

GUIDELINE FOR ESSAY MBA 4TH SEM/ ALL P.G DIPLOMA 2ND SEM/ IMBA 6TH AND 10TH SEM.

(PRINT OUT MATERIALS WILL NOT BE ACCEPTED)
HARD COPY SUBMISSION IS NOT ALLOWED.)

The guideline is to facilitate the students for preparing the project report during the pandemic period of Covid-19.

- All students have to scan the hand written essay in PDF format (Size maximum 5MB) and upload same within **26/07/21 up to 11.59 P.M of 31/07/21** in the student's portal. (link: <http://studentpanel.ddceutkal.ac.in/>)
- A student will prepare TWO essays each essay must be limited to 8 (eight) pages and within 2000 words.
- Print out materials will not be accepted. **HARD COPY SUBMISSION IS NOT ALLOWED.**
- A student needs to write the essay in A4 Plain/Rolling Paper. The write ups should cover the entire page and less use of graphs, pictures or tables and avoid blank space to reduce the file size.
- Use of different colours must be avoided. Students are advised to use Black ball point pen only.
- Declaration is to be given in first page (Declaration: I _____ bearing my Enrolment No/Roll No _____, do hereby declare that the essay papers submitted by me for the partial fulfillment of the requirement of MBA 4th Sem/ All P.G Diploma (HRM/MM/FM/DNM/TTM/POM/ABM) 2nd sem/ IMBA 6th Sem/ IMBA 10th Sem is written in my own handwriting)
- Student need to mention Name, Roll No., Subject in the top of each page.
- Page number must be given at the bottom of each page.

a) Structure of the Essay:

- Introduction of the Essay Topic.
- Relevance of the Essay Topic.
- Importance of the Topic related to the Organization.
- Review of the Literature.
- Objective of the study.

- Organization Profile.
- Research Methodology and topic analysis of the data.
- Findings, Conclusion and suggestions.
- Bibliography.
- Table, Graph and Diagram- the essay must contain with Diagrams with tabular and graphical representations.
- For the essay topics please visit the following link. <http://ddceutkal.ac.in/notice/MGT-Frontpage-for-the-Essay.pdf>
- Essay topics can also be chosen from the project topics mentioned in the following link: http://ddceutkal.ac.in/notice/mba_essay_topic.pdf
- A student may also select any related topic as per the present market scenario apart from the topic provided in the website.
- A student has to study the practical aspects of a particular organization from the website and has to relate and analyze the relevance of the research work/ Essay. The students may refer annual report, manuals, periodicals etc. by contacting the officials with the virtual or telephonic mode.

ESSAY TOPICS:

1. Industrial Sickness in India: A critical Analysis.
2. Role of small-scale enterprises in Industrial development.
3. Social Responsibilities of Business.
4. Role of public undertakings in the development of nation.
5. Business Process Re-engineering.
6. NPA management in Commercial Banks of India.
7. New age Banking in India.
8. Risk Management in Commercial Banks.
9. Relevance of Stock exchange in economic development of India.
10. Performance analysis of Mutual funds in India.
11. Worker's participation in management.
12. Trade Union Movement in India.
13. Collective Bargaining of Employees in India.

14. Performance Appraisal & Potential Appraisal in Indian Companies.
15. Consumerism in India.
16. E-marketing in India.
17. Changing Dynamics of retailing in India.
18. Bancassurance in India.
19. Demonitization and its effects in India.
20. Stock market scams in India.
21. Merger of PSU Banks in India.
22. Green Marketing in India.
23. Role of Foreign Direct Investment in economic development of India.
24. Crypto currency and its uses in India.
25. Sustainability Reporting Practices in India.
26. Factors affecting agricultural productivity in Odisha.
27. Demonetization and its impact on different sectors of the economy in India.
28. MSMEs and its impact on economic growth.
29. Issues and challenges to Industrial growth in Odisha.
30. Growth and progress of FDI in India
31. Paperless Economy and its Impact.
32. Woman empowerment through micro finance initiatives in Odisha.
33. Role of RRB in economic development of rural areas.
34. SHGs and its impact on women empowerment.
35. Banking sector and its role towards different sectors.
36. Organic Farming is the need of the hour.
37. Growth and Determination of Foreign Investment in India
38. Agriculture and Industry both are complementary to each other.
39. Growth and progress of in Indian Banking Sector.
40. Infrastructural Growth and Indian Economy.
41. Uncertainty of firms' economic outlook during the COVID-19 crisis.
42. Monetary and fiscal complementarity in the Covid-19 pandemic.
43. Lives versus livelihoods during the COVID-19 pandemic.
44. Banks' Liquidity Management During the COVID-19 Pandemic.

45. The Impact of Mask Mandates on the Trade-Off Between GDP and COVID-19 Mortality.
46. COVID-19 and Environment: An investigation of the COVID-19 pandemic effects of the air quality in India.
47. The impact of inventory control techniques on product loss reduction and financial performance of a firm.
48. The problem of physical distribution in a manufacturing company.
49. Appraisal of inventory control in a manufacturing company.
50. Role of purchasing in cost reduction and contribution to profitability- an appraisal of a manufacturing company
51. Use of raw material inspection and its impact on quality of production
52. Sourcing and financing local raw materials in the manufacturing company.
53. The impact of quality control on organizational performance.
54. The impact of production planning and control on operational cost of manufacturing industry in manufacturing company.
55. The impact of plant maintenance on quality productivity in manufacturing company.
56. The effect of material management techniques on production planning process.
57. The effect of Business process reengineering on organization objectives in manufacturing company.
58. The application of production skills in the management of business organization to gain competitive advantage.
59. Quality control as a competitive toll for small scale enterprises in manufacturing company.
60. Minimizing defective product through effective production planning and control.
61. The importance of production planning and control in manufacturing company.