

Guidelines for Thesis

Font Style: Times New Roman

Proposal Title: 18 / Bold

Main Headings: 13 / Bold

Sub Headings: 12 / Bold

Body Text: 12

Consumer Perception Towards Female Fashion Brands in Karachi. By ABC

1. Introduction

1.1 Introduction and Background: Study The background and history highlight the empirical foundations of research. The purpose of a background/history section is to give the reader the relevant facts about the topic and/or research site so that they understand the material or case in the proposal and how it links to the questions posed.

1.2 Problem Statement: Logically, the first step in any research is to provide a clear statement of the problem. This step is indispensable in the writing process in that it governs the organization and flow of the thesis/thesis. The purpose statement should provide a synopsis of the purpose of the study, briefly define and delimit the specific area of the research, identify the unit of analysis in the study, and foreshadow the hypotheses to be tested or the questions to be raised. A problem may be stated in terms of a verbal statement, i.e., "The purpose of this research is to examine..." or "This study aims at ascertaining" The problem could also be stated in the form of a question like: "Why are Muslims divided?" or "What are the factors associated with the rise of hate crime against Muslims in the West?"

1.3 Research Questions/Hypothesis: Theories suggest R/Q and hypotheses be tested. A hypothesis is a conjectural, conditional (if-then) statement linking two or more variables. Hypothesis grows out of theoretical or conceptual frameworks.

1.4 Study Objectives

1.4.1

1.4.2

1.4.3

2. Research Methodology/Research Design The methods or procedures section is undeniably the heart of the research proposal. Yet, this section of the proposal has received insufficient attention in most of the Master's proposals submitted for approval. This section normally includes the following main areas:

2.1 Research Design

2.2 Sampling Method

2.3 Sample Size

2.4 Data Collection and tools

2.5 Data Analyses

(Model if any proposed)

3. Literature Review and Theoretical Framework/Conceptual Framework:

A review of relevant literature is the third step and is of great significance. The literature review helps relate the proposed study to the larger ongoing discourse in the literature about a phenomenon, filling in gaps in the literature and extending earlier studies. The literature review is neither a chronological summary of related works nor a mere 32 catalog of previous studies published in the field. A literature review is a well-organized critical appreciation of related and relevant literature conceptually integrated within the logic of the proposed investigation. The student should show whether other researchers have studied the same or similar problems before, from what perspectives have these studies been conducted, and whether these researches have been theoretically or empirically adequate.

3.1 Justification/importance of Study In stating the problem, it is also necessary to specify why it is important and what new insights may be found. What would be its net contribution to the body of knowledge in the field, and/or towards solving the problems of the Society and humanity at large?

4. Organization of Study (Proposed Chapter Outline): Research proposals also contain a tentative chapter outline. It indicates the number of chapters the thesis or thesis is expected to be composed of. It gives the tentative chapter headings with brief annotations of expected chapter content.

5. Research schedule: Identify the major tasks involved in your proposed study and place and identify the length of time to complete the tasks and the order in which they will be done

6. References

7. Bibliography: The research proposal must contain a thorough, focused succinct reference and bibliography. Business Management and Social Sciences Faculty is supposed to follow the APA referencing style whereas the IT and Engineering Faculty is supposed to follow the IEEE referencing style. The need for complete documentation generally dictates the inclusion of appropriate appendices in proposals (if any/required). The Appendix should contain a copy of the instrument and other documents like questionnaire etc. which are not supposed to go in the body of text.

8. Appendices (if any):

8.1 Questionnaire

MS/MPhil Thesis Proposal Template (Front Page)



CONSUMER PERCEPTION TOWARDS FEMALE FASHION BRANDS IN KARACHI (Topic)

Students Name
(Student ID#)

Supervisors
Dr. XYZ
Dr. ABC

Department of

Faculty of

Shaheed Benazir Bhutto University Shaheed Benazirabad

Dated

DECLARATION

I would like to declare that this thesis titled “_____”
is the result of my own research work as cited in the reference. The thesis has not
been accepted for any degree and is not concurrently submitted of any other degree.

Signature: _____

Name: _____

Date: _____

SHAHEED BENAZIR BHUTTO UNIVERSITY
SHAHEED BENAZIRBAD

CERTIFICATE

This thesis, written by _____ under the direction of his supervises and approved thy all the members of the thesis committee, has been presented to and accepted by the Dean, Faculty of _____, in fulfilment of the requirements for the Degree of Master of _____ in _____.

Supervisor Name
Supervisor

Co-Supervisor Name
Co-Supervisor (if any)

Internal Examiner Name
Internal Examiner

External Examiner Name
External Examiner

Dr. Munawar Ali Zardari
Director,
Postgraduate Studies & Research

Dean Name
Dean,
Faculty of _____

Date: _____

DEDICATION

I dedicate this thesis to my beloved “_____”

ACKNOWLEDGMENT