

IGNOU SAMPLE SYNOPSIS PDF

MBA Project — MMPP-001 (Illustrative Example)

Prepared by: Academic Team, Shri Chakradhar Publication | **Programme:** MBA / MMPP-001 (General Reference) |
Updated: 2026

Important: This synopsis is a **sample / illustrative example only**. It is provided to help you understand the structure, format, and depth expected in an IGNOU project synopsis. **Do not copy this synopsis as your own.** Write your own original synopsis with a different topic, objectives, and methodology. Copying may lead to rejection or academic action.

The format shown here is based on general IGNOU MBA project guidelines. Always verify the exact format and required sections from your programme guide, project manual, or Regional Centre before preparing your synopsis.

What this PDF contains:

Page 2 – 3	Complete Sample Synopsis (MBA MMPP-001 — Illustrative Example)
Page 4	Annotated Breakdown — Section-by-Section Explanation
Page 5	Synopsis Format Checklist
Page 6	Blank Synopsis Template for Your Own Use

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

Project Synopsis — MMPP-001

Programme Code:	MBA	Course Code:	MMPP-001
Name of Student:	Ram Kumar Sharma	Enrolment No.:	XXXXXXXXXXXXX
Regional Centre:	Delhi — 29	Study Centre Code:	XXXXXXX
Mobile Number:	XXXXXXXXXX	Email ID:	xxxxxxx@email.com

Title of the Project:

A Study on the Impact of Digital Marketing on Customer Purchase Behaviour Among Online Shoppers in the Education Sector

1. Introduction / Background

Digital marketing has emerged as a key driver of consumer behaviour in the education sector over the past decade. Increasing internet penetration, growth of social media platforms, and the widespread adoption of smartphones have transformed how students and learners discover, evaluate, and enrol in courses offered by distance education institutions.

Indira Gandhi National Open University, with over three million active learners, represents a significant segment of distance education consumers in India. Understanding how digital marketing channels — including social media, email marketing, search engine results, and online advertisements — influence student purchase decisions can provide actionable insights for academic institutions and education service providers.

2. Rationale of the Study

While significant research has examined digital marketing's impact in retail and FMCG sectors, limited empirical work focuses on the education service segment — particularly distance learning institutions. This study aims to address that gap by examining how online marketing channels shape purchase decisions for education-related products and services among IGNOU students.

3. Objectives of the Study

1. To identify the primary digital marketing channels influencing student purchase decisions.
2. To analyse the relationship between social media engagement and course enrolment behaviour.
3. To examine the impact of online reviews and peer recommendations on purchase intent.
4. To study the influence of personalised email marketing on repeat purchases in the education sector.
5. To suggest strategic digital marketing improvements for education service providers.

4. Research Methodology

Research Design	Descriptive research design
-----------------	-----------------------------

Type of Study	Primary data-based quantitative study
Universe	IGNOU students in Delhi NCR region
Sample Size	100 respondents (convenience sampling)
Data Collection Tool	Structured questionnaire (Google Forms / printed)
Data Collection Period	January 2026 – March 2026 (proposed)
Analysis Technique	Percentage analysis, bar charts, cross-tabulation

5. Sample Size & Data Collection

The study will use a sample of 100 respondents selected through convenience sampling from IGNOU students in Delhi NCR who have purchased at least one education-related product or service online in the past 12 months. Both primary and secondary data will be used.

Primary data: Structured questionnaire with 25 questions covering:

- Demographic profile (age, gender, programme, year of study)
- Digital marketing channels used (social media, email, search engine, WhatsApp)
- Frequency and type of online purchase in education sector
- Trust and credibility factors in online purchases
- Satisfaction with digital marketing communication

Secondary data: Published journals, IGNOU annual reports, Digital India report, industry reports on EdTech marketing, and government publications.

6. Tools & Techniques of Analysis

Data collected from the questionnaire will be tabulated using Microsoft Excel. The following analytical tools will be used: percentage analysis for demographic distribution, bar charts and pie charts for visual representation, cross-tabulation for relationship analysis between variables such as age group and preferred digital marketing channel.

7. Expected Outcome

The study is expected to reveal which digital marketing channels have the highest influence on purchase decisions among IGNOU students. The findings may provide actionable data for education service providers and academic support platforms to allocate their digital marketing budgets more effectively.

8. Bibliography (Proposed)

- Kotler, P. & Keller, K.L. (2016). Marketing Management (15th ed.). Pearson Education.
- Chaffey, D. & Ellis-Chadwick, F. (2019). Digital Marketing (7th ed.). Pearson.
- IGNOU (2025). MMPP-001 Project Guide. School of Management Studies, IGNOU, New Delhi.
- Ministry of Electronics and IT, Government of India. Digital India Report 2024.
- KPMG & Google India. (2024). Online Education Market Report — India.
- eGyanKosh, IGNOU (egyankosh.ac.in) — programme guide repository.

9. Guide / Supervisor Details

Name of Supervisor / Guide:	_____
Qualification:	_____
Designation:	_____
Institution / Organisation:	_____
Mobile Number:	_____
Email ID:	_____

Signature of Supervisor:	_____
Date:	_____

SECTION-BY-SECTION BREAKDOWN — WHAT EACH PART MUST CONTAIN

Section	Purpose	Length	Key Rule
Title	Clear, specific, researchable	1 line	Avoid broad vague titles
Introduction	Background, context, why the topic is important	50–200 words	No objectives here — only context
Rationale	Why you chose this topic; gap it fills	80–120 words	Be specific — not 'it is important'
Objectives	What you will study — 3 to 5 numbered points	3–5 items	Each must be measurable
Methodology	How you will collect and analyse data	150–200 words	Keep it realistic for a student
Sample Size	Who / what / how many respondents; primary or secondary	20–120 words	Mention sampling method
Tools	How data will be analysed — statistical tests	50–80 words	Match the programme level
Expected Outcome	What the study may reveal (not a prediction)	50–80 words	Don't claim findings before research
Bibliography	Books, journals, official sources to be consulted	5–8 items	Consistent citation style
Guide Details	Supervisor name, qualification, designation, signature	Signature	Guide must meet IGNOU eligibility

Common Reasons Synopses Are Returned for Revision:

1. Topic too broad — evaluator cannot assess feasibility.
2. Objectives are vague or not measurable.
3. Methodology is missing or only one line long.
4. Sample size not mentioned.
5. Guide bio-data not attached.
6. Wrong course code or enrolment number.
7. No bibliography at all.

IGNOU PROJECT SYNOPSIS — SUBMISSION CHECKLIST

✓	Item	Done?
■	Title is specific, researchable, and connected to the programme	
■	Introduction explains background and context (not objectives)	
■	Rationale states why this topic was chosen	
■	Objectives are numbered, clear, and measurable (3–5 objectives)	
■	Methodology explains research design, data source, and sample	
■	Sample size is stated clearly	
■	Tools of analysis are mentioned	
■	Expected outcome is framed as anticipated result, not actual finding	
■	Bibliography lists at least 5 relevant sources	
■	Guide bio-data is attached in prescribed format	
■	Front page has correct enrolment number, programme code, course code	
■	Guide has signed the synopsis	
■	Student has signed the synopsis	
■	No content copied from internet or another student's synopsis	
■	Programme-specific format verified from IGNOU project manual	

BLANK SYNOPSIS TEMPLATE — FILL IN YOUR OWN DETAILS

Use this blank template for writing your own original synopsis. Replace every blank line and placeholder with your own content. This page is for your personal use — print it or type in the Word version.

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

Project Synopsis

Programme Code:	_____	Course Code:	_____
Student Name:	_____	Enrolment No.:	_____
Regional Centre:	_____	Study Centre:	_____

Title of the Project:

1. Introduction / Background:

—

—

—

2. Rationale of the Study:

—

—

—

3. Objectives of the Study:

- 1.
- 2.
- 3.
- 4.
- 5.

4. Research Methodology:

Research Design: _____

Sample Size: _____ | Method: _____

Data Type: Primary / Secondary / Both

5. Expected Outcome:

6. Bibliography:

- 1.
- 2.
- 3.
- 4.
- 5.

7. Supervisor's Name & Signature:

Name: _____ | Sign: _____

Student's Name & Signature:

Name: _____ | Sign: _____

Disclaimer: This sample synopsis is for academic guidance and illustrative purposes only. It is not from the official IGNOU website. Students must prepare their own original synopsis and verify the format with their programme guide and Regional Centre. Shri Chakradhar Publication | ignouproject.shop