

**PROJECT GUIDELINES FOR
2 YR MBA 4TH SEMESTERS, ALL
P G DIPLOMA'S 2ND SEMESTER AND IMBA 10TH
SEMESTER STUDENTS**

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CHAPTER – 1

GENERAL GUIDELINES

1. On the project training is an integral part of the 24 months MBA programme of the Directorate.
2. The period for the training is 28 days.
3. No student is allowed to change the organization of training assigned to him/her without prior written permission of the Faculty-in-Charge. In case such a thing happens, the Project will be considered invalid.
4. The training is aimed at the following objectives:
 - a. To provide an extensive exposure to the student and hands-on experience in a corporate environment
 - b. To ensure that the corporate gets adequate return from the student in terms of the money and time they spent on them during the training so that there is a mutual return of experience and learning
 - c. To provide a platform for the corporate to test the reliability, quality and performance of the student and make a match for final job offer later, if they so deem fit.
5. During the training the student will be under the supervision of a person in the organization who will act as his corporate guide and will provide guidelines for the corporate work during the stay of the student in the organization.
6. The student will be required to abide by the rules of the organization where he/she is undergoing training.
7. The corporate organization will be taking a strong view of the punctuality and behaviour of the student during the training and therefore the student will be required to be on their best behaviour and inculcate the good norms of the organization where they take the training.
8. In case the student has to take leave of absence, he/she will have to take permission from the organization and the faculty guide before they proceed on leave.
9. In case the student has to take up project based work at the instance of the company, they should conduct it to their best of their capability. The faculty guide will be always available for advice and guidance.
10. No student should try to copy or use information in such a way that will project false and baseless conclusions for the company. All students are required to maintain strict confidentiality regarding any information they come across in the organization in the course of their training. In case such malpractice is found out, the student shall be duly penalized.
11. All the students have to prepare and submit a written project at the time of the examination. It is not necessary for it to be a statistical or analytical report. It could be learning and experience sharing too. The project report would have to be certified by the organization. The details of designing a project work and carrying out the project work is mentioned in the Chapter 3.
12. The details of the Evaluation of Summer training experience and the project work is mentioned in Chapter – 4.

CHAPTER – 2

PROJECT WORK – GUIDELINES

2.1. WHY PROJECT WORK?

Project Work is the best way to practice what you have learnt. The purpose of including project report in the Programme is to provide you an opportunity to investigate a problem applying management concept in a scientific manner. **It enables you to apply your conceptual knowledge in a practical situation and to learn the art of conducting a study in a systematic way and presenting its finding in coherent report.** As managers, you are constantly seeking information to base your decision. How well you collect, synthesize and make the data meaningful is what you learn through this process.

2.2. WHAT IS PROJECT?

A project is a scientific and systematic study of real issue or a problem intended to resolve the problem with application of management concept and skills. The study can deal with a small or big issue in a division or an organization, the problem can be from any discipline of management. **The essential requirement of a project is that it should entail scientific collection, analysis and interpretation of data to valid conclusions.**

2.2.1. How to undertake project work

Step 1 – Once the approval is received you can start project work. Thereafter **project report** should be prepared and submitted at the time of the examination.

Step 2 – After evaluation of your project report by the examiner you will be called for **viva - voce**.

2.2.2. Criteria for selection of projects

2.2.2.1. Topic should be selected from your MAJOR area of specialization.

2.2.2.2. Project work should preferably be concerned with the organization.

2.2.2.3. It should try to resolve the problem assessed in your project work.

Defining the project will be easier if you use the following acid test. A project should ideally meet these criteria.

<ul style="list-style-type: none">• Will the implementation of the project bring about an improvement in the present status of an activity and can this improvement be quantified• Quantification may be in terms of money, or better utilization of time and manpower, better sales performance, higher production etc.	<ul style="list-style-type: none">• Is the project idea applicable in other similar situations? In other words, development of the idea of thesis, proving or disproving of a hypothesis the methodology, the framework for analysis should be such that it can be applied to other problems of similar nature. While it would have a distinctive of its own in its application to the specific situation the project would not be so exclusive that its principles have no other applications.
<ul style="list-style-type: none">• Does it have an underlying management principle, framework or model based on which the data is collected, analysed and argument developed?	<ul style="list-style-type: none">• Does the project report take into account factual data which is relevant to the situation?

The Project Work undertaken should be authentic and should contribute towards the development and growth of the subject. If the Expert Committee feels that the Project Work undertaken does not appear to be authentic or does not contribute towards the growth of the subject or it has been merely copied from some sources, the Institute has the right to reject the Project Work summarily. In that case, the student may be asked to resubmit the Project.

2.3. TOPIC AND ORGANISATION

A journey of a thousand miles begins with the first step. The first step of the project work is to choose a suitable topic for study. This choice will be entirely personal emerging from your area of interest. There can be more than one area of interest and there can be more than one topic in each area. When faced with such a wide choice a discussion with your colleagues, superiors or guide can help you in narrowing down your choice through elimination. While selecting the topic you have to take into account the organisation you work in and the opportunities you have at your command to generate relevant data. Having narrowed the scope of your topics apply the criteria shown above to make a final selection.

A problem need not be an extraordinary one or out of the blue. You will find that many issues related to the working situation demand the systematic study. Some illustrative examples are attached at appx. (You are to select topic preferably acceptable to target organisation). You have to choose an organisation for your project work. This should preferably be your own or any other organisation in the vicinity. In any case, it would be one where you have access to information and opportunity to discuss your ideas and views with the executives working there. The project outline and its formulation must be freely discussed with those who are responsible for similar activities in the organisation you have selected for your project work.

2.4. THEORETICAL PERSPECTIVES

Before you start your project it is essential to carry out a preliminary survey of the available literature on the topic. This study will help in understanding the problem in depth and the aspects which are being investigated and will provides ideas for further research. You should consult the bibliographies of project report in libraries and skim through some reports on similar topics. An access to this information will help you in crystallizing the design of your study and exploring the uncovered areas. However, it would be advisable not to repeat studies conducted earlier. An originality of approach in studying a topic will provide vitality to your project.

Some studies require the statement of hypothesis. A hypothesis is a tentative diagnosis or solution to a problem. It is based on cursory observation of the apparent date and adopt provisionally to explain certain events and to guide the investigation of others. The project then would be based on testing the hypothesis to verify or reject it, for example, in a study of increasing absenteeism in a factory, one may propound the hypothesis that "absenteeism is on the increase because of lack of adequate welfare activities. On studying the problem in depth it may be proved to be so otherwise. A hypothesis then starts somewhere at the midpoint of research, form here on can look back to the problem and also look forward to the data. While writing your report you have to discuss the theoretical background in one of the first few chapters. These chapters will provide the frame work of your project report.

2.4.1. Defining the Problem (Illustration)

Title of the project: "Cost reduction through materials management".

Statement about the project:

This particular topic is chosen because in most of the manufacturing organization the cost of materials account for a sizeable portion of the total expenditure and any savings affected in cost of material will have a direct bearing on the profitability of the organization.

Objectives and scope of the study:

- To optimize individual and group efforts for achieving the organization.

- To minimize cost of materials in every possible way, without sacrificing the quality aspect at the same time.
- To maximize overall profitability of the enterprise so as to sustain and grow in the highly competitive environment satisfying the need of the organization, individual as well as the society at large stay with a few well chosen aspects so that it can studied and analysed thoroughly to get a deeper understanding. Trying to cover too much ground may lead to a very superficial analysis which weakens the project.

Title: Cost reduction through Materials Management.

Statement about the problem

Comment

You will note that the scope as defined is extremely diffused "Optimization of individual and group effort" is a human relation oriented problem, but this is a study in materials. Again "to maximize overall profitability of the enterprise" a material is one of the factors but certainly not all the factors.

So what is the problem?

Is it one of reducing material cost as defined in the introductory paragraph?

Or is it of improving individual and group performance?

Or is it one of maximizing profitability?

Each one can independently form a problem for a project.

You argue that these are inter-related matters and therefore, cannot be ruled out. You would be right. But while others may be included at the managerial decision stage, at the project chosen for this project, material costs constitute 40% of the total working capital. The project is aimed at studying means of reducing this cost through more efficient materials management methods.

Objectives and Scope of the Study:

- Identify the major item of material cost through ABC analysis.
- Identify reactors leading to high inventory and longer turnover period.
- Devise means of reducing of material cost by taking care of the problem identified through improved procedures, systems and team efforts wherever necessary.

2.5. METHODOLOGY

The quality of your project work will depend upon the methodology you adopt for your study. Methodology in turn depends upon the nature of the project work. The main strength of your report comes from the process earlier mentioned that of collecting, synthesizing and analyzing information which must have a bearing on the defined problem. Again, all information, related to the problem needs to be carefully scrutinized to avoid risk of biased analysis.

Having once identified which information is relevant and need to be collected, you will have to define how this will be done. Thus, a case study may require a different approach than a study based on survey. However, where the volume of data is very large a sampling method needs to be adopted. The following steps then become necessary.

2.5.1. Methodology

ILLUSTRATION 1

Project Title : "Corporate Planning : Current Status in India"

Methodology :

After providing a theoretical underpinning it is intended to review important corporate planning decisions of selected company. It always proposed to highlight the role of the Government policies in deciding the course of events the companies are forced to take and economic events which had direct bearing on the corporate planning process in the past. It is decided to analyze a few case studies for successful growth as well as prominent failures.

Comments :

Unacceptable. Too vague. Need to define framework for generating data. How many companies are under study? Over what length of time-two years, five years, fifty years?

ILLUSTRATION II

Project Title : "Application of CPM techniques in Capital Repair Shop"

Methodology :

List the various activities involved in the repair in consultation with the executing agencies.

Estimation of duration of each activity through analysis of records and interaction with executives of the work shop.

Drawing up of a network.

Conducting forward pass and backward pass calculations of establish the critical and sub critical activities.

Taking into consideration the resources available to various agencies to carry out resources smoothly to arrive at the balanced requirement of resource throughout the repair period.

Attempt will also be made to carry out the time cost relationship of activities so as to achieve the minimum possible/ optimum duration of the project.

COMENTS :

Acceptable

- 2.5.2. **Sampling:** Size and coverage of the population providing data. Good sampling is done through statistical techniques. To refresh from the books mentioned at the end.
- 2.5.3. **Preparation of a proforma or a Questionnaire for Collection of Data:** A technique that one should learn is the farming of a proper questionnaire. Most books on statistics or research methodology provide guidelines for farming a questionnaire.
- 2.5.4. **Pilot study or Pre-testing:** A trial run of a questionnaire or some preliminary interviews helps in finalizing the structure of the questionnaire or the interviews.
- 2.5.5. **Processing of Data:** Proper tabulation, classification, analysis, interpretation and comparison are essential steps in the processing of the data.
- 2.5.6. **Framework for Analysis:** The framework for analyzing the data will be related to your stated objectives hypothesis. Statistical method can be used for analysis where applicable. Methodology of the project must be clearly thought out in as much detail as possible. Clarity in method helps in completing the project report expeditiously. In the box are given some illustration of methodology, both acceptable and unacceptable.

(You must be extra careful that your method dose not gives rise to a whole lot of irrelevant data)

2.6. PROJECT GUIDE'S ROLE (MERNTORS)

As you proceed with your project work, you are likely to feel the need for a person who can act as a sounding board for your ideas. These may be in the designing of a questionnaire, structure your interview, deciding the size of sample, procedure for data collection, tabulation and analysis. For this you must approach a suitable person in your organization or environment who agrees to be your guide for the project work. Such a person should not only be well versed in contemporary management thinking but also have practical experience in the area of your study, you must discuss your project design with your guide before the start of your project and again during the necessary and finally at the stage of writing the report. You should show him the draft project report before it is finalized for submission.

An acknowledgement letter form the Project Guide stating that the project work undertaken is authentic and satisfactorily conducted under his guidance has to be attached with the Project Repot.

CHAPTER – 3
WRITING THE REPORT

3.1. WRITING THE REPORT

Once you have done the analysis of your data or have logically put together your case, you can get on with the task of writing the project. Before going to the main chapters, some peripherals yet important consideration to note are described below.

3.1.1. COVER PAGE

The cover page on the bound copy of the report should indicate

- 3.1.1.1. The title of the report. It would be short and written in capital letters. If necessary, it should be followed by an explanatory sub-title.
- 3.1.1.2. The name of the student and enrolment number
- 3.1.1.3. Name and designation of the faculty member who has guided you.
- 3.1.1.4. Name and designation of the person of the organisation who has guided you.

PROJECT REPORT
On
DESIGNING OF PERFORMANCE APPRASIAL SYSTEM
FOR NON-MANAGERIAL STAFF OF COMMERCIAL ORGANISATIONS
SUBMITTED TO THE
DIRECTORATE OF DISTANCE & CONTINUING EDUCATION
IN PARTIAL FULLFILLMENT OF THE
MASTER IN BUSINESS ADMINISTATION

by

Name :

University Roll No :

En.Rollment No.....

Regn.No.....

Under the
Guidance of

Name of Internal Guide
Designation

Name of External Guide
Designation



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3.1.2. Certificate from the organization (*to be issued by the organization and the photocopy of the certificate is to be attach*)

3.1.3. Certificate from the Guide. (format of the certificate)

<u>CERTIFICATE OF THE GUIDE</u>	
Mentor / Guide Name :	
Designation :	
<hr/>	
This is to certify that the project report entitled " _____ "	
has been prepared by Ms./Mr. _____ under my	
supervision and guidance, for the fulfillment of Master In Business Administration. His/Her field work is	
satisfactory.	
Date:	Signature of Guide

3.1.4. **Preface and Acknowledgments:** In case you have received assistance from a person or a source in any form such as in the collection of data, facilities for interviews or references to record in connection with your project and own a special debt to particular source or person, you should acknowledge this under the title acknowledgments. Or else you may include these acknowledgments in the final paragraph of the preface or forward which should highlight the objective of the study and the major problem you deal with in the report which follows in the succeeding pages.

ACKNOWLEDGEMENT

It is really a great pleasure to have this opportunity to describe the feeling of gratitude imprisoned in the core of my heart.

I convey my sincere gratitude to AGM (HR)/ _____ for giving me the opportunity to prepare my project work in _____. I express my sincere thanks to all the staff members of _____.

I am thankful to _____ for her/his guidance during my project work and sparing her/his valuable time for the same.

I express my sincere obligation and thanks to all the Faculties of DDCE _____ for their valuable advice in guiding me at every stage in bringing out this report.

I am also thankful to my family for their kind co-operation which made my take easy.

Name:
Roll No:

3.1.5. Declaration (format of the Declaration)

3.1.6.

DECLARATION

I do hereby declare that this project work entitled " _____ " submitted by me for the partial fulfillment of the requirement for the award of Master In Business Administration(MBA) is a record of my own research work. The report embodies the finding based on my study and observation and has not been submitted earlier for the award of any degree or diploma to any Institute or University.

Date:

Name:

Roll No:

- 3.1.7. **Table of contents:** Also called INDEX, the table should provide the title of all chapters (with page numbers) major subdivisions and appendices. The table should also indicate the commencing page numbers of the preface, the bibliography appendices & annexures.
- 3.1.8. **Main report:** Your main report should follow the chapter scheme you had indicated in your synopsis. Generally the sequential presentation should be as follows:-
- 3.1.8.1. *Chapter-I: Introduction of the problem: this chapter should provide a background of the problem and what is proposed to be investigated. The significance of the problem, the objective and the scope of the study and the contribution and impact your study will make should be elaborated. A brief description of the organization where you have conducted the project should be provided.*
 - 3.1.8.2. *Chapter-II: Theoretical Perspective: This chapter should give an overview of the theoretical concepts related to the problem under study. You should refer to the current status of research in the area and major findings thereof. These should bring out the necessity for a study of the kind you have undertaken and the approach you intend to follow.*
 - 3.1.8.3. *Chapter-III: Methodology: This chapter should describe in detail the steps followed in completing the study. If you have done a sample survey, the basis of sampling its size etc. should be discussed. The sources of primary and secondary data must be stated and the way you have processed the data should be elaborated.*
 - 3.1.8.4. *Chapter-IV, V, VI Onwards: Presentation of the relevant data and analysis and discussion thereon from the main body of the report. As you defined the problem-Clearly and definitely, before you start the report, decide on the main theme of your report; which of the findings are significant, which are peripheral? Develop your argument logically to build your theme, presenting data wherever necessary. Decide the distribution and the number of chapter required; keep appropriate balance in the size of the chapter, and avoid uneven coverage. Only include those parts of a table in the chapter which are relevant to the arguments, the details can be in the appendix. Spend more time on the central issues, giving them importance, clarity and emphasis. All issues treated in the same manner dilute a report.*
 - 3.1.9. *Appendices and Annexures: Appendices are listed alphabetically e.g. Appendix A Appendix B etc. and contain the table and data collection for the study. They are not included in the main chapters but referred to in the discussion and interpretations. Appendices are placed after the last chapter on summary conclusions.*

Annexures are numbered numerical e.g., Annexure II etc. and contain such supporting information which through not collected as primary and secondary data, yet is relevant in discussion and for easy reference.

3.1.10. *List of references: references can be mentioned either at the bottom of the appropriate page where these are referred or at the end of each chapter. If this has not been done, a third alternative is to list them at the end of the report immediately after the appendices / Annexures.*

3.1.11. *Bibliography: A bibliography is a list of published sources consulted during the course of project work and normally includes all work listed in the text and text notes. The bibliography can be listed in alphabetical order or split into two separate list each covering books and articles.*

3.1.12. *Size of the project report: Depending upon the problem and data, a project report should be covered between 60 to 100 (double space). Each page must be typed in one side, leaving a wide margin.*

3.1.13. *Reviewing & and Presentation: While writing and presenting a report, take care of minor matters as this will make it more professional. Badly edited reports with grammatical errors and wrong punctuations give a very poor impression. A well written and carefully corrected one holds the interest of the reader. Foolscap pages with single space matter needs a lot of grit and determination to read. Well spaced pages with proper headings, margins and tables are inviting.*

It is necessary to review and revise your draft report before you give to the final typing. Also show it to your guide and obtain his comments and suggestion for changes where necessary.

- Note: 1. Four copies of project report have to be prepared. Two copies the student has to submit to the concern authority notified for the purpose and One copy the student has to submit to the concerned organisation and the Other one he / she has to keep with him / her for further requirements. The student should bring the copy when he / she will present himself/herself for viva voice.
2. One self copy of the Project Report is to be submitted into Library.
 3. Kindly follow the same format for cover page of project report as shown above.
 4. It is necessary to attach an acknowledgement letter from the project guide.

CHAPTER – 4

EVALUATION OF PROJECT REPORT

4.1. EVALUATION OF THE REPORT

The evaluation of the project report will be done in two phases viz. - the written report and the viva-vice. The project report sent by you is sent to an examiner conversant with the subject matter of the report. The assessment of the report is done on standard criteria. Please study the criteria and the weight age given to each before you begin your project work.

4.2. VIVA-VOCE

Once your report has been evaluated by the examiner, you are called for a discussion of the report. The discussion normally takes the form of elaborating your view points, your findings and overall view of the subject. The duration of this viva-voce is about 10-20 minutes. **Project Viva will be conducted by Expert Committee appointed by DDCE. Students are required to give viva of the Project Work preferably through power point presentation.**

The viva-voce provides an opportunity to the examiner to test your knowledge of areas relevant to the subject of the report to elicit more information about the techniques employed during field work and to ask for explanations and clarification where necessary. The viva voce will also give you an opportunity to know any flaw in your report and to have suggestion and guidance for any further work in the area of your study.

Before you present yourself for the viva you must read your report and prepare yourself for any queries concerning your report. You must become aware of the deficiencies in your report and should be able to discuss them with your examiner.

- Note:**
1. Kindly carry a copy of your project report.
 2. It is mandatory to bring identity card for viva voce.
 3. It is necessary to attach an acknowledgement letter from the Project Guide.

4.3. EVALUATION CRITERIA FOR PROJECT WORK

A. Written Report (60)	
Choice of subject/Title	05
Clarity about objectives scope and coverage of the study	10
Design of the study and methodology, Review of earlier work/literature available for the subject, data collection primary, secondary : questionnaire used where applicable, field work	10
Analysis and Interpretation of data: Data Processing technique (manual/computer) quantitative OR other tools made use of.	10
Innovative technique/approach to problem solving	10
Finding of Research Study; recommendations, suggestions, policy issues	05
Report writing and presentation; languages, composition & chapter scheme.	05
Usefulness of the Study; applicability in business/industry, in decision making/system development.	05
B. Viva-Voce (40)	

Identification of the problem. Clarity about objectives, scope and coverage of the study	10
Ability to discuss the report design, methodology instruments used literature connected with the report, data quality analysis and interpretation findings and recommendations	10
Depth of the subject and conceptualization of the key areas after completing the project work	10
Linking the Report Recommendations with project objectives and how far these have been achieved	05
Draw back in the report if any and general comments	05

- Note:**
1. *In case of project reports relating to development of concepts and systems or case studies, ability to critically review the literature and development of thought process will be judged.*
 2. *Time required for viva voce cannot be laid down. It can last from 15 to 30 minutes or even 45 minutes depending upon the particular case.*

CHAPTER - 5

PROJECT AREAS

5.1. BUSINESS ADMINISTRATION

1. Business failure in India
2. Role of small-scale enterprise in Industrial development
3. Styles of management in India
4. Management techniques in public sector undertakings
5. Corporate Strategy
6. Just in Time Management.
7. Business & Government
8. Public Sector Enterprises
9. Social Responsibilities of management
10. Business policies
11. Communication in Industry
12. Leadership in Industry
13. Attitude & Morals
14. Executives Development Programme
15. Public Utility Services
16. Developing data bank on technologies in selected Industries in India
17. Communication
18. Tourism in India
19. Producers, dealers, consumers behavior under Contemporary marketing
20. Conditions.
21. Sales and Distribution Management
22. Marketing – A system approach
23. Woodwork furniture for houses and offices.
24. Develop a distribution model for a medium size firm.
25. Role of public undertakings in the development of nation.
26. Advantages and Facilities Available at Delhi dry port.
27. A study of the Delhi Cake market.
28. Marketing of Television in India.
29. Employees Performance.
30. Business Ethics
31. Environmental Analysis
32. Re-engineering

5.2. FINANCIAL MANAGEMEN/ BANKING AND INSURANCE MANAGEMENT

1. Technical tools for security analysis.
2. Cost Control & Cost Reduction.
3. Financial incentive for small industries.
4. Project Appraisal & Finance

5. Financial ratios of selected public sector undertakings.
6. Determination of share price in stock market.
7. Financial Statement Analysis.
8. Share Market related subjects.
9. ABC Analysis.
10. Fundamental Analysis.
11. NPA in commercial Banks investors' awareness regarding Demat Account.
12. Awareness of Insurance product.
13. PMRY Programme.
14. NAV calculation of Mutual Funds & Centralized Insurance Products.
15. Performance analysis of Mutual fund.
16. Relevance of Stock exchange.
17. New age Banking.

5.3. HR MANAGEMENT

1. Worker's participation in management.
2. Training and Development procedures.
3. Trade Union Movement in India.
4. Collective Bargaining.
5. Performance Appraisal.
6. Motivating employees.
7. Discipline in the Industry.
8. Wage Incentives
9. Personnel Systems and Practices.
10. Industrial conflict.
11. Welfare activities in Industries.
12. Industrial Relations in India.
13. Leadership.
14. Human Relations in Managerial Function.
15. Communication.
16. Business & Labour Laws.
17. Discipline in Industry.
18. Absenteeism
19. Strikes & Lock outs.
20. Transfer and promotional policies.
21. Manpower planning.
22. Grievance handling.
23. Employees' participation.
24. Employees Turnover.
25. IR climate in Indian states.
26. Organizational culture.
27. HRD systems / Climate
28. Potential Appraisal.
29. Performance Appraisal
30. Employees Efficiency.

31. Organizational changes & Re-structuring.
32. Job Satisfaction.

5.4. MARKETING MANAGEMENT

1. Marketing cost in India.
2. Distribution costs in the Indian economy.
3. Motivating sales man.
4. The role of Consumer's Production Group; their reference to the Indian marketing scene.
5. Cost-benefit analysis says of (Newspaper) advertising for Consumer goods with special relevance to the level of sales at which they become an acceptable cost. Alternative promotional choice open to the small marketer.
6. A critique on the advantages of the national marketing Strategy for a product of your choice vis-à-vis. Regional marketing.
7. Dealer network for consumer durables.
8. Distribution costs in marketing in Indian scene.
9. Develop a Distribution Model for medium size firm.
10. Field force management.
11. Marketing of computer stationary in India.
12. Point's preserver of national Assets marketing A view point.
13. Role of small-scale Industries growth, performance and prospects.
14. Marketing of Anodised name plates.
15. Consumer attraction and marketing of colorful flooring tiles & wall-Covering
16. Market survey for PVC floor.
17. Servicing of Automobiles in India.
18. Electronics materials & Components.
19. Public Sector Enterprises in India.
20. Marketing of Dictation system.
21. Marketing Problems faced by the small scale Industry.
22. Marketing of Fertilizer by Cooperatives.
23. Marketing of Cement with Specific Reference to Cement Corporation of India.
24. Measuring the efficiency of advertising
25. Different aspects of consumers Behavior
26. Measuring Brand equity.

27. Marketing & Management of Information services in India.
28. Marketing of Pharmaceutical Products in India.
29. Introduction of a new product in the market.
30. The role of small scale Enterprises in Industrial Development.
31. Setting up a small scale Television Assembly Unit.
32. Marketing Problems and Prospects of Indian Tractor Industry.
33. Market Survey on GLS Lemps.
34. Problems and Aspects of Indian Pharmaceuticals Industry.
35. Marketing cost of silk in India.
36. Sugar marketing in India.
37. Marketing cost of aluminum In India
38. Marketing channel decisions.
39. Retail Management
40. Role of IT in Marketing

5.5. Systems

1. Inventory Management.
2. Office Automation System.
3. ERP System
4. CRM System.

Note: The Students are at full liberty to select any other topic (with consultation with the concerned Mentor/guide), not mentioned above, as long as it pertains to their discipline.



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INITIAL JOINING REPORT

1. Name of the Student : _____
2. Roll No : _____
3. Name of the Company : _____
4. Address of Communication : _____

5. Project Title : _____
6. Project Description : _____

7. Date of Joining : _____
8. Name of the Project Guide : _____
 - a. Designation : _____
 - b. Address : _____

 - c. Telephone numbers : _____
 - d. Mobile number : _____
 - e. Email address : _____



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COMPLETION REPORT

Name of the student:

Roll No:

Name of the company:

I have completed my assignment(s) on _____ (date) and have also handed over all my reports materials, files and books to the satisfaction of my project guide, departmental head and the head of HRD. I have also submitted my final summer project to the company along with the project presentation.

Signature of the student

With Date

Signature of Project Guide

With Date and Seal

Signature of Departmental Head

With Date and Seal

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DDCE
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FEEDBACK FORM

Name of the student :

Roll No :

Project Title :

01. Please tick the appropriate Box:

Sl No	Parameter	Exceptional	Excellent	Very Good	Average	Satisfactory	Not Satisfactory	Very Poor
01	Extent of conceptual reading and clarity							
02	Comprehension of the project							
03	Seriousness , sincerity & thoroughness in planning before the project							
04	Sense of responsibility and commitment							
05	Time and quality orientation							
06	Initiative, drive and enthusiasm							
07	Communication effectiveness and keeping the superiors informed about the progress							
08	Acceptance and Learning from mistakes and seeking guidance from the experienced							
09	Depth of knowledge							
10	Quality of analysis and diagnosis							
11	Practicality of recommendation vis-à-vis purpose of study							

12	Behaviour and conduct							
13	Discipline, punctuality and regularity							
14	Quality of reporting and presentation							

Contd...



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02. Is the report useful to the Company : Yes ____ No ____

03. Would you implement it? : Yes ____ No ____

i. Is yes, to what extent and in what respects can you implement it?

ii. If no, can you please specify the reasons for it?

04. Have you observed any weaknesses he/she needs to correct, where Institute of Management Bhubaneswar (IMB) should pay attention?

05. Any aspect on which he/she should pay more attention to be more professional and attentive?

Date :

Name :

Designation :
Company :
Tel No. :
Fax no. :
Email :
Mobile no. :

Signature with company seal

Note: Submission schedule at DDCE Utkal University, Bhubaneswar(at the time of submission of Report)