents. Then go to Insert >>>> Reference >>>> Index and Tables >>>> Table of Contents
- A Table of contents will automatically appear.

### **2. Alignment**

- Alignment means arrangement or positioning of your written material in a straight or in parallel lines.
- You can change the alignment of your whole document, a single page, a single paragraph by going to Page setup: File >>>> Page Setup >>>> Layout
- The options for alignment are also available on the toolbar of the document.

### **3. Margins**

- The space around the printed or written material on a page is called a margin.
- You can set the upper, lower, left and right margins of your document by using the Page Setup: File >>>> Page setup >>>> Margins
- You can also set margins by using rulers appeared on the upper and left side of the document. If these rulers are not appearing on the document, go to 'View' on the tool bar and check the 'Ruler'.

### **4. Line Spacing**

- The space from the bottom of one line of text to the bottom of the next line is called line spacing. You can set line spacing of document from single to double or 1.5 before you start typing.
- On the Formatting toolbar, point to Line Spacing, and then click on the desired line spacing. (Toolbar: A bar with buttons and options that you use to carry out commands. To display a toolbar, press Alt+ Shift+F10).

### **5. Numbers and Bullets**

- Select the text that you want to number or apply bullets.
- Go to: Format >>>> Bullets and Numbers
- On this sub- window, different tags will appear like bullets or numbers.
- Select the tag that is most appropriate to you.

## 6. Font and Character Spacing

- For font style, font size and character spacing go to Format >>>> Font
- You can also change the font size and font style by using options available on formatting toolbar.

## 7. Header and Footer

- You can insert header and footer on your document by View >>>> Header and Footer

## 8. Page Numbers

- The path for insertion of page numbers is Insert >>>> Page numbers
- If you are using header and footer on your page then you can also insert page numbers by using the tool bar opened with footer.
- Usually, the page numbers are not inserted on the title page. For this purpose, go to Insert >>>> Page numbers and then uncheck the box “show number on first page”.

## 9. Justify the Text

- You can justify your text so that right margin is in straight vertical line and extra spaces within a line are justified accordingly.
- For this purpose: Click 'Justify' before you start typing. However, if you want to justify the text that has already been typed, select the relevant text and then click 'Justify'.

## 10. Page Numbers Styles

- To give page numbers in Roman Numerals and Arabic Numerals in the same document you will have to create two Sections; one for the prefatory parts and second for text parts to insert numbers.
- **Follow these steps:**
  - Move to the last page of prefatory parts, on that page your cursor should be in the end of page. Then on the tool bar, click at Insert >>>> Break >>>> Section Break Types >>>>Next Page (Now you have created two sections of the document successfully)
  - Go to Page Numbers >>>> Format >>>> select Roman Numerals and select Start at (i) (This will give Roman page numbers to the selected prefatory parts) Now for the second section i.e. Text parts go to the first page of Text Parts. Your cursor should be at the top of first page of text parts.
  - Go to Page Numbers >>>> Format >>>> Select Arabic Numerals and Start at (1). You can use same sections to omit page numbers at the title page and start giving numbers from the next page.