

# CHAPTER ONE

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*Objectives, Methodology and Limitations*



- C H A P T E R - I -  
- - - - -

1.1

O B J E C T I V E S S

1.2

M E T H O D O L O G Y

1.3

L I M I T A T I O N S O F T H E S T U D Y .

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1.1 OBJECTIVES :

- 1) To study how the organisation carries out its marketing activities.
- 2) To study the job of the marketing executive and his subordinates.
- 3) To study the recording and reporting system of the company
- 4) To evaluate the performance of the company with regard to the sale of pistons.
- 5) To make a comparison of the company's performance with other leading piston manufacturers' in the market.
- 6) To study the growth prospects of the company.
- 7) To deduct any problems in the marketing department of the company and make suggestions to overcome these problems.

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1.2 METHODOLOGY

STAGE - I

- 1) The literature on the company's products were studied.
- 2) The factory of the company was visited to get perfect knowledge of the products manufactured.
- 3) Held discussions with the General Manager (Marketing) regarding the Menon and Menon group of companies and Menon Pistons Pvt Ltd., in particular. This gave a deep insight of the working of the company.
- 4) Studied the routine jobs of the various personnel in the marketing department and the various files and records maintained.
- 5) Studied the performance of the company over the past three years by comparing the Annual reports.

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STAGE-II :

SOURCES OF DATA AND ITS COLLECTION :

The various records and files maintained in the marketing department of the company were the main source of data for the present study.

The General Manager (Marketing) and his team were also a great source of information. It was the General Manager (Marketing) who answered the prepared questionnaire, which is shown in the appendix of this report. Thus, primary data was collected by direct interview method and secondary data was collected from the company's records and files.

STAGE - III :

The data collected was classified analysed and finally inteapreted with the help of both the company's General Manager (Marketing) and college guide.

STAGE - IV :

Prepared a pilot report, get it checked from guide teacher and then prepared the final report.

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1.3

LIMITATIONS

Firstly, Pistons being a technical product considerable time had to be spent on studying the technical details of the product.

Secondly, the General Manager ( Marketing ) could spare very little time because of a tight schedule.

Thirdly, the company being a private limited company lots of information were not revealed.

Finally, the company has recently commissioned a computer into which all information is fed and maintained. Therefore, the files and records are to some extent incomplete at present.

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