

# Gujarat Technological University

## Frequently Asked Questions (FAQs)

### FAQs related to Comprehensive Project for MBA Sem III & IV

1	How many students can undertake CP in a Group?
Ans	There should be a group of two students only for one project report. However, considering the significance of the research topic or indispensability of the institute, in exceptional case the institute may allow one student or a group of three students for one project.
2	Is it mandatory to be associated / work with any organization / company for CP?
Ans	Since the Comprehensive Project is a part of Research, it can be a part of any specific organisation / company / Industry. But it is not necessary to work in the company/organisation. But, the student is excepted to visit the company/organisation for data collection purpose.
3	As per the guidelines mentioned in the MBA Syllabus, is it mandatory to identify the problem of the company / industry and try to solve it as a part of CP like in engineering courses?
Ans	In MBA course, problems identification is not mandatory. But the students have to find out the general / specific problems of company / organisation / industry and give practical suggestions to overcome these problems.
4	Whether obtaining the Formal Certificate from the Industry to attach with the CP is necessary?
Ans	NO. It is not mandatory for CP however, it is mandatory for SIP.
5	Upto what level or part of the CP work they are supposed to complete within Sem-III?
Ans	<p>The students have to select topic, industry/company/ organisation and submit research proposal to allotted guide by the Institute and get it approved.</p> <p>Student have to prepare the plan of action (time-table), prepare the final questionnaire / schedule for data collection and start to collect the secondary data and primary data as per the guidance of the faculty guide.</p> <p>Complete the work as per the schedule suggested by the faculty guide. Pl see the guidelines.</p>
6	How the CP work will be evaluated at the end of Sem-III?
Ans	<p>There will be Performance Evaluation Committee constituted at the Institute headed by Director/Principal/HoD. One senior faculty and One Industry Expert faculty guide will be the members of Evaluation Committee.</p> <p>The committee will review the performance of the work done by the students at the end of the semester-III, as per the schedule / date suggested by the GTU.</p>
7	What information is required to submit to GTU at the end of Sem-III?

Ans	The internal marks of the CP allotted by the Evaluation Committee are to be submitted to the GTU in hard copy and the same marks have to be submitted on line along with the internal marks of other subjects.
8	What marks does it carry in Sem.-III and Sem-IV?
Ans	<p>In Sem-III, there will be internal Evaluation by Evaluation Committee and will have weightage of 50 marks, which will be the part of continuous evaluation and not counted in SPI/CPI.</p> <p>In semester IV, the Evaluation of CP will be made by the panel comprising of External Examiner as well as Internal Examiner. The final evaluation will have weightage of 200 Marks divided proportionately as 70:30 and will be counted in CPI/SPI.</p>

A  
**COMPREHENSIVE PROJECT REPORT**  
ON

“ \_\_\_\_\_ ”

Submitted to  
**(Institute Name)**

*IN PARTIAL FULFILLMENT OF THE  
REQUIREMENT OF THE AWARD FOR THE DEGREE OF  
**MASTER OF BUSINESS ADMINISTRATION***

In  
**Gujarat Technological University**

UNDER THE GUIDANCE OF

Faculty Guide  
Name and Designation

Company Guide (If Any)  
Name and Designation

**Submitted by**  
(STUDENT NAME)  
[Batch : 2010-12, Enrollment No.:\_\_\_\_\_]   
MBA SEMESTER III/IV

**(Institute Name)**  
MBA PROGRAMME  
Affiliated to Gujarat Technological University  
Ahmedabad  
Month, Year

## Company Certificate

*(in case of CP based on Industry Defined Problem Identification)*

(On separate page)

“This is certified that Mr./ Ms..... and Mr/Ms..... from .....Institute, have carried out the research on the subject titled “.....” at this company/organisation under the supervision of .....from ..... To..... I also certify that, the above mentioned students have carried the research work satisfactory.

---

## Students’ Declaration

(On separate page)

We, \_\_\_\_\_, hereby declare that the report for Comprehensive Project entitled “\_\_\_\_\_”  
\_\_\_\_\_”  
is a result of our own work and our indebtedness to other work publications, references, if any, have been duly acknowledged.

Place : .....

(Signature)

Date :

(Name of Student)

## Institute’s Certificate

(On separate page)

“Certified that this Comprehensive Project Report Titled “.....”  
.....” is the bonafide work of Mr./ Ms.....  
(Enrollment No.....), who carried out the research under my

supervision. I also certify further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

**Signature of the Faculty Guide  
(Name and Designation of Guide)**

**(Certificate is to be countersigned by the Director/HoD)**

---

**PREFACE  
(SEPARATE PAGE)**

---

**ACKNOWLEDGEMENT  
(SEPARATE PAGE)**

- 
- TABLE OF CONTENTS
  - LIST OF TABLES
  - LIST OF FIGURES
  - LIST OF SYMBOLS, ABBREVIATIONS OR NOMENCLATURE (OPTIONAL)
  - ABSTRACT / EXECUTIVE SUMMARY
  - CHAPTERS
  - APPENDICES / ANNEXURES
  - REFERENCES / BIBLIOGRAPHY

## General Model Format For CP Project

*[Option 1: If project is based on Research]*

SR. NO.	PARTICULARS	Total No. of Pages.	Semester
	<b>PART – I GENERAL INFORMATION</b>	3 to 5	<b>III</b>
1	About the Company / Industry / Sector Overview of World Market Overview of Indian / Gujarat Market Growth of the Company / industry / Sector	8 to 12	<b>III</b>
2	About major Companies in the Industry	5 to 10	<b>III</b>
3	Product Profile (Major Products)	Upto 5	<b>III</b>
	<b>PART – II PRIMARY STUDY</b>		
4	Introduction of the Study  4.1 Literature Review 4.2 Background of the Study 4.3 Problem Statement /Rationale / of the Study 4.4 Objectives of the Study 4.5 Hypothesis	4 to 6 2 to 3 1 to 2  Upto 1 Upto 1	<b>III</b>
5	Research Methodology  5.1 Research Design 5.2 Source/s of Data 5.3 Data Collection Method 5.4 Population 5.5 Sampling Method 5.6 Sampling Frame 5.7 Date Collection Instrument	10 to 15	<b>III</b>
	Data Collection Work to be commenced in Sem. III and continue in Sem-IV also.		III & IV
6	Data Analysis and Interpretation	30 to 50	IV
7	Results and Findings	5 to 10	IV
8	Limitations of the Study	1 to 2	IV
9	Conclusion/Suggestions	2 to 3	IV

*(No. of pages suggested above are a part of model guidelines & they may increase / decrease, depending on the scope of the research work and guidance of faculty guide)*

- Annexure
- Bibliography

## General Model Format For CP Project

*[Option 2: If project is based on Industry study / Industry Defined Problems]*

- Preface
- Acknowledgement
- Declaration
- Executive Summary

SR. NO.	PARTICULARS	No of Pages	Semester
	<b>PART – I Industry Study</b>		<b>III</b>
1	Growth and Evolution of Industry in India	2 to 3	<b>III</b>
2	Product Profile	2 to 3	<b>III</b>
3	Demand determination of the Industry	2 to 3	<b>III</b>
4	Players in the Industry	2 to 3	<b>III</b>
5	Distribution channel in the Industry	2 to 3	<b>III</b>
6	Key Issues and Current Trends	2 to 3	<b>III</b>
7	PESTEL Analysis (depends on nature of study, as per the guide's suggestions)	5 to 10	<b>III</b>
	<b>PART – II Company Study</b>		
8	Financial Analysis of Chosen Industry (depends on nature of study, as per the guide's suggestions)	10 to 15	<b>IV</b>
9	Industry Analysis : Michel Porter's Five Force Model (depends on nature of study, as per the guide's suggestions)	7 to 10	<b>IV</b>
10	Future outlook	3 to 5	<b>IV</b>
11	Company Information and Product Profile	5 to 10	<b>IV</b>
12	Organisational Structure and Functional Departments	5 to 10	<b>IV</b>
13	SWOT Analysis	10 to 15	<b>IV</b>
14	Problem/s Identification, Analysis of Situation and Suggestive Measures to overcome the problems (if CP is based on Industry Defined Problems)	5 to 10	<b>IV</b>
	Future Outlook/Conclusion/Suggestion	5 to 10	<b>IV</b>

*(No. of pages suggested above are a part of model guidelines & may increase / decrease, depending on the scope of the research work and guidance of faculty guide)*

- Annexure
- Bibliography

**MODEL GUIDELINES ABOUT THE CONTENTS OF THE  
COMPREHENSIVE PROJECT**

**(If the project is based on Industry Study )**

**Part I**

1. Growth and Evolution of Industry in India
2. Product Profile
3. Demand determination of the Industry
  - Price
  - Income of targeted customers
  - Penetration level
  - Availability of Finance
  - Replacement Demand
  - Promotion Schemes
  - Excise duty structures
4. Players in the Industry
  - Number of Players
  - Market Share of Various Brands/Firms
5. Distribution channel in the Industry
6. Key Issues and Current Trends
  - Product Quality/Technology
  - Customer Service
  - Pricing
  - Promotion
  - Company specific marketing strategies
  - Segmentation and Positioning
  - Current trends in the industry
7. PESTEL Analysis
  - Import duties on Components and finished goods
  - Taxes and Levies
  - Non Tariff Barriers
8. Future outlook/Comments
9. Suggestions
10. Conclusion



## **Part II**

1. Company Information
  - Introduction and company profile
  - Growth of the company
2. Product Profile
3. Functional Departments
  - Production Department
  - Marketing Department  
(Product, Price, Distribution, Promotion, Segmentation, Targeting Positioning)
  - Finance Department  
(Ratio Analysis, Du-Pont analysis, ROI analysis, Leverage analysis, Working Capital analysis)
  - Human Resource Department
  - Information Technology
  - Others
4. SWOT Analysis
5. Financial Analysis of Chosen Industry
  - ROI
  - Dupont Analysis
  - Leverage Analysis
  - Working Capital Management Analysis
  - Any other Financial Analysis
11. Industry Analysis : Michel Porter's Five Force Model
12. Problems Identification, Problems Analysis and Remedial Measures
13. Future Outlook/Conclusion/Suggestion

**MODEL GUIDELINES ABOUT THE CONTENTS OF THE  
COMPREHENSIVE PROJECT**

Option 3: If CP is based on a Project feasibility study

Preface  
Acknowledgement  
Declaration  
Executive Summary

<b>SR. NO.</b>	<b>PARTICULARS</b>	<b>Work to be done in Sem.</b>
	<b>PART – I Industry Study</b>	<b>III</b>
1	Growth and Evolution of Industry in India	<b>III</b>
2	Product Profile (Major Products)	<b>III</b>
3	Players in the Industry	<b>III</b>
4	Demand determination of the Industry	<b>III</b>
5	Future Prospects	<b>III</b>
	<b>PART – II Feasibility Study</b>	<b>IV</b>
5	Introduction	<b>IV</b>
6	Marketing Feasibility	<b>IV</b>
7	Technical Feasibility	<b>IV</b>
8	Financial Feasibility	<b>IV</b>
9	Human Resource Requirement	<b>IV</b>
10	Conclusion (Overall Viability)	<b>IV</b>

Annexure  
Bibliography

**LIST OF TABLES\*/GRAPHS\*/DIAGRAMS\***

**(SEPARATE PAGE)\***

<b>SR. NO.</b>	<b>PARTICULARS</b>	<b>TABLE NOS.</b>	<b>PAGE NOS.</b>

---

**FORMAT FOR TABLES/GRAPHS/DIAGRAMS**

**(AS TO BE WRITTEN IN THE REPORT)**

**TABLE TITLE**  
**TABLE NO.**

SOURCE: (Font Size – 10)

## SPECIFICATIONS FOR COMPREHENSIVE REPORT

1	Paper Size	A4
2	Margins	Left Side - 1.5 cm Right Side - 1 cm Top - 1 cm Bottom - 1 cm
3	Line Spacing	1.5 Lines
4	Paragraph Spacing	Double Lines
5	Page Numbers	At bottom – Centre (Middle)
6	Font Type	Arial
7	Font Size (FS)	For normal – 12
8	Bold / Italic / Underline	Should be used for specific purposes only
9	Alignment	Page Justify
10	Heading Subhead	Upper case, Bold, Centre, FS – 14 Bold, Left Aligned, FS- 12, No Colon (:)
11	Tables/ Graphs/ Diagrams	Title, No. and Source
12	Borders / Shades	No Borders , Headers , Footers
13	Word Breaking	No word Breaking
14	Chapter Name	On Separate Page – Before the start of the Chapter Centre Aligned on the Page No page Numbers on it Next page start the Chapter – do not repeat the title on the next page
15	Report Binding (Semester IV only)	Hard Bound Cover – Black Plastic coated Writing –Golden color only
16	Copies of the Report (Semester III)	<b>Hard : Total 2 Copy</b> For Institute – 01 (Spiral Binding) For Student – 01 (Spiral) (Optional) <b>Soft : 01 Copy</b> CD should have following information in Word format: Name of the Student Enrollment No. CP Title Year Guide Name
16	Copies of the Report (Semester IV)	<b>Hard : Total 2 Copy</b> For Institute – 01 (Hard Binding – Black) For Student – 01 (Spiral) (Optional) <b>Soft : 01 Copy</b> CD should have following information: Name of the Student

		Enrollment No. CP Title Year Guide Name
17	No. of pages for the report (Semester III)	30 – 40 Pages approx.
	No. of pages for the report (Semester IV)	<b>Not more 100 to 125 Pages (combine of Sem-III and IV)</b>