



Tolani College of Commerce (Autonomous)
तोलानी वाणिज्य महाविद्यालय (स्वायत्त)

Knowledge is Supreme

150-151, SHIBU-K-PUNJAB SOCIETY,
GURU GOBIND SINGH ROAD,
ANDHERI (EAST), MUMBAI-400 095.

(Sponsored and Managed by Tolani Education Society, Mumbai - 400 021)
(Recognized Unipolar (Student Minority Institution, Affiliated to University of Mumbai)

Re-Accredited (5th Cycle) by N.A.A.C. with 'A' Grade (CGPA 3.00)

Tel. : (022) 6153 5455
Fax : (022) 6153 5456
E-mail : tec@tolani.edu
Website : tec.tolani.edu

**For Repeater/ATKT
Continuous Evaluation
Assignment Submission Time Table**

02 DEC 2025

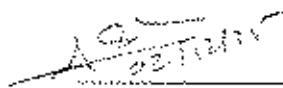
Programme Name : Bachelor of Commerce

Semester : V

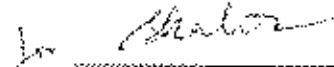
Sr. No	Course Name	Exam	Day	Date	Time
1	B.COM MAJ 5.2-Financial Accounting and Auditing - Paper - VI - Financial Accounting	Assignment Submission	Saturday	03.01.2026	11:30am to 11:45am
2	B.COM MIN 5.1-Business Economics - V (Introduction to International Economics	Assignment Submission	Monday	05.01.2026	11:30am to 11:45am
3	B.COM MAJ 5.1-Financial Accounting and Auditing - Paper - V Introduction to Management Accounting	Assignment Submission	Tuesday	06.01.2026	11:30am to 11:45am
4	B.COM MAJ 5.5-Commerce - VI - Marketing Management	Assignment Submission	Wednesday	07.01.2026	10:30am to 10:45am
5	B.COM MAJ 5.3-Commerce - V - Indian Ethics in Business (JKS)	Assignment Submission	Friday	09.01.2026	10:30am to 10:45am
6	B.COM MAJ 5.4-Financial Accounting and Auditing - Paper - VII - Auditing - I	Assignment Submission	Saturday	10.01.2026	10:30am to 10:45am
7	B.COM VSC 5.1-Export Marketing	Assignment Submission	Monday	12.01.2026	10:30am to 10:45am
8	B.COM FP 5.1-Field Project->2.00	Assignment Submission	Monday	12.01.2026	10:45am to 11:00am

Note:

1. The assignment must be handwritten in Blue Ink Only.
2. The Learner must be present on the day of the examination.
3. No assignment will be accepted after the stipulated date and time.


Dr. Ishiyaq Chiplunkar
Co-Ordinator




Mr. Murugesan Nadar
Controller of Examination

Tolani College of Commerce (Autonomous)

Programme: Bachelor of Commerce

Semester: V

Assignment Topic for Repeater Continuous Evaluation

15 DEC 2023

Course Name: B.COM MAJ 5.1- Management Accounting

Sr. No.	Seat No.	Name of Student	Assignment Topic
1	REP-BCOM525144	MESTRY CHAITALI VINOD	"Analysis of Financial Health of a Company Using Ratio Analysis, Cash Flow Statement, and Working Capital Management"
2	REP-BCOM525256	PATHAK RAJ DURGESH	"Analysis of Financial Health of a Company Using Ratio Analysis, Cash Flow Statement, and Working Capital Management"
3	REP-BCOM525285	PRAJAPATI KRISHNA UDAYRAJ	"Analysis of Financial Health of a Company Using Ratio Analysis, Cash Flow Statement, and Working Capital Management"
4	REP-BCOM525290	PASI ARTH PRAMOD	"Analysis of Financial Health of a Company Using Ratio Analysis, Cash Flow Statement, and Working Capital Management"
5	REP-BCOM525312	YADAV PALAK RAMDHANI	"Analysis of Financial Health of a Company Using Ratio Analysis, Cash Flow Statement, and Working Capital Management"
6	REP-BCOM525340	PRAJAPATI ANCHAL MITHARAM	"Analysis of Financial Health of a Company Using Ratio Analysis, Cash Flow Statement, and Working Capital Management"
7	REP-BCOM525366	MOHAMMAD SIDDIQ MOHUIDDIN	"Analysis of Financial Health of a Company Using Ratio Analysis, Cash Flow Statement, and Working Capital Management"
8	REP-BCOM525388	PATHARIYA NILESH VIJAY	"Analysis of Financial Health of a Company Using Ratio Analysis, Cash Flow Statement, and Working Capital Management"
9	REP-BCOM525396	MORE KANCHAN KRISHNA	"Analysis of Financial Health of a Company Using Ratio Analysis, Cash Flow Statement, and Working Capital Management"

- Note :-** 1) Assignment should be written in pink color assignment book.
2) Assignment should be Handwritten.

Dr. J. S. Shetye



18	REP-BCOM525290	PASI ARTH PRAMOD
19	REP-BCOM525308	GONSALVES AFREEN MAXIM
20	REP-BCOM525312	YADAV PALAK RAMDHANI
21	REP-BCOM525315	YADAV ANSHIKA RAMBRIKSH
22	REP-BCOM525317	RAJBHAR PAYAL CHANDRASHEKHAR
23	REP-BCOM525335	SHINDE SUDEEP SURESH
24	REP-BCOM525340	PRAJAPATI ANCHAL MITHARAM
25	REP-BCOM525350	ANSARI ASIF AHMED JAMAL AHMED
26	REP-BCOM525351	SHAIKH SAIFULLAH HANIF
27	REP-BCOM525363	SAYED MOHAMMED NISAR MAQSOOD
28	REP-BCOM525365	SHAH HEER AJAY
29	REP-BCOM525366	MOHAMMAD SIDDIQ MOHUIDDIN
30	REP-BCOM525370	SHAIKH SALMAN ABBAS
31	REP-BCOM525372	SHARMA GAURI DAYANAND
32	REP-BCOM525384	SHARMA SATKUMAR RAMBADAN
33	REP-BCOM525388	PATHARIYA NILESH VIJAY
34	REP-BCOM525400	SIDDIQUI SHAISTA MOHD ALAM

[Handwritten signature]



INSTRUCTIONS:

- 1) Write in a pink color assignment book.
- 2) All sums must be attempted.
- 3) Assignment should be handwritten.

Financial Accounting Assignment

T.Y.B.COM. Sem. V ATKT Examination

1. A. Ltd. absorbed 'B' Ltd. W.e.f. 1st April, 2012 when their Balance Sheet were as under: -

Liabilities	A Ltd Rs.	B Ltd. Rs.	Assets	A Ltd Rs.	B Ltd. Rs.
Equity Sh. of Rs. 10 each	10,00,000	4,00,000	Land & Building	4,40,000	2,80,000
11% Preference sh. of Rs. 100	4,00,000	4,00,000	Plant & Machinery	8,40,000	5,20,000
Revaluation Reserves	40,000	--	Stock	5,80,000	3,20,000
General Reserves	3,00,000	1,00,000	Debtors	2,40,000	2,80,000
Export policy reserves	80,000	40,000	Bills receivable	2,60,000	1,80,000
Other statutory reserves	1,00,000	20,000	Bank	40,000	20,000
15% Debentures	1,60,000	--			
10% Debentures	--	2,40,000			
Sundry Creditors	3,20,000	4,00,000			
	24,00,000	16,00,000		24,00,000	16,00,000

Terms of absorption:

- 'A' Ltd. will issue Eight Equity shares for every Five Equity shares in 'B' Ltd. of Rs. 10 each at Rs. 11 per share.
 - 11% Preference shareholders of 'B' Ltd. will be issued equal no. of preference shares in 'A' Ltd. of Rs. 100 each at Rs. 105 per share
 - 'A' Ltd. agreed to take over the debentures of 'B' Ltd. at book value. Subsequently after absorption, 10% debenture holders of 'B' Ltd. are discharged by 'A' Ltd. issuing such number of its 15% debentures of Rs. 100 each so as to maintain the same the same amount of interest.
 - All the assets and liabilities of 'B' Ltd. were taken over at book values except the following which were revalued as follows:

Land & Building	Rs. 3,00,000
Plant & Machinery	Rs. 5,00,000
Stock	Rs. 3,00,000
Debtors	Rs. 2,60,000
Bills receivables	Rs. 1,60,000
Creditors	Rs. 3,80,000
 - Cost of absorption amounting to Rs. 10,000 was paid by 'A' Ltd.
 - Creditors of 'B' Ltd. include Rs. 10,000 payable to 'A' Ltd.
- It was decided by the directors of 'A' Ltd. to set off Goodwill and Capital Reserves mutually.



Q.2. Spiderman Investments hold 1,200 --6% Debentures of Rs. 100 each in Minerva Ltd. as on 1st April, 2004 at a cost of Rs. 1,40,000. Interest is payable on 30th June and 31st December each year. Other details are as under:

01-06-2004	400 Debentures are purchased cum-interest at	Rs. 40,800
01-11-2004	400 Debentures are purchased ex-interest at	Rs. 38,400
30-11-2004	600 Debentures are sold cum-interest for	Rs. 64,500
31-12-2004	800 Debentures are sold ex-interest for	Rs. 77,300

Prepare Investment Account valuing closing balance on 31-3-2005 at cost or market price whichever is lower. The Debentures are quoted at par on 31-3-2005.

Q.3. The following is the summarised Balance Sheet of Drishti Ltd. as on 31st March, 2025.

Liabilities	Amount	Assets	Amount
10,000 Equity Shares	1,00,000	Land & Building	50,000
10% Pref. Shares of ₹ 100 each	25,000	Furniture	50,000
Security Premium	75,000	Stock	10,000
Profit & Loss A/c	50,000	Debtors	90,000
Creditors	45,000	Cash in Hand	50,000
Bills Payable	5,000	Cash at Bank	50,000
Total	3,00,000	Total	3,00,000

Net profits before taxation for the last three years have been as follows:

For the year ended 31st March 2023 ₹ 1,00,000

For the year ended 31st March 2024 ₹ 2,00,000

For the year ended 31st March 2025 ₹ 3,00,000

Average yield in the type of business is 10%. The rate of tax is 40%.

Calculate the value of one Equity Share on the basis of

(a) Intrinsic worth (b) Yield basis (c) Fair Value Method.

ACS
Dr. Drishya




Tolani College of Commerce (Autonomous)
Programme: Bachelor of Commerce **Semester: V**

Assignment Topic for Repeater Continuous Evaluation

15 DEC 2025

Course Name: B.COM MAJ 5.3- Indian Ethos in Business

Sr. No.	Seat No.	Name of Student
1	REP-BCOM525144	MESTRY CHAITALI VINOD
2	REP-BCOM525290	PASI ARTH PRAMOD
3	REP-BCOM525312	YADAV PALAK RAMDHANI
4	REP-BCOM525339	PARMAR BHAGAWATI HEERA SINGH
5	REP-BCOM525355	YADAV ANMOL BRIJESHKUMAR
6	REP-BCOM525366	MOHAMMAD SIDDIQ MOHUIDDIN
7	REP-BCOM525388	PATHARIYA NILESH VIJAY

Assignment topics

- Q.1) Elaborate on ethical decisions making in business based on Indian value system.
- Q.2) Explain the Characteristics of Indian ethos: Spiritualism, Holistic thinking and Harmony with Nature.
- Q.3) Explain leadership lessons of Chankaya for modern business.
- Q.4) Explain application of Gandhian values in business organization. Illustrate with an examples.
- Q.5) Give characteristics of ethical leader in context of Indian philosophy.
- Q.6) Elaborate on CSR and state its perspective from an Indian ethos.
- Q.7) Explain sustainability and ethical business practices in India an Indian Ethos approach.
- Q.8) Elaborate on challenges in integrating traditional Indian values with modern business operations.

Instructions:

- 1) Write any 2 topics out of the following topics.
- 2) Write in pink colored assignment book only.
- 3) Use of blue ink only for writing the assignment.
- 4) Write at least 3-4 pages for one topic.

MS
(Neha Sawant)



Tolani College of Commerce (Autonomous)
Programme: Bachelor of Commerce Semester: V

Assignment Topic for Repeater Continuous Evaluation

Course Name: B.COM MAJ 5.4- Auditing -I

15 DEC 2025

Sr. No.	Seat No.	Name of Student	Assignment Topic
1	REP-BCOM525144	MESTRY CHAITALI VINOD	Audit Documentation as a Foundation of Auditor's Opinion and Legal Defense
2	REP-BCOM525175	YADAV SONUKUMAR KUSHALCHAND	Audit Documentation as a Foundation of Auditor's Opinion and Legal Defense
3	REP-BCOM525290	PASI ARTH PRAMOD	Audit Documentation as a Foundation of Auditor's Opinion and Legal Defense
4	REP-BCOM525312	YADAV PALAK RAMDHANI	Audit Documentation as a Foundation of Auditor's Opinion and Legal Defense
5	REP-BCOM525320	KANOJIYA KAJAL ASHOK	Audit Documentation as a Foundation of Auditor's Opinion and Legal Defense
6	REP-BCOM525355	YADAV ANMOL BRIJESHKUMAR	Audit Documentation as a Foundation of Auditor's Opinion and Legal Defense
7	REP-BCOM525388	PATHARIYA NILESH VIJAY	Audit Documentation as a Foundation of Auditor's Opinion and Legal Defense

Instructions:-

- 1) Write in pink color assignment book.
- 2) Word limit is 1500.

(Signature)
(Jyoti Singh)



Tolani College of Commerce (Autonomous)
Programme: Bachelor of Commerce **Semester: V**

Assignment Topic for Repeater Continuous Evaluation

15 DEC 2025

Course Name: B.COM MAJ 5.5- Marketing

Sr. No.	Seat No.	Name of Student
1	REP-BCOM525158	KUDTARKAR SAKSHI DINESH
2	REP-BCOM525165	CHHIPPI YUKTI AMIT
3	REP-BCOM525290	PASI ARTH PRAMOD
4	REP-BCOM525312	YADAV PALAK RAMDHANI
5	REP-BCOM525355	YADAV ANMOL BRIJESHKUMAR
6	REP-BCOM525388	PATHARIYA NILESH VIJAY

Assignment topics:-

- Q.1) Explain the role and importance of marketing in today's competitive business environment.
- Q.2) "There are many factors that affects consumer buying decisions". Explain the statement.
- Q.3) Discuss bases of market segmentation. Illustrate with examples.
- Q.4) Explain tools of CRM in modern marketing scenario.
- Q.5) Explain Product Life Cycle and strategies to be used at each stage with an example.
- Q.6) "There are many pricing strategies that are used in marketing". Justify.
- Q.7) Give importance of IMC in modern marketing.
- Q.8) Explain traditional and modern distribution channels.

Instructions:-

- 1) Write any 2 topics out of the following topics
- 2) Write in pink colored assignment book only.
- 3) Use of blue ink only for writing the assignment
- 4) Write at least 3-4 pages for one topic.



Shivani Revankar
(Shivani Revankar)

Tolani College of Commerce (Autonomous)
Programme: Bachelor of Commerce

Semester: V

Assignment Topic for Repeater Continuous Evaluation

15 DEC 2025

Course Name: B.COM VSC 5.1- Export Marketing

Sr. No.	Seat No.	Name of Student	Assignment Topic
1	REP-BCOM525024	MALIK SANA IQBAL AHMED	A Comprehensive Analysis of [Exporter Name]: Background, Operations, and Future Outlook. Choose one exporter based on their operational scale (from a small one-star rated to a large five-star rated exporter) in any industry (e.g., agriculture, textile, electronics, pharmaceuticals, etc.) and provide a detailed report covering the following sections: Background & History, Organizational Structure & Personnel, Product Portfolio, Export Operations, Export Destinations and Future Plans and Strategic Outlook.
2	REP-BCOM525054	YADAV SUDHA RAVINDRA KUMAR	
3	REP-BCOM525059	YADAV ARCHANA RAMESH	
4	REP-BCOM525144	MESTRY CHAITALI VINOD	
5	REP-BCOM525221	KHAN ZAINAB ABDUL REHMAN	
6	REP-BCOM525255	MORE RASIKA DILIP	
7	REP-BCOM525281	PRAJAPATI ASHISH RAMPRATAP	
8	REP-BCOM525290	PASI ARTH PRAMOD	
9	REP-BCOM525312	YADAV PALAK RAMDHANI	
10	REP-BCOM525388	PATHARIYA NILESH VIJAY	
11	REP-BCOM525390	YADAV PRINCE SHYAMSUNDER	

Instructions:-

- 1) Write in pink color assignment book.



Shalini
(Mr. Shalini Clayton)

PROGRAMME	COURSE	EXAMINATION	SEMESTER	VERTICAL	A.Y.25-26
B.COM	B.ECONOMICS	REPEATER CE	V	MINOR	

Sr. No.	Seat No.	Name of Student	PROJECT TITLES
1	REP-BCOM525002	BANE VEDANT SANTOSH	Meaning and Scope of International Economics
2	REP-BCOM525015	PITALE DHRUV KIRAN	Subject Matter of International Economics: A Detailed Review
3	REP-BCOM525144	MESTRY CHAITALI VINOD	Importance of International Economics in Modern Trade
4	REP-BCOM525147	RASAL SHRAVANI DIPAK	Differences Between Domestic and International Trade
5	REP-BCOM525190	BHITALE RUCHITA RAKESH	Globalisation and Its Impact on World Trade
6	REP-BCOM525192	NEWALKAR SAHIL KRISHNA	Case Study: India's Integration with the Global Economy
7	REP-BCOM525198	KHAN ALINA MUSHTAQ	Comparative Cost Advantage: Theory and Applications
8	REP-BCOM525221	KHAN ZAINAB ABDUL REHMAN	Numerical Analysis of Comparative Cost Advantage
9	REP-BCOM525257	RANE ASHISH SAMIR	Heckscher-Ohlin Theory: Factor Endowments and Trade
10	REP-BCOM525281	PRAJAPATI ASHISH RAMPRATAP	Empirical Test of the H-O Theory in Emerging Economies
11	REP-BCOM525282	MORE ASHMIT MANOJ	Role of Economies of Scale in International Trade
12	REP-BCOM525290	PASI ARTH PRAMOD	Cost Structures and Large-Scale Production in Trade
13	REP-BCOM525312	YADAV PALAK RAMDHANI	Imperfect Competition and International Trade Models
14	REP-BCOM525315	YADAV ANSHIKA RAMBRIKSH	Intra-Industry Trade: Causes and Patterns
15	REP-BCOM525317	RAJBHAR PAYAL CHANDRASHEKHAR	Measuring Intra-Industry Trade Using the Grubel-Lloyd Index
16	REP-BCOM525320	KANOJIYA KAJAL ASHOK	Meaning and Types of Terms of Trade
17	REP-BCOM525340	PRAJAPATI ANCHAL MITHARAM	Net Barter and Gross Barter Terms of Trade
18	REP-BCOM525359	KAMI HEERA MOHAN	Income, Single Factoral and Double Factoral Terms of Trade
19	REP-BCOM525366	MOHAMMAD SIDDIQ MOHUIDDIN	Real Cost and Utility Terms of Trade
20	REP-BCOM525371	TAGALA ZUNARIA SAMIR	Factors Affecting Terms of Trade



PROGRAMME	COURSE	EXAMINATION	SEMESTER	VERTICAL	A.Y.25-26
B.COM	B.ECONOMICS	REPEATER CE	V	MINOR	

Sr. No.	Seat No.	Name of Student	PROJECT TITLES
21	REP-BCOM525376	HARIJAN VANDANA SHOBHNATH	Terms of Trade and Economic Development
22	REP-BCOM525382	PAL VARSHA RAJESH	Reciprocal Demand: Theory and Applications
23	REP-BCOM525388	PATHARIYA NILESH VIJAY	Tariffs: Meaning, Need and Objectives
24	REP-BCOM525394	RAHATE SEJAL SURESH	Classification of Tariffs Based on Levy and Purpose
25	REP-BCOM525397	GUPTA ROSHANI DINESH	Country-wise Tariff Discrimination: A Study
26	REP-BCOM525417	SINGH PRIYA PRAMOD	Partial Equilibrium Effects of Tariffs on a Small Country

PROJECT REPORT SHOULD BE SUBMITTED IN THE PINK COLOUR BOOK

1. Structure of the Project

Every project should follow this order:

1. Cover Page

- Title of the project
- Student's seat number
- Academic year

2. Index

- List of headings and subheadings with page numbers

3. Introduction

- Brief idea of the topic
- Why the topic is important
- How it relates to international economics

4. Objectives of the Study

- 3 to 5 clear objectives
- Use simple and direct points

5. Method of Study

- Mention sources such as textbooks, articles, websites, government reports
- Add how you collected the information

6. Main Content (Analysis)

- Explain concepts in your own words
- Use diagrams, tables or charts wherever needed
- Give real-world examples (preferably Indian and contemporary)
- Keep paragraphs short and clear



PROGRAMME	COURSE	EXAMINATION	SEMESTER	VERTICAL	A.Y.25-26
B.COM	B.ECONOMICS	REPEATER CE	V	MINOR	

7. Case Study / Numerical Illustration (only if relevant)

- o Use simple numbers
- o Explain each step properly

8. Findings

- o Brief points on what you learnt from the project

9. Conclusion

- o Summarise the main ideas
- o Keep it short and meaningful

10. Project Report:

- o **Minimum 15 pages.**

11. References

- Follow a simple format:
Textbooks, websites, reports used

Sample Project Layout

1. Cover Page

(Centre aligned)

- Title of the Project: _____
- Seat Number: _____
- Semester _____
- Subject Name: _____
- Academic Year: _____

2. Index

Sr. No.	Section	Page No.
1	Introduction	___
2	Objectives	___
3	Method of Study	___
4	Main Content / Analysis	___
5	Case Study / Numerical	___
6	Findings	___
7	Conclusion	___
8	References	___
9	Annexures (if any)	___

3. Introduction

- Brief background of the topic
- Importance of the topic in international economics
- Scope of the study

4. Objectives of the Study



PROGRAMME	COURSE	EXAMINATION	SEMESTER	VERTICAL	A.Y.25-26
B.COM	B.ECONOMICS	REPEATER CE	V	MINOR	

- To understand...
 - To analyse...
 - To examine...
- (3–5 clear points)

5. Method of Study

- Textbooks used
 - Articles / reports
 - Websites
 - Any data source
- (Write in 4–5 simple lines)

6. Main Content / Analysis

Break into neat sub-sections such as:

6.1 Meaning and Concept

Explain in simple language.

6.2 Theoretical Background

Use diagrams, graphs, small tables.

6.3 Applications / Examples

Give recent Indian or global examples.

6.4 Relevance to the Syllabus

Link it to your module and topic.

(8–10 pages)

7. Case Study / Numerical Illustration

- A small real-world case
or
 - A simple numerical example
- Explain it step by step.

8. Findings

- What the student discovered from the project
 - Key takeaways
- (5–6 short points)

9. Conclusion

- Round up the project
- Keep it simple and meaningful

10. References

Use a simple format:

- Pal, Rajesh (2022), *International Economics*, Himalaya Publishing House.
- Carbaugh, Robert (2011), *International Economics*, Cengage Learning.
- Websites (only reliable ones)

11. Annexures (Optional)

- Extra charts
- Data tables
- Additional notes

End of the Document



Tolani College of Commerce (Autonomous)

Programme: Bachelor of Commerce

Semester: V

15 DEC 2025

Assignment Topic for Repeater Continuous Evaluation

Course Name: B.COM F.P 5.1- Field project

Sr. No.	Seat No.	Name of Student
1	REP-BCOM525221	KHAN ZAINAB ABDUL REHMAN
2	REP-BCOM525290	PASI ARTH PRAMOD
3	REP-BCOM525388	PATHARIYA NILESH VIJAY
4	REP-BCOM525312	YADAV PALAK RAMDHANI

Field study report

General Instructions:

- 1) Field study is mandatory and it carries **2 credits**.
- 2) In total it carries **50 marks**.
- 3) **Minimum 100 responses are compulsory for field study.**
- 4) Field report need to be written in assignment book i.e. Pink assignment book.
- 5) Write in **blue/ blank ink** only.
- 6) **Decorating assignment book is not allowed.** As it is a research based assignment.
- 7) Field study must be submitted on time. **No excuses will be entertained.**



Shivani Revankar

Title : Understanding Consumer behaviour in _____ market : A field study in Mumbai region.

Suggested examples of fields of study.:

- 1) Fashion Market (Focus: Trends, brand preferences, fast fashion vs. sustainable fashion)
- 2) E-commerce Market (Focus: Online buying behaviour, platform preferences (Amazon, Flipkart), delivery impact)
- 3) Fast Food Market (Focus: Eating habits, brand loyalty (McDonald's, Domino's), health awareness)

The markets listed above are suggested options for students to explore and develop a field report. However, students may also choose to study other markets, depending on their interests and academic requirements.

Example of topic framing would be : 1) **Understanding Consumer behaviour in the Fashion market : A field study in Mumbai region.**

2) **Understanding Consumer behaviour in the fast food market : A field study in the Mumbai region.**

Format :

Field study must include :

1) Introduction

- Theoretical background related to your topic
- Importance of the topic.
- Scope etc.

2) Objectives of the study

- Minimum 5 objectives should be written
- Objectives should be clear, measurable and focused.
- Action words / phrases that can be used are : To Identify/ To Examine / Investigate /To Analyse / To Explore/ To Understand / To Determine /To Compare/ To know / To describe etc.

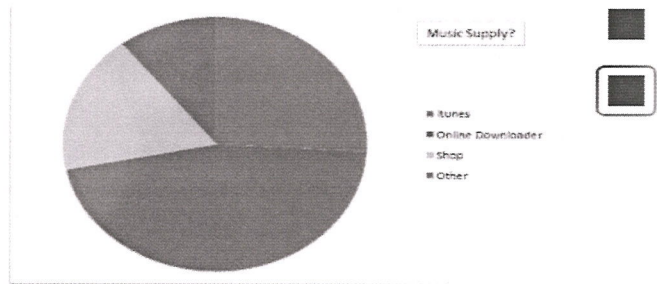
3) Findings and Analysis

- Pie charts/ bargraphs summary of your responses must be stuck and your findings and analysis must be written.
- Findings must be descriptive in nature.

Example of how to write your findings:



Sarabhan



The evidence from this pie chart shows that the most popular place people got their music supply from was an 'Online downloader' the second most popular was iTunes, all of the other categories however still had people purchasing from them, therefore this pie chart shows a clear variation in music supplies.

4) Conclusion

- It included a summary of key findings, Interpretations and implications, Recommendations (if required) etc.

5) Annexure (Here stick your questionnaire)



Seramban