

## CERTIFICATE

This is to certify that the Project Report titled “*Readership and Media Habits of Post Graduate Students*” is a bonafide work of Mr Dhruv Agarwal of MBA 2012-14 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Mr Abhinav Chaudhary  
Assistant Professor

Prof. P.K. Suri  
Head (DSM)

Place: New Delhi

Date: 6<sup>th</sup> June, 2014

## DECLARATION

I , Dhruv Agarwal, student of MBA (2012-14) of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Dissertation Report on “*Readership and Media Habits Of Post Graduate Students*” submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. This report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship

Dhruv Agarwal  
2K12/MBA/20  
Delhi School of Management  
Delhi Technological University

Place: 6<sup>th</sup> June, 2014

Date: New Delhi

## ACKNOWLEDGEMENT

It is a great pleasure to present this report on “*Readership and Media Habits of Post Graduate Students*” .The satiation and euphoria that accompany the successful completion of the project would be incomplete without the mention of the people who made it possible.

I would like to take the opportunity to thank and express my deep sense of gratitude to my faculty mentor Mr Abhinav Chaudhary, Assistant Professor, DSM. I am greatly indebted to him for providing valuable guidance at all stages of the study, his advice, constructive suggestions, positive and supportive attitude and continuous encouragement, without which it would have not been possible to complete the project.

I also express my gratitude to Prof. P.K. Suri, Head, DSM for being a constant source of inspiration.

Last but certainly not the least, I am thankful to Mr. Rohit Agarwal, my cousin for helping me with the statistical tools and their analysis.

I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards marketing in any industry in coming future.

Dhruv Agarwal

2K12/MBA/20

Delhi School of Management

Delhi Technological University

## EXECUTIVE SUMMARY

The readership and media habit of the people is one of the area where market researchers are always interested to explore. This understanding becomes more important for the industry like advertisement, where the right information needs to be reached to the right audience.

However, in this area a little has been done for a particular segment of people, particularly Post Graduate Students. Thus, the study, “*Readership and Media Habits of Post Graduate Students*” is an attempt to capture the habits as well as preferences of Post Graduate students pertaining to Media and Readership. Thus, the main objective of this study is to establish and examine the relationship between the Readership and Media Habit of Post Graduate students and various factors such as backgrounds, gender, demographics etc.

The study is carried out by collecting the primary data from the 75 students of different MBA institutes of Delhi through the Questionnaire. The research is based on the Non – Parametric statistics.

From the study, it was found that the TV and Internet is at the higher end of the spectrum as the most preferred media among the students across most of the interests. The research also suggests that most of the students keep themselves updated about the current affairs, careers and technology through the media like TV, Internet, and also Newspapers (particularly for the business news).

The study provides another fact that the preferences and interests of the male and female has been consistent with each other or they have been positively correlated as far as the content they look out for is concern.

The report has comprehensively bifurcated the sample of the study based on gender, experience, age, institutes, etc. The report also provides the comprehensive details on the media and readership habits and explained the various statistics tests in detail as well. Although, a comprehensive attempt has been made to capture the details, there is still a limitation of external validity of this study. These limitations have also been discussed in the later part of this report.

I would like to thank all the people, who have directly or indirectly contributed to the research to make it more useful and comprehensive. I also express my gratitude towards all the students who contributed to provide the data and participated in the study.

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