



## **A STUDY ON EFFECTIVENESS OF POWER POINT PRESENTATION IN TEACHING – LEARNING PROCESS OF MBA PROGRAMME WITH SPECIAL REFERENCE TO SNS GROUP OF INSTITUTIONS, COIMBATORE**

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### **ABSTRACT**

*Computer has been widely used since its inception. How education can be excluded from it! Computer and MS Office applications have changed the environment of the classroom. The classroom teaching is more or less relied on technological advancement. One of the MS Office applications is Power Point. It is very user friendly in making it effective with words, graphics, images, animation, sound, live scenes etc. There is an attempt to look into how Power Point presentation is effective in teaching – learning process of MBA programme with special reference to SNS Group of Institutions, Coimbatore. The research design chosen is descriptive in nature. The sample size taken to conduct the research is 80 students. For this study, the sampling design chosen is random sampling [Lottery method]. Close ended questionnaire was used for primary data collection. Secondary data was collected from earlier research work and online articles. Simple Percentage Analysis and Weighted Average method are the tools used for data analysis. The findings are really very significant in entire teaching - learning process. The investigation has remarkably pointed out in understanding the content, in memorizing the content, the facility of presenting the content with the help of figures, tables, drawing, signs and symbols. The responses have proved that the entire teaching - learning process becomes interesting, live, meaningful and effective.*

**KEYWORDS:** *Power Point Presentation, Student, Teacher, Teaching – Learning Process.*