



A PROJECT REPORT
On the Topic
“Role of Digital Marketing over Conventional Marketing”

At
Introtallent Pvt. Ltd.

By
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in partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

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**Founder And Director
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**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
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June 2020


CERTIFICATE

This is to certify that Mr. Mohammed Shifan B bearing USN 1CR18MBA23 is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on "ROLE OF DIGITAL MARKETING OVER CONVENTIONAL MARKETING" is prepared by him under the guidance of Mr. Sushanth E Revankar, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.


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Signature of HoD

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Evaluators

1) Name of external evaluator

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Signature with Date



23/06/2020

Introtallent

Data Science | Machine Learning | Projects

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web: www.introtallent.com | Corporate ID: U72200KA2017PTC107008

19-Jun-2020

TO WHOM IT MAY CONCERN

This is to certify that Mr. Mohammed Shifan B has successfully completed his internship with Introtallent Pvt Ltd. His internship tenure was from 02-Jan-2020 to 14-Feb-2020.

During the internship he demonstrated good problem-solving skills with a self-motivated attitude to learn new things and implemented them on the project. His performance throughout the project tenure was good and was able to complete the project successfully on time.

We wish him all the best for his future endeavors.

Yours sincerely,
For Introtallent Pvt Ltd.



Anjali Dhawan
Head – HR and Operations

DECLARATION

I, Mr. Mohammed Shifan B hereby declare that the Project report entitled “**Role of Digital Marketing over Conventional Marketing**” prepared by me under the guidance of Prof. Sushant E Revankar, faculty of MBA Department, CMR Institute of Technology and external assistance by Mr. Mukesh Jha (Founder and Director at Introtallent Pvt. Ltd). I also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.

Place: Bangalore

Date: 22-06-2020

(Mr. Mohammed Shifan B)

USN: 1CR18MBA23

Handwritten signature of Mohammed Shifan B in blue ink, with the name written in a cursive style.

ACKNOWLEDGEMENT

I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I take this opportunity to express my heartfelt thanks to **Dr. Sanjay Jain**, Principal, CMR Institute of Technology, Bangalore, for his support and cooperation to undertake and complete the project work.

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I acknowledge the insights provided by my External Guide, Mr. Mukesh Jha, (Founder and Director), (Introtallent Pvt. Ltd) which helped me to a great extent in completion of the project work.

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Mr. Mohammed Shifan B

USN: 1CR18MBA23



TABLE OF CONTENTS

Chapter No.	CONTENTS	Page No.
	Certificate Declaration Acknowledgement List of Table List of Charts	1-7
	EXECUTIVE SUMMARY	8
1	INTRODUCTION 1.1 Industry Profile 1.2 Company Profile Promoters, Vision, Mission, Quality Policy. Products / services, Infrastructure facilities, Competitors' information, SWOT Analysis, Future growth and prospects and Financial Statement Analysis	9-21
2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW 2.1 Theoretical Background of the Study 2.2 Literature Review 2.3 Research Gap	22-29
3	RESEARCH DESIGN 3.1 Statement of the Problem 3.2 Need for the Study 3.3 Objectives of the Study 3.4 Scope of the Study 3.5 Research Methodology 3.6 Hypotheses 3.7 Limitations of the Study 3.8 Chapter scheme	30-35
4	DATA ANALYSIS AND INTERPRETATION	36-51
5	SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION 5.1 Findings of the Study 5.2 Suggestions 5.3 Conclusion	52-53
	BIBLIOGRAPHY	54
	ANNEXURE	55-58

LIST OF TABLES

Table No.	TITLE OF TABLES	Page No.
1.1	COMPANY PROFILE	11
1.2	HYPOTHESIS CALCULATION	34
1.3	HYPOTHESIS TESTING BY USING CHI-SQUARE	35
1.4	HYPOTHESIS RELATIONSHIP	48
1.5	HYPOTHESIS TESTING BY USING CHI-SQUARE	49
	RELATIONSHIP OF USING SOCIAL MEDIA TO GENDER	50

LIST OF CHARTS

Chart No.	TITLE OF CHARTS	Page No.
1.1	INFORMATION VIA DIGITAL MEDIA	36
1.2	DIGITAL MEDIA IS EASY & EFFECTIVE WAY TO GIVE FEEDBACK	37
1.3	SHOULD MAINTAIN MORE DIGITAL ADVERTISEMENTS	38
1.4	HAVING ORGANIZED DIGITAL SOCIAL MEDIA PLATFORM	39
1.5	YOU CLICK ON THE ONLINE ADS TO READ	40
1.6	YOU PREFER TO TAKE ONLINE COURSES	41
1.7	YOU RESPOND TO ADVERTISEMENT	42
1.8	DIGITAL MARKET HAS FAR MORE FREEDOM OF CHOICE	43
1.9	YOU SEARCH NEWSPAPER/TV/RADIO/BILLBOARDS	44
2.0	YOU PREFER DIGGING THE INFORMATION BY VISITING SERVICE PROVIDER	45
2.1	HOW MANY HOURS YOU SPEND ONLINE	46
2.2	HOURSE OF SPENDING ONLINE BASED ON DIFFERENT OCCUPATION GROUP	47

EXECUTIVE SUMMARY

The report displays the summary of activities done at INTROTALLENT PVT LTD based at Bangalore. I had a great practical learning experience where I got an opportunity to implement my theoretical knowledge in practical. The company belongs to Educational service industry, and it provide highly customizable Data Science & Analytics Training, Soft-skills Training, Consulting, niche Technology and Corporate Training (both Technical & Non-Technical).

Introtallent started its business in 2017. As it's a startup, advertisement plays a huge role at the initial phase of the company. So for the growth and development of the business it was very important to understand what type of advertisement suits to the business and conducting a market research plays huge role in business operation.

I undergone this study for my partial fulfillment of MBA program at CMR Institute of Technology in my IIIrd semester. The research topic is “Role of digital marketing over conventional marketing”, this study shows what is the perception of people over digital and conventional marketing and also to understand weather the conventional marketing still plays the role in the market or not.

Will performing the Analysis I found that for education Industries 65% of Digital Marketing and the rest 45% of Conventional Marketing of this ratio plays the role in the Market. The reason behind is most of the admissions goes to the institutes are through referrals and for building strong and long-lasting relationship it's possible only through interacting personally and hence traditional way still plays the important role and the Digital world has not completely acquired the market.

CHAPTER-1

INTRODUCTION:

Indian education sector has a mix of both government-operated and privately operated educational institutes, well both this sectors plays a major role of India’s growth and social-economic development. As a result, both the formal education sector (including primary, secondary and higher education) as well as informal sector (including coaching institute, pre-schools and vocational institutes) are growing rapidly in India.

The Non-formal education sectors like coaching institutes, private classes are marked 35% hike in India especially in the cities like Mumbai, Kolkata, Delhi, Bangalore and Chennai. Most of this private institutes are focusing on filling the gap of formal institute’s education and also upgrading the skills of individuals.

Even though the growth of non-formal education is up to 35% but still they are lagging behind by providing the best quality of services because of several constrains, but some of this privately operated institutes are unable to reach the right candidates by its right advertising techniques. Several measures and techniques have been implemented and examined to understand the better way of reaching the potential customers to improve the sales graph.

This days many institutes are not wasting their money on investing in same flashy marketing campaigns, instead of than choosing to invest in new tactics. Hence the access of internet and social media has totally changed and transformed the education sector throughout the world. Facebook as more than 2.3 billion monthly active users, and Instagram has 1 billion monthly active accounts. Hence the platform of social media is becoming more popular day by day and the way we consume information is also changing significantly.

For our education sector this is an advantageous situation to market the institutes will implementing correctly and in a right way. Educational social medial marketing can help to create online communities, increase interaction, engage more students and form global reputation.

INDUSTRY PROFILE:

Introtallent Pvt. Ltd. is a startup business based in Indiranagar Bangalore, incorporated in the year 2017. It provides highly customized Data Science, Business analytics, Soft skill Training, Consulting, and Corporate Training solutions for individuals in Bangalore. The Introtallent trainers are industry experts holding more than a decade of experience in IT industry at Data science and Analytics sector. The main objective of Introtallent is to provide best in class training programs which are designed in such a way that which will helps the individuals and organization to match with latest industry needs and standards.

Earlier when Introtallent started its business, initially it began with offering computer courses like MS Excel and Computer Learning programs but latter on it expanded its wings in several areas at Analytics, Corporate Training and consulting. The Introtallent has the competitive advantage of delivering innovative way of learning and development programs to its clients, and also by executing co-create program that again delivers value to the clients.

The Introtallent Pvt. Ltd., when it started its business in the year 2017. As every company it also faced the advertising and promotion issues, they were more towards conventional way of marketing to their services. Then later slowly the management team of Introtallent also came up with providing online training to their clients and also started doing onsite corporate training service.

Now Introtallent can proudly say that they have become leaders in providing classroom and corporate training with the help of Introtallent trainers who is industry experts and working professionals who train and mentor the individuals for their career and as well as professional growth.

COMPANY PROFILE:

COMPANY NAME	INTROTALLENT PVT. LTD.
ADDRESS	INTROTALLENT PVT. LTD., 26 ANU ARCADE, ABOVE A2B ANAND BHAWAN INDRANAGAR, BANGALORE, INDIA-560038
TELEPHONE NUMBER	8618569998
FOUNDER & DIRECTOR	MR. MUKESH JHA
DATE OF INCORPORATION	06 OCTOBER 2017
NATURE OF BUSINESS	SERVICE BASED COMPANY
AREA OF OPERATION	CORPORATE TRAINING AND CONSULTING SERVICES
CLASS OF COMPANY	PRIVATE COMPANY
FIRM TYPE	LIMITED BY SHARES
WEBSITE	https://www.introtallent.com/

PROMOTERS:



MUKESH JHA (FOUNDER AND DIRECTOR)



SHIVAM GAUR (CORPORATE TRAINER)



KEERTHI M (STUDENT AT OXFORD COLLEGE)



SHRUTI PARIDA (STUDENT AT DAYANAND SAGAR COLLEGE)

VISSION:

Introtallent main vision to help and understand potential individuals and organizations make them realize there true potential by providing very high quality of learning experience and to be there as a consultative partner as there mentor and guide them in solving business problems.

MISSION AND QUALITY POLICY:

Launch of self-service and an affordable Business Analytics platform SaaS (Software as a Service) to cater to the small and medium business segment that will help them make better business decisions based on the analytics provided by the products. The incubation is planned for the year 2021.

Introtallent is a leader in Data Science, Machine Learning and Business Analytics training with over 90% placement record. Online Training: Instructor-led live online training from professionals across the world.

On-premises training for corporates in the area of Analytics, Data Science and Soft-skills/Leadership training.

Introtallent also does Data Science and Analytics consulting for key clients including Pharmed, HGS, vmWare, Myntra, and Annalect etc.

A web based platform for school students to develop programming skills, those it leads to time saving for the students with the same time they can enhance their skills simultaneously.

Self-paced learning platform. The product is under development currently.

SERVICE PROFILE:

1) **DATA SCIENCE:**

Data science is a combination of studies from different fields which uses different methods like algorithms, processes, scientific methods and various systems to extract knowledge and finding insights from structured and unstructured data. Data Science also includes Big Data and Data Mining.

Introtallent has sub-divided the Data Science Course into three major courses by looking the market requirement.

- **CPDS – Certified Program in Data Science.**
 - ✓ Python
 - ✓ Statistics for Data Science
 - ✓ Data Science and Machine Learning
 - ✓ R
 - ✓ Capstone Projects
 - ✓ Job Preparation

- **Data Science Pro**
 - ✓ Microsoft Excel
 - ✓ Tableau
 - ✓ SQL
 - ✓ Statistics for Data Science
 - ✓ Python
 - ✓ Data Science and Machine Learning
 - ✓ Capstone Projects
 - ✓ Job Preparation

- **Data Science Plus**
 - ✓ Microsoft Excel
 - ✓ Tableau
 - ✓ SQL
 - ✓ Statistics for Data Science
 - ✓ Python
 - ✓ Data Science and Machine Learning
 - ✓ R
 - ✓ Capstone Projects
 - ✓ Job Preparation

2) ANALYTICS:

Analytics is finding meaningful insights in the pattern of data and discovering, interpretation and communication of solutions to the problems from data.

- **CPBS – Certified Program in Business Analytics.**
 - ✓ Microsoft Excel
 - ✓ Tableau
 - ✓ SQL
 - ✓ Projects
 - ✓ Job Preparation

- **Analytics Pro**
 - ✓ Microsoft Excel
 - ✓ Tableau
 - ✓ SQL
 - ✓ VBA
 - ✓ Projects
 - ✓ Job Preparation

▪ **Analytics Pus**

- ✓ Microsoft Excel
- ✓ Tableau
- ✓ SQL
- ✓ VBA
- ✓ Python
- ✓ Projects
- ✓ Job Preparation

3) SOFT SKILL TRAINING:

Introtallent helps the individual to develop there interpersonal skills and leadership skills and how to overcome fear of stage and how to present oneself in front of audience, Introtallent brings the work ethics for an fresher and teaches problem solving technics.

4) PERSONALITY DEVELOPMENT:

Introtallent provides individuals how to improve their personality by changing their negative attitude to positive attitude and how to control an individual's thoughts and feelings which makes one different from other.

5) HIGH IMPACT BUSINESS PRESENTATION:

With this course Introtallent trains you on how to make your presentation more impactful and highly influencing which makes to achieving business objectives.

6) DIGITAL MARKETING:

One of the emerging field in the market which has good offerings for an individual for those who has the skills of SEO and SCM. With the practical

hands on experience with the expertise which makes Introtallent candidate to stand out from the crowd.

7) CORPORATE TRAINING:

Introtallent also provide corporate training where as per the industry standards they train there candidates which makes the person to develop their skills and knowledge according to the corporate requirement.

INFRASTRUCTURE FACILITIES:

Introtallent follows the standard infrastructure, where as it provides both the online and offline classes. In offline training it gives a very pleasant and cool environment where students can learn and focus on their classes and it has the basic necessity for the students for their comfort so that they can enjoy their learnings.

With the top expertise at Introtallent they make online classes so interactive and engaging which leads to the students to be more focused towards the topic and with the latest tools in the market which reduces the effort of online training.

By developing a secure and robust infrastructure for the managed services, cloud services, back and recovery, work place solution and it makes the company responsive organization which leads to digital paradigm.

COMPETITORS:

1. **IMARTICUS LEARNING BANGALORE**

Incorporated in 2012, which is a technology driven education service provider which almost same courses provided by Introtallent. In Bangalore they have two branches one located in koramangala and another in Marathahalli.

Imarticus are also into deferent domain such as finance, capital marketing and so on. Imarticus have trained 35000 plus students, 480 plus corporate partners and 200 plus faculty.

2. **DATAMITES:**

Datamites formed in the year 2016 by providing full fledge data science courses in Bangalore and other cities. Datamites are cost affective and quality delivering institutes based in Bangalore.

Datamites focused towards Analytics and data science where they provide all the courses related to analytics and machine learning.

3. **JIGSAW ACADEMY:**

Jigsaw Academy has been identified and ranked No. 1 continuously from 2013-2019, for providing data science course. Jigsaw has 50k plus and they have 30 plus countries learner.

4. **PROJECT PRO (DEZYRE):**

Dezyre delivers there training by live interactive online platform sections where the user gets the lifetime access to their course. Dezyre believe that one of the best way to learn the job skills is from the industries expertise and professionals.

5. **IMS PRO SCHOOL:**

IMS was incorporated in the year 1997, since 1997 they have worked together towards success of their students and clients. IMS are the fourth most trusted education brand according to brand equity survey.

The competitive advantage of IMS are, they identify the future professional opportunities and involve new innovative programs to engage there students to make it interactive.

SWOT ANALYSIS:

Identifying the internal and external Opportunities or Threats for the betterment of the organization, the SWOT tool is used to brainstorm on certain elements to focus on their particular area which is really essential for the business operations. Before we go for applying the tool first the organization need to understand the area of analysis.

Introtallent has understood its strengths, weaknesses, opportunities and threats to their Digital Marketing platform, Introtallent has the clear goal of taking their service to the peak by utilizing the booming platform called Digital Marketing.

So to understand, Introtallent has conducted this SWOT Analysis to perceive the Role of Digital Marketing over Conventional Marketing.

To pick the right platform to promote Introtallent services, following Analysis is done.

STRENGTHS:

Conventional Marketing Strengths:

- ✓ Very handy to reach local audience.
- ✓ Recycling of the promotion materials.
- ✓ High and proven success rate in niche marketing.
- ✓ Some of the studies suggest that hard copy marketing are easy to process and recall.

Digital Marketing Strengths:

- ✓ Reaching of the Brand awareness is very wide.
- ✓ Very cost affective compared to Traditional Marketing.
- ✓ Huge conversation rate.
- ✓ Trackball and modifiable.

WEAKNESESS:

Conventional Marketing Weaknesses:

- ✓ Not targeting the right potential customer.
- ✓ Price issue or High cost compared to Digital Marketing.
- ✓ Not accessible to change the advertisement once it is released.
- ✓ Traditional Marketing provides very minimal information.

Digital Marketing Weaknesses:

- ✓ Ignorance of internet advertisement which leads to legitimate business loss.
- ✓ Heavy competition in internet marketing.
- ✓ Negative feedbacks damages the reputation of the company.
- ✓ Highly depended on technology can be prone to error.
- ✓ Not embraced by all people.

OPPORTUNITIES:

Conventional Marketing Opportunities:

- ✓ Personal interaction.
- ✓ Cold calling.
- ✓ Harnessing word power.
- ✓ Fitting the bill.

Digital Marketing Opportunities:

- ✓ Search Engine Optimization (SEO).
- ✓ Social Media Marketing.
- ✓ Inbound Marketing Management.
- ✓ Content Marketing Manager.
- ✓ Convention Rate optimizer.

THREATS:

Conventional Marketing Threats:

- ✓ Personal interaction.
- ✓ Cold calling.
- ✓ Harnessing word power.
- ✓ Fitting the bill.

Digital Marketing Threats:

- ✓ Uncertainty of online campaigning.
- ✓ Just having a perception towards Social Media which will boost your sales will not help.
- ✓ Diversified audience.
- ✓ Requires constant monitoring.

FUTURE GROWTH AND PROSPECTS:

Introtallent has grown 150% in 2018-19 and expected to grow further by 60% in the current financial year i.e. 2020-2021.

Key focus area in the current fiscal is promoting online training and self-paced training for students and professionals. Consulting projects will continue with the current clients and strengthening of relationships with current clients are the key focus.

Expanding the business by providing franchisees to the potential partners and setting up the quality standards to be maintained by the partners and to sustain the competitive advantage of Introtallent in future.

FINANCIAL STATEMENT:

Company is not ready to share the Financial Data as it is confidential for them.

CHAPTER-2

BACKGROUND OF THE STUDY:

To understand the Role of Digital Marketing over Conventional Marketing, the study was conducted. As Introtallent belongs to education industry it was important to conduct the study to prepare an advertisement portfolio which is best suitable for Introtallent.

At preliminary stage of the study most of the samples had the perception only towards Digital Marketing but when the actual study conducted the outcome was totally different, the study gave and insights about how Introtallent can develop new strategies and new farm of pitching the target candidate etc.

The topic on which the study was conducted was an very vast topic but from the view point of Industry it was really imported to understand the gap in which way of reaching the customer is best for Introtallent and to understand what are mistakes Introtallent is doing will conducting the advertisement campaigns.

The study was conducted by collecting primary and secondary data, this research is a mix of quantitative and qualitative method. Most of the articles and magazines have always talked about Digital way of marketing is the best way especially for the education industry but it was not exposed about the main tactics and strategies for education industry to target there potential candidates. The main purpose of using the mix methodology was to gain a very good insights which is quality outputs from the large number of samples, research gave an eye opening insights and outputs for filling up the gaps.

Significance of addressing this topic was mainly to fill advertisement gaps weather the Traditional or the Digital way of Advertisement is best suitable to Introtallent, weather to completely move to the Digital Advertisement or stick to the same Traditional or weather to use both but was is the right portion weather to highly concentrate only

towards Digital as it is booming in the market, although if we use Digital way which age group prefer most all of this where the Gaps was to be addressed.

The rational and assumptions of the study are Direct Marketing pays and major role compared Traditional Marketing but all thought completely neglecting convention methods is not a wise choice but proper mixture of using both way of Marketing is a smart move to the company. Also after considering the SWOT Analysis, by looking at several new Opportunities and Threats it seems looks that Traditional marketing also plays the at least 30% of the role in the Market.

ROLE OF DIGITAL MARKETING OVER CONVENTIONAL MARKETING:

The debate for Digital and Conventional Marketing is always there but it important to you to understand which type of Advertisement is best suitable for your business so to understand it first the company needs to understand the pros and cons of Digital and Traditional marketing and then a company can jump into the decision on opting any of those or may be both.

Ways of Traditional Marketing:

- News paper
- Radio
- Bill Boards
- Flyers
- Weekly Magazines Ads
- Television

Ways of Digital Marketing:

- Social Medias
- Business Network lines like LinkedIn
- Paid pop-ups
- E-mail marketing
- SEO

- Blogs
- Clickbait links for viral content

LITERATURE REVIEW:

Dr. Bala Madhu, and Mr. Verma Deepak

Year: 2019

Digitalization is the rapid change which every one of us experiencing. Indian consumers are looking more into internet to find about particular product or services compared with conventional and traditional marketing, to In this study, we acknowledged that businesses can really benefit from Digital Marketing such as search engine optimization (SEO), content marketing, e-mail direct marketing content automation, e-commerce marketing, campaign marketing, and social media marketing, search engine marketing (SEM), social media optimization, , display advertising, e-books, optical disks and games are becoming more and more common in our advancing technology.

P.K Kannan and Hongshuang

Year: 2017

We develop and describe a framework for research in digital marketing that highlights the touch points in the marketing process as well as in the marketing strategy process where digital technologies are having and will have a significant impact. Using the framework we organize the developments and extant research around the elements and touch points comprising the framework and review the research literature in the broadly defined digital marketing space.

Munshi

Year: 2012

Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous Opportunities for Governments to function in a more efficient manner.

Mangold

Year: 2009

Social media with an extra ordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience.

Rohm and Hanna

Year: 2011

Marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization’s marketing communication plan.

Zhang

Year: 2013

Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write

comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy.

Helm and Moller

Year: 2013

The online way of communication is more influencing to the customer then traditional way of Marketing hence using digital marketing influences more to the people has everyone are using the online platform every time so people are more engaged in online platform so convincing and influencing the customer is more easy then tradition way as it saves time and money both so considering Digital Marketing is a very good choice in coming period.

Arnott

Year: 2013

As part of Study, it is proven that users experience increase in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professional. It proves that people are more enjoying and engaged in social media and very quickly adapting the platform hence it shows that people are enjoying so hence which means that it is a good sign for the Business people out there and making it more engaging and also developing the platform so well that people start enjoying more hence it is a very good platform to attract your potential customer towards your store.

Cetina and Cristiana

Year: 2012

Online experience takes the users a different mental experience which enhances the consumers to buy certain product our services. The Digital experiences always effects the mental process of the consumers and leads the customer to purchase the product it

triggers the customer for making buying decision. So which means that people are enjoying the online platform

Yannopoulos

Year: 2011

If a Business wants to grow in this coming era the most powerful tool is Internet. By using internet business can do wonders and it is platform where everyone are connected worldwide. Hence Business can target customers at a single click, so it is most impotent that Businesses to understand that internet is booming and companies are going highly involved in growing their businesses through internet.

Dr. Madhu Bala

Year: 2018

The Managers in an organization who fails to understand that internet is the very imported tool to get into their businesses and the one who fails to understand the importance of the Internet in their businesses for the Marketing strategies will be a very foolish move, the reason behind is the internet is changing the strategies of pricing, brands, distribution and promotions.

Chaffey

Year; 2013

By using the Digital Marketing an organization can match the individual needs it's a very easy way of understanding their needs and wants. Digital Marketing helps the Business to keep their customers inform up to date, it is the use of technology to fill the gap of Business and customers so hence using digital marketing improves your company's growth and repo towards the customers and can build the relationship between customer is so easy and convenient any business can learn and enjoy the technology and in the meantime businesses can grow their businesses.

Parsons and Zeisser

Year: 1996

The companies are realizing that in this developing world it is important to merge with online with the traditional methods of meeting their customers' needs with more concentrating on their customers and connecting their audience with internet which is highly important in this rapidly growing world. It is very essential to take businesses into online with their traditional methods.

Kiani

Year: 1998

For the Marketers it is a new opportunity to market their products and services through Technologies, it gives you the opportunity to achieve your business objectives. Hence introduction of technologies have made a path for the business to achieve their business goals by marketing their products and services.

Song

Year: 2001

A very well platform to the marketers who wants to build brands and to increase their traffic in websites and to achieve success in the field of marketing. To run advertisement campaigns online is the best platform to run their campaigns and to monitor their performance and Measure their performance to alter their advertisement campaigns.

Pepelnjak

Year:2008

So the ROI (Return On investment) on Digital Marketing is more cost-effective compared to other Advertisement channels, hence promoting their companies product and services in internet is much cost effective to other advertisement and the

measurement of success rate is high and also in terms of producing results towards money spent.

Teo

Year: 2005

The Singapore companies have measured the success rates and they have told that use of Digital Marketing for achieving business goals, if a firm is looking to gain results in very short period then Digital Marketing tool is best suitable for their growth and success.

Mort, Sullivan and Drennan

Year: 2002

The change in the market dynamics has giving an complete different way of perception towards Digital Marketing and the drastic change in the Technology is one of the big reason for the growth in Digital Marketing.

Kanttila

Year: 2004

The main key characteristics of marketing are the speed of the technology, accessibility and navigation of internet. This are the characters which delivers the best results in Digital Marketing and success for Business.

Trusov

Year: 2009

Using WOM (word-of-mouth) in social media and making the website famous which makes the business to be success and this is a tested tool to achieving success through Digital Marketing.

CHAPTER-3

RESEARCH DESIGN

STATEMENT OF THE PROBLEM:

What is the Role of Digital Marketing over Conventional Marketing at Introtallent Pvt Ltd. Should Introtallent completely focus on Digital Marketing to Market their services or Introtallent should mix both Marketing strategies to target their customers.

NEED OF THE STUDY:

To understand Marketing strategies which is best suitable for Introtallent, to study the behavior of customers towards different Marketing platforms used by Introtallent to understand what content of Introtallent’s advertisement is best suitable for which age group. To think about different marketing strategies to implement at Introtallent. To see the difference of Digital Marketing and Conventional Marketing applied to candidates which is the best way to tap their potential candidates. And to understand the best way of building relationships with their clients and candidates.

- To examine what is the best way of reaching customers
- What is the role played by Digital Marketing to generate traffic
- Explore about the content to be advertised which grabs the customers
- To build new and innovative Marketing strategies
- What is the best way of tapping their potential candidates through which medium of advertisement
- Which is the powerful tool to build the relationship

OBJECTIVE:

The study is based on following objectives

- To find some deep strategies to tap the customers
- To understand the importance of Digital Marketing and Conventional Marketing for Introtallent
- To study the perception of people towards Digital Marketing
- To check the awareness of booming courses launched in the market
- To identify how well Introtallent can build their relationship with their clients buy using which medium

SCOPE OF THE STUDY:

In this emerging technology world it is important to understand the company what is the view of customers towards the Digitalization and their perception, especially in education sector. In cities like Bangalore which has heavy competition itself, to understand how well the customers are understanding about the services offered around them and what is the important role played by Digital Marketing.

METHODOLOGY:

There are two types of methods used in this research design one is qualitative which means study of behavior and close observation and another is quantitative method by taking sample from the population. The extracted data is used to measure the Role of Digital Marketing over Conventional Marketing.

DATA COLLECTION:

Primary Data:

It is the data collected directly for the first time; the primary data used in the survey are derived from questionnaires, interview and observation.

- Questionnaires: It is a set of structured Likert and open-ended question were asked to the respondents.
- Face to face Interview: It is an interaction between respondents.
- Observation: It refers to looking towards candidates in the organization.

Secondary Data:

It is data collected which already existing in nature.

- Company website
- Company previous records

Sampling Design

- Type of design: Non-probability sampling method
- Sampling unit: Bangalore
- Sample size: 100 respondents

HYPOTHESIS:

Hypothesis perhaps described as a proposition or a fixed of proposition set forth as an explanation for the incidence of a few distinctive organization or phenomena both asserted simply as a provisional conjecture to manual a few investigation or accepted as pretty likely within the mild of installed information.

Hypothesis is usually considered as the most important tool in research. Its main function is to indicate new observations. It is an insignificant assumption or a few

supposition to be proved or disproved. Quite frequently a research hypothesis is a predictive assertion, capable of being tested by means of scientific methods, that relates an impartial variable to a few structured variables.

Chi - square test

Chi - square distribution is used to obtain confidence interval estimate of unknown population variance. It is one of the important non-parametric tests used for a randomly selected data to compare more than two variables. Chi - Square fitness test is used to determine if the observed value (experimental value and the theoretical value) differs. A single variance Chi - Square test is used to test a hypothesis on a specific population variance value.

The distinguish of dependability of suitable test, a statement takes the additional form

H_0 = Null Hypothesis

H_1 = Alternative Hypothesis

Significance Level

When the null hypothesis is right in the statistical test then there is chance of rejecting the null hypothesis. The significance level values are 0.1, 0.05 and 0.01, the value should be from 0 to 1

HYPOTHESIS CALCULATION:

Null Hypothesis (H0): Role of Digital Marketing is less compared to Conventional Marketing at Introtallent Pvt. Ltd.

Alternative Hypothesis (H1): Role of Digital Marketing is equal and more, compared to Conventional Marketing at Introtallent Pvt. Ltd

Row Labels	Male	Female	Grand Total
Agree	25	18	43
Disagree	2		2
Neutral	16	8	24
Strongly Agree	16	13	29
Strongly Disagree	0	2	2
Grand Total	59	41	100

Degree of freedom @5% level of significance = n-1

= 5-1

= 4

Tabulated Value = 9.488

Formula: $x^2 = (O-E)^2 / E$

Whereas, O= observed value

E= estimated value

E= Row Total * Column Total / Total

HYPOTHESIS TESTING BY USING CHI-SQUARE:

O	E	O-E	(O-E)²	(O-E)²/E
25	25.37	-0.37	0.1369	0.005396137
2	1.18	0.82	0.6724	0.569830508
16	14.16	1.84	3.3856	0.239096045
16	17.11	-1.11	1.2321	0.07201052
0	1.18	-1.18	1.3924	1.18
18	17.63	0.37	0.1369	0.007765173
0	0.82	-0.82	0.6724	0.82
8	9.84	-1.84	3.3856	0.344065041
13	11.89	1.11	1.2321	0.103624895
2	0.82	1.18	1.3924	1.69804878

Calculated value = 5.0398371

So, the calculated value is < tabulated value

Therefore, Null Hypothesis is REJECTED

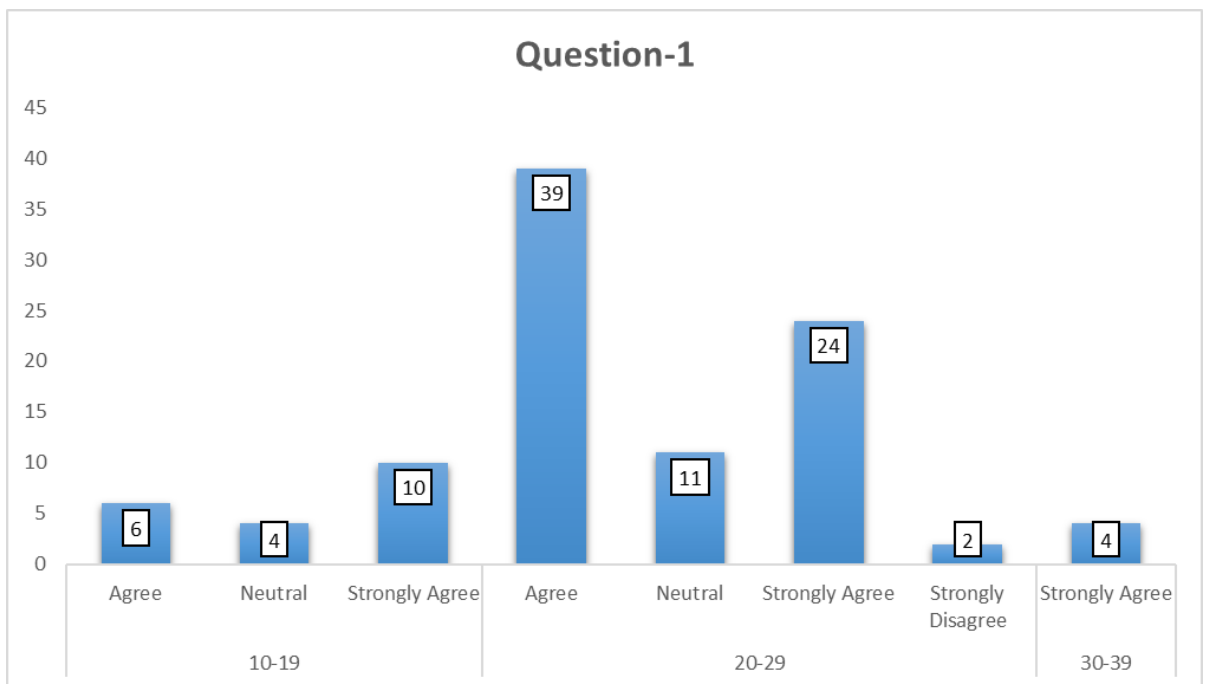
LIMITATIONS:

- Very limited time to conduct depth study
- Difficulty in collecting primary data
- People didn't respond properly to offline Advertisement Campaigns
- Company was not opened to provide there turnovers and financial data as it was confidential for the company
- Couldn't get the chance to interact with Introtallent clients

CHAPTER-4

ANALYSIS AND INTERPRETATION:

1. Getting new Service launching information via digital media than a conventional media is more Informative.

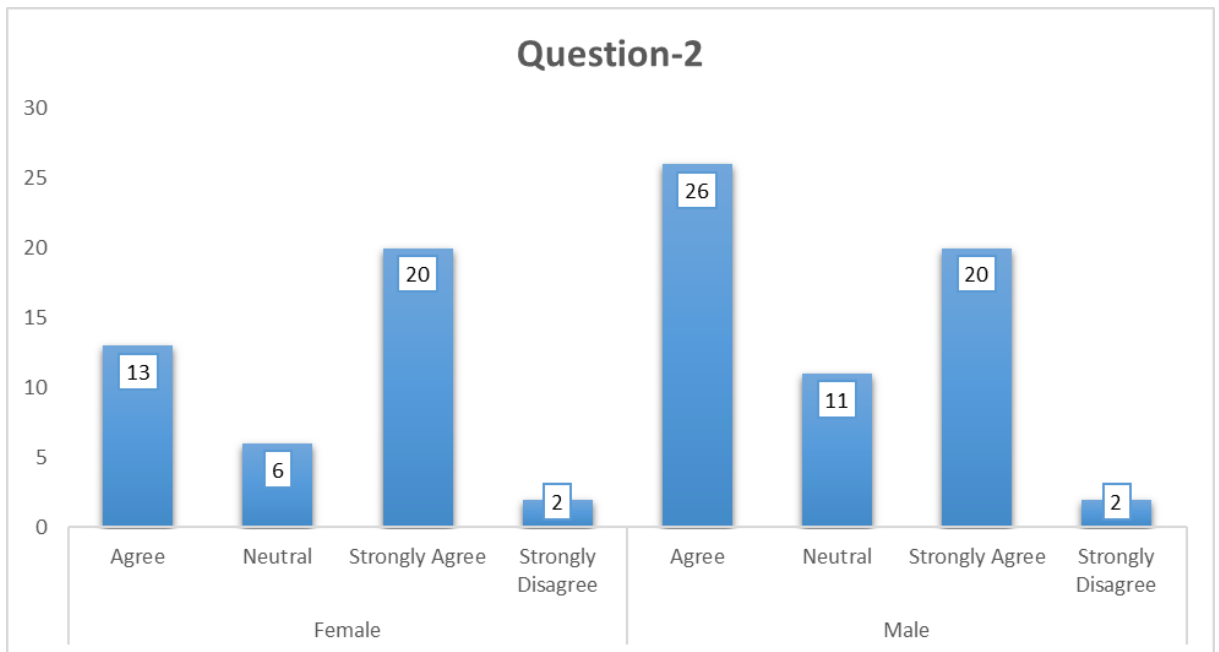


INTERPRETATION:

The service launched through Digital Marketing is more informative than conventional marketing, by seeing the Analysis it shows that most of the responded believe that information through Digital Marketing is more informative and the Analysis displays that age group between 20-29 are more involved in Technology and as we can see that total 45 people agree on this question, there are in total 38 people strongly agree and there are some people who are neutral which means even

Convention Marketing plays some role in their life they believe that even Conventional Marketing is informative as per there perception

- 2. Digital Media is easy & effective way to give feedback to the product/services.

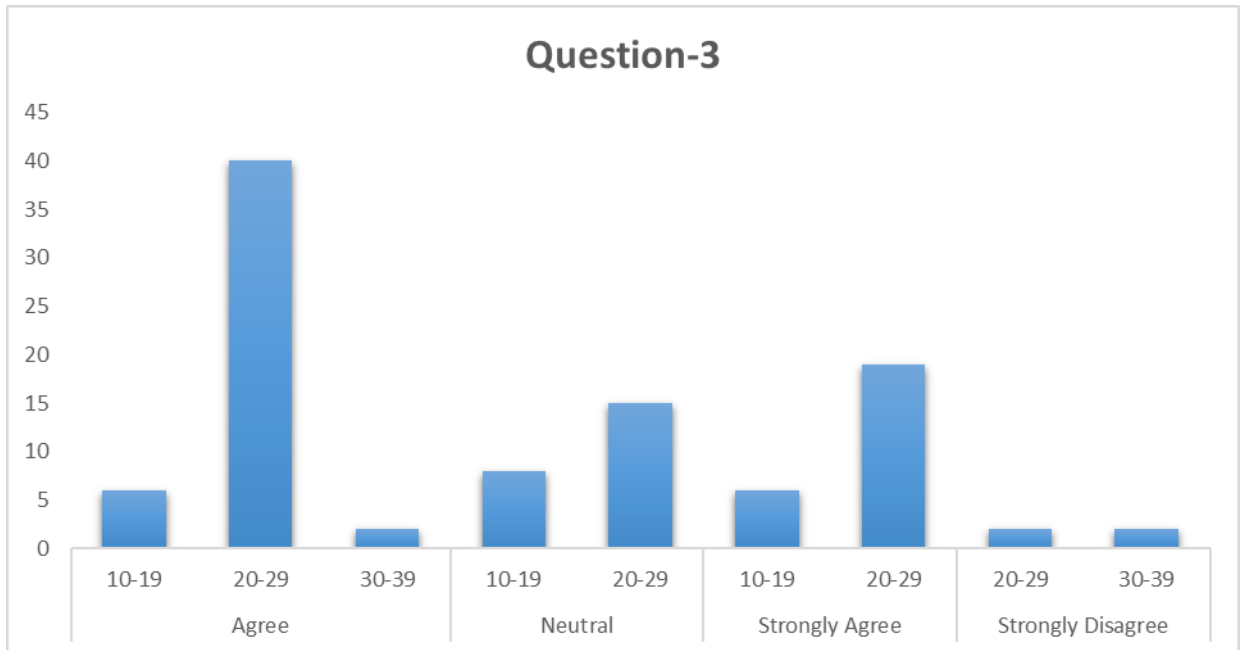


INTERPRETATION:

In this above graph it is divided into two categories which is Male and Female, which denotes that how each type of Gender are convenient in giving feedback through which medium. By seeing the above chart overall it denotes that providing feedback through Digital Media is convenient and also we can see that in Male category it shows although the number of respondent is higher than Female category in column strongly agree it is equal which means Female gender respondents are more open to provide feedback through online and they find it is very convenient to give feedback through Digital Media. So whenever a company finds that Male category people are not actively participating or Male gender are showing less traffic towards your business it's better to not use the Digital platform to collect feedback but interact personally and

understand what is the problem and how the company can deal with it. By interacting personally it also builds strong relation with the candidates.

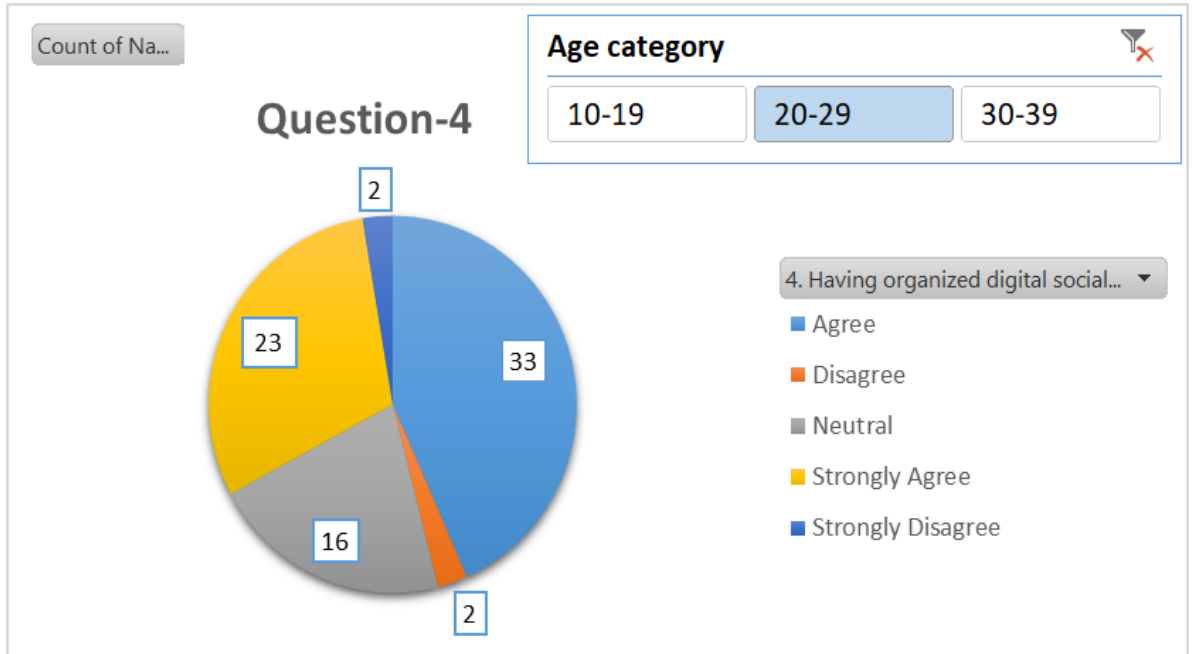
3. Courses offered (Data analytics, BI, Data science) should maintain more digital Advertisements than conventional/traditional advertisements.



INTERPRETATION:

This above analysis says that conducting online advertisements for courses like BI, Data Analytics, Data Science should maintain more Digital way of advertisements and especially age range between 20-29 says that content related to targeting this age group will create more traffic towards the company.

4. Having organized digital social media platform (Facebook, Twitter) raises the position of the Product/company in the market.

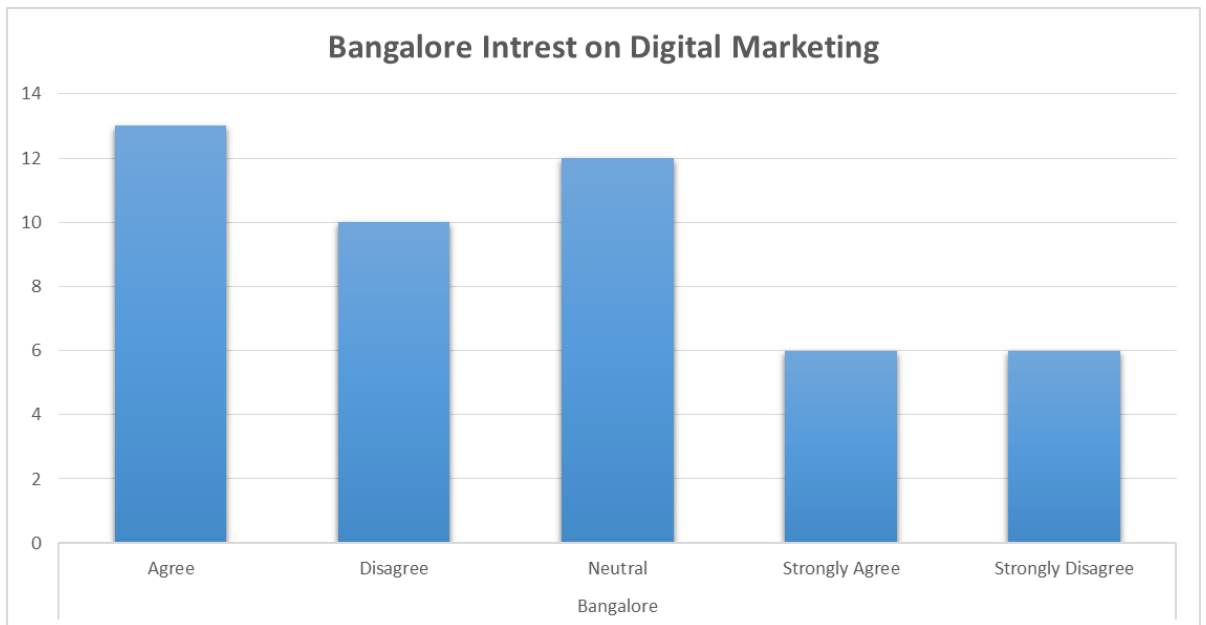


INTERPRETATION:

As the company is targeting mainly on the potential age group which is 20-29, when the Analysis like should the company must involve more in social media to market their product especially for the age group 20-29 it shows that most of the sample collected agree on this and second highest on strongly agree.

As we can see the 3rd highest is neutral which means out of 100 samples 16 people believe that it is neutral for them that shows weather not much involved in digital media or they prefer more towards gathering information of a particular company by interview. There are few who even strongly disagree on this platform even in age group of 20-29.

5. You click on the online ads to read more when you feel interest on it.

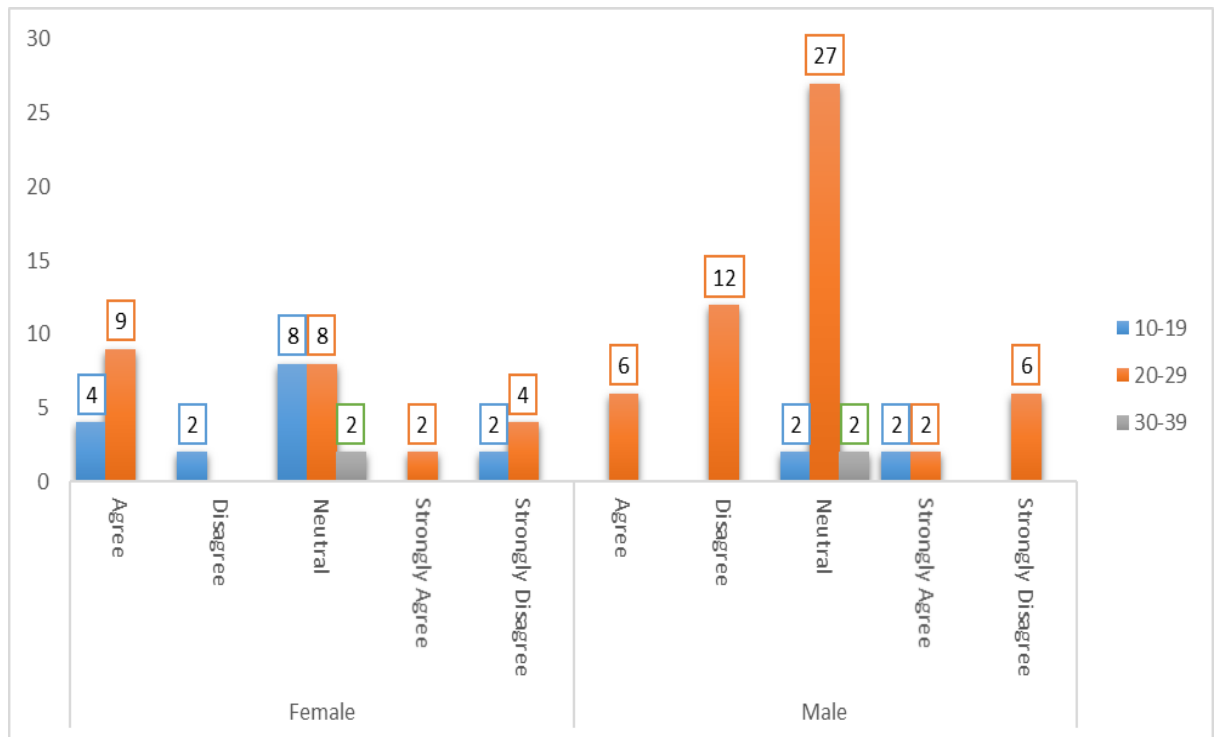


INTERPRETATION:

As the company is located in Bangalore it is important for the company to understand that how the Bangalore sample response to the Digital ads campaigns. So most of the people in Bangalore react to an adds when they feel it is interested because it is human tendency that when a person feels interested about something then you want to explore it more. But there are some other people who say that even though it is interested they don't give a click to read the content, so that means something else which attracts to them it can be adds or maybe they haven't understood the question, interest includes everything.

The people who are neutral about this question which means they are more likely it's not only about interest but also some offers or the content must include driving force to them which will pull those traffic, company needs to understand what the customers are looking for and what are their interest and what is booming in the market.

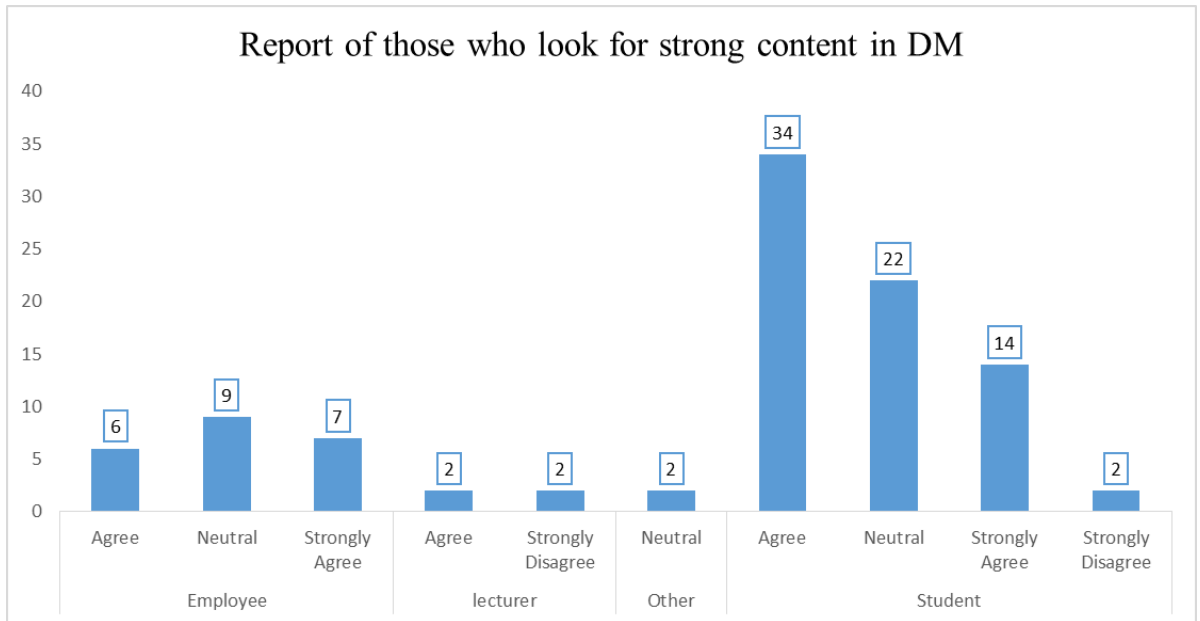
6. You prefer to take online courses than classroom training.



INTERPRETATION:

The age group of 20-29 are neutral with the thought of getting online classes completely, which shows that they are not completely towards online classes but also they prefer more of physical classes. This indicates the company that when they are targeting the age group of 20 to 29 they should understand their availability and convenience of their time towards taking up their classes. This data also gives us the insight of where women's are bit comfortable with taking online classes and as we can see that out of 58 Male respondents there are 18 respondents who are totally against the online classes and the age group is again 20-29.

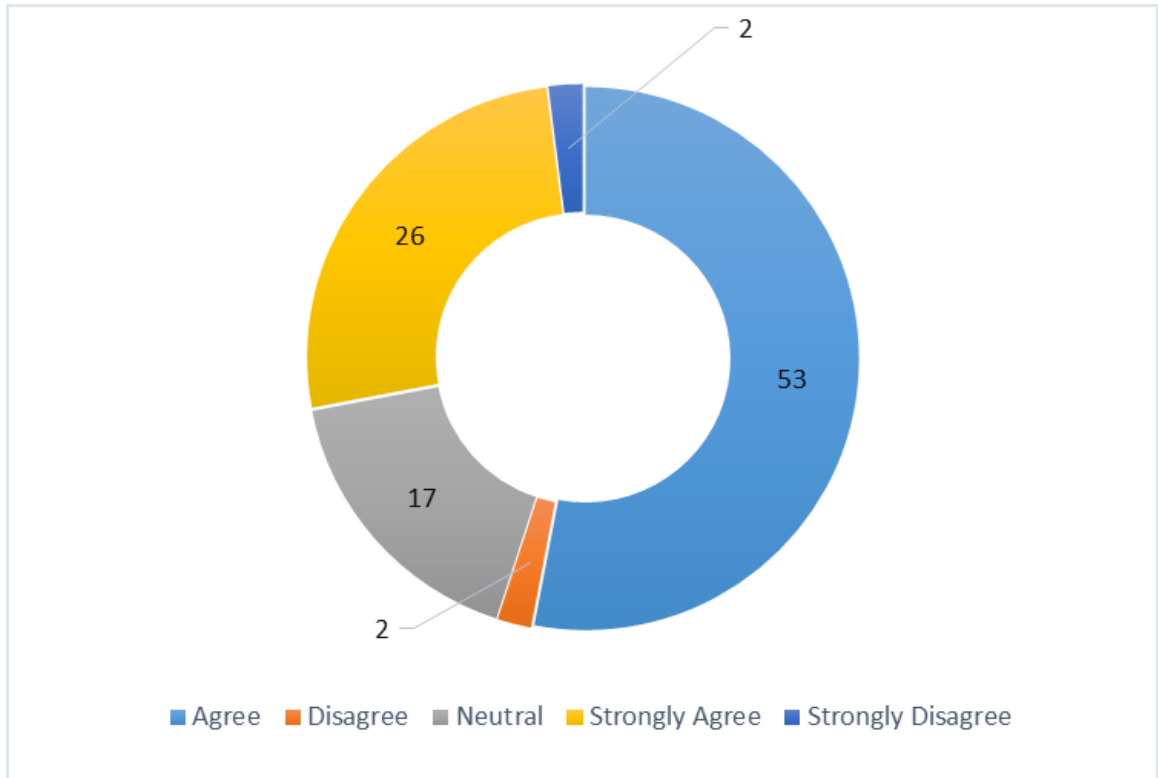
7. You respond to advertisement which has strong content than attracting offers.



INTERPRETATION:

The above graph show how the different type of occupation people have their perception towards content of the advertisement, as we can see that it shows that in student category they agree and strongly agree that they respond to the advertisement which has strong content rather than offers or sales, and on the other said almost 22% of students category they neutral which means they look for both offers and strong content, so for the safer said of the company it is suggested to be have more strong content and along with it maintain a decent offers which looks genuine and strong. On the other hand the employee and lecturer category it is same but the data collected for the other category is much lesser compared to student category.

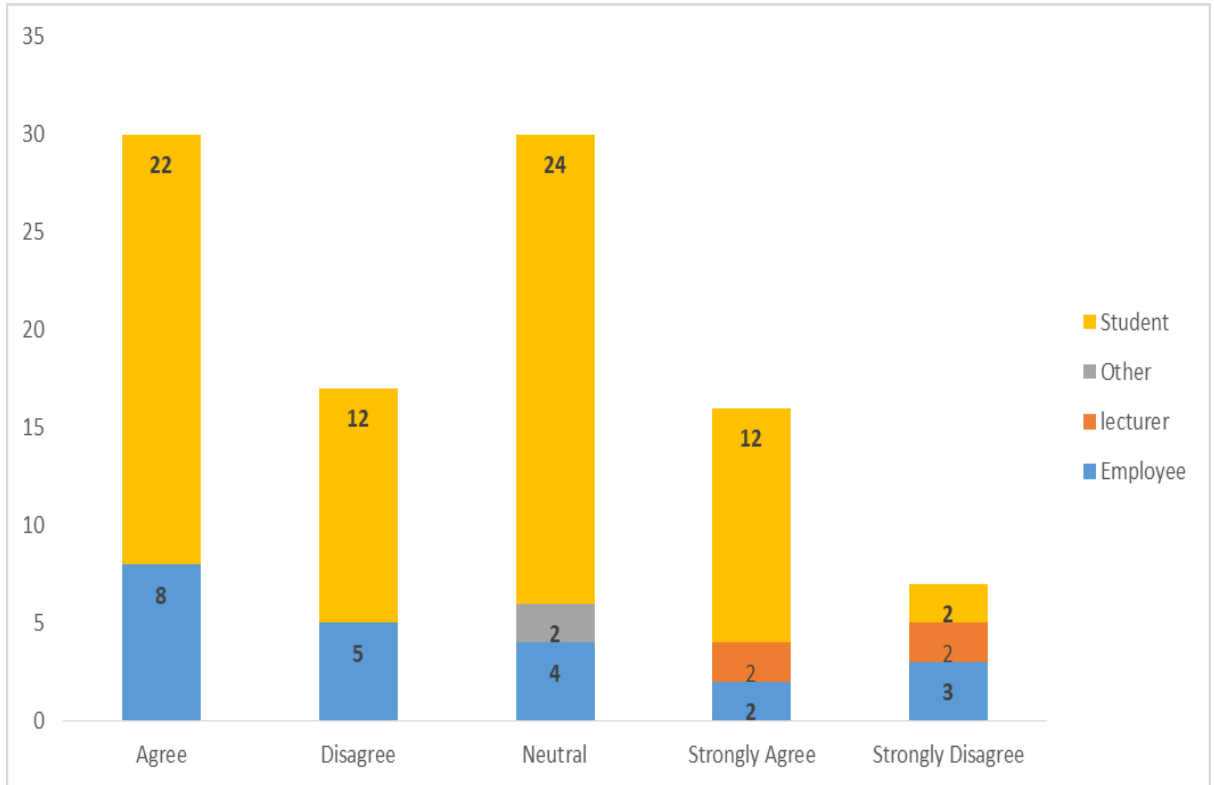
8. Digital Market has far more freedom of choice than a conventional market.



INTERPRETATION:

It is a clear cut picture which shows that Digital Marketing has the far more freedom of choice when compared to Conventional Marketing, so hence it is almost more than 50% of sample agrees on the that Digital Marketing has the freedom of choice and whereas more than 25% strongly agree on the statement and as we can see the are above 15% who are neutral and which says that they are not much agree only on Digital way that has the freedom of choice but whereas on the other had conventional marketing also has the freedom of choice. 4% of sample shows that they are totally against the Digital Marketing and they believe that Digital Marketing doesn't has the freedom of choice.

9. You search Newspaper/TV/Radio/Billboards to know about desired new Products/Services in the Market.



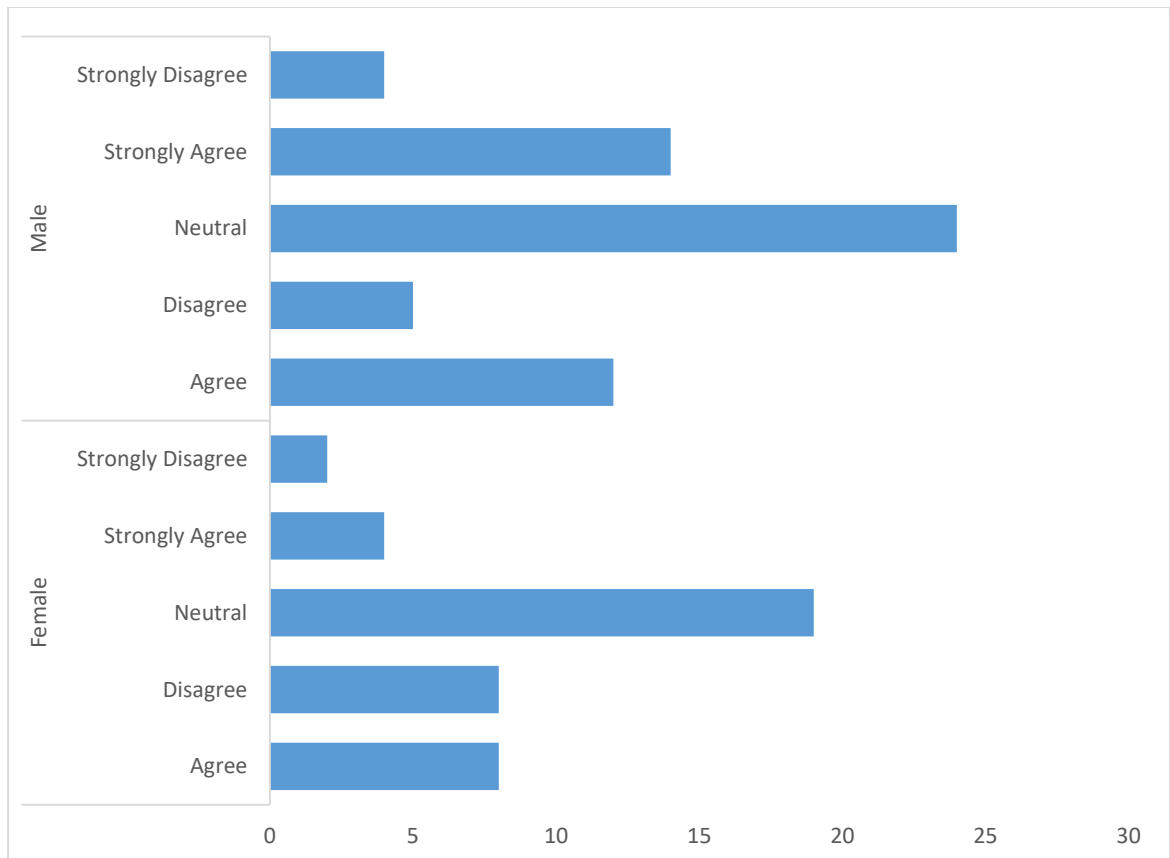
INTERPRETATION:

This chart gives the clear picture of how even conventional marketing still plays the role in the market as we can see that still people prefer to look into new product or service launched in the market into Newspapers, TV, Radio, Billboard.

On the other hand it is almost 30% and more people disagree on that they don't prefer to look into those Traditional Advertisements which means they prefer more towards Digitalization. Hence once again there are respondents who are neutral to the statement which means they prefer both the ways of sources to dig into the information for the

new product launch in the market. And shockingly it is the age group of 20-29 again who prefer both.

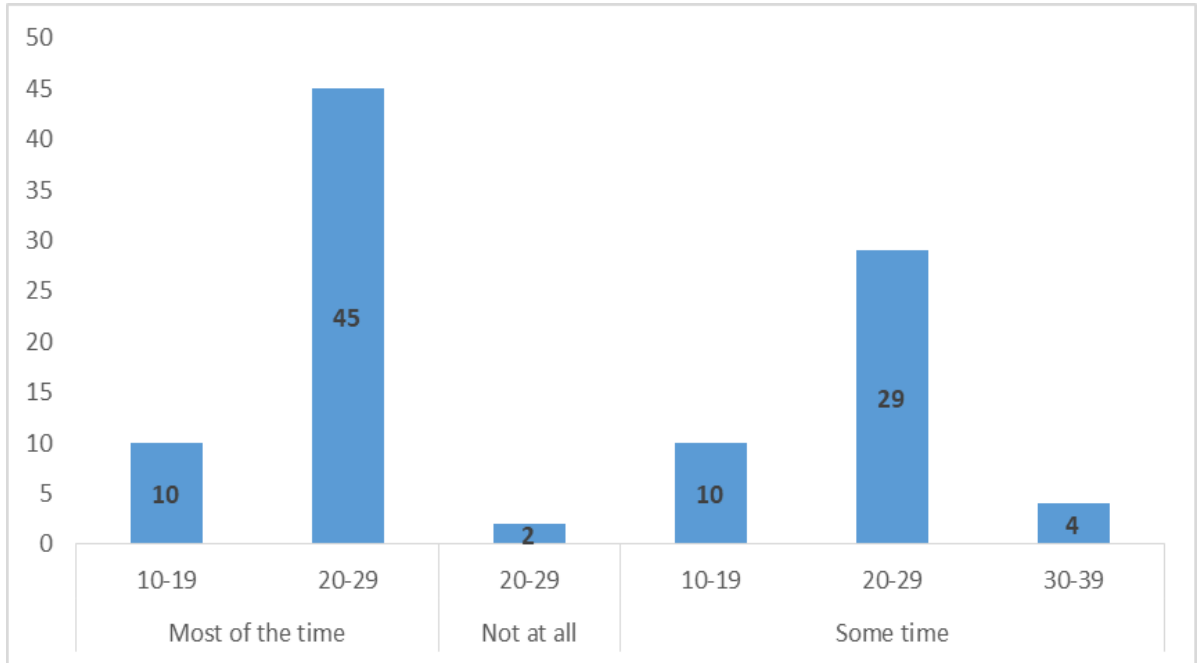
10. You prefer digging the information by visiting service provider then in social media.



INTERPRETATION:

This figures shows that both the genders are clear how they want to gather more information about any product or service which is launched in the market, it through both the ways they would like to collect information from both the ways internet and also by visiting the service provider. Only a 20% on the people only digging the information through social media. Well having and adviser at your store is more likely to put your company into benefit.

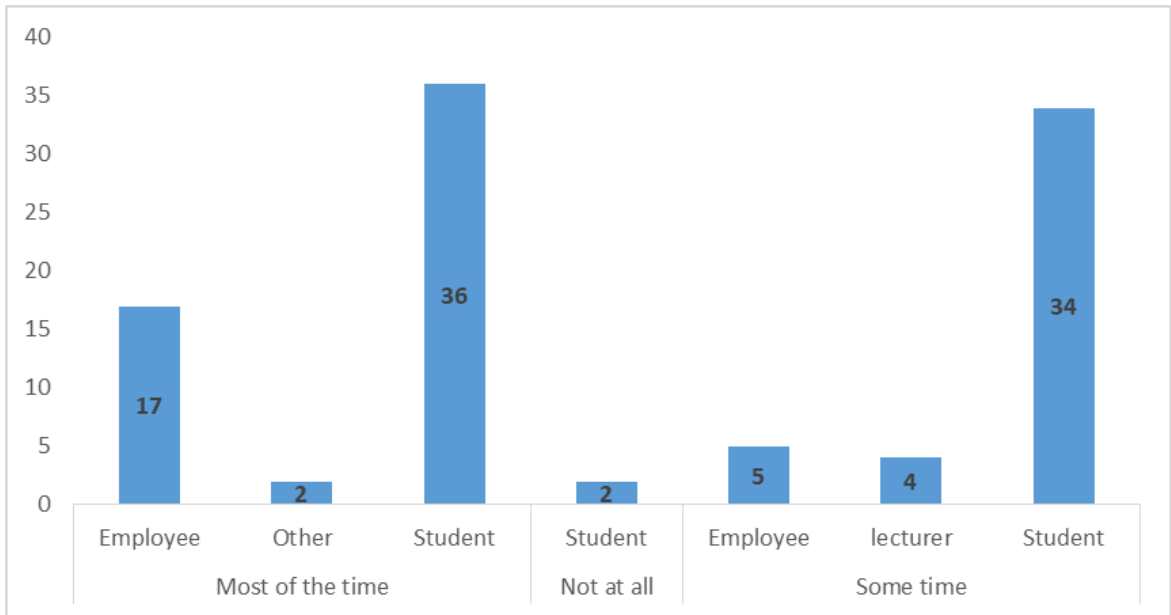
11. How many hours you spend online (including social media) every day in an average.



INTERPRETATION:

This graph shows the how much average time do an individual spends his time online and social media, where as we can see the age group of 20-29 spends there most of the time at social media and this is the very good market for the company to pitch into and especially targeting the age group. So if the company wants to target the age group 20-29 social media is the best platform.

12. Hourse of spending online based on different occupation group.



INTERPRETATION:

This is the graph followed by previous graph which represents that on occupation wise how and person uses the social media, as we can see that including employees, students and others who doesn't have an occupation are spending their most of the time on internet and social media. Whereas with the same group of people are again falls under some times which is almost to 30% of their time spending on internet which is not at all bad where companies can focus on there.

13. (Ho) = There is no relationship of using social media to different age group.

(H1) = There is a relationship of using social media with different age group.

Age Group	Most of the time	Not at all	Some time	Grand Total
10-19	10	0	10	20
20-29	45	2	29	76
30-39	0	0	4	4
Grand Total	55	2	43	100

Degree of freedom @5% level of significance = (C-1) X (R-1)

= 2 X 2

= 4

Tabulated Value = 9.488

Formula: $\chi^2 = (O-E)^2 / E$

Whereas, O= observed value

E= estimated value

E= Row Total * Column Total / Total

HYPOTHESIS TESTING BY USING CHI-SQUARE:

O	E	O-E	(O-E)²	(O-E)²/E
10	11	-1	1	0.09090909
45	41.8	3.2	10.24	0.24497608
0	2.2	-2.2	4.84	2.2
0	0.4	-0.4	0.16	0.4
2	1.52	0.48	0.2304	0.15157895
0	0.08	-0.08	0.0064	0.08
10	8.6	1.4	1.96	0.22790698
29	32.68	-3.68	13.5424	0.41439412
4	1.72	2.28	5.1984	3.02232558
				6.8320908

Calculated value = 6.8320908

So, the calculated value is < tabulated value

Therefore, Null Hypothesis is REJECTED

INTERPRETATION:

By using the chi-square tool it shows that relationship of using social media and the age group is related, hence it is the age gap where the age group 20-29 uses the social media most of the time.

14. (Ho) = There is no relationship of using social media to Gender.

(H1) = There is a relationship of using social media with different Gender.

Gender	Most of the time	Not at all	Some time	Grand Total
Female	23	2	16	41
Male	32	0	27	59
Grand Total	55	2	43	100

Degree of freedom @5% level of significance = (C-1) X (R-1)

= 2 X 1

= 2

Tabulated Value = 5.99

Formula: $x^2 = (O-E)^2 / E$

Whereas, O= observed value

E= estimated value

$E = \text{Row Total} * \text{Column Total} / \text{Total}$

HYPOTHESIS TESTING BY USING CHI-SQUARE:

O	E	O-E	(O-E) ²	(O-E) ² /E
23	22.55	0.45	0.2025	0.00898004
32	32.45	-0.45	0.2025	0.00624037
2	0.82	1.18	1.3924	1.69804878
0	1.18	-1.18	1.3924	1.18
16	17.63	-1.63	2.6569	0.15070335
27	25.37	1.63	2.6569	0.10472605
				3.1486986

Calculated value = 3.1486

So, the calculated value is < tabulated value

Therefore, Null Hypothesis is REJECTED

INTERPRETATION:

As the graph and chi-square test represents that there is a relationship of gender and using social media, where as we the above pie-chart shows that the number of Male people use the social media is higher compared to Female. Which means that Male category are more attached to social media the Female category.

CHAPTER-5

FINDINGS, CONCLUSION AND SUGGESTIONS

FINDINGS:

- During Analysis I found that Digital way of marketing your services does not only important for a company but also to follow the traditional way to actually connect with your target audience.
- By interviews and observation with the existing candidates I personally understood that most of the jonnies where through referrals which is world of mouth.
- While performing Analysis it was clear that the information which is received through Digital platform is more informative then any traditional advertisement.
- When we talk about gender, Male category respondents are not much open towards giving feedbacks through Social Medias.
- Maintaining social platforms for marketing your services especially to the age group of 20-29.
- Having companies their own social platforms like Facebook, Instagram, and LinkedIn increases the standard of an company and interacting regularly with this platforms increases your brand and bond in the minds of your audience.
- _People find to read on the content only when it falls under their interest, the interests are those which are booming in the market or sometimes it can be an attracting offer.
- The age group 20-29 prefer both online and offline classes but whereas the age group 30-39 prefer more on online classes.
- Just not only the strong content attracts the candidates but also a little bit of genuine offers along with strong content works better.
- Students search for both Social Media and visiting the service provider to gather more information about the service.

- Students spend their most of the time online.

RECOMMENDATIONS:

- To maintain Social Media platforms and keep on interacting with the audience.
- Continue the long lasting relationship with the existing candidates to get more referrals from them.
- While advertising in Digital Platform make sure to have strong content which will draw the age group of 20-29.
- To give flexibility to the candidates for taking up their classes through online or offline it can be both sometimes.
- The age group of 30-39 suggested to give them the option of online classes because most of that age group are working profession.
- Run online and off line advertisement which is suitable for the education industry do not completely depend on online campaigns.
- Make sure to the content which is offering through advertisements are booming in the market, especially attracting the age group of 20-29.
- Provide complete support to the candidates who are in search of information by interacting with them personally.
- Provide educating tutorials through Social Medias which triggers them to learn more about the content which automatically draws the traffic towards the company's website.

SUMMARY:

Introtallent Pvt. Ltd. is very fast growing startup institute as it is a startup it is very essential for the company to have the proper Advertisement techniques so it is suggested for the company to have both Digital and Conventional Marketing by continues interaction with the audience by providing new and booming courses through understanding the market.

By conducting advertisement campaigns increase the awareness of the brand by educating the audience what is available in the market and what are the feature booming opportunities in the market so that they can up skill themselves and get attract towards your company.

BIBLIOGRAPHY

BOOKS:

- ✓ MARKETING MANAGEMENT- P.KOTLER
- ✓ MARKETING RESEARCH- G.C BERI
- ✓ RESEARCH METHODOLOGY- C.R KOTHARI

WEBSITES:

- ✓ <http://www.introtalent.com/>
- ✓ <https://journals.sagepub.com/home/jmx>
- ✓ <https://www.westburn-publishers.com/journals/marketing-review/>

ANNEXURE:

A questionnaire is on **“A STUDY ON ROLE DIGITAL MARKETING OVER CONVENTIONAL MARKETING”**

Dear sir/madam

I, Mohammed Shifan B being a student of CMRIT Management Studies Bangalore pursuing 2nd year MBA. As a part of my academic requirements I have taken up a project on “A study on Role of Digital Marketing over Conventional Marketing”.

This study questionnaire is purely for academic purpose; hence I kindly request you to co-operate with the regard through filling questionnaires. The information provided by you will be kept confidential.

PERSONAL DETAILS

- Gender
 - Male
 - Female

- Which age group do you belong to?
 - 18-20
 - 21-25
 - 26-30
 - 30 and above

- Occupation.
- Student
- Employee
- Lecture
- Self-business
- Other

QUESTIONERS:

1. Getting new Service launching information via digital media than a conventional media is more Informative.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

2. Digital Media is easy & effective way to give feedback to the product/services.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

3. Courses offered (Data analytics, BI, Data science should maintain more digital Advertisements than conventional/traditional advertisements.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

4. Having organized digital social media platform (Facebook, Twitter) raises the position of the Product/company in the market.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5. You click on the online ads to read more when you feel interest on it.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. You prefer to take online courses than classroom training

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7. You respond to advertisement which has strong content than attracting offers.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. Digital Market has far more freedom of choice than a conventional market.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

9. You search newspaper/TV/radio/billboards to know about desired new products/services in the market.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. You prefer digging the information by visiting service provider then in social media.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

11. How many hours you spend online (including social media) every day in an average?

- Most of the time
- Some times
- Not at all

12. Anything would you like to comment about Digital marketing or conventional market? Type it below.

ACTIVITY CHART

Sl. No.	Activity	Activity Details	Duration
1	Activity-1	Understanding Structure, Culture and functions of the organization/identification of business problem from the Industry from the literature study	Week-1 [02/01/2020 To 08/01/2020]
2	Activity-2	Discussion with the guide for finalization of research design and instrument and presenting the same to the guide.	Week-2 [09/01/2020 To 15/01/2020]
3	Activity-3	Collection of data, editing of the collected data, coding, tabulating and presenting to the guide for suggestions for analysis.	Week-3 [16/01/2020 To 22/01/2020]
4	Activity-4	Analysis and finalization of report and making presentation to the guide	Week-4 [23/01/2020 To 29/01/2020]
5	Activity-5	Submission of final Report to the University before one week of the commencement of theory examination	Week-5 [30/01/2020 To 05/02/2020]

Name and Signature of the Student

(MOHAMMED SHIFA B)

