

**THE STUDY ON EFFECTIVENESS PHONE CALL MADE BY MAHSA UNIVERSITY
IN STUDENT ENROLMENT**

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

"DECLARATION OF ORIGINAL WORK"

I, Azira Binti Sulaiman, (I/C Number: 950516-01-7970)

Hereby, declare that:

- ✓ This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- ✓ This project-paper is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 26/12/2018

LETTER OF TRANSMITTAL

26th December 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
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JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "The Study On The Effectiveness Phone Call Made By Mahsa University In Student Enrolment " to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Azira Binti Sulaiman

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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Telemarketing is forcing companies to take almost everything into consideration. One of the critical issues that frequently call for attention is the effectiveness of the telemarketing. In relations with that, this study focus is to come out with others channel marketing to make Mahsa University better known among secondary student in student enrolment. Recent observation shows that Mahsa University struggled in student enrolment in their university and apparently these leads to inefficiency in their method used in order to attract more student. Therefore, this study aims to explore the effectiveness phone call made by Mahsa University in student enrolment and to find out why the telemarketing that they used is not effective anymore. The result of this study would be obtained through phone numbers which is 100 list of phone numbers that Mahsa University used to call in order to student enrolment. The result of the research point out there is several criteria such as telemarketer's quality, operational techniques, service quality, fresh phone numbers and always up to date. The result from this study is expected to assist the researcher in finding out a better others channel marketing that are undertaken by Mahsa University and how the way will effect in student enrolment.

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