

PROJECT REPORT

ON

“Title”

Submitted to

**Rashtrasant Tukadoji Maharaj Nagpur University for Partial
Fulfillment of the Degree of Master in Business Administration
(MBA)”**

Submitted By

Supervisor



**Dr. Ambedkar Institute of Management Studies and Research,
Deeksha Bhoomi, Nagpur 2020-2021**



DR. AMBEDKAR INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH, NAGPUR

CERTIFICATE

This is to certify that investigation described in this project entitled, “**Title**” was carried out by _____ in Dr. Ambedkar Institute of Management Studies and Research, Nagpur under my supervision and guidance in partial fulfillment of the requirement for the degree of **Master of Business Administration** of R.T.M. Nagpur University, Nagpur. respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work

(Supervisor)

Dr. Sudhir Fulzele
(Director)



DR. AMBEDKAR INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH, NAGPUR

DECLARATION

I hereby declare that this project titled “**Title**” is bonafide and authentic record of work done by me under supervision of _____ during academic session 2020-21.

The work presented here is not duplicated from any other source & also not submitted earlier for any other degree/diploma to any university. I understand that any such duplication is liable to be punished in accordance with the university rules. The source material, data used in this research study have been duly acknowledged.

Date:

Place:

Signature of Student

ACKNOWLEDGEMENTS

These is my privilege to express deepest sense of gratitude and in debt sense to my Supervisor _____, for his invaluable Supervision, unending support, constant encouragement, keep interest, helpfulness and constructive criticism. All this provided us the needed moral and confidence to carry out this project.

I am honorably thankful to **Dr. S.S. Fulzele**, Director, DAIMSR, Nagpur and also **Dr. V. M. Chopde**, Coordinator, DAIMSR, Nagpur for making us all facilities available.

I am also thankful to all other faculty members of DAIMSR for their help during my project work.

I take pleasure in expressing heartiest thanks to my parents, colleagues and classmates for their moral support and helpfulness through my project work. I am also thankful to my other friends excluding DAIMSR, for giving me full support in my project work.

(Name of the Student)


Industry Reviewer Remarks (IRR)

| Criterion | Expected Outcome | Degree of Agreement. (Strongly Disagree 1 – Strongly Agree 5) |
|--|---|--|
| Introductory paragraph(s), literature review, hypotheses or propositions. | <input type="checkbox"/> Clearly identifies and discusses research focus/purpose of research <input type="checkbox"/> Research focus is clearly grounded in previous research/ theoretically relevant literature <input type="checkbox"/> Significance of the research is clearly identified (how it adds to previous research) <input type="checkbox"/> Hypotheses/propositions are clearly articulated | |
| Research Methods | <input type="checkbox"/> Provides accurate, thorough description of how the data was collected, what/how many data sources were analyzed, plan of analysis or measurement instrument, research context <input type="checkbox"/> Mention on how different situations may influence data collection and interpretation is thorough and insightful | |
| Results | <input type="checkbox"/> Results are clearly explained in a comprehensive level of detail and are well-organized <input type="checkbox"/> Tables/figures clearly and concisely convey the data. <input type="checkbox"/> Statistical analyses (if used) are appropriate tests and are accurately interpreted. | |
| Conclusions | <input type="checkbox"/> Insightful discussion of how the study relates to and/or enhances the present scholarship in this area <input type="checkbox"/> Suggestions for further research in this area are insightful and thoughtful | |
| OVERALL REMARKS | | |
| (Please suggest what more could have been done to improve the quality of the project) | | |
| | | |

Dr. AMBEDKAR INSTITUTE of MANAGEMENT STUDIES & RESEARCH, NAGPUR

RUBRIC for PROJECT REPORT ASSESSMENT BY GUIDE

Name of the student: _____

| Criteria | Expert(12-14Marks) | Proficient(9-11Marks) | Apprentice(6-8Marks) | Novice (0-5Marks) |
|---|--|--|--|---|
| Introduction [Introductory paragraph(s), literature review, hypotheses or propositions] | <ul style="list-style-type: none"> Clearly identifies and discusses research focus/purpose of research Research focus is clearly grounded in previous research/theoretically relevant literature Significance of the research is clearly identified (how it adds to previous research) Hypotheses/propositions are clearly articulated | <ul style="list-style-type: none"> Limited discussion of research focus/purpose of research Research focus is less well-grounded in previous research/theoretically relevant literature Significance of the research is not as clearly identified (how it adds to previous research) Hypotheses/propositions are described but not as well articulated | <ul style="list-style-type: none"> Minimal discussion of research focus/purpose of research Research focus is not well-grounded in previous research/theoretically relevant literature Significance of the research is not clearly identified (how it adds to previous research) Hypotheses/propositions are not well articulated | <ul style="list-style-type: none"> Little or no discussion of research focus/purpose of research Research focus not grounded in previous research/theoretically relevant literature Significance of the research is not identified (how it adds to previous research) Hypotheses/propositions are poorly articulated or are absent altogether |
| Research Methods | <ul style="list-style-type: none"> Provides accurate, thorough description of how the data was collected, what/how many data sources were analyzed, plan of analysis or measurement instrument, research context Mention on how different situations may influence data collection and interpretation is thorough and insightful | <ul style="list-style-type: none"> Description of how the data was collected, what/how many data sources were analyzed, plan of analysis or measurement instrument, research context is adequate but limited. Mention on how different situations may influence data collection and interpretation is adequate but limited | <ul style="list-style-type: none"> Description of how the data was collected, what/how many data sources were analyzed, plan of analysis or measurement instrument, research context is somewhat confusing/not clearly articulated. Mention on how different situations may influence data collection and interpretation is limited and lacks insight | <ul style="list-style-type: none"> Description of how the data was collected, what/how many data sources were analyzed, plan of analysis or measurement instrument, research context is very confusing /not articulated sufficiently. Mention on how different situations may influence data collection and interpretation is severely limited, lacks insight, or is absent altogether |
| Results | <ul style="list-style-type: none"> Results are clearly explained in a comprehensive level of detail and are well-organized Tables/figures clearly and concisely convey the data. Statistical analyses (if used) are appropriate tests and are accurately interpreted. | <ul style="list-style-type: none"> Results are explained but not as clearly, level of detail is not as sufficient, and there are some organizational issues Tables/figures are not as clear / concise in conveying the data. Statistical analyses (if used) are appropriate tests but are not accurately interpreted. | <ul style="list-style-type: none"> Results are not very clearly explained, level of detail is insufficient, and there are more organizational issues Tables/figures are not clear / concise in conveying the data. Statistical analyses (if used) are inappropriate tests and/or are not accurately interpreted. | <ul style="list-style-type: none"> Results are not clearly explained, level of detail is severely insufficient, and there are serious organizational issues Tables/figures are not clear / concise in conveying the data. Statistical analyses (if used) are inappropriate tests and/or are not accurately interpreted. |
| Conclusions | <ul style="list-style-type: none"> Interpretations/analysis of results are thoughtful and insightful, are clearly informed by the study's results, and thoroughly address how they supported, refuted, and/or informed the hypotheses/propositions Insightful discussion of how the study relates to and/or enhances the present scholarship in this area Suggestions for further research in this area are insightful and thoughtful | <ul style="list-style-type: none"> Interpretations/analysis of results are sufficient but somewhat lacking in thoughtfulness and insight, are not as clearly informed by the study's results, and do not as thoroughly address how they supported, refuted, and/or informed the hypotheses/proposition Discussion of how the study relates to and/or enhances the present scholarship in this area is adequate. Suggestions for further research in this area are adequate. | <ul style="list-style-type: none"> Interpretations/analysis of results lacking in thoughtfulness and insight, are not clearly informed by the study's results, and do not adequately address how they supported, refuted, and/or informed the hypotheses/propositions Discussion of how the study relates to and/or enhances the present scholarship in this area is limited. Suggestions for further research in this area are very limited. | <ul style="list-style-type: none"> Interpretations/analysis of results severely lacking in thoughtfulness and insight, are not informed by the study's results, and do not address how they supported, refuted, and/or informed the hypotheses/propositions Discussion of how the study relates to and/or enhances the present scholarship in this area is severely limited and/or absent altogether. Suggestions for further research in this area are severely limited and/or absent altogether. |
| Documentation of Sources, Quality of Sources | <ul style="list-style-type: none"> Cites all data obtained from other sources. APA citation style is accurately used in both text and bibliography. Sources are all scholarly and clearly relate to the research focus. | <ul style="list-style-type: none"> Cites most data obtained from other sources. APA citation style is used in both text and bibliography. Sources are primarily scholarly and relate to the research focus. | <ul style="list-style-type: none"> Cites some data obtained from other sources. Citation style is either inconsistent or incorrect. Sources are not primarily scholarly and relate to the research focus but somewhat tangentially. | <ul style="list-style-type: none"> Does not cite sources. Sources are disproportionately non-scholarly and do not clearly relate to the research focus. |
| Spelling & Grammar | <ul style="list-style-type: none"> No spelling & grammar mistakes | <ul style="list-style-type: none"> Minimal spelling & grammar mistakes | <ul style="list-style-type: none"> Noticeable spelling and grammar mistakes | <ul style="list-style-type: none"> Excessive spelling and/or grammar mistakes |
| Manuscript Format | <ul style="list-style-type: none"> Title page has proper DAIMSR formatting Used correct headings & subheadings consistently | <ul style="list-style-type: none"> Title page approximates DAIMSR formatting Used correct headings & subheadings almost consistently | <ul style="list-style-type: none"> Title page deviates a bit more from DAIMSR formatting Headings & subheadings less consistent | <ul style="list-style-type: none"> Title page completely deviates from DAIMSR formatting Headings and subheadings completely deviate from suggested formatting or are absent altogether |
| Total Marks out of 100  | Signature of evaluator Guide & Date: _____ | | | Specialization of candidate: _____ |

(40 to 60 pages max.)

Arrangement of Contents

The sequence in which the project report material should be arranged and bound as follows:

1. **Cover Page** (Standard format available)
2. **Inner Title Page** (Same as cover page)
3. **Certificate** (Standard format available)
4. **Declaration** (Standard format available)
5. **Acknowledgement** (only in 1 page)
6. **Executive Summary** (1 page)
 - First paragraph – Introduction
 - Second paragraph - Objectives
 - Third paragraph – Research Methodology
 - Last paragraph - Conclusions
7. **Table of Contents**
8. **List of Tables**
9. **List of Figures**
10. **Abbreviations and Nomenclature (If any)**
11. **Chapters**
12. **References**
13. **Appendices (If any)**

The tables and figures shall be introduced in the appropriate places.

Arrangement of Chapters

Project report shall consist of the following chapters.

- a. **Chapter 1- Introduction** [including Current Scenario]
- b. **Chapter 2- Literature Survey** [including Theoretical framework]
- c. **Chapter 3- Research Methodology**
 - **Statement of the Problem**
 - **Type of research**
 - **Objectives**
 - **Hypothesis**
 - **Research Design including Sample design**
 - **Data Collection**
 - **Methodology of Analysis (details of conceptual framework of analysis or analytical tools used, tests applied etc.)**
 - **Limitations of the study**
- d. **Chapter 4- Data Analysis/Present Work**
- e. **Chapter 5- Conclusion**
- f. **Chapter 6- Recommendation & Future Scope**

General Guideline & Typing Instructions

1. **No. of copies:** The project must be submitted in Two Copies (one returned to the student and 2nd for library) duly signed by the Supervisor. Students should also submit the soft copy on CD in pdf format along with the project.
2. **Length of report:** The length of the report may be about 40 to 60 pages.
3. **Font size:** The project report shall be computer typed (English- British, Font -Times New Roman, Size-12 point) and printed on A4 size paper.
4. **Binding of report:** The project report shall be hard bound with cover page in black colour and printed in golden/silver colour letters on the cover page. (As per the cover page format)
5. **Spacing, Margins and Page Nos., Titles:** Title font size 16 Times New Roman, Sub-title 14 Times New Roman, Text 12 Times New Roman. The project report shall be typed with 1.5-line spacing with a margin 2.5 cm on the left, 2.0 cm on the top, and 1.5 cm on the right and at bottom. Every page in the project report must be numbered. The page numbering starting from List of tables to Abbreviations and Nomenclature, should be printed in small Roman numbers, i.e, i, ii, iii, iv..... The page number of the first page of chapter should be printed using Arabic numerals, i.e. 1,2,3,4,5... All printed page numbers should be located at the bottom centre of the page.

6. **Appendices** are provided to give supplementary information, which is included in the main text may serve as a distraction and cloud the central theme.

7. **Arranging references:** The reference should be of APA style. The listing of references should be typed in alphabetical order in single spacing left – justified.