

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_101164
Title of the Manuscript:	AN ECONOMIC ANALYSIS ON MARKETING AND BRAND AWARENESS OF RIFIT PLUS (HERBICIDE) IN GHAZIPUR DISTRICT OF UTTAR PRADESH
Type of the Article	Original Research Article

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PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Compulsory REVISION comments 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u>	Yes Yes No. It should highlight the theme and main objective of the research. No. Literature Review section should be added Yes No. It has to be exhaustive. 1. Development of Research Question should be discussed. 2. Framing of Hypotheses should be outlined. 3. Sample size should be justified based on the sampling method. 4. Policy Implications of the study should be discussed 5. Limitations and further scope of the study should be drawn.	
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?		
Optional/General comments		

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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