

Impact of advertising on customer satisfaction



Population 5. Sampling Technique (Including the Determination of Sample Size) 6. Data capture Instruments 7. Data Presentation and Analysis 8. Limitations of the study 9. Reliability and Validity (Optional) CHAPTER FOUR – DATA PRESENTATION AND ANALYSIS 1. Introduction 2. You either use the objectives or questions as broad headings to fit in your data 3. Data presentation can go with the analysis simultaneously or 4. Analysis could have its own heading and done separately. CHAPTER FIVE – Summary, Recommendations and Conclusion

REFERENCES OR BIBLIOGRAPHY – APA or Harvard Style APPENDIX – Questionnaire or any other material used in the course of the study NOTES ON THE PREPARATION OF THE PROJECT Number of copies: Two copies of the project work are to be handed to the Head of Department (not your supervisor) by the specified date. If you wish to have a personal copy, then, a third copy should be prepared. Paper size and font: All reports must be on size A4 paper and fonts should be 12 points and in New Time Roman. This selected font and size should be uniformly used throughout.

The report should be double-spaced throughout. All margins should be 1-inch (2.5cm) top, bottom and right. However, the left margin should be 1.5 inches (3.8cm) to allow for binding. The body text should be fully blocked throughout. Page Numbering: Page numbering should be at the centre bottom of each page including portrait pages. Portrait pages should be fitted into the work and space allowed for binding. Headings and Sub-Headings: Chapter headings are preferably in capital (block) letters and sub-headings can be in little case (initial capitalization).

Sub-headings/titles could be numbered. Nevertheless, the numbering should be consistent. Tables: Tables should not enter the left 1.5 inches (or 3.5) margin. Graph and figures: Graphs should be properly drawn to fit on one page or as part of a page on the A4 sheet. Indicate the variable and units on each axis clearly. Give the figure number and clear title or caption for each graph and figure. All graphs should be self-explanatory as much as possible. Make sure a graph is really necessary.

Avoid tables and graphs presenting the same and duplicating data. Bibliography: This consists of a list of all the books, articles, manuals etc used in the project and referred to in the report. You should give the full title and author and should state where it is published (place of publication), including full issue number and date and page numbers where necessary. Use the Harvard accepted system used in referred journals and you must be consistent. Underline or italicize title of a book. Journal articles, magazines should be in quote.

Here are two examples:- Journal article: Lundberg, Shelly and Robert A Pollak. (1966). “ Bargaining and Distribution in Marriage” in Journal of Economic Perspectives. Vol. 10 (4) (Fall): 136-158 Book: Ellis, Frank (2000). Rural Livelihoods and Diversity in Developing Countries. Oxford University Press, Oxford. Webography: <http://www.soccernet.com/> Accessed on the 23rd of March, 2010 Printing: If produced on a word processor and printer system the printer either be a laser or near laser quality machine. A lower quality dot matrix printer is not acceptable.

Binding: The report should be soft bound. No comb binding is acceptable. The title page is repeated on the front cover. The cover is preferably light

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green. You must submit two copies of your final piece of work to the university. Both copies must be bound to the required specification. Length: The whole report must be typed with double spacing. The length of the complete report should not be unduly long, 30 – 40 pages of text plus figures and tables should be sufficient to cover all aspects of the project.

It should not be more than 70 pages or 15, 000. This excludes appendices. The length and content should be discussed with your Supervisor at each stage before the final version is printed. Quotations: It should be necessary to include long passages from books or journal articles. However, what you do include quotations of this sort the reference must be given to the text and the full reference be provided in the bibliography. Footnoting: Try to explain yourself thoroughly in the main body.

Footnoting is not recommended and should be avoided as much as possible but where it is necessary, it should be under the recommendation and direction of the supervisor. It should come at a place where they are necessary. Appendices: The appendices contain information, which is peripheral to the main body of the report. Information typically included are things as part of the code, tables, proofs, graphs, questionnaires or any other material which would break up the theme of the text if appeared in situ. All appendices should be properly presented and all pages numbered according