

Guidelines
of
Dissertation (DMJ7206)
Master of Arts in Journalism and Mass
Communication (M.A.JMC)



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1. Introduction

The course titled “Dissertation” has 6 credits. The purpose of including dissertation in MAJMC Programme is to provide an insight to learner about research in the field of media and to explore different issues that are addressed by media and communicate information in an effective and convincing way, thus, contributing to the society.

It enables students to apply the conceptual knowledge in a practical situation and to learn the art and science of conducting a study in a systematic way and presenting its findings in the form of report.

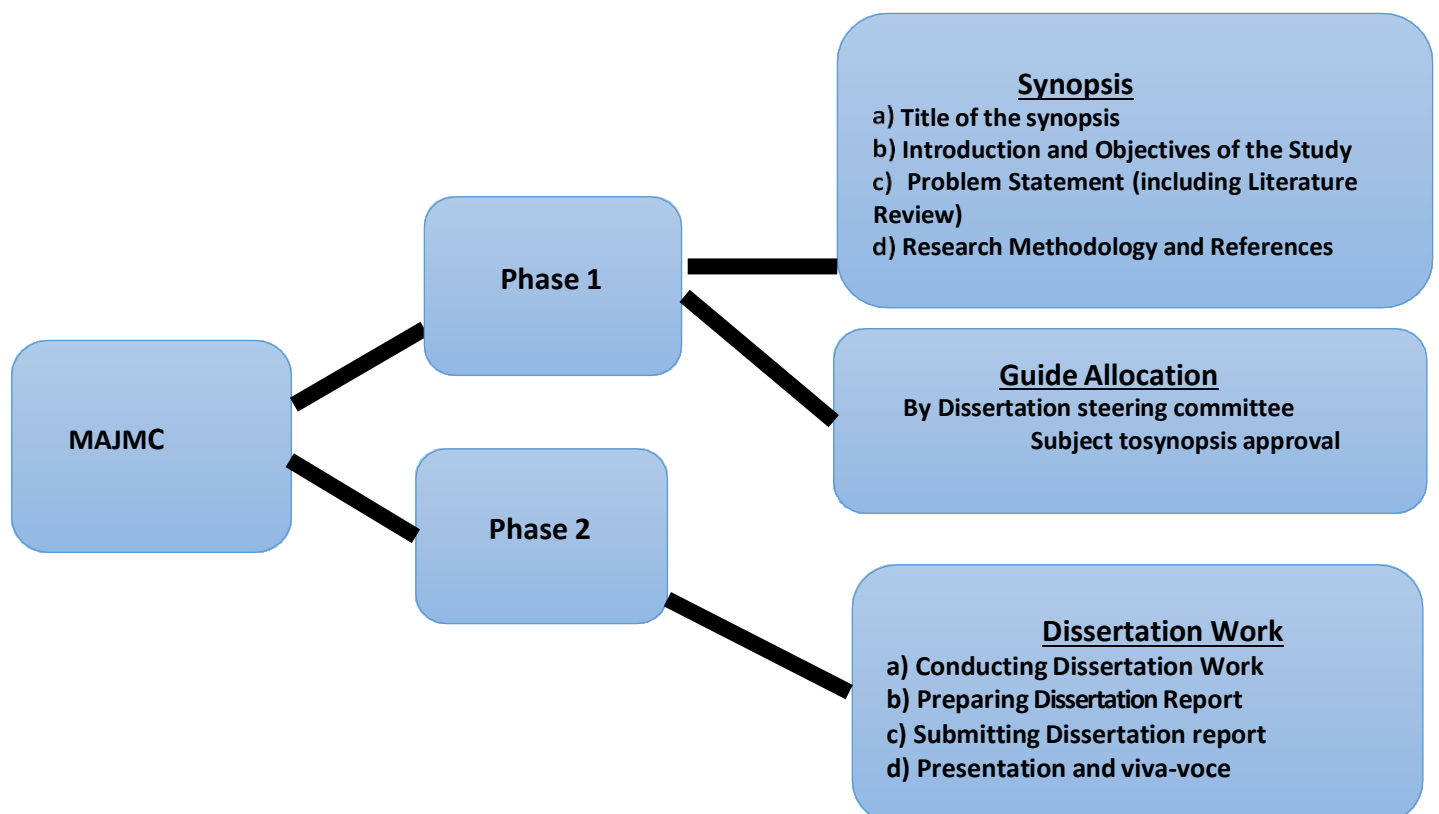
The students are encouraged to involve themselves completely in the dissertation work starting from synopsis and the dissertation report in the 4th (Final) semester. The topic selected for the Dissertation should be appropriate to the field of Journalism and Mass Communication. The Dissertation should be genuine and original work of the learner and should not be copied from anywhere else.

2. Dissertation

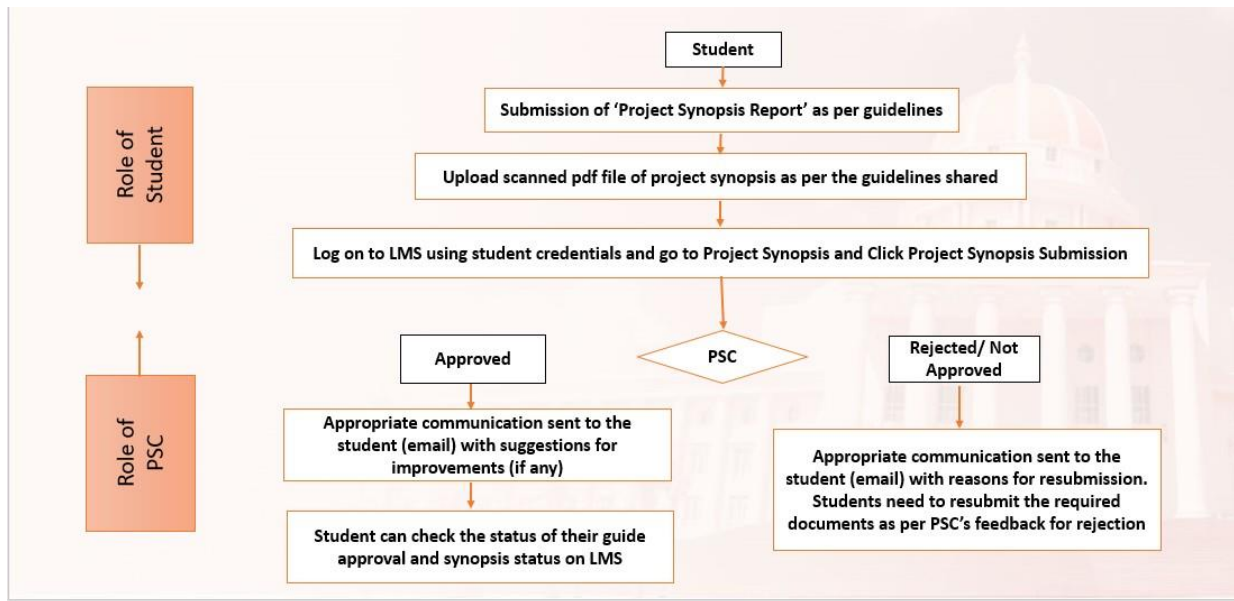
Dissertation consists of two phases.

Phase 1: Submission of synopsis and Guide Allocation

Phase 2: Dissertation Work and Report



2.1 Phase I: Synopsis and Guide Registration



Synopsis process

2.1.1 Synopsis Submission for Approval

Students need to submit the synopsis for approval through LMS portal. The synopsis should be prepared in consultation with the guide and the guide should approve the synopsis.

2.1.2 Content of Synopsis

The synopsis needs to be prepared keeping in mind the following points.

- a) Title of the Dissertation – Maximum 20 words (Refer Section: 2.2.1.1)
- b) Introduction and Objectives of the Study - Maximum 200 words (Refer Section: 2.2.1.2 & 2.2.1.3)
- c) Literature Review and Problem Statement – Maximum 500 words (Refer Section: 2.2.1.4)
- d) Research Methodology and References – Maximum 500 words (Refer Section: 2.2.1.5)

2.1.3 Instructions for Submitting the Synopsis

1. Submission of synopsis is an online process. Synopsis details should be filled in the appropriate sections in the LMS portal.
2. A guide will be allotted by the steering committee, keeping in mind the topic selected by the student and the core domain of the faculty. THERE IS NO PROVISION FOR EXTERNAL GUIDE

3. The file size to be uploaded should not exceed 3MB.
4. Multiple submission of Dissertation synopsis is not allowed.
5. Student needs to ensure that he/she provides a valid e-mail id and mobile number to receive confirmation message on approval/ re-submission.
6. The submitted synopsis will be processed by the Dissertation Steering Committee.
7. Synopsis which does not adhere to the guidelines will be rejected and must be re-submitted for approval again.
8. Possible reasons for synopsis rejection could be:
 - i. Synopsis not signed by the guide and or the student.
 - ii. Change suggested in title or any other content of synopsis.
 - iii. Additional explanation needed.
 - iv. Scope of work needs to be enhanced.
 - v. Guide details not matching with existing record.
9. Student can see the status (Not Submitted / Submitted / In-review / Rejected / Graded) of the synopsis in LMS Login.
10. Through E-mail / Mentor call, it may be informed to the student regarding the status of the submitted synopsis.

2.1.4 Dissertation Guide

The role of a Dissertation guide is highly significant in undertaking dissertation work and producing a quality Dissertation report by the students. Dissertation Guide's expertise must lie in the subject domain, counselling, guiding, monitoring, and evaluating the work of the student.

Role of a Guide

- Guide is expected to offer suggestions to fine tune the problem identified for the dissertation and in synopsis preparation. The problem identified should be sufficient for a study at MAJMC level.

- Guide must monitor and review the dissertation work periodically with a minimum of two review during the dissertation and provide suggestions for improvement.
- Guide must go through the draft dissertation report and offer suggestions wherever necessary and confirm that the dissertation report is submitted as per the prescribed format.
- Guide shall send intimation to Learner and PSC for synopsis and report approval/ rejection

2.1.5 Project Steering Committee (PSC)

To directly monitor and track the Dissertations, Dissertation Steering Committee is set up at the University.

The functions of this committee include:

1. Allocate guide to learners keeping in mind the domain of the faculty and align with the topic proposed by the learner.
2. Coordination and tracking of all Dissertation related activities.
3. Screening the Dissertation synopsis submitted by the student and conveying the result of the same to the student through E-mail and LMS portal.
4. Receiving grades for approved synopsis for award of IA marks.

All correspondence regarding Dissertations should be addressed through the official email id of respective guide and LMS.

Note: Please mention your Registration Number in all communications.

2.1.6 Steps for Dissertation Synopsis Submission and Guide Allocation

Step 1: Open LMS portal (URL:) and login using your user-id and password.

Step 2: Click on 'Dissertation Synopsis'

Step 3: Read the Guidelines carefully before filling the online form.

Step 4: Fill Dissertation synopsis details in the appropriate sections in the LMS portal.

Step 5: Student needs to take print of the completed 'Synopsis' document. File formats supported to upload 'Synopsis' is in **.pdf only**. The file size to be uploaded should not exceed 3MB. Incomplete forms without the signatures will not be processed. Multiple submission of Dissertation synopsis is not allowed.

Step 6: Scanned copy of this printed form is to be uploaded for approval by the guide.

Step 7: Synopsis which does not adhere to the guidelines will be rejected and has to be re-submitted for approval again. Possible reasons for synopsis rejection could be as follows:

- Dissertation synopsis not signed by the student.
- Change suggested in title or any other content of synopsis.
- Additional explanation needed.
- Scope of work needs to be enhanced.

Step 8: Click on “Upload Synopsis”

Step 9: Next, Click on the “Submit” button as shown below.

Step 10: Once the submit button is clicked, you will get a message stating that the synopsis is successfully submitted for approval.

Step 11: Once submitted, Dissertation Steering Committee will screen your proposal and selected proposals will be forwarded to the allocated guide.

Step 12: If your synopsis is accepted by Guide you will get the approval mail from Guide and you can start your Dissertation work.

Step 13: If your synopsis is rejected by Guide, you will be requested to re-submit your synopsis again through official email id of guide.

2.1.7 Do’s & Don’ts for preparing synopsis

I) Do’s

1. Use SMART (Specific, Measurable, Achievable, Realistic, Timely) Dissertation objectives.
2. Select an appropriate topic and title related to your related domain.

II) Don’ts

1. Don’t use past tense except under literature review.
2. Do not formulate more than 5 objectives.

III) Other points to remember

1. Refer sample list of Dissertation topics under 2.7 to get an idea of areas to work. Ensure that you do not submit plagiarized content for synopsis approval.
2. Not more than one student is permitted to work on the same Dissertation. If the title is almost identical, the content of the Dissertation must be different.
3. Students should start the Dissertation work only after receiving the approval of Synopsis and Guide consent. Any enquiries regarding Dissertations can be sent to

project.majmc@onlinemanipal.com (please mark subject as MAJMC Dissertation Request for.....). Subject matter discussion will remain between the learner and the concerned guide.

IV) Some Reasons for Rejection of Dissertation Synopsis

- a. Technical issues preventing the university from downloading the synopsis document you have attached.
- b. Inappropriate Dissertation title and/or objectives and/ or problemstatement and/or research methodology.
- c. Plagiarized content in Dissertation synopsis.
- d. Submitted Dissertation synopsis does not pertain to the MAJMC domain.
- e. Synopsis is not uploaded in the format prescribed by the university (Refer Annexure I and II given at the end of this document).
- f. Pasting the images of the guide and student signatures in the student declaration and guide acceptance form.

2.1.8 Templates of the Synopsis

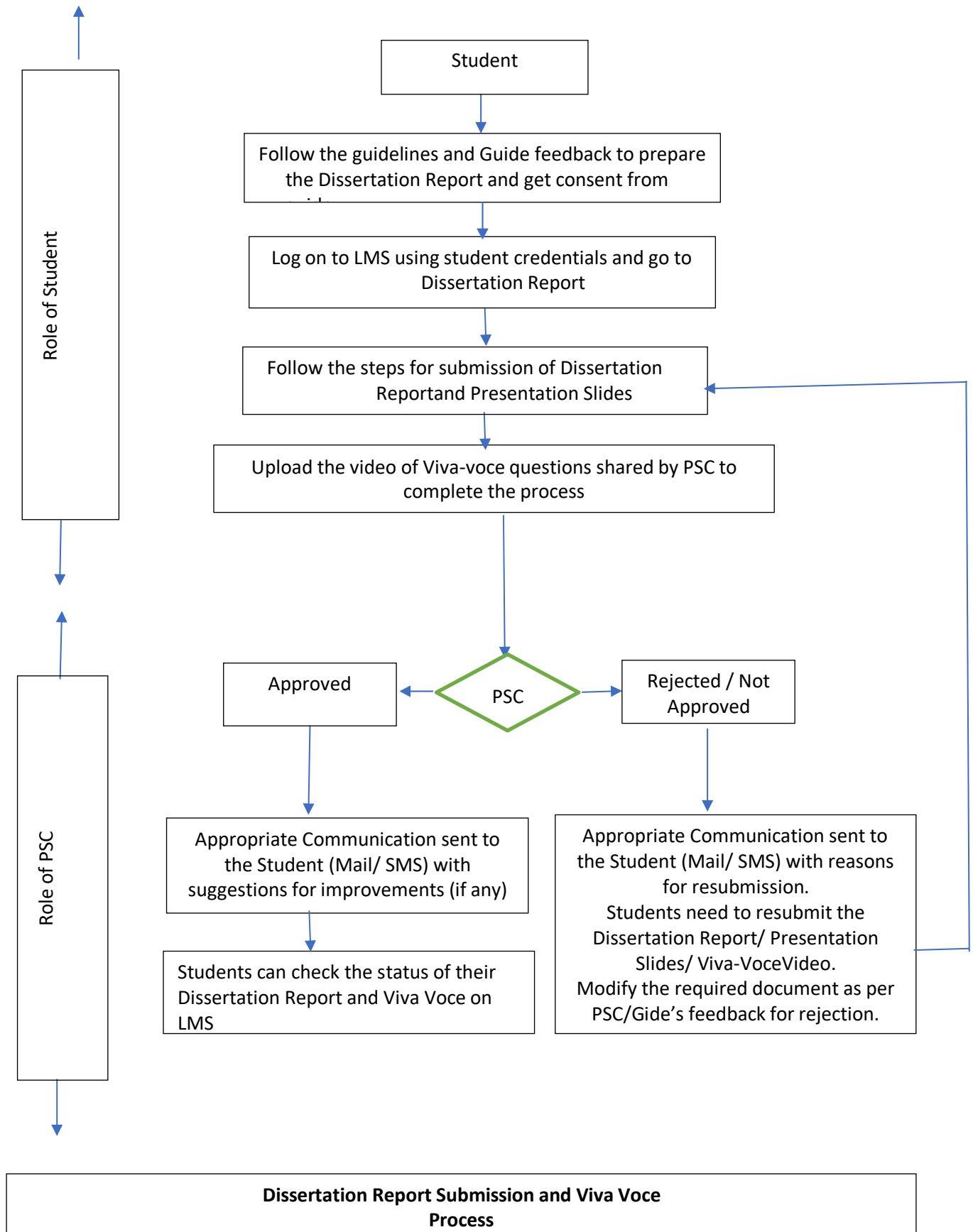
1. Submission of Synopsis and Guide Acceptance Form (Refer Annexure I).
2. Guide Consent (Annexure II)

As dissertation work is an important part of MAJMC course curriculum, it has been marked six credits. The following guidelines need to be followed for MAJMC dissertation:

1. The dissertation work must be related to the field of journalism and mass communication.
2. The dissertation must be related to the domain pursued.
3. The title selected should be coherent with the domain.
4. A list of suggested topics is provided at the page no.__. However, the student and the guide have the freedom to identify an appropriate topic.
5. The synopsis and dissertation title should be specific and focused on the objectives of the Dissertation.
6. Dissertation work should be undertaken on the same topic that has been submitted to PSC.

2.2 Phase 2: Dissertation Work

Dissertation Report and Viva-Voce process



2.2.1 Components of Dissertation Report

These guidelines will provide the information for developing a Dissertation report. The components of Dissertation Report are:

- ❖ Title of the Report
- ❖ Introduction of the Study
- ❖ Objective(s) of the Study
- ❖ Literature Review
- ❖ Research Methodology
 - Research Hypotheses
 - Research Model
 - Research Plan
 - Sampling Plan
 - Research Procedure
- ❖ Data analysis & Interpretation
- ❖ Results & Discussions
- ❖ Suggestions/Recommendations
- ❖ Limitations and Scope of Future Research
- ❖ Conclusion
- ❖ References

Note: To refer details of each component of Dissertation report read “Annexure VII: Dissertation Writing Guidelines”.

2.3 Dissertation Evaluation

Evaluation Pattern for the Dissertation is based on the following categories:

- ✓ Synopsis (30% - IA-Internal Assessment),
- ✓ Executive Summary / Abstract, Dissertation report, presentation, and viva voce (70% - TEE-Term-End-Examination).

2.4 Dissertation Viva Voce / Presentation

The Soft copy of the final Dissertation report, executive summary and Power Point Presentation should be uploaded on LMS within the timeline stipulated by the University.

The student should make a Power Point Presentation of the Dissertation and submit it along the Dissertation report as Annexure.

VIVA-VOCE

The viva-voce will be recorded in audio-video format. The details of the same

will be shared by the university separately.

2.5 Title Pages of the Dissertation Report

1. Cover page and Title page (Refer Annexure III)
2. Acknowledgement
3. Bonafide certificate (Refer Annexure IV)
4. Declaration by the student (Refer Annexure V)
5. Executive Summary
6. List of Tables
7. List of Figures
8. List of Symbols and Abbreviations
9. Table of Contents (Refer to section 2.2.1)

Annexure, if any

➤ Acknowledgement

Acknowledgment is the regards given to the people and organization who have helped the student completing the Dissertation undertaken.

List of Tables

- By the word 'Table', mean tabulated numerical data in the body of the Dissertation report as well as in the appendices (if any). All other non-verbal materials used in the body of the Dissertation work and appendices such as charts, graphs, maps, photographs and diagrams may be designated as figures.
- The same name should be given for the tables as they exactly appear in the text.

List of Tables

Table no.	Title	Page

List of Figures

The same name should be given for the figures as they exactly appear in the text.

List of Figures

Figure no.	Title	Page

- List of Symbols and Abbreviations 1.5 line spacing should be adopted for typing the matter under this head. Standard symbols, abbreviations etc. should be used.

List of Symbols

Table No.	Symbol	Nomenclature & Meaning

List of Abbreviations

Sl. No.	Abbreviated Name	Full	Page no.

- Table of contents:

It is the list of all the contents of the report. A specimen is shown below.

Chapter no.	Title	Page no.
1	Introduction	
	1.1 Detail	1
	1.2 Detail	5
	1.3 Detail	10
2	Literature Review	
	2.1 Detail	14
	2.2 Detail	21

- Chapters The main text will be divided into several chapters and each chapter can be further divided into several divisions and sub-divisions. } Each chapter should be given a relevant title. } Tables and figures in a chapter should be placed in the position with respect to the reference where they are cited. } The same name should be given for the table as they exactly appear in the text above the table. The caption of the table must be present above the table. 1.5 line spacing should be adopted for typing the matter under this head.

Table 1

Field 1	Field 2	Field 3	Field 4	Field 5	Field 6

The same name should be given for the figure as they exactly appear in the text below the figure. The caption of the figure must be present below the figure. 1.5 line spacing should be adopted for typing the matter under this head.

Headers and Footers should be used sparingly. The title of the Dissertation must be on the left side of the header and chapter name must be on the right side of the headers. Page numbers are to be placed on the right side of the footer. They should be typed single space and placed directly underneath in the very same page, which refers to the material they annotate. • Questionnaire/Balance sheets/Reports used in the study may be included as Annexure. • Instructions The text in the printed copies must be in black colour. 1.5 line spacing should be used for typing the general text. The general text shall be typed in the font style

- Times New Roman and font size - 12. Font 14 may be used for titles.

ANNEXURE I

SUBMISSION OF DISSERTATION SYNOPSIS AND GUIDE ACCEPTANCE FORM

(To be submitted to the Dissertation Steering Committee)

PART A: Synopsis Registration

I. Student Details:

1. Name of the Program:
2. Name of the Student:
3. Roll Number:
4. Session & Year:
5. Domain:

II. Dissertation Details

6. Title of the Dissertation:
7. Introduction and Review of Literature: (Not more than 500 words)
8. Objectives of the Study: (Not more than 200 words)
9. Research Methodology and References: (Not more than 500 words)

Note: Synopsis submission form shall be duly signed by the student. Forms must be uploaded in **.pdf** format and submitted through LMS login of respective student. For uploading synopsis, please refer “Synopsis Submission Guidelines”.

Place:

Date:

(Signature of the Student)

DISSERTATION GUIDE CONSENT FORM

(To be submitted to the Dissertation Steering Committee)

I, Dr./Mr./Mrs. _____ with working as hereby confirm my willingness to guide Mr./ Ms. Reg No. _____ for the topic (title of the Dissertation) during the period _____ (month/year) to (month/year).

Place:

Date:

(Signature of the Guide)

<TITLE OF DISSERTATION REPORT>

*Dissertation Report Submitted in
Partial fulfilment of the requirement
for the award of Degree of*

**MASTER OF ARTS in
JOURNALISM AND MASS
COMMUNICATION (MAJMC)**

Submitted by

<Student's Name>

Reg No: _____

Under the guidance of

<Guide's Name>

Guide Reg No:

**MANIPAL UNIVERSITY JAIPUR (MUJ)
DIRECTORATE OF ONLINE EDUCATION**

<MONTH> & <YEAR>

BONAFIDE CERTIFICATE

Certified that this dissertation report titled” is the bonafide work of “.....<NAME OF THE CANDIDATE>” who carried out the dissertation work under my supervision in the partial fulfilment of the requirements for the award of the MAJMC degree.

SIGNATURE

Name of the Guide

DECLARATION BY THE STUDENT

I bearing Reg. No.....hereby declare that this dissertation report entitled (Title) has been prepared by me towards the partial fulfilment of the requirement for the award of the MASTER OF ARTS in JOURNALISM AND MASS COMMUNICATION (MAJMC) Degree under the guidance of.....

I also declare that this dissertation report is my original work and has not been previously submitted for the award of any Degree, Diploma, Fellowship, or other similar titles.

Place: (Name (in capitals) and signature of candidate)

Date: Reg. No.

APPROVED COPY OF DISSERTATION SYNOPSIS

I. Student Details:

1. Name of the Program:
2. Name of the Student:
3. Roll Number:
4. Session & Year:
5. Domain:

II. Synopsis details

6. Title of the Synopsis:
7. Introduction and Review of Literature: (Not more than 500 words)
8. Objectives of the Study: (Not more than 200 words)
9. Research Methodology and References: (Not more than 500 words)

Note: Approved copy of Synopsis shall be duly signed by the guide and student. It should be appended as annexure in final report.

Place:

Date:

Status: Approved/ Rejected

(Signature of Guide)

(Signature of the Student)

Guidelines for Writing Dissertation Report

I. Title of the Dissertation Report

The primary function of a title is to provide a clarity with respect to nature of dissertation. Title of synopsis should focus on the research area and the place or the company name. A good title for research is typically around 10 to 12 words long. To decide on the title, you should:

- 1) First choose a topic. To choose the Dissertation topic: Write down the specialization related to Journalism and Mass Communication domain. For this purpose, you may refer program structure of MAJMC program. For example, Print Media, Electronic Media, New Media, Advertising, Public Relations, Health and Development Communication, Media Laws etc.
- 2) Next, list some of your favorite topics under related domain Print media or electronic media etc.
- 3) Out of reviewed topic, choose one topic considering its feasibility “Coverage of Development Stories in regional Hindi dailies”.
- 4) The topic “Coverage of Development Stories in regional Hindi dailies and its impact” is broad in scope because it leaves certain questions unanswered like-scope, timeframe, specific aspect of analysis, impact, type of stories.
- 5) Next, read a few research papers and books to find the kind of research that has been conducted in your area of interest and note down the gaps in the research conducted or future research suggested in this area. These Dissertation topics tell us exactly what type of Dissertation you wish to undertake. Please ensure that the topic you have chosen has not already been worked on. You will be able to know this through Literature Review.
- 6) Finalize the dissertation topic considering its feasibility and contribution. Ask yourself these questions: Can you complete the dissertation within the time stipulated by us? Where will you conduct the research? What sort of data will you need for the dissertation? Can you find the data to complete the Dissertation? Do you have the necessary tools for analyzing the data?

Once all these questions are answered, you may finalize on a Dissertation title.

Tips to write a good dissertation title.

Tip 1: Avoid using subject names: The title for a Dissertation in media cannot be simply ‘Print media Reporting’. Such titles are considered as broad and vague. It should be a study in the chosen field of media in a specific context.

Examples of vague titles:

- Print media reporting
- Media laws in India
- Advertising Management

Examples of acceptable titles:

- A study on the adoption and application of advertising strategy of brand “XYZ”
- The influence and impact of celebrities on brand endorsements.

Tip 2: Don't choose an interrogative title: The title should not be in a question form. It should be a simple statement.

Example of incorrect title:

- What is the advertising strategy of Pepsodent and Colgate?

Example of a correct title

- Comparative study of advertising strategies of Pepsodent and Colgate and its impact on consumer behavior.

Tip 3: Don't use negative in titles: The title should not contain a negative statement about any product, brand, company, or entity.

Examples of incorrect title:

- Why don't audience watch a particular program?
- Reasons for audience not watching a particular program.

Example of a correct title:

- Audience preference towards a particular media platform

2. Introduction

Introduction in the synopsis can include the following:

A brief overview of the topic, mentioning context, rationale, citations, and problem statement. Thus, introduction must have following sections:

A. Problem in one or two sentences by stating the focus area of your study.

B. Need/purpose of the study i.e. why are you conducting this study?

C. Importance/perceived benefits of researching the problem and the scope of your study.

3. Objectives of the Study

The next step is to list down the objectives of your study, which you wish to fulfil. SLM on Research Methodology, mentions that the problem statement must be broken down into tasks or objectives that need to be met to answer the research question. It also mentions, “This section makes active use of verbs such as ‘to find out’, ‘to determine’, ‘to establish’, and ‘to measure’ to spellout the objectives of the study. In certain cases, the main objectives of the study might need to be broken down into sub-objectives which clearly state the tasks to be accomplished.”

Tips to write good Dissertation objectives

Tip 1: Dissertation objectives should be SMART-Specific, Measurable, Achievable, Realistic and Timely. It should focus on what you intend to do in the Dissertation. Objectives are usually headed by infinitive verbs such as:

1. To identify
2. To establish
3. To describe
4. To determine
5. To estimate
6. To develop
7. To compare
8. To analyze
9. To collect

For Dissertation title, “A study on the influence of social media advertising on perception of consumers”.

Example of incorrect objectives:

1. Advertising - It enables the organization to provide information about the product.
2. Advertising shapes the perception of audiences.
3. Audiences perceive the information according to the advertisements.

Example of correct objectives:

1. To analyze the influence of social media on audience perception.
2. To identify brands that have effectively used social media to attract consumer Perceptions.
3. To study the social media usage pattern among various age groups.
4. To measure the effect of social media on the consumer perceptions and attitudes towards brand.

Tip 2: It is ideal to list between 3-5 objectives.

4. Literature Review

A literature review is an account of what has been published on a topic by accredited scholars and researchers. A literature review surveys scholarly articles, books and other sources (e.g. dissertations, conference proceedings) relevant to a particular issue, area of research, or theory, providing a description, summary, and critical evaluation of each work. The purpose is to offer an overview of significant literature published on a topic.

Literature reviews should comprise the following elements:

- An overview of the subject, issue, or theory under consideration, along with the objectives of the literature review
- Division of works under review into categories (e.g., those in support of a particular position, those against, and those offering alternative theses entirely)
- Explanation of how each work is like and how it varies from the others.
- Conclusions as to which pieces are best considered in their argument, are most convincing of their opinions, and make the greatest contribution to the understanding and development of their area of research.

5. Research Methodology

It refers to the procedures used in making systematic observations or otherwise obtaining data, evidence, or information as part of a research Dissertation or study. In the research methodology section of Dissertation, you need to describe how you will proceed to research the problem stated and achieve the objectives formulated. It includes research hypothesis, research model, research design, sampling design and research procedure.

a) **Research Hypothesis:** It is the assumption for your Dissertation work. A research hypothesis is the statement created by researchers when they speculate upon the outcome of a research or experiment.

b) **Research Model:** When selecting the research method it is usually advisable to consider whether you can base your work on an earlier theoretical model. Sometimes a model, even a preliminary one, can help your work decisively, and in such a case it will also affect the logical process of analysis. It is a diagrammatic representation of the variables selected in the research to study.

c) **Research Plan:** It includes research design and data collection methods. Consider the objectives of the study and decide which type of research design

you will use i.e. Exploratory, Descriptive or Causal. Next, decide what type of data you will need to realise every objective of your study. Mention if you will collect primary and/or secondary data, and if it is qualitative or quantitative in nature. Mention how you will collect the data (the sources of data). For example, primary data for a study may be collected through observations and questionnaire. If you are using secondary data, mention if the sources are external or internal and their type. Ex: Industry reports or annual report of the company.

d) Sample Plan: It includes sampling design, sample location, sampling frame, sampling unit and sample size. When you collect any sort of data, especially quantitative data, whether observational, through surveys or from secondary data, you need to decide which data to collect and from whom. This is called the sample. A sample is a subset of the population being studied. It represents the larger population and is used to draw inferences about that population.

A. Population: Population is a complete set of elements (persons or objects) that possess some common characteristics defined by the sampling criteria established by the researcher. For example, if a study is about “Quality of education among professionals in XYZ Company”, the population of this study will be those employees of XYZ Company having professional qualification.

B. Sampling Frame: “Sampling frame comprises all the elements of a population with proper identification that is available to us for selection at any stage of sampling”. For example,

in the above case, sampling frame will be all the employees having professional qualification in XYZ Company.

C. Sampling Unit: Every single unit or object inside the sampling frame is regarded as sampling unit. For example, each employee of sampling frame will be a sampling unit.

D. Sample Size: A sample size is a component of population which is cautiously selected to signify the population. The most commonly used approach for determining the size of sample is the confidence interval approach covered under inferential statistics.

E. Sampling Design: It is a method of selecting a suitable sample for the purpose of determining the characteristics of the whole population. There are two types of sampling design Non-probability Sampling Techniques and Probability Sampling Techniques. There are various sub techniques under each. You may choose the method that best suits your Dissertation. For

example, in the above case, convenience sampling can be used to select the sample.

e) **Research Procedure:** It includes the detailed procedure of your research work conducted along with the time frame of research. It also includes the statistical techniques which are expected to be used for the purpose of data analysis. For example, chi-square test, t-test, z-test, Factor Analysis, Multiple Regression Analysis etc.

6. Data Analysis & Interpretation: Use various charts /diagrams /Statistical tools for analysis of data collected through Primary/Secondary sources of Information.

7. Results & Discussion: Student should discuss the results obtained after interpreting the data analysis, comparing with the existing literature.

8. Suggestions/Recommendations: On the basis of findings and results of the research work, suggestions/recommendations can be drawn.

9. Limitations and Scope of Future Research: Student must mention the problems faced by them during conducting the research work. There is always a room for improvement, hence, student must also mention the scope of research, which can be conducted in future with respect to the current research.

10. Conclusion. This is the overall summary of the report.

11. References: You may follow APA style to cite references. It includes the list of all those sources you looked at i.e., all those books, articles, website, and so on, you cited in your text and also those ones you consulted but didn't actually cite in your text.

12. Executive Summary

The executive summary should be of 500 words and besides being a part of the Dissertation report, a copy of the executive summary should also be submitted separately. It should be typed in 1.5 line spacing, font style-Times New Roman and font size-12. The following are the components of the summary.

- ✓ Title
- ✓ Objectives of the Study
- ✓ Research Methodology
- ✓ Major findings / outcomes of the study
- ✓ Suggestions