

PONDICHERRY UNIVERSITY
(A Central University)
DIRECTORATE OF DISTANCE EDUCATION



**STANDARD FORMAT FOR PREPARATION OF
MBA PROJECT REPORT**

MBA PROJECT WORK GUIDELINES

Dear Students,

We welcome you all to the second year MBA programme. We draw your attention to an important course work to be carried out by you during this year i.e., PROJECT WORK. The rationale behind this practical course is to:

- ❖ Expose you to the various operational and practical aspects of business.
- ❖ Help you to apply the concepts learned in the theory classes &
- ❖ Sharpen your writing skills.

How to go about Project Work?

Considering the importance of Project Work for the MBA program as well as the limitations in the distance learning exercise, the Directorate has drawn the following guidelines:

- The Project should be carried out under a Guide/ Project Supervisor.
- Project can be guided by any Post Graduate degree holder with/without a Doctorate Degree working in academic institutions (Preferably teaching MBA / M. Com. level programmes) or Industrial Enterprises or Banks or Financial Institutions with the Knowledge in guiding MBA Project Work.

Project Work could be:

- A Field Survey
- Comprehensive Case Study on the functioning of a business unit / organization.

- Inter-organizational study.
- Application of optimization techniques for business decisions.
- Computer systems development for business operations.
- Choose any organization of your choice, preferably a medium sized or a large enterprise and approach its HR manager/PRO for necessary permission.
- Description of Objectives of the Study, Methodology, Statistical data analysis and Report preparation should conform to the standard research norms.
- Visit the selected organization & collect information either through structured questionnaire/interview schedule.
- Collection of information/ data needs to be done in consultation with your Project Guide.

Topic/ Areas of the Project Work

You are advised to carry out the Project Work only in the area of your MBA specialization.

THE REPORT

After collecting the necessary information from primary and secondary sources, students are advised to discuss with the Project Guide for interpretation of the data and report preparation.

Your compliance with the following format may enrich the quality of the Report.

Chapter I: Introduction and the Design of the study

This Chapter may contain a brief background of the problem and contemporary developments thereof. A brief Review of Literature, 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, limitations, etc. on the chosen topic establishing the need for the study on a scientific basis is desirable.

Chapter II: Profile of the Study Unit:

This Chapter should contain the profile of the Company/Industry relating to the topic of the Project.

Chapter III: Empirical Results / Data Analysis & Discussion relating to Objectives:

Logical presentation of the results of the study presented in tables, graphs and figures, if any, along with necessary interpretation forms the part of this chapter. It can be given in two chapters also.

Chapter IV: Summary and Conclusion:

The focus of this chapter is on broad observations made by the student against each objective specified in Chapter along with major conclusions drawn by the study. Appropriate suggestions for the policy makers/managers on future course of actions are appreciated.

Bibliography:

Every Project work should contain list of books consulted for the topic studied. Research Reports, list of published research articles/ papers and popular books in the field of study may be documented in standard pattern. Whenever information /data is drawn from internet sources, please give the websites referred.

Annexure:

Every Project Report should contain necessary annexure such as Proforma of Questionnaire/ Interview Schedule.

Print Specifications:

The subject matter organized as above has to be neatly typed (with one and half (1.5) line space), Font style “Times New Roman”, Title 14 size with bold letters, sub-title should be 12 size with bold letters and content should be 12 without bold letters and the Project need to be submitted in hard bound form. You can type on single side of the page. Use only A4 size paper and the report maybe within the range of 70 - 100 pages.

Cover Page and Certificates:

The Cover page of the Report must contain the title of the report, name of the student, program of study, enrolment number, etc. Every Project Report should contain.

- a) Declaration by the student stating that the said report has not formed part of any other degree / diploma and is a bonafide work carried out by the candidate.

- b) A certificate from the Project Guide on his/her letter head stating that the said work is original and the candidate has done under his/her supervision.

Submission of Project Report:

One printed copy of the PROJECT REPORT fulfilling the PU-LCS norms need to be submitted to PU-LCS office, Loyola College, Chennai; on or before **30th April, 2020**.

SAMPLE TITLE PAGE

Consumer Brand Preferences with Regard to Decorative Paints

(A Comparative Study of Asian Paints and Berger Paints) Project Report

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

Submitted by

Mr./ Ms. :

Enrolment No. :

MBA :

Project Supervisor
(Guide Name)
(Designation)



**DIRECTORATE OF DISTANCE EDUCATION
PONDICHERRY UNIVERSITY**

Puducherry - 605 014

(Month and Year of Submission)

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 MBA :..... (specialisation) 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

Guide's seal*

Place :

Date :

- * For Academic Guide Guide's seal should contain Name, Designation & Official address
- * For Industrial Guide Seal should contain Name, Academic Qualification, Designation & Official Address or the certificate should be in the official letter head.

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*) is a record of original work done by me under the supervision of Dr./Mr./Shri. Of (*Organization of the guide*).

Enrolment No:

Date:

Signature of the Student

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SAMPLE "CITATION"

Citation

Published Journal Articles

In case of Published Journal article, the logical order of citing a reference is, first authors name, title of the research paper, name of the journal, year of publication, volume number and issue number, year of publication and the pages of the said article in the given Journal. E.g.:

Anand,M., Ajay Arora., "Economic Value Added: Business Performance Measure of Share Holder Value", *The Management Accountant*, Vol.25, No: 4, May 1999, p.25.

Banerjee, Ashok and Jain S'C., "Financial Variables: Measuring Performance", *Chartered Accountant*, Vol. LX., No: 2, Feb 1999, pp. 65-73.

Published Research Books

In case of Published books the logical order is to start with author (s), year of publication, title of the book, name of the publisher, place of publication and page number referred. For example,

1. James R Gregory. (2004),"**THE BEST OF BRANDING: BEST PRACTICES IN CORPORATE BRANDING**", Tata Mc GrawHill Publishing Co Ltd, New Delhi, pp. 24-37.

2. Sharma, DD. (2004)," **TOTAL QUALITY MANAGEMENT: PRINCIPLES, PRACTICE AND CASES**' Sultan Chand & Sons, New Delhi, pp. 312-325.