**Student Project Proposal & Profile Requirements for Online Submission**

**Name of the Student**

**Initial**

**University Register Number**

**Programme**

**Name of Branch / Specialization**

**Address for Communication**

**Mobile Number**

**Email-ID**

**Name of The Guide**

**Project Title**

Measuring the preferences towards LCD Televisions in Chennai city

**Primary Objective of the Study**

To measure the extent of preference towards LCD televisions among middle class population in a urban location such as Chennai city

1. To determine the preferred brand of LCD Television
2. To determine the factors that influence the choice of the brand.
3. To determine relationships between demographic attributes and preference towards LCD televisions.

**Secondary Objective of the Study**

**Company Details :**

**Is it a company project**

Yes  No

**Will the company provide a permission letter at the start of the project**

Yes  No

**Will the company provide you completion certificate at the end of the project**

Yes  No

**Company Name**

Not applicable

**Proposed Methodology :**

**Type Data**

Primary Data collected from a sample
selected among the middle class population in Chennai

**Tools for Data Collection**

A partially disguised questionnaire using a Likert’s scale and questions on demographic attributes listed.

**Frame work of data analysis**

Parametric and Non-parametric tools

**Expected Deliverables**

The study will give insights into the preference levels towards LCD televisions, the choice of the brand and the segment which prefers the LCD televisions most.