List of Figures

Figure 1.1: Top ten higher education markets ......................................................... 11
Figure 1.2: Advertisement expenditure by higher education in US .................................. 18
Figure 2.3: Gender of Students ............................................................................. 32
Figure 2.4: Age of Students .................................................................................. 33
Figure 2.5: Course of Study of Students ................................................................... 33
Figure 2.6: Background of Students ....................................................................... 34
Figure 2.7: Gender of Parents ................................................................................ 34
Figure 2.8: Age of Parents ..................................................................................... 35
Figure 2.9: Course Pursued by Child ....................................................................... 35
Figure 2.10: Background of Parents ....................................................................... 36
Figure 2.11: Educational Qualification of Parents .................................................... 36
Figure 2.12: Occupation of Parents ........................................................................ 37
Figure 2.13: Gender of Faculty ............................................................................... 37
Figure 2.14: Age of Faculty Members ..................................................................... 38
Figure 2.15: Course Taught by Faculty ..................................................................... 38
Figure 2.16: Background of Faculty ........................................................................ 39
Figure 2.17: Educational Qualification of Faculty ..................................................... 39
Figure 2.18: Age of Institute Heads ........................................................................ 40
Figure 2.19: Type of Institute ............................................................................... 40
Figure 2.20: Location of the Institute ...................................................................... 41
Figure 2.21: Newspaper Coverage ......................................................................... 41
Figure 2.22: Language of Newspaper .................................................................... 42
Figure 2.23: Location of Print Media ....................................................................... 42
Figure 2.24: Age of Print Media ............................................................................ 43
Figure 2.25: Month wise Advertisements ................................................................. 43
Figure 2.26: Newspaper wise Advertisements .......................................................... 43
Figure 2.27: Edition of Advertisement ..................................................................... 44
Figure 2.28: Institute wise Advertisement ................................................................. 45
Figure 2.29: Size wise Advertisements ..................................................................... 45
Figure 2.30: Language wise Advertisements ............................................................. 46
Figure 2.31: Month wise Edit Contents .................................................................... 46
Figure 2.32: Newspaper wise Edit Contents ............................................................. 47
Figure 2.33: Edition wise Edit Contents ................................................................. 47
Figure 2.34: Institute wise Edit Contents ................................................................. 48
Figure 2.35: Size wise Edit Contents ....................................................................... 48
Figure 2.36: Language wise Edit Contents ............................................................... 49
Figure 2.37: Information wise Edit Contents ............................................................ 49
Figure 4.1: Media Access of Television .................................................................... 87
Figure 4.2: Media Access of Radio ......................................................................... 88
Figure 4.3: Media Access of Newspaper ................................................................. 90
Figure 4.4: Media Access of Internet ...................................................................... 91
Figure 4.1: Disclosure of Course Information by Institutes
Figure 4.2: Advertisement Viewing in Television.................................................................93
Figure 4.3: Advertisement Listening in Radio...........................................................................95
Figure 4.4: Advertisement Viewing in Newspaper.................................................................97
Figure 4.5: Advertisement Viewing in Internet.........................................................................98
Figure 4.6: Advertisement Viewing in Times of India.........................................................100
Figure 4.7: Advertisement Viewing in The Tribune.........................................................102
Figure 4.8: Advertisement Viewing in Dainik Bhaskar..................................................105
Figure 4.9: Advertisement Viewing in Amar Ujala.........................................................107
Figure 4.10: Advertisement Viewing in The Tribune.....................................................108
Figure 4.11: Advertisement Viewing in Dainik Bhaskar.................................................110
Figure 4.12: Advertisement Viewing in Amar Ujala.......................................................111
Figure 4.13: Advertisement Viewing in Education........................................................113
Figure 4.14: Advertisement Viewing in Realty...............................................................115
Figure 4.15: Advertisement Viewing in Matrimonial....................................................117
Figure 4.16: Advertisement Viewing in Shopping........................................................118
Figure 4.17: Advertisement Viewing in Shopping..........................................................121
Figure 4.18: Advertisement Viewing in Management Information by Institutes..............122
Figure 4.19: Advertisement Viewing in Alumni Information by Institutes......................124
Figure 4.20: Advertisement Viewing in Faculty Information by Institutes.........................126
Figure 4.21: Advertisement Viewing in Affiliation Information by Institutes.....................127
Figure 4.22: Advertisement Viewing in Physical Facilities Information by Institutes......129
Figure 4.23: Advertisement Viewing in Campus Pictures by Institutes..........................131
Figure 4.24: Advertisement Viewing in Fee Details Information by Institutes..................133
Figure 4.25: Advertisement Viewing in Alumni Information by Institutes......................135
Figure 4.26: Advertisement Viewing in Faculty Information by Institutes.........................136
Figure 4.27: Advertisement Viewing in Affiliation Information by Institutes.....................138
Figure 4.28: Advertisement Viewing in Physical Facilities Information by Institutes......140
Figure 4.29: Advertisement Viewing in Campus Pictures by Institutes..........................141
Figure 4.30: Advertisement Viewing in Fee Details Information by Institutes..................143
Figure 4.31: Advertisement Viewing in Alumni Information by Institutes......................145
Figure 4.32: Advertisement Viewing in Faculty Information by Institutes.........................147
Figure 4.33: Advertisement Viewing in Affiliation Information by Institutes.....................148
Figure 4.34: Advertisement Viewing in Physical Facilities Information by Institutes......150
Figure 4.35: Advertisement Viewing in Campus Pictures by Institutes..........................152
Figure 4.36: Advertisement Viewing in Fee Details Information by Institutes..................154
Figure 4.37: Advertisement Viewing in Alumni Information by Institutes......................155
Figure 4.38: Advertisement Viewing in Faculty Information by Institutes.........................157
Figure 4.39: Advertisement Viewing in Affiliation Information by Institutes.....................159
Figure 4.40: Advertisement Viewing in Physical Facilities Information by Institutes......161
Figure 4.41: Advertisement Viewing in Campus Pictures by Institutes..........................162
Figure 4.42: Advertisement Viewing in Fee Details Information by Institutes..................164
Figure 4.43: Advertisement Viewing in Alumni Information by Institutes......................166
Figure 4.44: Advertisement Viewing in Faculty Information by Institutes.........................169
Figure 4.45: Advertisement Viewing in Affiliation Information by Institutes.....................171
Figure 4.46: Advertisement Viewing in Physical Facilities Information by Institutes......172
Figure 4.47: Advertisement Viewing in Campus Pictures by Institutes..........................174
Figure 4.48: Advertisement Viewing in Fee Details Information by Institutes..................176
Figure 4.49: Advertisement Viewing in Alumni Information by Institutes......................178
Figure 4.50: Advertisement Viewing in Faculty Information by Institutes.........................180
Figure 4.51: Advertisement Viewing in Affiliation Information by Institutes.....................182
Figure 4.52: Advertisement Viewing in Physical Facilities Information by Institutes......184
Figure 4.53: Advertisement Viewing in Campus Pictures by Institutes..........................186
Figure 4.54: Advertisement Viewing in Fee Details Information by Institutes..................188
Figure 4.55: Advertisement Viewing in Alumni Information by Institutes......................190
Figure 4.56: Advertisement Viewing in Faculty Information by Institutes.........................192
Figure 4.57: Advertisement Viewing in Affiliation Information by Institutes.....................194
Figure 4.58: Advertisement Viewing in Physical Facilities Information by Institutes......196
Figure 4.59: Advertisement Viewing in Campus Pictures by Institutes..........................198
Figure 4.60: Advertisement Viewing in Fee Details Information by Institutes..................200
Figure 4.61: Advertisement Viewing in Alumni Information by Institutes......................202
Figure 4.62: Advertisement Viewing in Faculty Information by Institutes.........................204
Figure 4.63: Advertisement Viewing in Affiliation Information by Institutes.....................206
Figure 4.64: Advertisement Viewing in Physical Facilities Information by Institutes......208
Figure 4.65: Advertisement Viewing in Campus Pictures by Institutes..........................210
Figure 4.66: Advertisement Viewing in Fee Details Information by Institutes..................212
Figure 4.67: Advertisement Viewing in Alumni Information by Institutes......................214
Figure 4.68: Advertisement Viewing in Faculty Information by Institutes.........................216
Figure 4.69: Advertisement Viewing in Affiliation Information by Institutes.....................218
Figure 4.70: Advertisement Viewing in Physical Facilities Information by Institutes......220
Figure 4.71: Advertisement Viewing in Campus Pictures by Institutes..........................222
Figure 4.72: Advertisement Viewing in Fee Details Information by Institutes..................224
Figure 4.73: Advertisement Viewing in Alumni Information by Institutes......................226
Figure 4.74: Advertisement Viewing in Faculty Information by Institutes.........................228
Figure 4.75: Advertisement Viewing in Affiliation Information by Institutes.....................230
Figure 4.76: Advertisement Viewing in Physical Facilities Information by Institutes......232
Figure 4.77: Advertisement Viewing in Campus Pictures by Institutes..........................234
Figure 4.78: Advertisement Viewing in Fee Details Information by Institutes..................236
Figure 4.79: Advertisement Viewing in Alumni Information by Institutes......................238
Figure 4.80: Advertisement Viewing in Faculty Information by Institutes.........................240
Figure 4.81: Advertisement Viewing in Affiliation Information by Institutes.....................242
Figure 4.82: Advertisement Viewing in Physical Facilities Information by Institutes......244
Figure 4.83: Advertisement Viewing in Campus Pictures by Institutes..........................246
Figure 4.84: Advertisement Viewing in Fee Details Information by Institutes..................248
Figure 4.85: Advertisement Viewing in Alumni Information by Institutes......................250
Figure 4.86: Advertisement Viewing in Faculty Information by Institutes.........................252
Figure 4.87: Advertisement Viewing in Affiliation Information by Institutes.....................254
Figure 4.88: Advertisement Viewing in Physical Facilities Information by Institutes......256
Figure 4.89: Advertisement Viewing in Campus Pictures by Institutes..........................258
Figure 4.90: Advertisement Viewing in Fee Details Information by Institutes..................260
Figure 4.91: Advertisement Viewing in Alumni Information by Institutes......................262
Figure 4.92: Advertisement Viewing in Faculty Information by Institutes.........................264
Figure 4.93: Advertisement Viewing in Affiliation Information by Institutes.....................266
Figure 4.94: Advertisement Viewing in Physical Facilities Information by Institutes......268
Figure 4.95: Advertisement Viewing in Campus Pictures by Institutes..........................270
Figure 4.96: Advertisement Viewing in Fee Details Information by Institutes..................272
Figure 4.97: Advertisement Viewing in Alumni Information by Institutes......................274
Figure 4.98: Advertisement Viewing in Faculty Information by Institutes.........................276
Figure 4.99: Advertisement Viewing in Affiliation Information by Institutes.....................278
Figure 5.1: Disclosure of Course Information by Institutes...........................................169
Figure 5.2: Disclosure of Management Information by Institutes ................................................................. 171
Figure 5.3: Disclosure of Fee Details by Institutes ..................................................................................... 172
Figure 5.4: Disclosure of Placement Information by Institutes ................................................................. 174
Figure 5.5: Disclosure of Affiliation Information by Institutes ................................................................. 175
Figure 5.6: Disclosure of Faculty Information by Institutes .................................................................... 177
Figure 5.7: Disclosure of Facilities Information by Institutes ................................................................ 178
Figure 5.8: Disclosure of Campus Pictures by Institutes ......................................................................... 180
Figure 5.9: Disclosure of Students’ Achievements by Institutes ............................................................... 181
Figure 5.10: Disclosure of Alumni Information by Institutes ................................................................. 182
Figure 5.11: Disclosure of Hostel Information by Institutes .................................................................... 184
Figure 5.12: Disclosure of Contact Information by Institutes ................................................................. 185
Figure 5.13: Disclosure of Information in Edit Contents by Institutes ................................................... 187