

PROJECT WORK → GUIDELINES

1.1 WHY PROJECT WORK?

Project Work is the best way to practice what you have learnt. The purpose of including project report in the Diploma Programme is to provide you an opportunity to investigate a problem applying management concepts 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 findings in a 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.

1.2 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 concepts and skills. The study can deal with a small or a big issue in a division or an organization, the problem can be from any discipline of management. It can even be a case study where a problem has been dealt with through the process of management. **The essential requirement of a project is that it should entail scientific collection, analysis and interpretation of data leading to valid conclusions.**

1.2.1 How to undertake Project Work

Step I – Select a suitable topic, prepare **synopsis** and submit it to IMT - CDL, Ghaziabad in a separate envelope for approval.

Step II – Once the approval is received you can start project work. Thereafter **project report** should be prepared and sent to IMT - CDL, Ghaziabad.

Step III – After submission of your project report you will be called for **viva voce**.

1.2.2 Criteria for Selection of Projects

1. Topic should be selected from your MAJOR area of specialization. In case of **dual specialization any one** of the areas of specialization can be selected.
2. Project work should preferably be concerned with your organization or any other organization in your vicinity.
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 saved, or better utilisation 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 arguments developed ? 	<ul style="list-style-type: none"> • Does the project report take into account factual data which is relevant to the particular 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 source, the Institute has the right to reject the Project Work summarily. In that case, the student may be asked to resubmit the Project.

- Chapterisation scheme – A brief outline of the chapters to be included in the project report should be formulated and stated sequentially.
 - Project Guide – **Project Guide selected by the student should be an expert preferably a post graduate in the relevant discipline with a minimum of five years of work experience.** It is necessary to send a brief resume of the project guide signed by the guide. If the resume of project guide is not attached your synopsis can be rejected summarily.
 - Please attach the cover, “Project Report Synopsis” and send synopsis typed in double space in a separate envelope marked as PROJECT SYNOPSIS to IMT - CDL, Ghaziabad.
- Note: Kindly retain receipt or POD (proof of delivery) if synopsis is mailed or sent through courier or submitted personally. Project work can be undertaken only after your project synopsis is approved by the Expert Committee.**

1.5 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 you in understanding the problem in depth and the aspects which are being investigated and will provide ideas for further research. You should consult the bibliographies of projects reports in libraries and skim through some reports on similar topics. An access to this information will help you in crystalizing 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 report.

Some studies require the statement of hypothesis. A hypothesis is a tentative diagnosis or solution to a problem. It is based on a 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 or 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 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.

1.5.1 Defining the Problem (Illustration)

<p>Title of the project : “Cost reduction through materials management”.</p> <p>Statement about the problem : This particular topic is chosen because in most of the manufacturing organisations the cost of materials accounts for a sizable portion of the total expenditure and any savings affected in cost of material will have a direct bearing on the profitability of the organisation.</p> <p>Objectives and scope of the study :</p> <ul style="list-style-type: none"> • To optimise individual and group efforts for achieving the organisation goals efficiently and effectively. • To minimise cost of materials in every possible way, without sacrificing the quality aspect at the same time. • To maximise overall profitability of the enterprise so as to sustain and grow in a highly competitive environment satisfying the needs of the organisation, individuals as well as the society at large stay with a few well chosen aspects so that it can be 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. <p>Title : Cost reduction through Materials Management.</p> <p>Statement about the problem</p>	<p>Comment</p> <p>You will note that the scope as defined is extremely diffused “Optimisation of individual and group effort” is a human relation oriented problem, but this is a study in materials. Again “to maximise overall profitability of the enterprise” materials 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 maximising profitability ? Each one can independently form a problem for a project. You may argue that these are inter-related matters and therefore, cannot be ruled out. You would be right. But while other factors may be included at the managerial decision stage, at the project stage 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.</p> <p>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 effort wherever necessary.</p>
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1.6 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 analysing information which must have a bearing on the defined problem. Again, all information, related to the problem needs to be carefully scrutinised to avoid risk of biased analysis.

Having once identified which information is relevant and needs 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.

1.6.1 Methodology

<p>Illustration I Project Title : Corporate Planning : Current Status in India.</p> <p>Methodology : After providing a theoretical underpinning it is intended to review important corporate planning decisions of a selected company. It is also 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 analyse a few case studies for successful growth as well as prominent failures.</p> <p>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 ?</p> <p>Illustration II Project Title : Application of CPM Techniques in Capital Repair Shop :</p>	<p>Methodology : List the various activities involved in the repair in consultation with the executing agencies. Estimation of duration of each activity through observations over three months period. Assessment of resources for 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 to 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 resources throughout the repair period. Attempt will also be made to carryout the time-cost relationship of activities so as to achieve the minimum possible/optimum duration of the project.</p> <p>Comments : Acceptable</p>
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- 1.6.2 **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.
- 1.6.3 **Preparation of a proforma or a Questionnaire for Collection of Data:** A technique that one should learn is the framing of a proper questionnaire. Most books on statistics or research methodology provide guidelines for framing a questionnaire.
- 1.6.4 **Pilot study or Pre-testing:** A trial run of a questionnaire or some preliminary interviews helps in finalising the structure of the questionnaire or the interviews.
- 1.6.5 **Covering letters or paragraphs when mailing the questionnaire or proforma:** This is important when responses are expected through mail. However experience shows that responses in such cases are disappointing Personal data collection gives better results.
- 1.6.6 **Processing of Data:** Proper tabulation, classification, analysis, interpretation and comparison are essential steps in the processing of the data.
- 1.6.7 **Framework for Analysis :** The framework for analysing the data will be related to your stated objectives hypothesis. Statistical methods can be used for analysis wherever 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 illustrations of methodology, both acceptable and unacceptable.

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

PROFORMA FOR SYNOPSIS OF PROJECT WORK

Name _____

Enrol. No. _____

Address for Correspondence : _____

Mobile No. _____

Major area of specialization in which project work is to be undertaken _____

Questionnaire attached Yes/No

Resume of Project Guide attached Yes/No

Consent letter of Project Guide Yes /No

Phone No. of Project Guide -----

Date of submission -----

PROFORMA

(To be sent alongwith Project Report)

Name _____
 (In Block Letters)

Enrol. No. _____

Choice of Venue for Viva-Voce (Tick any one of the following venue)

1. IMT, CDL, Ghaziabad
2. IMT,CDL, Kolkata -1

Mobile No. _____

Check List

1. Photocopy of approved synopsis
2. Photocopy of evaluation sheet (if attached with synopsis) from IMT - CDL
3. Photocopy of identity card issued by IMT – CDL
4. Acknowledgement letter from Project Guide

Designation & Office Address _____

Date of submission -----

1.7 PROJECT GUIDE’S ROLE

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 organisation 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 study if necessary and finally at the stage of writing the report. You should show him the draft project report before it is finalised for submission to IMT.

An acknowledgement letter from the Project Guide, preferably on the letterhead of the company of the Project guide, stating that the project work undertaken is authentic and satisfactorily conducted under his guidance has to be attached with the Project Report. An illustrative example of the certificate is given.

CERTIFICATE

This is to certify that Ms Shagun Warsi, a student of IMT – CDL Ghaziabad has completed project work on “Status and Prospects of Food Processing industry in India” under my guidance and supervision.

I certify that this is an original work and has not been copied from any source.

Signature of Guide -----

Name of Project Guide -----

Date -----

1.8 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 Report. Before going to the main chapters, some peripherals yet important considerations to note are described below:

COVER PAGE:

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

- The title of the report. It would be short and written in capital letters. If necessary, it should be followed by an explanatory subtitle.
- The name of the student and enrolment number
- IMT in expanded form
- The date of submission

1.

An illustrative example of the cover page is given.

<u>PROJECT REPORT</u>	
DESIGNING OF PERFORMANCE APPRAISAL SYSTEM FORNON-MANAGERIAL STAFF OF COMMERCIAL ORGANISATIONS	
Name	:
Roll No.	:
INSTITUTE OF MANAGEMENT TECHNOLOGY CENTRE FOR DISTANCE LEARNING GHAZIABAD	

- 1.8.1 **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.
- 1.8.2 **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 records in connection with your project and owe a special debt to a 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.
- 1.8.3 **Main Report:** Your main report should follow the chapter scheme you had indicated in your synopsis. Generally the sequential presentation should be as follows :-
- (a) **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 objectives and the scope of the study and the contribution and impact your study will make should be elaborated. A brief description of the organisation where you have conducted the project should be provided.
 - (b) **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.
 - (c) **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.
 - (d) **Chapter- IV, V VI Onwards:** Presentation of the relevant data and analysis and discussion thereon form the main body of the report. As you defined the problem-Clearly and definitely, before you start to write 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 chapters required; keep appropriate balance in the size of the chapters, 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.
- 1.8.4 **Appendices and Annexures:** Appendices are listed alphabetically e.g. Appendix A. Appendix B etc. and contain the tables and data collected 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 and conclusions.
- Annexures are numbered numerically e.g., Annexure I, Annexure II etc. and contain such supporting information which through not collected as primary or secondary data, yet is relevant in discussion and for easy reference.
- 1.8.5 **List of References:** References can be mentioned either at the bottom of the appropriate page where these are referred or at the end or 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.

- 1.8.6 **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.
- 1.8.7 **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 only one side, leaving a wide margin.
- 1.8.9 **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 punctuation give a very poor impression. A well written and carefully corrected one holds the interest of the reader. Foolsap 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 it for final typing. Also show it to your guide and obtain his comments and suggestions for changes where necessary.

Note: 1. Two copies of project report have to be prepared. One copy has to be sent to IMT - CDL, Ghaziabadia a separate envelope mentioning 'PROJECT REPORT' which is not returnable. The other copy should be brought when you present yourself for viva voce. Xerox copy OF Project report is not acceptable.

2. Kindly follow the same format for cover page of project report as shown above.

3. It is essential to send a copy of the approved synopsis along with the project report.

4. It is necessary to attach an acknowledgement letter from the Project Guide.

Note: Kindly retain receipt or POD (proof of delivery) if Project Report is mailed or sent through courier or submitted personally.

1.9 VIVA-VOCE

Once you have submitted your Project Report you will be 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 20 minutes. **Project Viva will be conducted by Expert Committee appointed by IMT - CDL. Students are required to give viva of the Project Work preferably through power point presentation.**

The viva-voce provides and 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.

The viva will be held usually at a place of your convenience as indicated by you in the performa given on the front inside cover. Normally the viva is arranged within three months of the submission of the report. 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 approved synopsis and a copy of project report.

2. It is mandatory to bring identity card issued by IMT - CDL for viva voce.

1.10 SPECIAL VIVA

If for any reason whatsoever a student is not able to undertake Project Work within the scheduled time period, or not able to appear for scheduled Project Viva, he can apply for Special Viva by writing an application for the same and paying special viva fee. The student can submit the application with synopsis if synopsis has not been approved or with a copy of approved synopsis (in case synopsis has already been approved by IMT – CDL) and Project Report, mentioning the probable dates the candidate can appear for special viva. Special viva can be scheduled only when following conditions are satisfied:

- (i) An application for special viva has been submitted to IMT – CDL,
- (ii) Project Synopsis has been approved by IMT – CDL,
- (ii)Project Report has been submitted along with a copy of approved synopsis, and
- (iii) Special viva fee has been paid.

1.11 EVALUATION CRITERIA FOR PROJECT WORK

A. Written Report (60)	
Choice of subject/Title	5
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
Viva-Voce (40)	
B. 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 conceptualisation 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.*

REFERENCE FOR ADDITIONAL READING

1. Research methodology by P.Saravanwel Published by - Kitab Mahal, Delhi
2. Research methodology methods and Techniques by C.R. Kothari, Published by Wiley Eastern Ltd.
3. Scientific Social Surveys & Research by Pauline V Young Published by - Prentice Hall of India.
4. Thesis and Assignment Writing by Anderson, Durtson and Poole, Published by Wiley Eastern Ltd.

Any of the above or other books on research methodology will give you some basic guidelines on samples selection questionnaire framing, data analysis, statistical application etc.

Frequently Asked Questions (FAQs)

PROJECT SYNOPSIS

Q.1 What topic should I select?

A.1 (a) Topic should be selected from your MAJOR area of specialization. In case of **dual specialization any one** of the areas of specialization can be selected.

(b) Project work should preferably be concerned with your organization or any other organization in your vicinity from where you can draw information for your project work.

(c) It should try to resolve the problem assessed in your project work.

Q.2 What is Project Synopsis?

A.2 Project synopsis provides an outline of the project work to be undertaken by the candidate. For details refer to section 1.4 of Project Guidelines.

Q.3 My Synopsis was approved one year before (or has already been approved earlier By IMT - CDL) but I could not submit Project Report. I want to submit now. What shall I do now?

A. 3 If the **time period of your course has not expired** you can submit Project Report along with a photocopy of approved synopsis.

Q. 4 Last date of synopsis submission is over. What can I do now?

A.4 Submit in next semester.

Q. 5 Last date of submission of synopsis is over and I cannot wait till next semester ETE. What can I do now?

A. 5 Apply for special viva. Refer to section 1.10 of Project Guidelines

Q.6 What shall I do if my synopsis is disapproved?

A.6 Resubmit by making modifications as per comments/suggestions made by Expert Panel.

PROJECT REPORT & PROJECT VIVA

Q.1 My synopsis is approved but I was not able to submit my Project Report within the specified time period. What can I do now?

A.1 If the **time period of your course has not expired**, submit a copy of your Project Report along with a copy of approved synopsis and reappear in next semester. What can I do now?

Q. 2 Last date for submission of Project Report is over and I cannot wait till next semester ETE. What can I do now?

A. 2 If the **time period of your course has not expired**, apply for special viva. Refer section 1.10 of Project Guidelines.

Q.3 I could not appear for Project Viva. What shall I do now?

A.3 If the **time period of your course has not expired**, appear in next semester.

Q.3 I could not appear for Project Viva and I cannot wait till next semester ETE. What shall I do now?

A.3 If the **time period of your course has not expired**, apply for special viva. Refer section 1.10 of Project Guidelines.

Q.4 I have failed in Project Viva.

A.4 If the **time period of your course has not expired**, reappear in next semester ETE

Q.5 I have failed in Project Viva and I cannot wait till next semester ETE. What shall I do now?

A.5 If the **time period of your course has not expired**, apply for special viva. Refer section 1.10 of Project Guidelines.

Institute of Management Technology
Centre for Distance Learning, Ghaziabad

PROJECT WORK → PROJECT TITLES

BUSINESS ADMINISTRATION

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

FINANCIAL MANAGEMENT

1. Tandon Committee Report and Industrial Development.
2. Cost of finance in India, 1951-1982.
3. Financial incentives for small industries.
4. Incentives for locating industries in rural and backward areas.
5. Financial ratios of selected public sector undertakings.
6. Financial ratios of selected public limited Companies - 1968-82.
7. Share Market related subjects.

MATERIAL MANAGEMENT

1. The use of ABC Analysis in selected Industries.
2. Function of materials management in selected Industries in India.
3. The concept of the store keeper versus Materials managers in the Indian Industry.
4. Minimal and maximal levels of Inventory for the electronics Industry.
5. Use of Computers in Materials Management.

PERSONNEL MANAGEMENT

1. Worker's participation in management.
2. Training and Development procedures.
3. Trade Union Movement in India.
4. Collective Bargaining.
5. Personnel Policies
6. Performance Appraisal.
7. Motivating employees.
8. Discipline in the Industry.
9. Wage Incentives.

10. Personnel Systems and Practices.
11. Industrial conflict
12. Welfare activities in Industries.
13. Industrial Relations in India.
14. Leadership
15. Human Relations in Managerial Functions
16. Communication
17. Business & Labour Laws
18. Discipline in Industry
19. Absenteeism
20. Workers participation in management
21. Strikes & Lock outs.
22. Transfer and promotional policies.
23. Manpower planning.
24. Grievance handling
25. Employees participation
26. Employees Turnover
27. IR climate in Indian states
28. Organisational culture.
29. HRD systems
30. Potential Appraisal.

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 say 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-a-vis. Regional marketing.
7. Dealer net-work 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 stationery in India.
12. Points 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 colourful 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. Marketing & Management of Information services in India.
25. Marketing of Pharmaceutical Products in India.
26. Introduction of a new product in the market.
27. The role of small scale Enterprises in Industrial Development.
28. Setting up a small scale Television Assembly Unit.
29. Marketing Problems and Prospects of Indian Tractor Industry.
30. Market Survey on GLS Lamps.
31. Problems and Aspects of Indian Pharmaceuticals Industry.
32. Sugar marketing in India.
33. Marketing Cost of Aluminum in India.
34. Marketing Channel Decisions.

35. Marketing cost of Silk in India.

PRODUCTION / OPERATION MANAGEMENT

1. Various technologies in house electric meters.
2. Developing data bank on technologies in selected industries in India.
3. Production function in public sector versus private sector undertakings.
4. Role of the Bureau of Industrial costs and prices in the Indian Industry.
5. Research and Development in the Indian Industry.
6. Production of Nickel Cadmium Batteries.
7. Mine and Steel Industry in India.
8. Production of medical laboratory and Scientific Instruments and equipment.
9. Production and marketing cylinder pumps Injectors for a stationary Diesel Engines.

EXPORT MANAGEMENT

(a) Production and Prospects of Exports of :

1. Iron Ore
2. Engineering goods
3. Bicycle & Parts
4. Electronic Products.
5. Handicraft products
6. Hand Knitted Carpets
7. Gems & precious Stones
8. Brassware.
9. Sports Goods.
10. Ready-made Garments
11. Woolen Textiles
12. Woolen Hosiery
13. Marine Products
14. Jute manufacturers
15. Processed fruits & Vegetables
16. Leather manufacturers
17. Handlooms
18. Silk & Silk products
19. Textiles
20. Paints & Varnishes
21. Cosmetics
22. Food products
23. Prospects of Exports to Zimbabwe
24. Export of Brass ware
25. Export Potential for Indian Ready-made garments
26. Export of Bicycle and Bicycle parts
27. Export marketing
28. Indo-East African Trade Relations
29. Exporting of Software industry in electronics its prospects.
30. Development of software industry in electronics, its prospects, and exports.
31. Indo South Korean Trade.
32. Role of banks in Export promotion
33. Export of Agricultural products.
34. Execution of Export order
35. Indian diamond industry Export potential
36. Indo-Japanese Trade
37. Export prospects of Tractors and motorcycles to Egypt
38. Production and Export prospects of Pharmaceutical products

39. Problems and prospects of export of power equipment
40. Role of Export Import Bank in India's export.
41. Export prospects of handloom and furniture.
42. Establishment and operating of an export firm.
43. Problem and Prospects of export of shoe uppers
44. Production and prospects of export of jute manufactures
45. Production and prospects of exports of selected gift items.
46. Export marketing of power Generator equipment in South-East Asia
47. Processing an Export order
48. Indo-Kenya Trade Relations
49. Export Prospects of Orissa Handicrafts
50. Production and prospects of export of ready-made garments from India.
51. Problems and prospects of Export of Gold jewellery.
52. Prospects and problems exporting selected-handloom items of North-East region of India.
53. Present and future of the Cashew Industry - A perspective.
54. Problems and prospectus of Export of Engineering goods.
55. Export of Processed Fruit materials to Saudi Arabia

(b) Problem and Prospects of Exports of :

1. Fresh Fruits & Vegetables
2. Bicycle and parts
3. Sewing Machines and parts
4. Electric Fans
5. Handtools and small tools
6. Industrial Fasteners
7. Building Hardware
8. Carpets
9. A review of Exports from India
10. Setting up of an Export Firm
11. Instruments of Financing of Exports.
12. Role of Clearing and Forwarding Agents.
13. Export marketing Strategy (Can Export marketing be taken as a goal for any product in our country ? Select a product as a suitable model and develop an export marketing strategy detailing the cost and benefits involved.)

(c) Market Prospects in :

- | | |
|------------------|-------------------|
| 1. Middle East | 2. West Germany |
| 3. USA | 4. Saudi Arabia |
| 5. Latin America | 6. United Kingdom |
| 7. Japan | 8. Iran |
| 9. USSR | 10. East Africa |
| 11. West Africa | 11. North Africa |

(d) Problems and prospects of India's Exports to :

- | | |
|--------------------|------------------|
| 1. USA | 2. UK |
| 3. West Germany | 4. Japan |
| 5. South East Asia | 6. West Asia |
| 7. EEC | 8. South America |

(e) Processing of an export order

(f) Financing for exports

(g) State Trading as an instrument of Export Promotion

(h) Shipping

(i) Joint Ventures & Turnkey job

(j) Exports Houses & Trading Houses

(k) Exim Bank

Note : The students are at full liberty to select any other topic, not mentioned above, as long as it pertains to their discipline.
