

**PONDICHERRY UNIVERSITY – LOYOLA COLLEGE
TWINNING PROGRAMME**

IV SEMESTER

MBA

PROJECT WORK GUIDELINES

**(Marketing, Finance, International Business, Human Resource
Management, Tourism & Retail Marketing)**

PROJECT WORK:

The rationale behind this practical paper is to:

- ✓ Expose you to the various operational and practical aspects of business.
- ✓ Train towards application of concepts learned in theory classes.
- ✓ Help in developing written / communication skills required for a practical business executive.

I now draw your attention to an important practical activity to be carried out by you during this semester i.e., PROJECT WORK.

- ✎ All Project Works should have a Guide/Project supervisor approved by the PULC twinning centre at Loyola College.
- ✎ Project Work should be either a Field Survey study, Comprehensive Case study on the functioning of a business organization, Inter-organizational study application of optimization techniques for business decisions, computer systems development for business operations.
- ✎ Make a thorough reading of your I semester paper titled “Research Methodology” and adopt the procedures explained in it. Description of Objectives of the work, Methodology, Sampling, Hypothesis, statistical data analysis and Report preparation should largely be explicit and adhere to the standard Project Reports
- ✎ Subject matter organized has to be neatly typed (with one and half line space) and submitted in hard bound / spiral bound form. Please type only one side of the page. Use only A4 size paper and the report may be within the range of 80 -150 pages.

TOPIC / AREAS OF THE PROJECT WORK:

Students are advised to carry out their Project Works only in their area of specialization. For example, the students of MBA (Finance) should take up their project works only in the functional area of Finance of a Corporate Enterprises, Banks or a Financial Institutions, Stock Market, NBFCs, Stock Broking / Forex Dealing firms, etc.

Suggestive List of Topics for Project Work:**FINANCE:**

1. Financial Performance of select Textile Units in Coimbatore
2. Working Capital Management of select Electronic Units of Guindy Industrial Estate
3. Risk and Return on Equities in Indian Securities Market
4. Performance Evaluation of select Mutual Funds in India
5. Financial Management in ABC company (Case study)

MARKETING:

1. Survey on Consumer Choices of different brands of Two-wheelers in Chennai City.
2. Market Potential for Logistics Business in Hyderabad city
3. Brand Equity in select FMGC products in Mumbai City
4. Service Quality and Consumer satisfaction of Maruti Service Centers
5. A Case Study on Marketing Strategies of HLL in South India
6. Impulse Buying Behavior of Customers in Bangalore City

HUMAN RESOURCES MANAGEMENT

1. Philosophy and Management of Human Resources in select large sized Indian Industries
2. Leadership styles – A comparison of Indian and Foreign Banks in Chennai City
3. Job satisfaction and Job involvement of employees in select Textile Mills in Tirupur
4. Status of Industrial Relations and Implementation of Labour Welfare Measures in select Coal Mines
5. HR Practices and Organizational Strategies in select IT companies in India

INTERNATIONAL BUSINESS:

1. WTO and India's Exports: Integrated Strategy for New Millennium
2. A study on Cross Cultural Practices of select MNCs in India
3. FX Dealer room strategies: A study on select Banks/Forex Dealers in Mumbai City
4. Study on Operational and Practical dimensions of GDR and ADR issues of

- Indian Companies
5. Marketing Strategies of Large Multinational Automobile Unit in Chennai City.

THE REPORT

After collecting the necessary information from primary and secondary sources, substantial number of visits to select companies / organizations and administering questionnaire / Interview schedules, if any, the students are advised to discuss with their Project Guides for necessary directions on how to analyze the data. Based on the PROJECT GUIDE'S advice, carryout necessary tabulation of data, application of statistical tools, testing of hypotheses if any, and then prepare a plan of chapterization to prepare a PROJECT REPORT. Your compliance with the following format, may enrich the quality of the Report (refer to your Research Methodology course material for deeper details)

CHAPTER I: INTRODUCTION

This Chapter may contain a brief background of the problem under study starting from Macro economy dimension to micro trends, contemporary developments in the given aspect under study. Brief survey on different studies/ Review of Literature on this theme may add richness to the work. This Chapter should contain the Objectives of the study, Methodology and Sample selection, Research Design, Period of the study, sources of data, tools of data collection, Statistical analysis, broad hypotheses put for testing, limitations, etc. Further, the technical terms used in the study, *a priori* relationships expected between the variables, Models intended to be developed / tested are to be specified in this chapter.

CHAPTER II: INDUSTRY & COMPANY PROFILE

Company Profile/ Industry Trends etc

CHAPTER III EMPIRICAL RESULTS / DATA ANALYSIS & DISCUSSION

This chapter should contain a logical presentation of the empirical results after completing the data analysis. This should contain neatly tabulated results, results of Hypotheses tested, graphs and figures, if any, along with necessary interpretation. A comparison of results with earlier studies may add novelty to the work. A detailed discussion on the basis of results of analysis should be given in this Chapter.

CHAPTER V: SUMMARY AND CONCLUSIONS:

This Chapter should focus on broad observations made by the study against each objective specified in the 2nd chapter. All observations should neatly be bulletined along with suitable captions. This chapter should also give a brief list of conclusions drawn by the study and then provide necessary suggestions for the policy makers / managers on future course of corrective action.

Bibliography

Every Project work should contain a list of books consulted for the topic studied, Research Reports, list of research articles and popular academic articles published in different journals be documented in standard pattern. It is also better to mention the websites referred for the secondary sources of materials.

Annexure:

Every Project Report should contain necessary annexure wherein the Proforma of Questionnaire / Interview Schedule should be enclosed in original. Further, the annual reports, research reports, used as supporting documents, if any, may also be enclosed here.

PROFORMA

Students are advised to follow the following Proforma while finalizing and Printing of their Project work reports.

Title Sheet:

The Cover Page of the Project Report as well as the first inner page of the Report should contain the details regarding the Main Title of the topic, Sub title (if any), the name of the company / industry where the work has been carried out (in case of Case study), branch of MBA programme the report submitted, Name of the Student, Enrolment /Registration Number, etc. A Proforma of the title page is given below. University emblem can be downloaded from the University website www.pondiuni.edu.in

Sample Cover Page:

CONSUMER BRAND PREFERENCES WITH REGARD TO DECORATIVE PAINTS

**(A Report Submitted in Partial Fulfillment of the Requirements for the award of Degree of
Master of Business Administration of Pondicherry University)**

Submitted by

Mr./ Ms.....

Enrolment No:.....

MBA:.....

**Unser the guidance of
Guide's name (with qualification)
Guide's designation**

Pondicherry University *Emblem*

DIRECTORATE OF DISTANCE EDUCATION

PONDICHERRY UNIVRSITY

PONDICHERRY - 605 014

MAY 2014

CERTIFICATE OF THE GUIDE

This is to certify that the Project Work titled “ Consumer Brand Preferences with regard to Decorative Paints (A Comparative study of Asian Paints and Berger Paints)” is a bonafide work of Mr./Ms..... (Enroll No:.....) carried out in partial fulfillment for the award of degree of MBA in..... (Branch) of Pondicherry University under my guidance. This project work is original and not submitted earlier for the award of any degree / diploma or associateship of any other University / Institution.

Signature of the Guide

Name and Official Address of the Guide

Place:

Date:

STUDENTS' DECLARATION

I, Mr./Ms..... hereby declare that the Project Work titled “Consumer Brand Preferences with regard to Decorative Paints (A comparative study of Asian Paints and Berger Paints)” is the original work done by me and submitted to the Pondicherry University in partial fulfillment of requirements for the award of Master of Business Administration in.....(Area of specialisation). This is a record of original work done by me under the supervision of Dr / Mr. Sri.....of (Organization of the guide).

Enroll No:

Date

Signature of the Student

Acknowledgement:

This is the place where the students can express thanks to different persons who helped them in carrying out their work.

Executive Summary:

It is preferable to have one page write up about the work, objectives, sample, broad observations made by the candidates in a summarized form. This executive summary should be comprehensive and able to reflect the entire work in a capsule form.

Table of Contents:

Table of contents gives an index of major chapters of the thesis; the introduction, different chapters with sub sections, bibliography and appendices along with their page numbers in the report. The titles of the chapters generally should provide a sequence of logical order of presentation made by the student. While first couple of chapters provides the setting of the problem, the later chapters should concentrate on the analysis carried out to examine the objectives of the study. The initial pages like Acknowledgements, List of tables, List of Figures, Bibliography and Appendices are numbered in lower case Roman letters and the Page numbers of all Chapters are given in regular numbers. It is customary to specify the Chapter numbers with Roman Capitals. A sample of table of contents is given below:

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Note:

The above mentioned project format is only a suggested model. Students are advised to adhere to the model prescribed by the project guide.

By

- **COORDINATOR**
PULC Twinning Programme
Loyola College.