

## 496-EFFECTIVENESS OF VARIOUS DEMARKETING TECHNIQUES IN REDUCING ALCOHOL AND TOBACCO CONSUMPTION

Accepted. The topic taken is very important. Do an extensive literature review and look for research studies done in this domain.

The candidates are advised to maintain the following characteristics before the final submission:

Novelty/Realistic

Practical Feasibility

Expected Outcome

Some important links to understand how to write a research paper/manuscript:

[https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEWjk0Mm1qarfAhXHto8KHYYHsDHsQFjAAegQICBAC&url=https%3A%2F%2Fmsu.edu%2Fcourse%2F1bs%2F158h%2Fmanual%2Fpaper.pdf&usg=AOvVaw2CGb8xNimYardVVTOfn5Y\\_](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEWjk0Mm1qarfAhXHto8KHYYHsDHsQFjAAegQICBAC&url=https%3A%2F%2Fmsu.edu%2Fcourse%2F1bs%2F158h%2Fmanual%2Fpaper.pdf&usg=AOvVaw2CGb8xNimYardVVTOfn5Y_)

[https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=5&cad=rja&uact=8&ved=2ahUKEWjk0Mm1qarfAhXHto8KHYYHsDHsQFjAEegQIBhAC&url=http%3A%2F%2Fwww.ugresearch.umd.edu%2Fdocuments%2Fjenkins\\_howtowritearticle.pdf&usg=AOvVaw2e8O42VXrVhJum2cTPjLYM](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=5&cad=rja&uact=8&ved=2ahUKEWjk0Mm1qarfAhXHto8KHYYHsDHsQFjAEegQIBhAC&url=http%3A%2F%2Fwww.ugresearch.umd.edu%2Fdocuments%2Fjenkins_howtowritearticle.pdf&usg=AOvVaw2e8O42VXrVhJum2cTPjLYM)

<http://www.amadesignresearch.com/10-characteristics-of-a-good-research-paper-in-apa-style/>