

St. Mira's College for Girls, Pune
(Autonomous-Affiliated to Savitribai Phule Pune University)

SYB.COM

Marketing-I

SEM-IV

Title- Preparing a Pretesting and Post testing questionnaire and conducting the tests

Maximum Marks: 25 M

Date of Submission: 15 / 02 / 2023

Write an assignment on “Pretesting and Post testing questionnaire and conducting the tests”.

The assignment should cover the following points:

- Developing the questionnaire 8
- Covering the essentials of good elements 5
- Analysis and interpretation 8
- Conclusion on effectiveness of advertisement 4

Skills- Analytical Skills, Research Skills, Critical Thinking Skills



MARKETING ASSIGNMENT 1 (SEM 4)

POST TESTING & MENTAL AD REWRITING OF KURKURE PLAYZ PUFF CORN.



Done By:

MAHEK GOEL - 3840 &

RUCHI GANDHI - 3826

SYBCOM - B



PART 2: MENTAL AD REWRITING OF "KURKURE PLAYZ PUFFCORN".



Subject Teacher: Rajni Singh

