

THEME AND DESIGN BY

Dr. S. Sudalaimuthu

Director

Directorate of Distance Education

Alagappa University, Karaikudi.

AND

Dr. M. Selvam

Professor and Head

Department of International Business and Commerce

Alagappa University, Karaikudi.

GUIDELINES FOR PREPARATION AND SUBMISSION OF PROJECT REPORT FOR MBA PROGRAMME

OBJECTIVE

The objective of the project work is to develop the skills of Thinking, Reasoning, Enquiring, Analysing, and Treatise (TREAT)

On business or economic institutions or on issues or problems relating to business or economy, “think” conceptually, “reason” logically, “enquire” thoroughly, “analyse” scientifically and make the “Treatise” (i.e. a systematic report). And that is the work expected of you.

PROJECT TYPES

The project may be of any one of the following types:

- (i) Institutional Studies (indepth study of an institution or institutions).
- (ii) Issue or Problem based studies (Systematic study on a chosen business or economic issues or problem).

ELIGIBILITY AND NORMS FOR PROJECT GUIDE

- ?? Any faculty member in the Department of Management Studies of Colleges/ Universities offering Post-Graduate programme in Management/ Commerce/ Corporate Secretaryship.
- ?? Corporate executives holding Masters degree in Management or allied disciplines and having a minimum 5 years of experience in the relevant area.
- ?? A person cannot guide more than 10 students in a year.
- ?? The project guide shall be paid a honorarium of Rs.200/- for each candidate by the Study Centre concerned after submission of the project.

GUIDELINES FOR STUDENTS

1. The students are advised to select guides who are academicians/ business executives in the relevant area of selected topic.
2. The title chosen should be of current interest, socially relevant, economically significant and related to business.
3. The candidate has to get the consent of the Project Guide in the prescribed format (Proforma enclosed) and forward the same to the Director, DDE, Alagappa University by Registered Post, before commencing the Research work.
4. Each project report must adequately explain the research methodology adopted and the directions for future research.
5. The length of the report may be about **50 to 60 pages**. (about 10,000 to 12,000 words)
6. The project should be neatly computerised in double space, on one side and in **A4 size Bond Paper** only.
7. The project must be **Card-board Bound**, Lamination Sheet. (**Spiral binding and other forms of binding will not be accepted**).
8. The project must be submitted in **Two Copies** duly forwarded by the Guide, to the Director, Distance Education, Alagappa University, Karaikudi, through the Study Centers concerned through whom they have enrolled.
9. The candidates have to submit their dissertation before the end of 30th June.
10. The projects submitted not in the format prescribed will not be accepted for evaluation.
11. The project shall be evaluated by the University and Viva-voce Examination conducted at Select Centres.
12. The candidates need not pay any Project Guidance Fee to the Guide or Study Centres. It shall be paid by the respective Centres through whom the candidate has registered.

FORMAT OF THE PROJECT

The project should be of the following format:

1. Front Wrapper Cover Page

Title, Name of the Candidate (Enrolment No.), Name of the Guide, University Name (with emblem) and Place, Month and Year of submission. (Refer Annexure-I)

2. Title Page (Refer Annexure-II)

3. Declaration of the Student (Refer Annexure-III)

4. Certificate of the Guide (Refer Annexure-IV)

5. Submission Form (Refer Annexure-V)

6. Acknowledgements

The candidate may thank all those who helped in the preparation of project.

7. Contents (Refer Annexure-VI)

8. List of Tables

Tables if any, with Table No., Title of the Table and Page Number, be listed and given after table of contents.

9. List of Figures

Figures if any, with Figure No., Title of the Figure and Page Number, be listed and given after list of tables.

10. Main Body of the Project

This is core aspect of your project giving in detail your project work. The project may be divided into 4 to 5 Chapters with suitable Titles, the first Chapter being Introduction and the last being Conclusion.

11. Reference Section

After all Chapters are presented, Appendices are included.

Appendix I : Copy of the Questionnaire or Schedule (Give full copy of the Questionnaire or Schedule, if any used)

Appendix II : Bibliography (Give full list of Books, Reports, Journals and Newspapers referred in alphabetical order under respective headings) [Refer Annexure-VII)

TITLE OF THE PROJECT

(Here write the title)

Project Submitted to the ALAGAPPA UNIVERSITY in partial fulfillment of the requirements for the award of the Degree of
MASTER OF BUSINESS ADMINISTRATION

By

Name of the Candidate

(Here write the Name of the Candidate and Enrolment Number)



Research Guide

Name of the Guide

(Here give the Name of the Guide, Designation and Institution)

DIRECTORATE OF DISTANCE EDUCATION

ALAGAPPA UNIVERSITY

KARAIKUDI – 630 003

Month & Year

(Month and Year of Submission to be specified here)

Specimen of Front Page and Title Page

Annexure-II

**BEHAVIOUR OF WOMEN STUDENTS OF ALAGAPPA
UNIVERSITY IN BUYING COSMETICS**

Project Submitted to the ALAGAPPA UNIVERSITY in partial
fulfillment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

Submitted by

P. RANI

(Enrolment No.033170018)



Research Guide

Dr. S. KALIYAMOORTHY

Director

Alagappa Institute of Management
Alagappa University, Karaikudi

DIRECTORATE OF DISTANCE EDUCATION

ALAGAPPA UNIVERSITY

KARAIKUDI – 630 003

JUNE 2004

DECLARATION

I hereby declare that the project entitled “**Behaviour of Women Students of Alagappa University in Buying Cosmetics**” submitted for the M.B.A. Degree is my original work and the dissertation has not formed the basis for the award of any degree, associateship, fellowship or any other similar titles.

Place:

(P. RANI)

Date:

Signature of the Student

CERTIFICATE

This is to certify that the project entitled “**BEHAVIOUR OF WOMEN STUDENTS OF ALAGAPPA UNIVERSITY IN BUYING COSMETICS**” is the bonafide research work carried out by *Ms. P. RANI* student of M.B.A., Distance Education, Alagappa University, Karaikudi, during the year 2003-2004, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration and that the project has not formed the basis for the award previously of any degree, diploma, associateship, fellowship or any other similar title.

Place:

Date:

Signature of the Guide

SUBMISSION FORM

Name of the Candidate (in BLOCK Letters) :

Enrolment No. :

Course :

Period of Study :

Mode of Registration (Please tick in the respective box) : Directly with the University ✍
Through Study Centre ✍

If through Study Centre, state the Name and Address of the Study Centre :

Address of the Candidate :

Name of the Guide :

i) Academic qualification :

ii) Designation :

iii) Years of Experience :

iv) Institution where working :

v) Contact Address :

Date of Submission :

Signature of the Guide

Signature of the Candidate

Director,
DDE, Alagappa University

CONTENTS

	Page No.
LIST OF TABLES	
LIST OF FIGURES	
CHAPTER 1 : INTRODUCTION	
CHAPTER 2 : BUYING MOTIVES	
CHAPTER 3 : BUYING PRACTICES	
CHAPTER 4 : CONCLUSION	
APPENDICES	
BIBLIOGRAPHY	

Note:

In case of Tables and Figures, the numbers to be given as 1.1 or 2.2, the first one indicates the Chapter number and the second number refers to the number of table/figure in that Chapter.

APPENDIX - II
BIBLIOGRAPHY

BOOKS

1. Boyd HW & Westfall R, Marketing Research: Text and Cases, Richard D Irwin, Illinois, 1996.
2. Cundiff W Edward & Still, Basic Marketing, Prentice Hall of India, 1968.
3. Philip Kotler & Gary Armstrong, Principles of Marketing, ed7, Prentice-Hall of India, New Delhi, 1997.

REPORTS

1. Government of India 1997 : Economic Survey 1996-97, p15.
2. International Monetary Fund, International Financial Statistics (various issues), Washington DC.
3. Reserve Bank of India – Annual Reports 1992 to 2000.

JOURNALS

1. Agarwal JP, Intra-LDCs Foreign Direct Investment: A Comparative Analysis of Third World Multinationals, The Developing Economics, Vol.23, Sept.1985, p236-253.
2. Aizenman & Joshua, Exchange Rate Flexibility, Volatility and Domestic and Foreign Direct Investment, IMF Staff Papers, Vol.39, No.4, 1992, p890-921.

NEWSPAPERS

1. The Economic Times, 12th October 2001, p4.
2. The Hindu, 15th June 2002, p6.

ALAGAPPA UNIVERSITY, KARAIKUDI-630 003
DIRECTORATE OF DISTANCE EDUCATION
**LETTER OF CONSENT FROM PROJECT GUIDE
FOR MBA PROGRAMME**

Place:

Date :

1. THE SCHOLAR

- i) Name _____
- ii) Enrolment Number _____
- iii) Subject _____
- iv) Address _____

2. THE GUIDE

- i) Name _____
- ii) Designation _____
- iii) Academic Qualification _____
- iv) Institution where working _____
- v) Area Specialisation _____
- vi) Contact Address _____

Phone No: _____

I, _____ do hereby accord my consent to guide Ms/Mrs./Mr. _____ MBA Student of the Directorate of Distance Education, Alagappa University, Karaikudi.

Signature of the Candidate

Signature of Guide