

PROJECT PROPOSAL

ON

(MMPP-001)

-----Title of the project-----

By

-----Your Name-----

ENROLLMENT NO.: *****

UNDER GUIDANCE OF

Submitted in partial fulfillment of the requirements for qualifying

Master of Business Administration

In

Marketing Management



Indira Gandhi National Open University

Maidan Garhi,

New Delhi – 110068

2026

TITLE OF THE PROJECT

1. INTRODUCTION

Mobile applications have become an essential marketing platform for businesses in the digital economy. Companies increasingly use mobile app.....

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2. RATIONALE FOR THE STUDY

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3.OBJECTIVES AND SCOPE OF THE STUDY

OBJECTIVES

SCOPE

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4. RESEARCH METHODOLOGY

The study will adopt a descriptive research design to analyze the influence of mobile app marketing on consumer buying behaviour. Data will be collected through a structured questionnaire from users of the Blinkit app. The collected responses will be analyzed using statistical techniques such as percentage analysis and graphical representation to interpret the results.

RESEARCH DESIGN:-.....

5. LIMITATIONS OF THE STUDY

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6. REFERENCES

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7. QUESTIONNAIRE

Dear respondents,

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