



PRIFYSGOL CYMRU

Y Drindod Dewi Sant

UNIVERSITY OF WALES

Trinity Saint David

E2 FORM

APPLICATION FOR ETHICAL APPROVAL – MA level

CAIS AM GYMERADWYAETH MOESGOL – Lefel MA

CEFNOGWYD /
APPROVEDA GYFEIRIWDYD /
REFERREDNIS CEFNOGWYD/
NOT SUPPORTED

Mae'r ffurflen hon i'w llenwi gan bob myfyriwr MA cynnal ymchwil, prosiectau neu gynyrchiadau. Dylai'r ffurflen hon gael ei chwblhau gan y myfyriwr mewn ymgynghoriad â thiwtor y modiwl. Rhaid i bob ffurflen gael ei ystyried gan y Pennaeth Ysgol/Cyfadrn / Gyfadrn. Rhaid i bob ffurflen gael ei gyflwyno i Fwrdd y Gyfadrn Moeseg. Bydd y ffurflen yn cael ei adrodd i'r Pwyllgor Moeseg y BrifYsgol/Cyfadrn os anarferol a / neu y tu allan arfer arferol.

This form is to be completed by all MA students conducting research, projects or productions. This form should be completed by the student in consultation with the module tutor. All forms must be considered by the Head of School/Faculty. All forms must be presented to the Faculty Ethics Board. The form is only to be reported to the University Ethics Committee if it is unusual and/or falls outside of normal practice.

ADRAN 1 – MANYLION MYFYRIWR

SECTION 1 - STUDENT DETAILS

Enw Llawn
Full Name

POOJITH VEMULA

Ysgol/Cyfadrn/
Cyfadrn
School/FacultyUNIVERSITY OF WALES
TRINITY SAINT DAVID
-LONDONRhif Myfyriwr
Student Number

2212578

Tiwtor y Modiwl/
Cydlunydd Rhaglen
Module Tutor/
Programme Co-ordinator

MR REXON NTING

Enw'r Gradd
Name of DegreeMBA MARKETING
LEVEL 7

Teitl dangosol yr Traethawd Hir:

Indicative Title of Dissertation:

The Impact On Digital Marketing in Small to Medium Enterprises

ADRAN 2 – GWEITHGAREDD YMCHWIL

SECTION 2 – RESEARCH ACTIVITY

Ydy'r prosiect yn cynnwys:

Does the project include:

Ydy /
YesNac
ydy/No

Defnyddio holiadur neu offeryn ymchwil tebyg (atodwch gopi drafft)	Use of questionnaire or similar research instrument (attach draft copy)	✓	
Defnyddio prawf ysgrifenedig neu gyfrifiadurol	Use of written or computerised test		✓
Cyfweliad (cysylltwch gwestiynau posibl)	Interview (attach provisional questions)		✓
Dyddiaduron	Diaries		✓
Arsylwi ar gyfranogwyr a hwythau'n ymwybodol o hynny	Participant observation with their knowledge		✓
Arsylwi ar gyfranogwyr a hwythau ddim yn ymwybodol o hynny	Participant observation without their knowledge		✓
Recordio fideo neu sain	Video or audio-taping		✓
Mynediad i wybodaeth bersonol neu gyfrinachol heb gydsyniad penodol y cyfranogwyr	Access to personal or confidential information without the participants specific consent		✓
Defnyddio unrhyw gwestiynau, ysgogiadau prawf, cyflwyniad y gallai rhai cyfranogwyr eu profi fel rhywbeth sy'n achosi niwed / tramgwydd corfforol, meddyliol neu emosiynol	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive		✓
Cyflawni unrhyw weithredoedd allai achosi embaras neu effeithio ar hunan-barch	Performance of any acts which may cause embarrassment or affect self-esteem		✓
Ymchwilio i gyfranogwyr sy'n ymwneud â gweithgareddau anghyfreithlon	Investigation of participants involved in illegal activities		✓
Gweithdrefnau lle defnyddir twyll	Procedures that involve deception		✓
Gweini unrhyw sylwedd, cyfrwng neu blasebo	Administration of any substance, agent or placebo		✓
Dull arall o gasglu data neu fformat cyflwyno (esboniwch)	Other method of data collection or presentation format (please explain)		✓

Os 'Na' wedi cael ei dicio ym mhob blwch, dylai'r ffurflen gael ei llofnodi gan Bennaeth yr Ysgol/Cyfadrn / Gyfadrn a'r canlyniad a adroddwyd i'r Pwyllgor Moeseg ar ddiwedd y semester.

Os 'Ydw' wedi cael ei dicio mewn un neu fwy o'r

If 'No' has been ticked in each box, the form should be signed by the Head of School/Faculty/Faculty and the outcome reported to the Ethics Committee at the end of the semester.

If Yes has been ticked in one or more boxes, the student must complete this form and submit it to the

blychau, rhaid i'r myfyriwr gwblhau'r ffurflen hon a'i chyflwyno i diwtor y modiwl. Rhaid i'r ffurflen wedyn yn cael ei ystyried yn y Bwrdd Moeseg Gyfadran cyn dechrau ar unrhyw waith ymchwil.

module tutor. The form must then be considered at the Faculty Ethics Board prior to the start of any research.

Llofnodau

Os nad oes unrhyw faterion moesegol sylweddol, dylid ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr ac yna llofnodi gan Bennaeth yr Ysgol/Cyfadrn.

Signatures

If there are no significant ethical issues, this form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty.

Myfyriwr / Student	Dyddiad: / Date:
Poojith Vemula	20/10/2023
Cydlynnydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor	Dyddiad: / Date:
Rexon Nting	20/10/2023
	
Pennaeth Ysgol/Cyfadrn / Head of School/Faculty	Dyddiad: / Date

**ADRAN 3 – MANYLION Y PROSIECT / YMCHWIL /
CYNHYRCHIAD**

**SECTION 3 – PROJECT / RESEARCH /
PRODUCTION DETAILS**

1.	Braslun o'r prosiect	Project outline
The purpose of this research is to analyze the tangible effects of innovations affecting Indian FMCG SMEs which include A.P. Poultry Machinery in Telangana, an important sector for food availability and livelihoods. As an outcome, it has investigated how these advances enhance manufacturing, the welfare of animals, and sustainable development.		
2.	Disgrifiad Rhowch fraslun cryno o'r prosiect, heb unrhyw jargon, ac yn cynnwys beth bydd angen i'r cyfranogwyr ei wneud. Esboniwch unrhyw dermau technegol neu derminoleg sy'n benodol i'r ddisgyblaeth (Uchafswm 300 o eiriau.)	Description Provide a brief outline, free from jargon, of the project including what participants will be required to do. Explain any technical terms or discipline specific terminology (Max 300 words.)
It has been attempted to determine the hurdles that SMEs such as A.P. Poultry Equipment have while attempting to properly leverage digital mediums for marketing and revenue growth. This analysis may give helpful information about Telangana FMCG SMEs, allowing individualized methods to successfully navigate the realm of digital advertising. Identifying difficulties and requirements of excellence might therefore assist these organizations in improving their digital activities, increasing competitiveness, increasing market share, and eventually prospering in a continuously changing environment. This may also help to raise awareness among industry participants, lawmakers, and investors about the potential benefits of employing advanced marketing technologies. Furthermore, it may provide important knowledge into enabling development in the greater agriculture business, setting a precedent for increasing efficiency and minimizing environmental damage.		
3.	Dulliau Arfaethedig: Rhowch fraslun o'r dulliau casglu data neu o natur yr amser mewn ymarferiadau (hyd at 500 o eiriau).	Proposed Methods: Outline how the data will be collected or the nature of rehearsal time (up to 500 words).
Positivism, a philosophical system of preference, emphasizes scientific investigation and the pursuit of objective, quantifiable facts. It employs a deductive analysis approach, beginning with known concepts and speculated theories, to guide this investigation into the relationship between internet marketing strategies and the A.P. Poultry devices sector in the FMCG industry. The present study adopts a mono-quantitative methodology, with an emphasis on quantitative data assessment. The gathering of original data is a critical component of that study. Individuals gather details from A.P. Poultry equipment personnel using an		

organized questionnaire method. For analyzing the obtained data, analysts employ graphical analytic methods.

5.	Lledaenu Gwybodaeth / Cynulleidfa: Rhestrwch i bwy y rhoddir neu y dangosir copi o'r canlyniadau neu adroddiad / cyflwyniad terfynol.	Dissemination of Information / Audience: List to whom a copy of the results or final report / presentation will be given or shown.
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The entire report is going to be presented for review via the link supplied by the institution, in accordance with the appropriate protocol.

6.	Lleoliad y Prosiect: Nodwch bob lleoliad lle y cesglir data neu y cynhelir ymarferiadau / cynhyrchiad.	Location of Project: Identify all locations where data will be collected or rehearsals/ production will take place.
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Google Forms

7.	Cymeradwyaeth Arall: Oes angen cael cymeradwyaeth unrhyw sefydliad arall cyn cychwyn neu gwblhau'r prosiect? Os felly, gan bwy ac a ydy wedi'i sicrhau eisoes?	Other Approvals: Is there a requirement for approval from any other organisation / institution prior to starting or completing the project? If so, by whom and has it been obtained?
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No

ADRAN 4 – MANYLION CYFRANOGWYR / CYNULLEIDFA

SECTION 4 - PARTICIPANT / AUDIENCE DETAILS

Pwy yw'r cyfranogwyr arfaethedig?	Who are the intended participants?	Ydw / Yes	Na / No
Myfyrwyr / staff Y Drindod Dewi Sant	Students / staff of Trinity Saint David	✓	
Oedolion (dros oed 16 ac yn gymwys i gydsynio)	Adults (over the age of 16 and competent to give consent)	✓	
Plant a phobl ifanc dan oed	Children / legal minors		✓
Cleifion neu gleientiaid gweithwyr proffesiynol	Patients or clients of professionals		✓
Rhywun sy'n cael ei gadw yn y ddalfa neu y mae'r llys wedi cymryd cyfrifoldeb amdano	Anyone in custodial care or for whom the court has assumed responsibility		✓
Aelod o unrhyw sefydliad lle mae'n bosibl	A member of any organisation where		✓

bod angen i unigolyn arall hefyd gydsynio.	another individual may also need to give consent.		
Eraill: Nodwch: / Others: please identify:			

Nifer, Oed a Ffynhonnell y Cyfranogwyr Rhowch fanylion yr demograffeg y cyfranogwyr / gynulleidfa.		Participant / Audience Number and Age Provide details of the demographics of the participants / audience.	
Nifer o Gyfranogwyr / yn y Gynulleidfa	Participant/ number	Audience	50
Grŵp oedran y Cyfranogwyr/y Gynulleidfa	Participant/ group	Audience age	All age groups

ADRAN 5 – RISGIAU YN PROSIECT	SECTION 5 – RISKS IN PROJECT
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Bydd y diffyg ateb cadarnhaol i bob un o'r cwestiynau hyn yn arwain at y gofyniad eglurhad a gallai arwain at oedi yn eich ymchwil. Dim neu Dim NID yn dderbyniol.	A lack of a positive answer to all of these questions may result in the requirement of further explanation and a delay in your research. None or Nil is not acceptable.
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Risg Posibl: (corfforol, seicolegol, cyfreithiol, cymdeithasol neu economaidd)		Potential Risk: (physical, psychological, legal, social or economic)			
A oes unrhyw risg bosibl i:		Is there any potential risk to:	Ydw Yes	/	Na No
A	Cyfranogwyr?	Participants?			✓
B	Ymchwilydd?	Researcher?			✓
C	BrifYsgol/Cyfadrn?	University?			✓

2	Rheoli Risg: Os oes, beth yw'r risg a sut y bydd yn cael ei reoli?	Management of Risk: If yes, what is the risk and how will it be managed?

3	Os ydych yn delio â phlant ac oedolion sy'n agored i niwed a ydych wedi gwneud cais am dystysgrif DRS?	If you are dealing with children and vulnerable adults have you applied for a DRS certificate?

ADRAN 6 – MONITRO, ADBORTH A	SECTION 6 - MONITORING, FEEDBACK AND
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1.	Monitro: Os ydych yn sylwi ar unrhyw ymddygiad sy'n groes Cod y BrifYsgol/Cyfadrn Ymarfer, unrhyw ganllawiau a gyhoeddir gan y gymdeithas broffesiynol priodol neu weithred anghyfreithlon. Amlinellwch eich strategaeth adrodd.	Monitoring: Should you observe any behaviour that contravenes the University's Code of Practice, any guidelines published by the appropriate professional association or is illegal outline the strategy of your reporting action.
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Yes

		Ydw / Yes	Na / No
A wnewch chi roi gwybod am unrhyw ymddygiad sydd yn erbyn Cod Ymarfer y BrifYsgol/Cyfadrn neu sy'n anghyfreithlon?	Will you report any behaviour that is against the University's Code of Practice or is illegal?	✓	
A ydych yn darparu adborth i'r cyfranogwyr?	Will feedback be provided to participants?	✓	
A fyddwch yn dogfennu'r 'caniatâd i gymryd rhan yn y prosiect'	Will you be documenting the 'consent to participate in the project'	✓	

ADRAN 7 – STORIO, DIOGELWCH A MYNEDIAD I DDATA **SECTION 7 - DATA ACCESS, STORAGE AND SECURITY**

		Ydw / Yes	Na / No
1.	Ydych chi'n gyfrifol am storio a diogelwch y data eu casglu?	✓	
2.	Sut y bydd y data yn cael ei storio?		

3.	Mynediad i Ddata: Pwy fydd yn cael mynediad at y data? A oes unrhyw amodau i gael mynediad?	Data Access: Who will have access to the data? Are there any conditions to access?
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All information gathered for the purpose of the research is going to be saved on my encrypted laptop. Solely I have permission to see this data, and I am accountable for it.

4.	Cyfrinachedd / Anhysbysrwydd: Rhestrwch y dulliau a fydd yn cael eu defnyddio i sicrhau cyfrinachedd ac anhysbysrwydd y cyfranogwyr.	Confidentiality / Anonymity: List the methods that will be used to ensure the confidentiality and anonymity of participants.
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There was no usage of private information.

Rhaid i'r adran hon gael ei chwblhau gan bob parti perthnasol cyn y gellir cyflwyno'r cais i'r Bwrdd Moeseg Gyfadran.	This section must be completed by all concerned parties before it can be submitted to the Faculty Ethics Board.
Datganiad Mae'r wybodaeth a gynhwysir yma yn gywir, hyd eithaf fy ngwybodaeth a'm cred. Rwyf wedi ceisio dynodi unrhyw risgiau a phroblemau sy'n gysylltiedig â'r prosiect / ymchwil neu gynhyrchiad ac rwyf yn cydnabod f'ymrwymadau innau a hawliau'r cyfranogwyr.	Declaration The information contained herein is, to the best of my knowledge and belief, accurate. I have attempted to identify any risks and issues related to the project/research or production and acknowledge my obligations and the rights of the participants.

Llofnodau

Dylai'r ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr lofnodi ac yna gan Bennaeth yr Ysgol/Cyfadrn/

Signatures

This form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty

Myfyriwr / Student	Dyddiad: / Date:
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Rexon Nting	20/10/2023
Pennaeth Ysgol/Cyfadrn / Head of School/Faculty	Dyddiad: / Date
Rhaid i bob cais am ymchwil ar sail cyfweiliadau gynnwys y dogfennau canlynol:	All interview based research applications must provide the following pro-forma documents:
1. Ffurflen gydsynio ddrafft 2. Sampl o'r cwestiynau a ofynnir 3. Taflen wybodaeth am yr ymchwil sy'n esbonio'n glir ddiben y prosiect, y deilliannau disgwylidig a'r rheini y dangosir y canlyniadau iddynt.	1. A draft consent form 2. A sample of the questions that will be asked 3. An information sheet on the research that clearly explains what the project is, what the expected outcomes are and who the results will be shown to.

DYCHWELWCH I'R GYFADRAN MOESG CYDLYNYDD

PLEASE RETURN TO THE FACULTY ETHICS CO-ORDINATOR