

**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

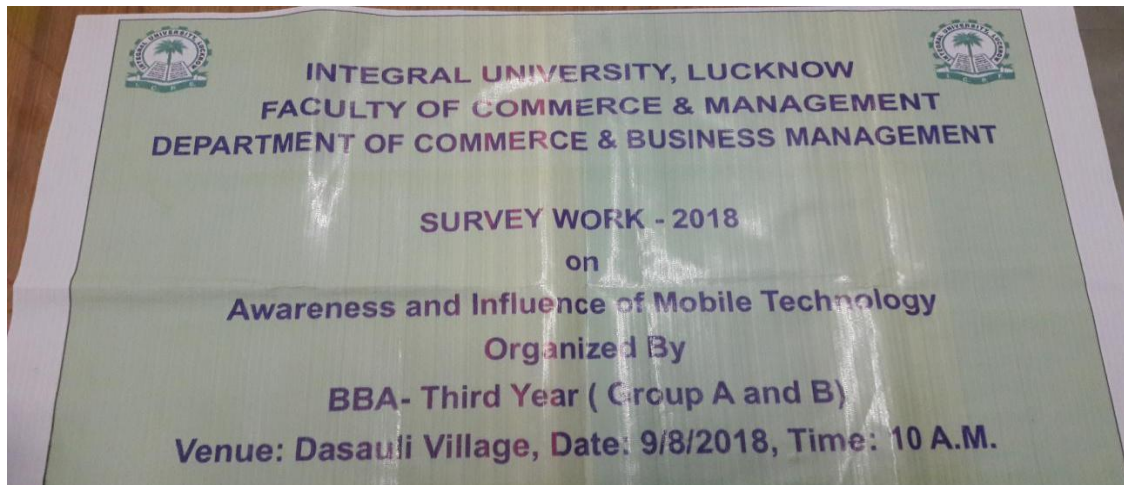
Participants: BBA Third Year\ Fifth Semester Group A & B

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 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” was conducted in the village of Dasauli, Kursi Road, Lucknow. The students contacted Prathimik Vidalaya, Retail stores and Village people. They constructed questionnaire and asked questions from the above respondents related with the awareness & influence of mobile. They 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 with 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.