



**YASHWANTRAO CHAVAN MAHARASHTRA OPEN UNIVERSITY**

Dnyangangotri, Near Gangapur Dam, Nashik 422 222

Phones: (0253) 2231477, 2230270

Fax: (091) (0253) 2230270

Date: 02.01.2012

Dear Student,

You are aware that the students of MBA Programme (New) are required to submit a Project Report after completion of the second year. The project work carrying 200 marks, is a very important constituent of the MBA Programme.

In order to select a topic for project work and complete it in the stipulated period of time, one has to start from the second year and plan systematically the activities leading to completion of project work. Although we have provided you a tentative list of topics/broad areas for project work, one can select any topic of interest and do a project on that topic. However, for proper understanding of the problem taken up and following a systematic research process, it is necessary to have proper guidance. I would, therefore, like to request you to consult your guide about the topic that you want to take up for research.

Once your topic is finalised, you are required to submit the synopsis of your project giving an idea of your hypotheses, objectives and research methodology.

The synopsis should be prepared very carefully and it should give a complete idea of your proposed work. Many project synopses are rejected on the grounds that the objectives, hypotheses or research methodology are not clear. You are therefore requested to prepare your project synopsis properly in consultation with your guide.

I am enclosing herewith guidelines which will help you in preparing the synopsis and other formalities that have to be completed at the time of submission of the synopsis. Please go through the guidelines carefully before submission of your synopsis.

**You are requested to submit your synopsis before 15th March, 2012 at the Study Centre and submit your project report before 15th October, 2012 at the Study Centre.**

If you face any problem in this regard, please do write to me.

Thanking you.

Yours truly,

**Dilip Phadke**

Encl : Project Guidelines

**Important Notes : 1. This letter is strictly for MBA Second year (New course) students only.**

- 2. The students who have taken admission for Second Year in 2011 by paying Fees Rs.16, 500/- do not need to pay project fees separately again.**
- 3. A detail guideline with sample synopsis for better understanding is available on university's website:<http://ycmou.digitaluniversity.ac/>**

**The Schedule is as follows :**

1. Last Date of Submission of Synopsis at Study Centre - 15 March, 2012
  
2. Probable Date of receiving the copy of checked  
Synopsis at Study Centre - 30 June, 2012
  
3. Last Date of submission of Project Report at  
the Study Centre - 15 October, 2012

***Result to be declared with the result of November Examination***

***Note: If Project Reports are not received on or before last date, it won't be evaluated for that term under any circumstances.***

P09PRJ

# **MASTER OF BUSINESS ADMINISTRATION**

## **MBA-GENERAL (New Course)**

[P09PRJ]

### **GUIDELINES FOR PROJECT WORK**

**For the year 2011-12**



**ज्ञानगंगा खरोखरी**

**Prof Dilip Phadke**

**Director**

**School of Commerce & Management,  
Yashwantrao Chavan Maharashtra Open University**

**Nashik 422222**



**School of Commerce & Management**  
Yashwantrao Chavan Maharashtra Open University  
Dnyangangotri, NearGangapurDam,Nashik42222

**PROFORMA FOR APPROVAL OF PROJECT PROPOSAL [P09 PRJ]**  
(USE CAPITAL LETTERS ONLY)

P.R.N. No. \_\_\_\_\_ Study Centre Name & Code : \_\_\_\_\_

1) Name and Address of the Student : \_\_\_\_\_

Pincode: \_\_\_\_\_ Contact No. : \_\_\_\_\_

Email id: \_\_\_\_\_

(2) Title of the Project: \_\_\_\_\_

(3) Subject Area: Finance/Human Resource Management/ Marketing Management / Manufacturing Management

(4) Name and Address of the Supervisor \_\_\_\_\_

Email : \_\_\_\_\_ Contact No. : \_\_\_\_\_

(5) Is the Supervisor an Academic Counsellor of the Management Programme of YCMOU Yes : \_\_\_\_\_ No : \_\_\_\_\_

(6) If Yes, Name of Study Centre and the course /s he / she is counselling for and since when : \_\_\_\_\_

*Signature of Student*

Date: / /20

*Signature of Supervisor*

Date: / /20

*Please do not forget to enclose the synopsis of the project and the Bio-data of the Supervisor.*

**FOR OFFICE USE ONLY**

Tick the appropriate: Supervisor (For Evaluator)	
Approved	
Not Approved	

SYNOPSIS APPROVED / NOT APPROVED ( BY EVALUATOR)				
Synopsis Submission	I	II	III	IV
Remark				
Signature				

For Suggestion PTO.....

## Suggestions for Reformulation

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-----*Signature of Evaluator*

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-----*Signature of Evaluator*

# **School of Commerce & Management**

**Yashwantrao Chavan Maharashtra Open University, Nashik - 422 222**

## **Guidelines for Project Work**

Project work is an important constituent of the MBA programme. The following guidelines will help you to clarify many procedural aspects regarding project completion. A student can take up project work only after admission into the Second year of the MBA programme.

### **Objective**

The objective of the project component of the MBA programme is to help the student develop the ability to apply multidisciplinary concepts, tools and techniques to solve organizational problems.

### **Types of Project**

A Project may be of any one of the following types:

- (a) Comprehensive case study (covering a single organization, involving multifunctional area problem formulation, analysis and recommendations).
- (b) Inter-organizational study aimed at inter-firm comparison / validation of theory / survey of management practices.
- (c) Field study (empirical study).

## **PROJECT PROPOSAL (SYNOPSIS)**

### **(1) Proposal Formulation**

The synopsis of a project should be prepared in consultation with the 'project supervisor' and sent to **The Director, School of Commerce & Management**. The synopsis should clearly state the objectives, hypotheses and research methodology of the proposed project to be undertaken. It should give full details of the sampling procedures, instruments to be used, limitations if any, etc.

*Note: Students are advised to select as their supervisors those who are active professionals in areas relevant to the selected topic. For example, if the topic is in the area of finance, the supervisor should be a specialist in Finance possessing M.Com / MBA in Finance qualification or a Chartered Accountant and so on.*

Students are advised to send the Bio-data of the proposed 'Project Supervisor' along with the Synopsis to The Director, School of Commerce and Management. In case the proposed 'Project Supervisor' is not found acceptable to the university, the student shall be advised to change the 'Project Supervisor' before the Proposal is considered for approval. In case of an academic counselor, it should be clearly mentioned as to which are the courses he/she is doing counseling for and since how along with the name and code of the study center he / she belongs to.

**At any given point of time a supervisor may give guidance to a maximum of five students.**

## **(2) Criteria for selection as a 'Project Supervisor'**

An individual, in order to be considered, as a 'Project Supervisor' should fall within any one of the following categories:

- (a) YCMOU academic counselors of the MBA programme, having relevant experience.
- (b) Faculty at the Headquarters (School of Commerce and Management).
- (c) Professionals holding the Masters' degree in management or concerned discipline and having a minimum of 5 years of experience in the relevant area.

## **(3) Project Proposal Submission and Approval**

After finalizing the topic and the selection of the supervisor, students should send the Project Proposal Pro-forma along with the synopsis and signed bio-data of the supervisor through the study centre to The Director, School of Commerce & Management, for the approval. A proposal incomplete in any respect will not be entertained under any circumstances.

## **(4) Communication of Approval**

A written communication regarding the approval / non-approval of the project proposal will be sent to the concerned Study Centers as per the given schedule. In case of non-approval, suggestions for reformulating the project will be communicated. In such cases, students will be expected to resubmit the modified project proposal as per suggestion given by the Evaluator.

## **PROJECT REPORT**

### **(1) Formulation**

- (a) The length of the project report may be about 50 to 60 double spaced typed pages, generally not exceeding 18,000 words (excluding appendices and exhibits). However 10% variation on either side is permissible.
- (b) Each project report must adequately explain the research methodology adopted and the directions for future research.
- (c) The project report should also contain the following:
  - (i) Copy of the Approved Proposal Pro-forma and synopsis.
  - (ii) Certificate indicating originality of the work done. (Please see the 'important notes' given below).
  - (iii) Certificate from the organisation from which the information is obtained.

### **(2) Submission of Project Report**

Two typed copies of the project report are to be submitted to The Director, School of Commerce & Management of the University.

### **(3) List of Topics**

An illustrative list of topics/broad areas is enclosed herewith to give an idea as to what kind of topics may be selected for project work. Students may feel free to select their topics of their choice.

### **(4) Enquiries**

Enquiries regarding the approval of project proposals and project reports should be addressed to The Director, School of Commerce & Management, Yashwantrao Chavan Maharashtra Open University, Nashik.

### **Important notes for submitting the Project Proposal**

- 1 Send only one copy of the Project Proposal.
- 2 "PROJECT PROPOSAL FOR MBA" should be written prominently on the envelope and the copy should be addressed to the Director, School of Commerce & Management, Yashwantrao Chavan Maharashtra Open University, Nashik
- 3 In all the correspondence with the University, quote the Project Proposal number / Project report number, as the case may be, as given by the University.
- 4 Ensure the inclusion of the following items while submitting the Proposal:
  - (a) Pro-forma for Approval of Project Proposal duly filled and signed by both the student and the supervisor.
  - (b) Bio-data of the supervisor with his / her signature.
  - (c) Synopsis of the Project.
- 5 **The Synopsis of your Project Proposal should include the following:**
  - (a) Introduction**
  - (b) Rationale: Importance and Significance of the Stud**
  - (c) Objectives**
  - (d) Hypotheses**
  - (e) Research Methodology**
  - (f) Expected contribution**
  - (g) Chapterisation**

**The synopsis should be at least 5 to 7 typed pages and must be submitted in the above format.**



- 6 The Project Report should be submitted in A-4 size, (29 x 20 cm) typed in double space, in a bound volume.
- 7 Before binding the Project Report the student should ensure that it contains the following:
  - (a) Approved Project Proposal Pro-forma.
  - (b) Synopsis, and
  - (c) An Originality certificate.
  - (d) Certificate from the organisation from which the information is obtained

[Candidates should submit a statement, certifying that the work is an original one and has not been submitted earlier either to this University or to any other Institution for fulfillment of the requirement of a course of study. The above certificate should be countersigned by the Project Supervisor.]

If any Project Report is received, without (a), (b) or (c) as given above, the same will be rejected or returned to the students for compliance.
- 8 **Two typed hard bound copies** of the project report are to be submitted to the Director, School of Commerce & Management by Registered insured post.
- 9 Kindly mention on the top of the envelope "PROJECT REPORT FOR MBA"  
This will facilitate sorting out Project Reports received.
- 10 The student should keep a copy of the Project Report with him. The Project Report submitted to the university will not be returned to the student. It will be kept in the Library of the School and in the YCMOU Central Library.

### **Illustrative List of Topics/Broad areas:**

1. Study Design and Development of a Financial Accounting System.
2. Assessing Market Opportunity for Introducing "Erasable Optical Disk - Computers" to the Indian Market.
3. A Study of Dividend Practices in Selected Companies of Birla Group
4. Management of Change in an Institution.
5. Management Information System in Banking Industry
6. Management control system - a case study of FCI.
7. Financing Through IFCI and ICICI - A Comparative Study.
8. Consumer Behaviour and Consumption Patterns

9. Performance Evaluation & Practices in a Professionally Managed Enterprise & a Family Run Enterprise - A Comparative Study.
10. A Study of Training Effectiveness in Maharashtra Zone of UCO Bank.
11. A Study of Credit Cards In Indian Scenario.
12. Voluntary Disclosure Practices in India (with Spl. reference - industry).
13. Capital shutdown planning with PERT/CPM for a Refinery plant.
14. Management Control of Projects in Construction Industry.
15. Consumer Survey for Cadbury's Drinking Chocolate (CDS).
16. Labour welfare and social security measures with special reference to "M/s JCT Ltd."
17. Design of Personnel Information System for Indian Air Force.
18. Market Analysis of Wrist Watches.
19. Effectiveness of Financial and Non-financial Incentives as Motivators
20. Consumer Behavior and Life Style Marketing with Purchase Process and Post-Purchase Behaviour.
21. Entrepreneurial Competence as determinant of Entrepreneurial Success - Indian Context.
22. Dividend Policies and Practices - A Case Study of Selected Companies in Textile Industry.
23. Functional Analysis and Comparative Study of IDBI with other DFLs.
24. Turnaround Mgt. in Public Sector - A Case Study.
25. Study of Administered Pricing in An Oil Refinery.
26. Study of Working capital management at ABC company ltd.
27. Comparative study of identified schemes of ABC & XYZ mutual funds.
28. Critical study of non-performing assets of ABC co-op. Bank ltd.
29. Comparative study of selected schemes of ABC Mutual fund and XYZ mutual fund ltd.
30. Comparative study of capital structure of ABC co. ltd. & XYZ co. ltd.
31. Study of consumer behavior for petroleum products in ABC city.
32. Study of promotional schemes for 'A' product launched by ABC company ltd.

33. Study of product positioning strategy adopted by ABC Company in XYZ city.
34. Critical study of expectation of Cell phone holders from the instrument manufacturers.
35. Study of labor welfare initiative at ABC company ltd.
36. Critical study of Absenteeism at ABC Company Ltd.
37. Critical study of employee's satisfaction at ABC company ltd.
38. Critical study of voluntary retirement scheme launched by ABC company ltd.
39. Critical study of employee training and performance appraisal system at ABC Co.ltd.
40. Critical study of recruitment process followed by ABC company ltd.

## Detailed Guidelines

### Preparation of Project Proposal (Synopsis)

#### Selection of the Topic

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This is the most important area where majority of the students get confused and have number of doubts. Therefore it is advised that the student should discuss the topic with the concerned subject coordinator of the study centre. The coordinator after having necessary sittings with student should suggest name of project supervisor pertaining to the area. Here it is essential that student and supervisor's area of interest should match to enable to work effectively and faster. While selecting the topic following points should be considered.

1. The topic should be relevant and contemporary
2. It should be based on real issues
3. Availability of data should be taken into account
4. Time available at hand should be considered
5. It should not be imaginary or unreal
6. It should cover broader area of effect
7. It must be specific
8. It may be interdisciplinary
9. Applicability of it should also be considered

The synopsis of a project should be prepared in consultation with the 'project supervisor' and sent through study centre to The Director, School of Commerce & Management. Following are some of the guidelines to prepare the synopsis/ project proposal.

1. The project should have a clear title
2. A concise introduction of the subject should be given.
3. Importance and significance of the subject should be highlighted.
4. Objectives of the study should be clearly mentioned.
5. Hypotheses to be tested should be properly sited.
6. Research methodology of the proposed project to be undertaken should be well described.
7. Expected contribution of the proposed project should be well defined.
8. Chapterisation should be given in the synopsis.

Let us discuss the expected contents under each head here.

**1. Defining Research Problem:** The researcher should discuss the subject of research project with his supervisor before deciding the research problem and the title of the project. The research process begins with selecting and defining a research problem properly. It is essential here that researcher himself is clear about the problem that prevails somewhere in some organization. He must have sensed the symptoms of the problem. He himself must be aware that it exist and is a cause of dislocation of work or causing some unrest in the organization. "Research problem, in general, refers to some difficulty which a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same". The research problem exists where:

[a] Organization or individual are living in an environment which is uncontrollable

&

[b] Where there are more than two alternative solutions or courses of action &

[c] There is more than one outcome

&

[d] Each alternative offers different outcome. That means the comparison, evaluation and analysis is possible.

The research problem must be reflected in project title. And project title should not contain any ambiguous theme. Even by reading the title of the project one having reasonable knowledge of the subject should be in position to make out the theme of the project. The title of the project should not be too short (which express the very wide area of knowledge) or too long (which covers every minute detail of the theme). Title should be -

- Short but full
- Concise and clear
- Express the subject
- Focus the core area of the research undertaken
- Contain the period if specific
- If necessary reveal the name of the firm.

**2. Introduction:** In introduction researcher is expected to give brief view of the subject. The focus here should be to create awareness about the subject in the mind of the reader. If Researcher is covering different dimensions of the subject all that must be explained briefly. The intention must be to give an overview of the subject. By going through it the reader must get an understanding that researcher is having sufficient theoretical knowledge of the subject and can explore something in depth. He should be introduced to the problem and the subject researcher intends to deal with. Here the researcher should

start with wider perspective of the subject and should take the reader to the specific problem. The problem or issue should be explained/ introduced in brief.

- 3. Significance and Importance of the Study:** Researcher has to explain the importance of the subject here. Why in his opinion the subject is important is to be explained in brief. Importance of every subject is different, and it is always based on the place, location, firm, kind of firm, product etc. All these aspects are to be covered under this head. For example;

If researcher wants to deal with the subject working capital, then he must explain the concept of working capital by quoting one or two definitions. Further he should explain how the efficient utilization of working capital is important for the said industry. And then he should discuss the important dimension of the subject in brief.

If researcher wants to deal with the subject Absenteeism, then he should explain the concept of absenteeism first and then why it is to be addressed in case of a particular industry.

Significance of the subject changes with time. For example, Voluntary Retirement Schemes had significance 10 years ago. Now it has lost that relevance as the firms have already shaped themselves rightly and employees have also prepared themselves for such situations. Same is the case with all cost cutting programs or devices. So how the subject is significant in current situation is to be explained here. A peculiar dimension to the subject makes it significant, and that issue is to be dealt under this head. Significance of absenteeism is different from area to area unit to unit and industry to industry. Researcher should cover this aspect under this head. Researcher can give importance and significance of the subject in numerical form of sequence.

- 4. Objectives of the study:** Here objectives of the study undertaken are to be stated. At this level five to seven objectives are more than enough. Objectives are the answer to the question 'what aspects researcher wants to know by doing this project'? Objectives must address the various issues he is going to deal with in the said project.

**For Example:**

Project title: A Study of Occupational Stress Levels among medical practitioners having own nursing homes in Nashik

**Framed Objectives:**

1. To study the gender difference for stress levels
2. To study the stress levels in male doctors
3. To study the stress levels in female doctors
4. To study how they cope up with this stress.

**5. Hypotheses:**

Hypothesis is a principle instrument of research. It is main assumption made to study the subject. **It can be defined as, "assumption or some supposition to be proved or**

**disproved**". Hypothesis must encompass all the objectives of the study. The researcher through his project work attempts to verify or test the hypothesis. Thus it serves as a compass for the researcher. It can be called as a probability statement pertaining to some issue. The verification and testing of which is the purpose of the project. The researcher must formulate one or two sentences of assumptions as hypothesis which covers all the objectives of the study. So, hypotheses must be

- a. Clear and precise
- b. Capable of being tested
- c. Limited in scope and must be specific
- d. Expressed in most simple way
- e. Must be consistent with known facts
- f. Amenable to testing within limited time
- g. Must be stating relationship between variables.

There is a backward linking between hypothesis and objectives. Hypothesis as sentence of assumption must cover or deal with all the objectives of the study. There is forwarding linking between hypothesis and chapterisation. The issues of various aspects raised by hypothesis must find place in chapterisation. In chapterisation there must be a chapter or heading with the sentence of assumption. Hypothesis can be positive or negative. So we can say that hypothesis states what researcher looks for and it is proposition which can be tested to determine its validity.

Few examples of Hypothesis:

- a. Absenteeism in ABC Company limited is the indication of low morale and poor management initiative.
  - b. ABC company limited has improved its financial position during past 3 years, i.e. from 2007 to 2010.
  - c. ABC company has improved its market standing through its service in Nagpur city.
  - d. Present Management Information system in ABC Insurance Ltd. is adequate and enables the top management in its decision making.
  - e. ABC banks consumers are happy with the quality of the services rendered.
  - f. ABC company's employee's initiative has significantly reduced attrition rate.
6. **Research Methodology:** Under this head researcher is expected to disclose the way he is going to carry out the research. Here he should mention about
- a. **Sample**
  - b. **Sources of data collection**
  - c. **Tools of data collection**
  - d. **Method of processing the data collected**

**Sample:** It is assumed that the researcher will explain how he has determined sample design or sample size. He must give logical explanation for sample size/design he chooses. In short there should be some plan for collection of data the research work needs, how it will be obtained and why this sample size is taken.

Further the researcher should give details about the sample selected and sample size. He is expected to give justification for the chosen sample. The sample size should be significant. He should try to reach to maximum respondents. Another aspect which he should deal with is the method used for sample designs. The sample designs are -

1. Deliberate sampling
2. Simple random sampling
3. Systematic sampling
4. Stratified sampling
5. Quota sampling
6. Cluster sampling and area sampling
7. Multi-stage sampling
8. Sequential sampling

Appropriate method of sampling is to be followed for the research/ project work.

It is not possible to quote examples of all these methods, so for the sake of understanding a brief example is given.

*For example:* If a bank under study is having 5000 customers at present.

He should give brief account of his sample i.e.

Sample size for this study is 1000 customers. i.e. 20% of total customers

It comprises

- 500 men below 60 years of age
- 200 senior citizens (of which 25% women)
- 100 Working women below 60 years of age
- 100 College students
- 100 House wives

**Sources of data collection:** Which source whether primary or secondary source of data collection the researcher is going to explore for his study is essentially be mentioned. Mentioning the titles of the documents he is referring is a welcome gesture, but if not, it doesn't matters at all at this level.

*For example:*

For data collection questionnaire will be served to 1000customers as primary source of information. The researcher will conduct unstructured interviews of 50 customers. As he himself is working there will be get chance to observe the customers too. Hence Questionnaire method, observation method and interview method will be uses to collect the data.

If he is using annual reports news paper cuttings of the bank for the some information, it should be-



Annual reports and financial statements of the bank will also be used for the study as secondary source of data collection.

OR

Primary source of data collection -	Questionnaire to 1000 customers Unstructured interviews of 50 customers Observation method
Secondary source of data collection-	Audited annual reports for 3 years Bank periodicals of last 3 years.

**Method of data processing:** Here it is expected that researcher will give brief idea of data processing. The econometric tools or statistical tools and techniques, the researcher intends to use need to be mentioned.

In nutshell researcher is expected to give the process he will follow, tools and techniques he will use to reach to the conclusion or to test his hypothesis.

7. **Expected contribution:** Here the researcher is expected to discuss how his project will enhance the present level of knowledge. In which way it is going to help the organization under study. What contribution will it make in the field of study. How the industry, customer, a business unit will be benefited or improve as a result of this project is to be expressed here. In other words expected contribution means practical use or benefit the society may enjoy due to his efforts is to be expressed here.
8. **Chapterization:** It is scheme of chapters. Sequential and logical arrangement of the chapter's researcher proposes for the study. Researcher has full freedom to design the chapterisation. Chapterisation should
  - a. cover all the related issues
  - b. not have too many chapters
  - c. maintain the flow of the subject and have logical sequence
  - d. not be overlapping
  - e. have sufficient number of subheadings
  - f. be clear and concise

(Specimen Copy for reference)

A Synopsis on  
"An Analysis of consumer Behavior for purchasing Life Insurance policies in Kolhapur  
District"

Submitted to  
The Director,  
School of Commerce and Management  
YCMOU, Nashik.

As partial fulfillment for the award of

Master of Business Administration (MBA)

By: -----

PRN: -----

Under the Guidance of  
Dr/Mr. /Mrs. -----

## **1. Introduction**

The insurance industry in India has seen an array of changes in the past one decade. The decade saw an up rise in the Indian insurance sector as major structural changes took place during this time. The government monopoly is ended. Insurance Regulatory and development Authority (IRDA) Bill is passed to allow entry for private players further allowing foreign players with some restrictions. With rapidly changing policies to open up this segment of the economy changing and growing needs and demands of the people have made the insurance industry more competitive. It is resulted in introduction of number of new products by Public and Private Players from this sector. Now the choice in terms of products and terms for investor is greater. They are also making valuable efforts to create awareness about the benefits and significance of insurance. Though there is ample scope to penetrate in untapped markets existing in rural India, there is still psychological blocking among the people.

Kolhapur district in western Maharashtra is one of the developed areas with strong agriculture base, cooperative organizations and various types of industries. Obviously in this competitive world every life insurance company is trying to maximize its market share by exploiting existing market to its maximum and by penetrating in to new market segments. At the same time they have to concentrate on retention of the old customers too. The needs and demands of the consumer are also changing rapidly with enhanced awareness and choice. Therefore the study of consumer behavior has become important in case of Life Insurance Business.

## **2. Importance and Significance of the Study**

With the entry of private players the industry has become more flexible. With enhanced competition new products are introduced. Every player is trying to attract the customer by offering some benefit or concession. Studied consumer is expecting something new along with benefit, flexibility and special concessions. Consumers have recognized their position and importance in the market. As a result they are become demanding. This has changed the face of the market. Now every player has to develop a product which may address maximum needs of the consumer, which is divided into at least five levels of income across the country. Now Life insurance companies have to be more sensitive and responsive to the consumer expectations. This has made the study of consumer behavior significant for Life Insurance companies.

## **3. Objectives of the Study**

This study is undertaken with a view to analyze the awareness and buying behavior of the consumers towards various Life insurance Companies and their products. So the objectives of the study are as follows:

1. To study the consumer awareness about different insurance companies and their products.
2. To know the different reasons for buying insurance products.
3. To analyze and estimate the market potential for various products of different companies.
4. To know the prevailing view of the consumers towards various insurance policies in terms of price, features, returns, risk coverage, tax exemptions and service.

5. To give suggestions for the improvement if necessary.

#### **4. Hypotheses**

1. Life insurance companies are lacking behind in promotional efforts as people normally do not buy insurance services.
2. Consumers are selecting the insurance policy after careful study that is why they are happy and contented with their decision.

#### **5. Research Methodology**

There are two ways to collect the data for the research, Primary data & Secondary data.

##### **(a) Primary Data**

A primary data are those, which are collected a fresh & for the first time and for the purpose of the research and thus happens to be original in nature.

Here, the researcher will collect the primary data with the help of survey method. A structured Questionnaire will be prepared for the existing consumers having insurance policies, which will be served to the consumers and their replies will be sought. In addition to it discussion and interviews of the consumers will also be conducted to collect the necessary first hand information to fulfill the objectives of the study.

##### **(b) Secondary Data**

Secondary data are those which have been already collected by some other agency and which is already processed and published and used for their purpose. Generally speaking secondary data are the information which is collected by some other person/organization for its own need, but latter used by others for different purpose.

Here, various books, magazines, journals, websites, reports etc., which are generated by insurance agencies will be referred as secondary data.

#### **Sampling and sample size**

The sample of 125 respondents from Panhala Taluka of Kolhapur District will be selected by the random sampling method as representative units of whole population.

#### **6. Expected Contribution**

This research work will cover the study of consumer behavior of life insurance business of entire Kolhapur District Market. The study will put some light on the consumers' decision making process and the aspects they take in to consideration while buying the insurance product. It will also help to rank the consumers choice regarding agencies, their reputation, cost, service, convenience and design of the product etc.

The study will put some light on how life insurance product's consumer makes the decision and what insurance companies should do to attract new consumers and to penetrate in to the market.

## **7. Chapterisation**

Chapter No. 1. Introduction and research design.

Chapter No. 2. Over view of insurance industry

Chapter No. 3. Consumer behavior: A conceptual Discussion.

Chapter No. 4. Data Presentation, analysis and Interpretation

Chapter No. 5. Findings, suggestions and Conclusion

Bibliography

Research Candidate

Research Guide

(Specimen Copy for reference)  
A  
Project Report On  
"A Study of Financial Statement Analysis"  
With reference to  
ABC industries Ltd., Kolhapur.

Submitted to  
YASHWANTRAO CHAVAN MAHARASHTRA OPEN UNIVERSITY  
SCHOOL OF COMMERCE AND MANAGEMENT  
Nashik.

In partial fulfillment of the Requirement for the award of the degree of

Master of Business Administration (MBA)

By  
Mr. -----  
PRN No. -----

Under the Guidance of  
Dr./Mr. /Mrs. -----

Through  
The Coordinator  
Study centre code -----

## **1. Introduction**

Present study is undertaken in ABC Industries Ltd., which is well known as ABC Industries. It has earned good name for good quality of casting gray Iron & S.G. Iron. Financial statement and ratio analysis is a very important as it can transform statements into meaningful and useful figures revealing some important features of the industries state of affairs. Ratio analysis helps in understanding and interpretation of financial statement. It helps in evaluation and drawing proper meaning of the past activities made from data expressed in the financial statements. It helps even in forecasting the future prospects of the undertaking as regards to the dividend paying ability, liquidity, earning per share, return on investment etc.

In other words it is a process of establishing the meaningful relationship between the items of the two financial statements with the objective of identifying the financial and operational strength and weakness. To analyze or read the financial statements, not only the figures presented but its analysis and relationship with other figures is also important.

Ratios indicate quotient of two mathematical expressions and as the relationship between two or more things. As ratio analysis is used as a bench mark for evaluating the financial position & performances of a firm it help also help to summarize large quantities of firm's financial data to make qualitative judgment about the firm's financial performance over the period.

## **2. Importance and Significance of Study**

1. The analysis and interpretation of financial statement helps in identifying the financial position or strength and weakness of the company.
2. Ratio analysis creates awareness and its fair meaning about financial statement in the management. Which may help to improve the future performance of the company?
3. Ratio analysis play important role in solving financial difficulty as its interpretation puts light on many aspects otherwise neglected.
4. The study provides useful information which can be utilize effectively to predict and evaluate the entity's financial capacity.

## **3. Objectives of Study**

1. To analyze the working capital of the company.
2. To evaluate the financial performance of the company with the help of ratio analysis technique.
3. To study various trends in financial statements with the help of trend analysis.
4. To know the financial position of the concern throughout the reference period by way of comparison

## 4. Hypotheses

1. ABC Industries is capable to maintain its Current Assets greater than current liabilities.
2. Profitability position of the ABC Industries is increasing year by year.

## 5. Research Methodology

Research methodology refers to the scientific procedure for the acquiring knowledge based on empirical observation and logical reasoning.

It is imperative that any type of organization in the present environment need systematic supply of information coupled with tools like ratio analysis for making sound decisions which involve minimum risk. In this context research methodology plays very important role for this family owned business unit. The topic is very relevant in present context and in particular to this company. Globalization has increased the competition and it has become essential for every business to evaluate its financial position to plan its future growth. This project includes following two steps.

- (a) Collection of data from the financial statements i.e. annual reports, balance sheet and profit and loss account for the referred period.
- (b) Analysis of the collected data by using ratio analysis techniques and then interpretation of these ratios to draw the conclusion. Further based on all these things scheme of suggestion is to be prepared.

### Data Collection:

The researcher will collect the primary data for this project by using all the three methods i.e.

*Questionnaire Method*

*Direct unstructured Interview method*

*Observation Method*

A separate questionnaire will be designed and served to people holding key positions. The approximate number of respondents is 10.

For additional insight into the affairs of the company unstructured interviews and discussions will be conducted. These interviews may reveal additional information about company's financial position.

The researcher is presently working with the same firm so he will get chance to observe all the proceeding and functioning of the company. So, all the three methods will be used effectively to collect primary data.

### Secondary Data

The secondary data is the data published by some other agency for its own purpose. In this project secondary data is more important. So the annual reports, balance sheets, profit & loss account of ABC Industries will be used for the purpose.

Thereafter with the help of ratio analysis technique and trend ratios will be drawn. This data will be presented in tabular and graphical form to draw the conclusion. Further based on this study scheme of suggestions will be given.



### **Limitation of Study**

- (1) For the above mentioned study period of 3 years i.e. 2007-08, 2008-09, 2010-11 is considered.
- (2) Considering the time at disposal detail inspection of the accounts is not possible.
- (3) Only one unit of ABC Industries is under consideration

### **Expected Contribution**

This project will help to assess the financial health of the organization. It will put some light on the financial position of the ABC Industries for the given period. It will show the areas where organization must reduce its cost to enhance its profitability. It will help the organization in financial decision making by pointing our critical areas for cost saving. It will also help the organization in optimum utilization of its resources. The study may help the organization to enhance its profitability further.

### **6. Chapterisation**

Chapter- I	:	Introduction
Chapter- II	:	Theoretical Background
Chapter_ III	:	Industry Profile
Chapter- IV	:	Data Presentation and Analysis
Chapter- V	:	Findings, Suggestions and Conclusion
		Bibliography
		Appendix