

## **EXECUTIVE SUMMARY**

So as to increase useful information entry level position preparing was undertaken to consider the hierarchical parts of "A STUDY ON PROMOTIONAL ACTIVITIES CONDUCTED BY AKB TVS ", Calicut.

The study is basically focused on a general open to the working of an association and to relate the hypothetical ideas, study has been led by gathering applicable information from the records of the organization and furthermore perceptions made over the span of temporary job preparing. The report manages the prologue to the business profile and to the organization profile. Later piece of the report is worried about explicit point covering organization profile of "A STUDY ON PROMOTIONAL ACTIVITIES CONDUCTED BY AKB TVS", Calicut. This report for the most part comprises of nature of the business and infrastructural offices that have been given in the organization. Its vision-strategic, model and its future possibilities are additionally secured.

A different center has been given towards the investigation of the association. The structure gives the data about the governing body, and different utilitarian offices, the preparation technique the organization follows in refreshing the information on representatives are described. The procedure with the organization receives to dispose of their squanders, shared qualities that of the organization to accomplish its destinations have additionally been incorporated.