#### REPORT

#### ON

#### **SURVEY WORK**

#### on the topic

#### **AWARENESS & INFLUENCE OF MOBILE TECHNOLOGY**

Venue: Dasauli Village, Kursi Road, Lucknow

Date: August 9, 2018

**Time:** 10:00 AM

Participants: BBA Third Year\ Fifth Semester Group A & B

**Organizer:** Dr. Gaurav Bisaria, Assistant Professor

**Department:** Department of Commerce & Business Management

Faculty: Faculty of Commerce & Management

**Photograph:** Below are the photographs of the activity









Brief Summary: There was a Survey Work organized on the topic "Awareness & Influence of Mobile Technology" organized by the students of BBA Third Year\ Fifth Semester Group A & B in the Dasauli Village, Kursi Road, Lucknow on August 9, 2018 at 10:00 A.M. The Survey Work was conducted in the presence of Mr. Gaurav Bisaria, Faculty Member of the Department of Commerce & Business Management. The whole programme was under the supervision of Prof. A.K. Saxena, Dean, Faculty of Commerce & Management & Head, Department of Business Management & Commerce, Integral University, Lucknow.

The Survey Work on the topic "Awareness & Influence of Mobile Technology" was organized as a part of the syllabus which covered the topic of Steps of Marketing Research (Unit I) of the subject Marketing Research in the course of BBA Third Year\ Fifth Semester Group A & B. The Survey Work on the topic "Awareness & Influence of Mobile Technology" started with the village of Dasauli, Kursi Road, Lucknow. The students contacted Pradimik Vidalaya, Retail stores and Village people. They constructed questionnaire and asked questions from the above respondents related with the awareness influence of mobile. They also educated them to get the better usage of the mobile. They also educated them to use the mobile technology in education of their children, enhancing their own life style and in farming sector. The students got awareness related the term research and they also came to know the way to use the data of research. The whole activity was very inspiring and enriching.

### **FACULTY OF COMMERCE AND BUSINESS MANAGEMENT**

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Date: Aug 29, 2018.

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17	Shalini	IU	faculty
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Date: Aug., 2018

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59	Azam Johan	T.U	Student
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## FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

ATTENDANCE FORM

Awareness & Influence of Mobile Technology

Date: Aug. 9, 2010

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96	Langib Khan	TU	Student
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100	Maina Alam	JIU	Garly
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