

SRIMCA-MBA, UTU Organised seminar on “Questionnaire Design” For FYMBA Students on 27/02/2020.

SRIMCA-MBA Organised seminar on “Questionnaire Design” in the subject of Research Methodology for FYMBA Students on 27/02/2020(Thursday). The Seminar was conducted by Dr. Milind Parekh. The objective of the seminar was to equip the students with set of skills and potentiality to undertake the research very effectively in the disciplines of social science and how to design to Questionnaire. Dr. Milind Covered various topics like What should be asked?, How should each question be phrased?, What should be the sequence of question? Is there a possibility of further improving the questionnaire?, etc. He ends up seminar by practically designing the questionnaire on the topic of "consumer perception towards street food and restaurant food".

