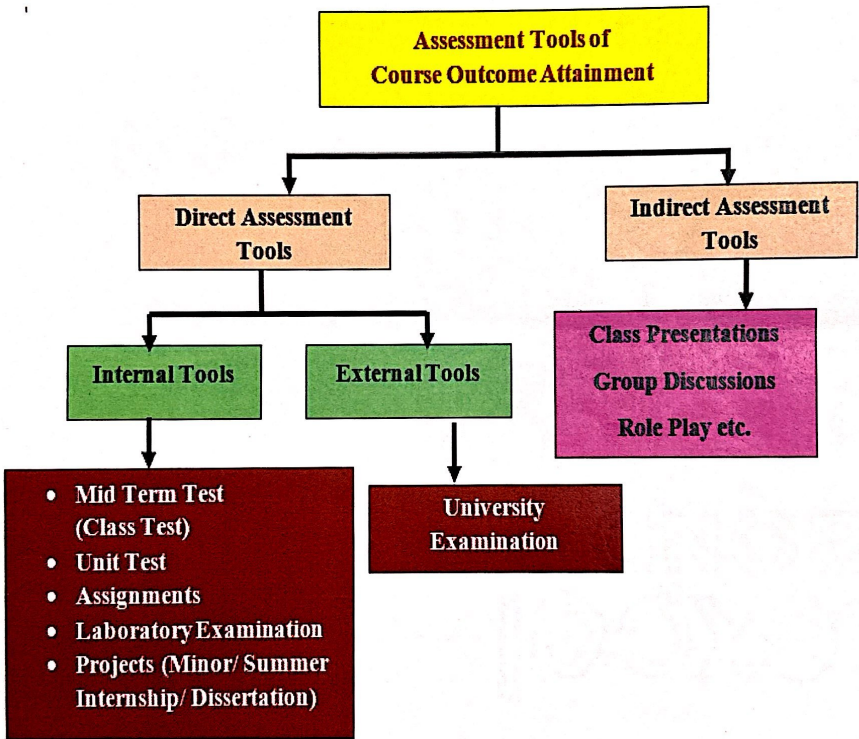


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Nurturing Excellence

Institute of Information Technology & Management

Enrollment No. 03513303923

Date 26/10/23 Programme MBA Semester 1

Subject MP03 Paper Code MS101

Name of Examination Internal Examination

No. of Supplementary Sheets used _____

Signature of Candidate [Signature] Sign. of Invigilator R

Name of Invigilator Rohini Sharma

Instructions for candidate :

1. Fill in the above entries.
2. Write on both sides of each page.
3. Garrying Electronic Gadgets to exam hall will be treated as use of unfair means.
4. Rough work to be done on last page.
5. Talking or seeking help in exam hall is prohibited.
6. Tearing pages from Answer Booklet or writing on Question Paper will be treated as use of unfair means.

Information Technology & Management
Delhi
Candidate's Declaration : I have seen my evaluated and assessed answer booklet.

[Signature]
Candidate's Signature

To be filled by evaluator

	Q1	Q2	Q3	Q4	Q5	Total
Section A	2	1	1	1	1	6
Section B						10
Section C						9
Section D						9
Grand Total						35

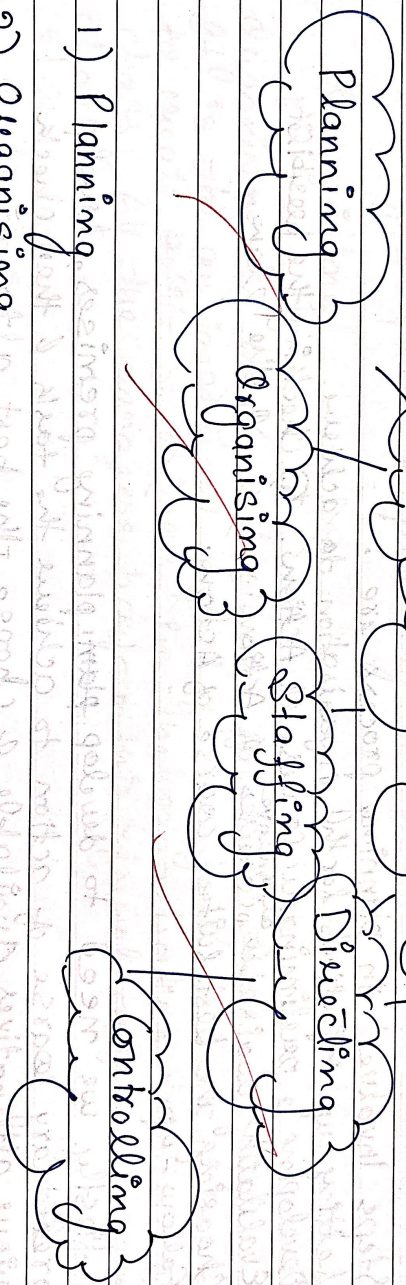
Question Type	Total marks assigned to questions	Total marks obtained by the candidate
Knowledge based and comprehensive questions (KC)	10	6
Application based questions (Ap)	10	9
Analytical questions (An)	10	10
Synthesis/Evaluating questions(Sn/Ev)	10	9
Grand Total		

Sign. of Evaluator [Signature]

Functions of Management

Management is the process of achieving organisational objectives effectively & efficiently by managing the tasks of the organisation.

Functions of Management :



- 1) Planning
- 2) Organising
- 3) Staffing
- 4) Directing
- 5) Controlling.

bell

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1) Planning :

It is the first & foremost step of the planning management.

Planning is deciding "what is to be done", "how it is to be done", "when it is to be done", & "by whom" "it is to be done".
It acts as a base of the whole process.

Steps involved in planning process are :

- 1) Laying up objectives for the organisation to achieve.
- 2) Developing a preliminary course of Action. 5) Checking the possibility
- 3) Evaluating available ^{alternative} courses of Action. 6) Checking the possibility of the plan.
- 4) Choosing the best suited course of Action.
- 5) Follow-up.

So, firstly we need to develop preliminary planning premises, develop a preliminary course of action to achieve the task & then check various alternatives available & choose the best alternative & check the feasibility of the plan & implement that & later do the follow up as well.

1) Planning is a ^{preliminary} ~~preliminary~~ ^{preliminary} function of the organisation.

It is carried out at a preliminary stage of the organisation.

2) Planning is dynamic function of the management.



Planning reduces risk of uncertainties present in the business world.

1) Planning helps in easy functioning of the organisation.

2) Planning is necessary for the goals & targets to be achieved by the organisation.

"Hailing the plan is planning to fail".

II Organising.

Organising is the second step or function of Management.

It is the an important aspect of management. Organising helps to create order & orderliness in the organisation instead of chaos. All the managers perform this function of Management at all levels.

1) It is pervasive.

2) It is dynamic.

3) It is multi-dimensional.

4) It is necessary where the actual work starts. All the plans are implemented and executed.

5) It is an integral part of the organisation.

6) In the absence of this, management would lead to chaotic & wasteful environment.



III Staffing:

Q1 is the process of filling the ^{empty} positions in the organisation & keeping the right positions filled at the right time & right place.

Q1 is like putting the round peg in round holes & square peg in ~~the~~ square holes.

Staffing for junction is important & requires the correct decision making by the management as humans are the most important & valuable asset for any organisation. So, it is crucial to appoint the right person for the right job with competent skills & knowledge required to perform a particular task in the organisation.

There needs to be proper time for the employees appointed to show their full capabilities at their job. As people need time & opportunities to reflect their true potentials & settle down with certain objectives. These should be scientific & rational decision making while appointing the employees for a particular job.

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Directing:

Q1 is the fourth function of Management. Directing is the process of guiding employees & writing their efforts for achieving the organisational goals effectively & efficiently.

When employees join the organisation, they have their set of goals to achieve. So, it is the duty of the manager to reconcile the individual goals of the employees with the organisational goals by directing them in the right manner.

In case of conflict in goals of the organisation & individual employees, the goal of the organisation has to be prevailed. Directing is a technical task which requires skilful persuasion.

Manager plays a crucial role in this function.

Q1 is a goal oriented process of the organisation.

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Controlling.

It is the last but not the least step of Management function. Controlling is basically checking the ~~at~~ ^{final} results. That whether the goals that were ~~determ~~ ^{determined} by the organisation, are achieved or not. If not then what are the reasons for it.

It's checking that the realistic goals have been achieved or not & if ~~there~~ ^{there} are any deviations then the corrective measures are taken by the management.

It's an important function of management as if we ~~keep on~~ ^{keep on} doing the task without analysing the results that we are getting then it will be a wasteful activity.

So, controlling is important to see where the organisation stands in the real world scenario & what are the ~~cor~~ ^{corrective} actions that are required to achieve the desired goals & objectives of the organisation effectively & efficiently.

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16

Leadership Styles

Autocratic / Authoritative

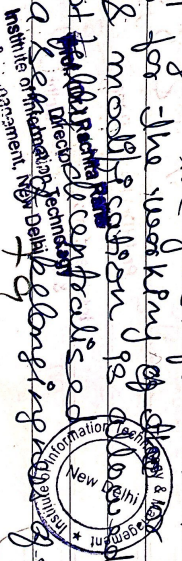
Democratic

Free-Range

There are different leadership styles prevailing:
A) Autocratic / Authoritative:

In this leadership style, there is no freedom given to the employees, they just have to follow the instructions given by their leaders without any innovation & modification. It is opted where those jobs need for changes & it is a job that requires little or no change in the process of doing something. The power is centralized with the management. It is apt for the workers with low knowledge & skills.

2) Democratic leadership: In this style of leadership there is a balance between centralisation & decentralisation of powers. Employees are given freedom to express their ideas & opinions for the working of the organisation doing some tasks. Innovation & modification is allowed at their level. But power is not centralized. This leadership style indulges a lot of change in the

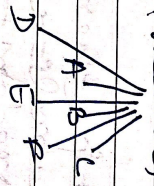
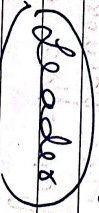
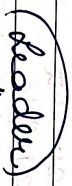


employees towards the organisation. If motivates them to do better.

3) Free-Reign Leadership style: This leadership style involves total decentralisation

of powers with the employees. All the decisions are to be taken by the employees. This style is possible only when the employees are highly educated & skilled & can take the tasks with care & responsibility. When they have the intellect to do something on their own. This style has some disadvantages - the boss may or may be considered as not capable of making decisions & his authority may be undermined.

Autocratic Democratic Free-Reign



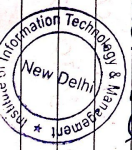
Amongst All the leadership styles, the best suited for manufacturing organisation with little possibility of change is Autocratic.
Reasons:

- 1) There is little possibility of change, so no innovation is required.
- 2) Manufacturing is a set process, where all the units have to be identical in order to maintain standard, so no changes are allowed.
- 3) In order to maintain efficiency, set procedure has to be followed to produce the set amount of output in the particular time.
- 4) There has to be unity of command & direction.
- 5) All the employees must be working at the similar pace & speed to complete the task.
- 6) Here the power needs to be centralised in order to achieve its organisational goal effectively & efficiently.

Quesy. Management by Objective.

Management by Objectives aims setting up objectives of the organisation for timely achievement of tasks & goals of the organisation. It has it's own set of advantages & disadvantages.

Qm



Advantages of MBO :

- 1) It ~~clear~~ clearly defines the goals of the organisation to be achieved by the employees. ✓
- 2) It plays as a base role, where it is easy to draw the ~~one~~ ^{right} pattern where things are listed to done & tasks to be achieved. ✓
- 3) It plays a vital role in achieving the targets in time ~~fast~~ effectively & efficiently by the employees. ✓
- 4) It increases the productivity of employees. ✓
- 5) It reduces wastage of resources. ✓
- 6) It avoids overlapping of multiplication of the ~~same~~ tasks. ✓
- 7) There is less wastage of time. ✓

Disadvantages of MBO :

- 1) It reduces the ~~progr~~ ^{progr} ~~of the~~ ^{of the} ~~future~~ ^{future} of the ~~org~~ ^{org} ~~as they~~ ^{as they} ~~just~~ ^{just} complete the said ~~tasks~~ ^{tasks} of ~~the~~ ^{the} ~~org~~ ^{org} ~~as they~~ ^{as they} ~~just~~ ^{just} complete



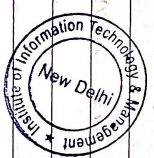
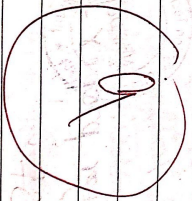
2) It becomes boring for the employees.

3) It is often monotonous for employees to complete the pre-described activities.

"Google" is a real world example where the successful implementation of MBO led to improved organisational performance.

Google has achieved the status of ~~high~~ level by successfully using a mix of various approaches among which one is MBO.

Here MBO played a vital role in success of the organisation. Where Managers set a prescribed goals of action to be achieved by the organisation. And employees also did their part with full ~~dedication~~ dedication & sincerity. Behind every successful organisation, there is a mix of or balance of efforts made by both the managers & the employees of the organisation.



e) Manager & Reader.

Reader is a ^{broader} wider term while manager is a narrower term. Every leader can be a manager but all the managers can't be leaders. Leader is a person who motivated & guides employes & takes them together with them for achieving a common or group goal. While manager looks after the proper functioning of the organisation. Leader motivates people by stimulating them to action to accomplish desired goals & objectives.

d) Skills of Managers.

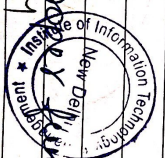
- 1) Behavioural Skills: Managers should behave in order to maintain positive relations.
- 2) Contingent Skills
- 3) Social Skills
- 4) Communication Skills
- 5) Technical Skills
- 6) Scientific Skills.

For

All of the above are essential skills for proper functioning of Manager.

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a) Human Relations Approach to Management.

This approach focuses on keeping the employees happy, satisfied & content. It focuses on taking care of the employees needs & their interest. By motivating them & keeping them satisfied by developing a sense of belongingness towards the organization.

c) MBO.

Management by Objective plays a vital role in managing the organization. It aims at setting up objectives & clearly clearly define the lines for the employees to be followed. It aims and at managing by objective. It helps in achieving the targets effectively & efficiently.

b) Hersey & Blanchard Theory of Leadership.

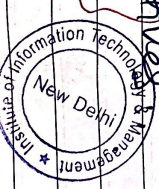
Leadership is guiding the employees & motivating them to perform the task with full potential & knowledge. It helps in reconciling the individual objectives with general objectives.

12/8/19

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INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

INTERNAL EXAMINATIONS [OCTOBER, 2023]

MBA-I

Subject Name: MPOB
Time: 2 Hrs.

Subject Code: MS 101
Max Marks: 40

Note: 1. Attempt all questions.
2. Each question carries equal marks.

Ques.1) Write short notes on the following:

(10) <CO1>

- Human Relations Approach to Management
- Hersey & Blanchard Theory of Leadership
- MBO
- Skills of a Manager
- Difference between a Manager and a Leader

Ques.2) Discuss the key roles and responsibilities of a professional manager. How do these roles vary (i) in different types of organizations and (ii) at different levels of management within an organization?

(10) <CO2>

OR

Ques.2) Explain the functions of Management in detail. Explain the functions of Management in detail.

(10) <CO2>

Ques.3) What are different leadership styles adopted by managers? Which one of them is most suited in a manufacturing organization with little possibility of change? Give reasons.

(10) <CO3>

OR

Ques.3) What do you mean by Bounded Rationality? Explain the rational decision-making model. What are the advantages and limitations of this model in the business context?

(10) <CO3>

Ques.4) Compare and contrast strategic planning with operational planning, highlighting their differences and similarities.

(10) <CO4>

OR

Ques.4) What are the advantages and disadvantages of implementing MBO in an organization? Provide a real-world example where the successful implementation of MBO led to improved organizational performance.

(10) <CO4>

X

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Class Test Evaluation Marks & CO Attainment

Course: MBA		Sem: I		Subject Name: MPOB										CO Attainment= total marks of all								
S.No	Enrollment No.	Marks Allotted		CT-1(40 marks)										Total Marks (40)								
		Student Name		CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	CO9	CO10	CO1	CO2	CO3	CO4					
Overall Average Attainment				CO1	CO2	CO3	CO4											Total CO				
				0.63	0.63	0.54	0.63											10	10	10	10	
Course Outcomes				CO1	CO2	CO3	CO4											Percent CO Attainment				
Students with more than 60% in COs				42	42	30	41											10	10	10	10	
Total No of Students Level Achievement				2	2	1	2											Percent CO Attainment				
%Attainment(Expected Actual)				100	79.25	79.25	56.6	77.36											Percent CO Attainment			

Shalini
Subject Faculty

[Signature]
HOD

Criteria for Calculation of CO Attainment Level	
3	80% of Students scoring more than equal to 60% of marks in CO
2	70% of Students scoring more than equal to 60% of marks in CO
1	60% of Students scoring more than equal to 60% of marks in CO



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Unit Test Marks & CO Attainment

Course: MBA		Sem: I		Subject Code: 101										Subject Name: MPOB										Academic Year: 2023-24										Total marks of all students/marks allotted			
				Unit Test-1(10marks)										Unit Test-2(10marks)										Total Marks (10)	Total CO from all assignments												
				CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	CO9	CO10	CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	CO9	CO10		CO1	CO2	CO3	CO4									
S.No	Enrollment No.	Marks Allotted Student Name		Marks Obtained										Marks Obtained										Percent	Percent CO Attainment												
1	00113703923	Ansh Sehgal	4	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	4		0	0	0	0	0	0	8	0.8	0.6	1	0.8		
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5	00513703923	Akshat Nayyar	3.5	2.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4.5	3.5	0	0	0	0	0	7	0.7	0.5	0.9	0.7				
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32	03213703923	Arnaw Kumar	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	1	0	0	0	0	2	0.2	0	0.4	0.2					
33	03313703923	Pooja Sharma	1.5	0.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2.5	1.5	0	0	0	0	3	0.3	0.1	0.5	0.3					
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35	03513703923	Adeeba Khan	2.25	1.25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3.25	2.25	0	0	0	0	0	5	0.45	0.25	0.65	0.45				
36	03613703923	Akansha Diwedi	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
37	03713703923	Rohit Sharma	4	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	4	0	0	0	0	0	8	0.8	0.6	1	0.8				
38	03813703923	Deepthi Jain	4.25	3.25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	5	0	0	0	0	0	9	0.85	0.65	1	1				
39	03913703923	Priya Gupta	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
40	04013703923	Nakul Sejwal	4.5	3.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	4.5	0	0	0	0	0	9	0.9	0.7	1	0.9				
41	04113703923	Ankit	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
42	04213703923	Tripti Prakash	4.25	3.25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	5	0	0	0	0	0	9	0.85	0.65	1	1				
43	04313703923	Taranjeet Singh	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
44	04413703923	Zain Ahmad	1.75	0.75	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2.75	1.75	0	0	0	0	0	4	0.35	0.15	0.55	0.35				
45	04513703923	Deepak Kumar	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
46	04613703923	Romil Chopra	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	3	0	0	0	0	0	6	0.6	0.4	0.8	0.6				
47	04713703923	Tushar Sehgal	1.5	0.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2.5	1.5	0	0	0	0	0	3	0.3	0.1	0.5	0.3				
48	04813703923	Ujjwal Gupta	0.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1.5	0.5	0	0	0	0	0	1	0.1	0	0.3	0.1				
49	04913703923	Aman Garg	2.5	1.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3.5	2.5	0	0	0	0	0	5	0							

MPOB Unit-1 Quiz

1. Email *

2. 1. What is management?

Mark only one oval.

- a. The act of controlling employees
- b. The process of achieving organizational goals through people and resources
- c. The art of delegation
- d. The act of setting objectives

1 point

3. 2. Which of the following is NOT a function of management?

Mark only one oval.

- a. Planning
- b. Organizing
- c. Marketing
- d. Controlling

1 point

4. 3. Management is both an art and a science because:

Mark only one oval.

- a. It involves creativity and intuition (art) as well as systematic principles (science)
- b. It is primarily focused on artistic expression
- c. It relies solely on scientific principles
- d. It is entirely intuitive in nature

1 point

5. 4. The primary focus of management is:

Mark only one oval.

- a. Maximizing profits
- b. Minimizing costs
- c. Achieving organizational goals and objectives
- d. Reducing employee turnover

1 point

6. 5. Who is often referred to as the father of modern management?

Mark only one oval.

- a. Frederick Taylor
- b. Henry Fayol
- c. Peter Drucker
- d. Elton Mayo

1 point

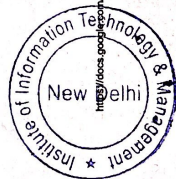
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7. Which management theorist emphasized the importance of bureaucracy in organizations?
 Mark only one oval.
 a. Max Weber
 b. Douglas McGregor
 c. Abraham Maslow
 d. Chester Barnard
8. The Hawthorne studies conducted by Elton Mayo highlighted the significance of:
 Mark only one oval.
 a. Scientific management
 b. Human relations and employee motivation
 c. Bureaucracy
 d. Organizational structure
9. Which management approach emphasizes the importance of a balanced system that takes into account the needs of employees, customers, and shareholders?
 Mark only one oval.
 a. Systems theory
 b. Contingency theory
 c. Humanistic theory
 d. Classical management
10. What is a key responsibility of a manager in the organizing function of management?
 Mark only one oval.
 a. Setting organizational goals
 b. Motivating employees
 c. Allocating resources and assigning tasks
 d. Monitoring market trends
11. Which managerial role involves serving as a figurehead and symbolizing the organization to the external environment?
 Mark only one oval.
 a. Interpersonal role
 b. Informational role
 c. Decisional role
 d. Entrepreneurial role
12. When a manager engages in negotiation, resource allocation, and disturbance handling, they are performing which managerial role?
 Mark only one oval.
 a. Interpersonal role
 b. Informational role
 c. Decisional role
 d. Leadership role

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13. A manager who focuses on setting long-term strategic goals and making high-level decisions is primarily engaged in:

- a. Top-level management
- b. Middle-level management
- c. First-line management
- d. Operational management

Mark only one oval.

16. In the MBO process, objectives should be:

- a. Set solely by top management
- b. Complex and challenging
- c. General and vague
- d. Specific, measurable, achievable, relevant, and time-bound (SMART)

Mark only one oval.

14. Management by Objectives (MBO) is a process that emphasizes:

- a. Centralized decision-making
- b. Employee discipline
- c. Setting and achieving specific organizational goals
- d. Strict hierarchical control

Mark only one oval.

15. Who is credited with developing the concept of Management by Objectives (MBO)?

- a. Peter Drucker
- b. Frederick Taylor
- c. Max Weber
- d. Douglas McGregor

Mark only one oval.

17. Which of the following is a key step in the MBO process?

- a. Micromanaging employees
- b. Establishing blame for missed objectives
- c. Regularly reviewing progress toward objectives
- d. Avoiding feedback and communication

Mark only one oval.

18. Who is considered the pioneer of Scientific Management?

- a. Max Weber
- b. Henry Fayol
- c. Elton Mayo
- d. Frederick Taylor

Mark only one oval.

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19. 18. Scientific Management emphasizes:
 Mark only one oval. 1 point

- a. Employee empowerment
- b. The scientific selection and training of workers
- c. A flexible organizational structure
- d. A focus on human relations

20. 19. Time and motion studies are associated with which aspect of Scientific Management?
 Mark only one oval. 1 point

- a. Workforce motivation
- b. Work simplification and efficiency
- c. Human relations
- d. Quality control

21. 20. According to Max Weber, what is a key characteristic of bureaucracy in administrative organizations?
 Mark only one oval. 1 point

- a. Decentralized decision-making
- b. Informal communication
- c. Hierarchical structure and clear division of labor
- d. Employee self-management

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Google Forms



https://docs.google.com/forms/d/1E2QP7HVC09TFK02UJ175jy6EMtUa_F2c2-fj1o4e4t

Quizzz

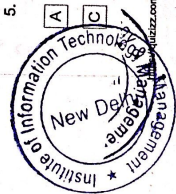
NAME : _____
 CLASS : _____
 DATE : _____

MPOB Quiz
 30 Questions

1. This means enhancing and grooming ones outer and inner self to bring about a positive change to your life.
 - A Emotional Aspect of Personality
 - B Mental Aspect of Personality
 - C Personality Development
 - D Physical Aspect of Personality
2. The individual will forego his immediate satisfaction in conformity with society so that greater pleasures later are assured.
 - A ID
 - B Ego
 - C Superego
3. The way you feel about yourself is self esteem.
 - A False
 - B True
4. People are...
 - A a product of their environment
 - B a product of their genetics
 - C a product of their environment and the traits they were born with
5. Our shared behaviors, ideas, attitudes, values and traditions are our...
 - A civilization
 - B nurture
 - C culture
 - D ethnicity

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6. Katie is sure that she was fired because her boss was a total jerk and didn't like her. What is this an example of?

- A Self-Effacing Bias
- B Internal Attribution
- C External Attribution
- D Self-Serving Bias



7. John attributes his success as an Australian animal expert on his own courage and skill. He is quick to blame the bright Outback sun for his inability to catch the koala in his own backyard. What is this an example of?

- A External Attribution
- B Self-Serving Bias
- C Internal Attribution
- D Self-Effacing Bias

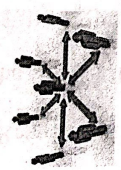
8. Attitude is comprised of 3 parts: the _____ element, the behavioral element, and the cognitive element.

- A affective
- B psychological
- C attributive
- D cultural

9. Which function of attitude helps us feel better when we feel guilty?



- A Ego-expression
- B Knowledge
- C Ego-defense
- D Adaptation



10. Which of the following statements most accurately describes interest groups?

- A a. They are longer lasting than friendship groups.
- B b. They are governed by labor law.
- C c. They develop because individual members have one or more common characteristics.
- D d. They are formed because of some common objective.

11.



Groups based on support for a given sports team are examples of what sort of group?

- A a. interest
- B b. booster
- C c. friendship
- D d. sports

12.



Which of the following is not one of the most common reasons people join groups?

- A a. status
- B b. security
- C c. power
- D d. equity



13. Nina, Andrew and Kia work in different departments but often eat lunch together. They are an example of what type of group?

- A a. formal
- B b. task
- C c. command
- D d. informal

14.



A group begins to stabilize when a conducive atmosphere of trust is created. This happens in a stage called _____.

- A a. storming
- B b. norming
- C c. performing
- D d. forming

15.



The process of consolidating, resistance and hostility may occur in the group. What is this stage called?

- A a. storming
- B b. norming
- C c. performing
- D d. forming

16.



An ideal stage of teamwork, according to Tuckman, is the _____ stage.

- A a. storming
- B b. norming
- C c. performing
- D d. forming

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17. Which stage in group development is most characterized by uncertainty?

- A. storming
- B. norming
- C. performing
- D. forming



18. Which is the stage of group development characterized by the development of close relationships and cohesiveness?

- A. performing
- B. storming
- C. norming
- D. forming



When the group energy is focused on the task at hand, the group has moved to the _____ stage.

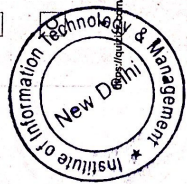
- A. storming
- B. performing
- C. norming
- D. adjourning



20. The second stage of the five-stage group development model is characterized by _____.

- A. strong feelings of group identity among members of the group
- B. uncertainty about the purpose, structure, and leadership of the group
- C. intragroup conflict within the group
- D. cohesiveness and close relationships among members of the group

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21. The result of reinforcement is to

- A. cause a behavior to continue.
- B. cause a behavior to diminish.
- C. cause a behavior to stop
- D. cause a behavior to occur for only a limited amount of time.

22. Which of the following describes negative reinforcement?

- A. Dennis used to walk to school but does not do so anymore because he was attacked by a dog in the neighborhood last month.
- B. A mother gives her son praise for doing homework

23. Sarah studies hard because it earns her "A" grades in English

24. Which of the following is an unconditioned response?

- A. getting money as payment
- B. running through a maze to get a reward
- C. sweating in hot weather
- D. clapping after a great concert performance

25. ANY EVENT OR SITUATION THAT EVOKES A RESPONSE IS KNOWN AS?

- A. REINFORCEMENT
- B. ACQUISITION
- C. SHAPING
- D. STIMULUS

26. WHAT IS A TYPE OF LEARNING IN WHICH WE LINK TWO OR MORE STIMULI?

- A OPERANT CONDITIONING B RESPONDENT BEHAVIOR
 C CLASSICAL CONDITIONING D COGNITIVE LEARNING

27. Which of these is NOT a category in Maslow's hierarchy of needs?

- A Esteem B Social
 C Safety D Psychological

28. Whose theory was X & Y?

- A Vroom B Herzberg
 C Maslow D McGregor

29. Which of the following is an example of self-actualization need?

- A Harmonious working environment B National minimum wage
 C Challenging job assignment D Retirement plan

30. What type of motivation is "My mom wants me to go to college."

- A Intrinsic B Extrinsic
 C Social need D Self-actualization need

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Institute of Information Technology and Management, New Delhi

Assignment No- 1

Programme: MBA	Semester: I	Paper Code: MS 101	Academic Year: 2023-24
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Course Objective:

- To expose the students to fundamental concepts of management, its process and behavioural dynamics in organizations.

Course Outcomes:

Students should be able to:

CO1: Enumerate, explain, compare and analyze the concepts, theories and principles that have evolved in specific historical contexts and informed both academic thinking and practices related to the field of management.

CO2: Identify and discuss the functions of management i.e. planning, organizing, leading and controlling, relate them with the roles of managers at different levels of the organization and classify the skills necessary for effective performance of their functions.

CO3: Apply the knowledge of management theory and of organizational behavior to analyze managerial issues and take decisions consistent with the organizational objectives of efficiency and effectiveness.

CO4: Analyze the complexities of work organizations and develop a multidisciplinary approach to address interpersonal and intra organizational issues.

S. No.	Questions	Relevant Course Outcomes	Marks
1.	Do you think sometimes managers are justified in not taking their employees' advice? Why or why not?	CO4	05
2	How should managers handle their employees' dissatisfaction with not having their advice put into practice?	CO4	05

Last Date for Submission: 25.09.2023 by 4:30 pm

Guidelines for submission

- All assignments should be legibly handwritten or typed.
- Tables and figures should be named properly.
- Submit your assignment in the ms-team(assignment)

The following information should appear on the cover page of the assignment:

- Assignment No
- Submitted to
- Submitted by (Name & Enroll No)
- Date of submission

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Dr. Rachita Rana
Director

Institute of Information Technology &
Management New Delhi



MANAGEMENT PRINCIPLES AND ORGANIZATIONAL BEHAVIOUR

ASSIGNMENT-1

SUBMITTED TO: DR. LATIKA MALHOTRA

SUBMITTED BY: ARNAW KUMAR

ENROLLMENT NO.: 03213703923

CLASS: MBA- I SEMESTER

Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



Assignment - 1
Management Process & Organizational
Behaviour.

Q.1 Do you think sometimes managers are justified in not taking their employee's advice? Why or why not?

Ans: When employees share novel ideas and bring up concerns or problems, organization innovates and performs better, managers do not always promote employees' ideas. In fact, they can even actively disregard employee concerns and act in ways that discourage employees from speaking up at all. While much current research suggests that managers are frequently stuck in their own ways of working & identify so strongly with the status quo that they are fearful of listening to contrary input from below, new research offers an alternative perspective: Managers fail to create speak-up cultures not because they are self-focused or egotistical, but because their organizations put them in impossible positions.

It is important to note that employees may not always provide advice that is meaningful and beneficial to the organization.

However, managers should still consider their employees advice and provide constructive feedback or why they are not implementing it. This will help employees feel valued and heard, and it will also help managers build trust and respect with their team.

While there may be some situation where managers are justified in not taking their employees advice, it is important for managers to create a culture where employees feel comfortable sharing their ideas and concerns, and where managers are open to listening to and considering their input.

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Q.2 How should managers handle their employees dissatisfaction with not having their advice put into practice?

Ans: When employees provide feedback or ideas, it is important for managers to consider their input and provide constructive feedback on why they are not implementing it. However, if employees are dissatisfied with the fact that their advice is not being put into practice, managers should take the following steps:-

1) Listen Actively:-

- Managers should listen to their employees concerns and try to understand their perspective. This will help employees feel valued and heard, and it will also help managers build trust and respect with their team.

2) Provide feedback:-

- Managers should provide feedback on why they are not implementing the advice. This will help employees understand the rationale behind the decision and help them improve their future recommendations.

- 3) Create an open-door policy :-
 - Managers should create an open-door policy where employees can discuss their concerns and ideas with their managers. This will help employees feel comfortable sharing their ideas and concerns, and it will also help managers identify potential issues before they become major problems.

- 4) Encourage collaboration :-
 - Managers should encourage collaboration between employees and teams. This will help employees feel more connected to their work and their colleagues to and it will also their help them generate better ideas and solutions.

- 5) Recognize employee contributions :-
 - Managers should recognize and reward employees for their contributions, even if their ideas are not implemented. This will help employees feel valued and motivated and it will also encourage them to continue sharing their ideas & feedback.

By following these steps, managers can create a culture where employees feel comfortable sharing their ideas & concerns, and where managers are open to listening to and considering their input.

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 Be Rachita Rana
 Director
 Institute of Information Technology & Management

Rubric for Course Outcomes (Lab Practical)

Name: _____ Internal/External Evaluator: _____ Course: _____
 Date: _____

Intended Outcome. Achievement of Planned Outcome

Rubric	Fair(1)	Good(2)	Excellent(3)
Specifications(Output/Results, Logical or Syntax errors, Testing, Debugging)	The program produces correct results but does not display them correctly.	The program works and produces the correct results and displays them correctly. It also meets most of the other specifications.	The program works and meets all of the specifications.
Readability(Indentation, Variable Names, Comments)	The code is readable only by someone who knows what it is supposed to be doing.	The code is fairly easy to read.	The code is exceptionally well organized and very easy to follow.
Delivery	The code was submitted late within grace period	The code was submitted before given deadline	The program was delivered well before time.
Reusability	Some parts of the code could be reused in other programs.	Most of the code could be reused in other programs.	The code could be reused as a whole or each routine could be reused.
Documentation(Problem Statement and Design)	The documentation is simply comments embedded in the code with some simple header comments separating routines.	The documentation consists of embedded comment and some simple header documentation that is somewhat useful in understanding the code.	The documentation is well written and clearly explains what the code is accomplishing and how.
Efficiency	The code is brute force and unnecessarily long.	The code is fairly efficient without sacrificing readability and understanding.	The code is extremely efficient without sacrificing readability and understanding.
Total	20-25	26-32	33-40



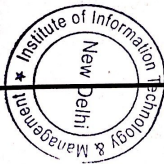
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INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

Accredited 'A' Grade by NAAC & Recognised U/s 2(f) of UGC act
 Rated Category 'A+' by SERC & 'A' by JAC Govt. of Delhi
 Approved by AICTE & Affiliated to GGS Indraprastha University, New Delhi

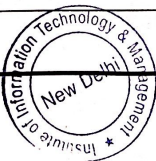
Course: MBA
Semester: I
Subject Code - 117
Subject: ITM LAB

S.No.	Enrollment No.	Name of the Student	Marks Allotted	
			Marks (40)	Percentage
1	00113703923	Ansh Sehgal	36	90
2	00213703923	Mayank Kapoor	29	72.5
3	00313703923	Muskan Sharma	38	95
4	00413703923	Anurag Mishra	30	75
5	00513703923	Akshay Nayyar	38	95
6	00613703923	Adarsh Singh	32	80
7	00713703923	Shyam Aggarwal	32	80
8	00813703923	Jatin Kumar Jha	30	75
9	00913703923	Ambuj Garg	37	92.5
10	01013703923	Sahil Ansari	27	67.5
11	01113703923	Valusha Verma	30	75
12	01213703923	Varsha Papnoie	35	87.5
13	01313703923	Nikhil Gohlan	30	75
14	01413703923	Nitisha Kumari	29	72.5
15	01513703923	Muskan	39	97.5
16	01613703923	Jatin Rawat	38	95
17	01713703923	Tushar Choudhary	34	85
18	01813703923	Dushyant Kumar	31	77.5
19	01913703923	Rahul Lakra	31	77.5



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 Kachla Rana

20	02013703923	Aparna Tikoo	39	97.5
21	02113703923	Rajat Singh	0	0
22	02213703923	Anurag Singh	34	85
23	02313703923	Rahul Pal	29	72.5
24	02413703923	Muskan Sejwal	38	95
25	02513703923	Kartikay Sonkar	32	80
26	02613703923	Sarthak Tyagi	31	77.5
27	02713703923	Hansika Sharma	30	75
28	02813703923	Divya Pawar	36	90
29	02913703923	Yash Jahagirdar	32	80
30	03013703923	Vansh Khatte	36	90
31	03113703923	Amanpreet Singh	32	80
32	03213703923	Arnav Kumar	27	67.5
33	03313703923	Pooja Sharma	30	75
34	03413703923	Gursimar Kaur Arora	35	87.5
35	03513703923	Adeeba Khan	29	72.5
36	03613703923	Akansha Diwedi	28	70
37	03713703923	Rohit Sharma	28	70
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39	03913703923	Priya Gupta	34	85
40	04013703923	Nakul Sejwal	34	85
41	04113703923	Ankit	27	67.5
42	04213703923	Tripti Prakash	27	67.5
43	04313703923	Taranjeet Singh	25	62.5
44	04413703923	Zain Ahmad	27	67.5
45	04513703923	Deepak Kumar	35	87.5
46	04613703923	Romil Chopra	38	95
47	70113703923	Nandini Prakash	36	90
48	35113703923	Tushar Sehgal	30	75



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49	35213703923	Ujjwal Gupta	32	80
50	35313703923	Aman Garg	28	70
51	35413703923	Geetika Bhardwaj	37	92.5
52	35513703923	Jai Solanki	29	72.5
53	35613703923	Aditi Katoch	31	77.5

Students scoring more than 60%		52
	Attainment	3



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Rubric for Minor Project Report

Rubric		Unsatisfactory(1)	Satisfactory(2)	Good (3)	Very Good (4)	Excellent(5)
Range%		(0-20)	(20-40)	(40-60)	(60-80)	(80-100)
Introduction to the Topic, Issues and Challenges	10	Minimal or no understanding of the topic; lacks clarity in identifying key issues/challenges.	Basic understanding of the topic; issues/challenges are identified but not well-explained.	Adequate introduction with moderate explanation of issues/challenges.	Clear understanding of the topic; issues/challenges are well-explained with adequate detail.	Comprehensive understanding; issues/challenges are deeply analyzed with clear articulation.
Case Study	10	Case study is irrelevant, incomplete, or lacks clear connection to the project.	Basic case study; connection to the topic is weak or analysis is superficial.	Case study is relevant and moderately analyzed; some connections to the topic.	Good case study; clear connection to the topic with strong analysis and insights.	Excellent case study; deeply analyzed and highly relevant to the topic with critical insights.
Draft Report submission	10	No submission/ Poorly structured and unclear; significant content missing or late submission.	Basic structure, but lacks clarity or depth in sections; some content missing.	Adequate structure and content; submitted on time with minor gaps in detail or clarity.	Well-structured and clear draft; submitted on time with most sections well-developed.	Professionally structured, clear, timely, and all required sections are covered in detail.
Final Report Submission	10	Little improvement from draft; poorly presented with missing or incomplete content.	Some improvement from draft, key content or formatting gaps remain.	Adequate improvement with most feedback addressed; well-presented and structured.	Clear improvements from the draft; well-organized and contains substantial content depth.	Significant improvement from draft; comprehensive, well-structured, and insightful report.
Presentation and Viva-Voce	40	Lacks confidence; poorly prepared for answering questions or presenting ideas.	Basic presentation; moderate preparation with gaps in content understanding.	Reasonable presentation; answers most questions with some depth and understanding.	Confident presentation; well-prepared for questions and clearly organized.	Professional presentation, Query Handling, Excellent learning summary



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Institute of Information Technology & Management, New Delhi

Academic Circular 01 /2024

January, 2024

CONDUCT OF MINOR PROJECT — MBA SEMSTER II**Objectives**

1. Students of MBA Semester II are to write a report on a topic of assigned to him/her by his/her guide during the second semester. The academic objectives of writing the dissertation are:
 - (a) Inculcate the habit of self study.
 - (b) Enhance analytical ability by comprehending management concepts, theory or techniques
 - (c) To understand and address an organizational or social issues or challenges.
 - (d) Develop research ability by extracting the material from the different sources (Primary or secondary) compilation and collating with references.
 - (d) Write comprehensive and exhaustive dissertation specific to a topic.

University Scheme

2. As per the syllabi of MBA (Paper '*Minor Project*' code MS-114), students during Semester II are to write a report on a topic assigned to him/her. It is termed as "Minor Project" and comprises of 4 credits. The report evaluation has two components, viz.
 - (a) External: **Viva** (60 Marks) by an external examiner.
 - (b) Internal: **Conduct & Submission** (40 Marks); it involves conduct of study & submission of report, presentations & viva by the internal committee.

Scope of Minor Project Report

3. Each student shall be assigned a topic in writing by the respective guide along with the scope giving functional aspects to be covered under it. He/she is to collect contents/study material related to the topic from various sources such as books, journals, magazines, Internet etc. One copy comprising of minimum 40 typed pages (inclusive of diagrams, references etc) is to be submitted to the respective guide as per the schedule given in the following paragraph. **Each student is required to carry out the work independently and submit the report individually.**

ANY PREVIOUS WORK OR BORROWED REPORT WILL BE SUMMARILY REJECTED AND IN ALL CASES OF REJECTION THE WORK IS TO BE REPEATED AFRESH

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4. The report is to be compiled and submitted as per the format attached as **Appendix**. All students are to adhere to the format.

Schedule of Submission & Evaluation

5. Students are required to strictly follow the schedule for given below:

To be Completed by Date	Activity	Marks Allotted
15 th Jan., 2024	Briefing and Allocation of Topics & Project Guide to each Student	-
24 th Jan., 2024	Mid-term Review	10
6 th Feb., 2024	Submission of Draft Report (Full Project) to the Respective Guides in Soft Copy.	10
22 nd Feb., 2024	Submission of Final Report to the Respective Guide	-
20 th Mar., 2024	Viva & Power Point Presentation (Along with Spiral Bind Copy) to the Respective Guide	15
15 th Apr. 2024	Submission of Final Hard Bound Report to the Respective Guides	5
As notified by the GGSIP University	Viva before the External Examiner	60
Total Marks		100

The list of faculty guides assigned to the students is available in class whatsapp group as well.

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FORMAT OF THE REPORT

Format

1. The dissertation is to be written and compiled in the following the sequence:

- (a) Title Page
- (b) Certificate
- (c) Acknowledgements
- (d) Contents
- (e) List of Tables
- (f) List of Figures
- (g) List of Symbols
- (h) List of Abbreviations
- (i) Body of the Report
- (j) References/Bibliography
- (k) Appendices

Title Page

2. The format of the title page is attached as Annexure-I.

Certificate

3. The format of the certificate is attached as Annexure-II.

Acknowledgements

4. In the "Acknowledgements" page, the writer recognises his indebtedness for guidance and assistance by the faculty guide and any other member (s). Courtesy demands that he/she also recognises specific contributions by other persons or institutions such as libraries and research foundations. Acknowledgements should be expressed simply, tastefully, and tactfully **duly signed above the name**.

Contents & List of Tables/Figures/Symbols/Abbreviation

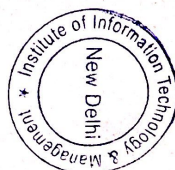
5. The format of Contents and list of Tables/Figures/Symbols is attached as Annexure-III.

Body of the Report: Guidelines for Report Writing

6. While writing the dissertation following aspects must be adhered to:

- (a) **Page Size:** Good quality white A4 size executive bond paper should be used for typing and duplication.

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(b) **Chapter/Para Numbering:** In case a student wishes to compile the dissertation in chapter form he/she may do so in logical fashion. The chapters are to be numbered as Chapter-1, Chapter-2 etc. The heading/title of the chapter is to appear below the chapter number in uppercase. Paragraphs are **not to be numbered**. Sub-paras are to be numbered as (a), (b), (c) etc. Sub-sub paras are to be numbered as (i), (ii), (iii) etc.

(c) **Page Specifications:**

- (i) Left Margin : 1 inch
- (ii) Right Margin : 1 inch
- (iii) Top Margin : 1 inch
- (iv) Bottom Margin : 1 inch

(d) **Page Numbers:** All text pages starting from Body of the Project Report should be numbered at the **bottom center** of the pages.

(e) **Normal Body Text:**

- (i) **Font Size:** 12, Times New Roman, Double Spacing, Single Side Writing.
- (ii) **Paragraphs Heading Font Size:** 12, Times New Roman.
- (iii) **Page/Title Font Size:** 14

(f) **Structure of Final Report:** The report should be of covered within 40 typed pages in **double space** (excluding Appendices and Bibliography) on A4 size paper with 12 font size.

(g) **Table Number :** Table numbers are to be written at the top of the table as given below:

TABLE 1: Number of Employees in Organisation ABC

(h) **Figure Number:** Figure numbers are to be written at the bottom of the figure as given below:

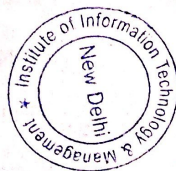
FIGURE 1: Sales Figures of ABC Company for 2020-2021

Mention the source of table and figure below the figures and tables

(i) **Binding & Color Code of the Report:**

- (i) Hard Bound Report
- (ii) Background of the cover page - **Brown**
- (iii) Letters in **Silver**

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References/Bibliography

7. Examples are given below:

1. Grady, J. S., Her, M., Moreno, G., Perez, C., & Yelinek, J. (2019). Emotions in storybooks: A comparison of storybooks that represent ethnic and racial groups in the United States. *Psychology of Popular Media Culture*, 8(3), 207–217. <https://doi.org/10.1037/ppm0000185>
2. Lyons, D. (2009, June 15). Don't 'iTune' us: It's geeks versus writers. Guess who's winning. *Newsweek*, 153(24), 27.
3. Jackson, L. M. (2019). *The psychology of prejudice: From attitudes to social action* (2nd ed.). American Psychological Association. <https://doi.org/10.1037/0000168-000>
4. Ouellette, J. (2019, November 15). Physicists capture first footage of quantum knots unraveling in superfluid. *Ars Technica*. <https://arstechnica.com/science/2019/11/study-you-can-tie-a-quantum-knot-in-a-superfluid-but-it-will-soon-untie-itself/>
5. www.ibm.com/in downloaded on 15.5.2022 (date).

Appendices

8. The appendices are to be attached at the end of the report and to be numbered as Appendix-A, Appendix-B etc. right justified at the top of the page.

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MINOR PROJECT REPORT

On

Name of the Topic

(Font size = 18)

*Submitted in partial fulfillment of the requirements
for the award of the degree of*

**Master of Business Administration
Semester-II (Paper Code-MS 114)**

To

Guru Gobind Singh Indraprastha University, Delhi

Guide:
Name of Guide
Designation:

Submitted by
Name of Student:
Roll No.:
Batch:



**Institute of Information Technology & Management,
New Delhi – 110058
2023-24**

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Dr. Rachita Rana
Director
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Certificate

I, Mr./Ms. _____, Roll No. _____ certify that the Minor Project (Paper Code MS-114) entitled " _____ " is completed by me by collecting the material from the referenced sources. The matter embodied in this has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student

Date:

Certified that the Minor Project (Paper Code MS-114) entitled " _____ " done by Mr./Ms. _____, Roll No. _____ is completed under my guidance.

Signature of the Guide

Name of the Guide:

Designation:

Date:

Countersigned

Director/Project Coordinator

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D/7 Rachita Rana

Director

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FORMAT FOR CONTENTS & LIST OF TABLES/FIGURES/ SYMBOLS

CONTENTS

S No	Topic	Page No
1	Certificate	-
2	Acknowledgement	-
3	List of Tables	-
4	List of Figures	-
5	List of Symbols	-
6	List of Abbreviations	-
7	Executive Summary	-
8	Body of the Report	-
9	References/Bibliography	-
10	Appendices	-

FORMAT FOR LIST OF TABLES/FIGURES/ SYMBOLS/ABBREVIATIONS

LIST OF TABLES

Table No	Title	Page No
1	Number of Employees in Organisation ABC	-
2		-

LIST OF FIGURES

Figure No	Title	Page No
1	Sales Figures of ABC Company for 2020-2021	-
2		-

LIST OF SYMBOLS

S No	Symbol	Nomenclature & Meaning
1	Σ	Sigma (Summation)
2	@	At the rate

LIST OF ABBREVIATIONS

S No	Abbreviated Name	Full Name
1	CRM	Customer Relationship Management
2	EPS	Earnings Per Share

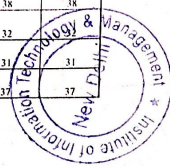
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Project Evaluation: Minor Project

Course: MBA				Sem: II				Batch:2023-25			
S.No	Enrollment No.	Student Name	Project Title	Phase-1	Phase-2	Phase-3	Phase-4	Phase-5	Total		
				10 marks	10 marks	10 marks	10 marks	40 marks	(out of 40)		
1	00113703923	Ansh Sehgal	Study on digital marketing strategies by Samsung India	8	9	9	8	35	34.5		
2	00213703923	Mayank Kapoor	Solaration : An area of investment for sustainable development	8	8	8	8	32	32		
3	00313703923	Muskan Sharma	Promoting opportunities for rural entrepreneurship	9	9	9	9	36	36		
4	00413703923	Anurag Mishra	Infrastructure in India's energy sector: An area of investment for sustainable future	8	8	8	8	32	32		
5	00513703923	Akshith Nayyar	Private and public investment in post harvest agricultural activities for viksit bharat	9	8	8	8	33	33		
6	00613703923	Adarsh Singh	Attaining Sustainability through Electric vehicles Trends and Opportunities	10	10	9	9	38	38		
7	00713703923	Shyam Aggarwal	AI and automation in retail	7	7	8	8	30	30		
8	00813703923	Jatin Kumar Jha	Multi agent system A tool for self organised management problems	8	8	8	8	32	32		
9	00913703923	Ambuj Garg	Corporate governance for ethical business practices	9	9	10	9	37	37		
10	01013703923	Sahil Ansari	Risk management and bank efficiency A Comparative study of HDFC and SBI	8	9	9	8	34	34		
11	01113703923	Valusha Verma	National Education policy and Higher Education	8	8	8	8	32	32		
12	01213703923	Varsha Papnoie	Stress Among College Students	9	10	9	10	38	38		
13	01313703923	Nikhil Gohlan	Impact of OTT on Students	9	9	9	9	36	36		
14	01413703923	Nitisha Kumari	Employee engagement strategies in a multinational corporation	8	9	9	9	35	35		
15	01513703923	Muskan	IPO and Indian Market	9	10	9	10	38	38		
16	01613703923	Jatin Rawat	Export process in freight forwarding company.	9	8	9	9	35	35		
17	01713703923	Tushar Choudhary	Sustainable Cities and Communities	8	8	9	9	34	34		
18	01813703923	Dushyant Kumar	Media and consumerism	8	8	8	8	32	32		
19	01913703923	Rahul Lakra	Impact of GST on the fast-moving consumer goods sector in India	9	9	9	10	37	37		
20	02013703923	Aparna Tikoo	Comparative Study & Analysis of NPA(Non-Performing Asset) In Indian Banks and Financial Institutions	9	9	9	9	36	36		
21	02113703923	Rajat Singh						0	0		
22	02213703923	Anurag Singh	Online Food Delivery Aggregators- A Case of Zomato	9	9	9	9	36	36		
23	02313703923	Rahul Pal	Comparative study on the stock exchanges of BSE and NASDAQ	8	8	9	9	34	34		
24	02413703923	Muskan Sejwal	A comparative analysis of the regional rural banks & cooperative banks of India	10	10	9	8	37	37		
25	02513703923	Kartikay Sonkar	Financial performance analysis of HUL	8	8	8	9	33	33		
26	02613703923	Sarthak Tyagi	A study on non-performing assets with special reference to HDFC bank	8	8	8	9	33	33		
27	02713703923	Hansika Sharma	Initial Public Offer A Case Study on Avenue Supermarts Ltd	9	9	9	9	36	36		
28	02813703923	Divya Pawar	Foreign Direct Investment: Various Changes Introduced in the Recent Years	9	9	9	9	36	36		
29	02913703923	Yash Jagajirdar	MOTIVATIONAL STRATEGIES AND TOOLS IN BANKING INDUSTRY	8	8	8	9	33	33		
30	03013703923	Vansh Khater	STUDY OF RETENTION STRATEGIES IN BUSINESS PROCESSES OUTSOURCING (BPO) INDUSTRY IN INDIA	9	9	9	8	35	35		
31	03113703923	Amanpreet Singh	OUTSOURCING MANAGER'S JOB: AN EVALUATIVE STUDY OF HR OUTSOURCING IN INDIAN IT INDUSTRY	8	8	9	9	34	34		
32	03213703923	Arnav Kumar	Stress Management: A Study Of BPO Sector	8	8	9	9	34	34		
33	03313703923	Pooja Sharma	TALENT RETENTION PRACTICES IN HIGHER EDUCATION INSTITUTES AND COLLEGES	10	10	9	8	37	37		
34	03413703923	Gursimar Kaur Arora	Integration of AI in marketing	9	9	9	8	35	35		
35	03513703923	Adeeba Khan	Predictive analytics for forecasting consumer behaviour	9	9	10	10	38	38		
36	03613703923	Akansa Diwedi	Inclusive Corporate Social Responsibility. Integrating Social Justice and Sustainability into Business Practices	9	9	9	8	35	35		
37	03713703923	Rohit Sharma	Increasing Financial Literacy for Improved Financial Inclusion A Study of Educational Programs	9	9	9	8	35	35		
38	03813703923	Deepthi Jain	Financial Inclusion and Gender Equality Strategies for Closing the Gender Gap in Access to Financial Services	9	9	9	9	36	36		
39	03913703923	Priya Gupta	Enhancing customer engagement through AI chatbots	10	10	9	9	38	38		
40	04013703923	Nakul Sejwal	Designing Inclusive Products and Services: A Case Study of the Tech Industry	8	8	8	8	32	32		
41	04113703923	Ankit	Inclusion in Marketing: Strategies for Targeting Diverse Audiences	7	8	8	8	31	31		
42	04213703923	Tripti Prakash	Breaking Barriers: Exploring the Impact of Diversity and Inclusion on Entrepreneurship	10	10	9	8	37	37		

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43	04313703923	Taranjeet Singh	Inclusive Leadership: The Key to Building High-Performing Teams	7	8	8	7	30	30
44	04413703923	Zain Ahmad	Inclusive Workplace Practices: A Comparative Study of Multinational Corporations	8	8	8	9	33	33
45	04513703923	Deepak Kumar	Assessing the Economic Benefits of Sustainable Tourism Development	9	9	9	9	36	36
46	04613703923	Romil Chopra	Green Innovation and Sustainable Business Development	10	9	9	9	37	37
47	35113703923	Tushar Sehgal	Gender Budgeting: A tool for Empowering Women	7	8	8	7	30	30
48	35213703923	Ujjwal Gupta	Skill Development in Higher Education: Creating Gainful Employment	9	9	9	9	36	36
49	35313703923	Aman Garg	Women Entrepreneurship in the Indian Startup Ecosystem	9	9	9	9	36	36
50	35413703923	Geetika Bhardwaj	Analysis of India's Trade Relations and Bilateral Agreements: Automobile Industry	9	9	10	9	37	37
51	35513703923	Jai Solanki	Rural Economy and Agrarian Distress	9	9	9	9	36	36
52	35613703923	Aditi Katoch	Analysis of healthcare infrastructure in India	10	9	9	9	37	37
53	70113703923	Nandini Prakash	Sustainable Marketing Strategies: A Case Study of Eco-Friendly Products	7	8		7	30	30

Yashwantrao
Sonam Ahuja
Class Mentor

Deepika
Dr. Deepika Ahra
HOD-Mgmt Department

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017

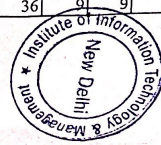
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CO Attainment for Project : Minor Project

Course: MBA		Sem: II	Date:															
S.No	Enrollment No.		Student Name	Phase-1		Phase-2		Phase-3		Phase-4		Phase-5			CO Average(out of 10)			
				CO1	CO2	CO1	CO2	CO1	CO2	CO3	CO4	CO2	CO3	CO4	CO1	CO2	CO3	CO4
1	00113703923	Ansh Sehgal	8	8	9	9	9	9	8	8	35	35	35	8.67	8.71	8.6	8.75	
2	00213703923	Mayank Kapoor	8	8	8	8	8	8	8	8	32	32	32	8	8	8	8	
3	00313703923	Muskan Sharma	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
4	00413703923	Anurag Mishra	8	8	8	8	8	8	8	8	32	32	32	8	8	8	8	
5	00513703923	Akshit Nayyar	9	9	8	8	8	8	8	8	33	33	33	8.33	8.29	8.2	8.25	
6	00613703923	Adarsh Singh	10	10	10	10	9	9	9	9	38	38	38	9.67	9.57	9.4	9.5	
7	00713703923	Shyam Aggarwal	7	7	7	7	8	8	8	8	30	30	30	7.33	7.43	7.6	7.5	
8	00813703923	Jatin Kumar Jha	8	8	8	8	8	8	8	8	32	32	32	8	8	8	8	
9	00913703923	Ambuj Garg	9	9	9	9	10	10	9	9	37	37	37	9.33	9.29	9.2	9.25	
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15	01513703923	Muskan	9	9	10	10	9	9	10	10	38	38	38	9.33	9.43	9.6	9.5	
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17	01713703923	Tushar Choudhary	8	8	8	8	9	9	9	9	34	34	34	8.33	8.43	8.6	8.5	
18	01813703923	Dushyant Kumar	8	8	8	8	8	8	8	8	32	32	32	8	8	8	8	
19	01913703923	Rahul Lakra	9	9	9	9	9	9	10	10	37	37	37	9	9.14	9.4	9.25	
20	02013703923	Aparna Tikkoo	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
21	02113703923	Rajat Singh	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
22	02213703923	Anurag Singh	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
23	02313703923	Rahul Pal	8	8	8	8	9	9	9	9	34	34	34	8.33	8.43	8.6	8.5	
24	02413703923	Muskan Sejwal	10	10	10	10	9	9	8	8	37	37	37	9.67	9.43	9	9.25	
25	02513703923	Kartikay Sonkar	8	8	8	8	8	8	9	9	33	33	33	8	8.14	8.4	8.25	
26	02613703923	Sarthak Tyagi	8	8	8	8	8	8	9	9	33	33	33	8	8.14	8.4	8.25	
27	02713703923	Hansika Sharma	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	

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02813703923	Divya Pawar	9	9	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
29	02913703923	Yash Jahagirdar	8	8	8	8	8	8	9	9	9	33	33	33	8	8.14	8.4	8.25	
30	03013703923	Vansh Khatter	9	9	9	9	9	9	8	8	8	35	35	35	9	8.86	8.6	8.75	
31	03113703923	Amanpreet Singh	8	8	8	8	9	9	9	9	9	34	34	34	8.33	8.43	8.6	8.5	
32	03213703923	Arnaw Kumar	8	8	8	8	9	9	9	9	9	34	34	34	8.33	8.43	8.6	8.5	
33	03313703923	Pooja Sharma	10	10	10	10	9	9	8	8	8	37	37	37	9.67	9.43	9	9.25	
34	03413703923	Gursimar Kaur Arora	9	9	9	9	9	9	8	8	8	35	35	35	9	8.86	8.6	8.75	
35	03513703923	Adeeba Khan	9	9	9	9	10	10	10	10	10	38	38	38	9.33	9.43	9.6	9.5	
36	03613703923	Akansha Diwedi	9	9	9	9	9	9	8	8	8	35	35	35	9	8.86	8.6	8.75	
37	03713703923	Rohit Sharma	9	9	9	9	9	9	8	8	8	35	35	35	9	8.86	8.6	8.75	
38	03813703923	Deepti Jain	9	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
39	03913703923	Priya Gupta	10	10	10	10	9	9	9	9	9	38	38	38	9.67	9.57	9.4	9.5	
40	04013703923	Nakul Sejwal	8	8	8	8	8	8	8	8	8	32	32	32	8	8	8	8	
41	04113703923	Ankit	7	7	8	8	8	8	8	8	8	31	31	31	7.67	7.71	7.8	7.75	
42	04213703923	Tripti Prakash	10	10	10	10	9	9	8	8	8	37	37	37	9.67	9.43	9	9.25	
43	04313703923	Taranjeet Singh	7	7	8	8	8	8	7	7	7	30	30	30	7.67	7.57	7.4	7.5	
44	04413703923	Zain Ahmad	8	8	8	8	8	8	9	9	9	33	33	33	8	8.14	8.4	8.25	
45	04513703923	Deepak Kumar	9	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
46	04613703923	Romil Chopra	10	10	9	9	9	9	9	9	9	37	37	37	9.33	9.29	9.2	9.25	
47	35113703923	Tushar Sehgal	7	7	8	8	8	8	7	7	7	30	30	30	7.67	7.57	7.4	7.5	
48	35213703923	Ujjwal Gupta	9	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
49	35313703923	Aman Garg	9	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
50	35413703923	Geetika Bhardwaj	9	9	9	9	10	10	9	9	9	37	37	37	9.33	9.29	9.2	9.25	
51	35513703923	Jai Solanki	9	9	9	9	9	9	9	9	9	36	36	36	9	9	9	9	
52	35613703923	Aditi Katoch	10	10	9	9	9	9	9	9	9	37	37	37	9.33	9.29	9.2	9.25	
53	70113703923	Nandini Prakash	7	7	8	8	8	8	7	7	7	30	30	30	7.67	7.57	7.4	7.5	
											CO Percentage >60				CO1	CO2	CO3	CO4	Average
											Level Achievement				52	52	52	52	52
											% Attainment				0.87	0.87	0.87	0.87	0.87

Sonam Arora
Dr. Sonam Arora
Class Mentor

Deepika
Dr. Deepika Arora
HOD-Management

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Rubric for Summer Training (MS-201)

Rubric		Unsatisfactory(1)	Satisfactory(2)	Good (3)	Very Good (4)	Excellent(5)
Range (%)		(0-20)	(20-40)	(40-60)	(60-80)	(80-100)
Functional and SWOT Analysis	10	Not Submitted, Minimal or no understanding of functional roles. SWOT analysis is incomplete with major gaps.	Basic understanding of functional roles. SWOT covers only some areas.	Clear understanding of functional roles and moderately complete SWOT analysis.	Detailed understanding of functional roles, good SWOT addressing most key factors.	Comprehensive understanding with an insightful and complete SWOT analysis.
Job Specific Analysis	10	Not done/ Little or no analysis of job roles	Basic job role analysis;	Adequate job role analysis, Given broad outlines	Explained the major areas, Detailed job analysis	Elaborated all the major aspects in-depth
Draft Report submission	10	Non-submission, Poorly structured and unclear; missing significant content	Timely Submission, Basic structure but lacks clarity in sections	Timely Submission with minor gaps, Reasonable draft structure and content	Well-structured, Minor correction in formatting only	Professionally structured, covers all required sections. Complete project report, need no changes
Final Report Submission	10	Non-submission/ Little improvement from draft; poorly presented and missing key content	Some improvement from draft; minor formatting or content gaps remain.	Adequate improvement from draft; well-formatted with moderate depth.	Clear improvements; well-presented, structured, and with good content depth.	Significant improvement; comprehensive, well-structured, and insightful report.
Presentation and Viva-Voce	40	Not Presented/ poorly prepared for questions and answers.	Basic presentation; moderate preparation with gaps in understanding.	Reasonable presentation; answers most questions but lacks depth.	Confident and well-organized presentation; answers most questions well.	Professional presentation, Query Handling, Excellent learning summary



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Institute of Information Technology & Management,
New Delhi

14th June, 2023

MBA: CONDUCT OF SUMMER TRAINING

Objective

Each student of MBA Programme is to engage Himself /Herself in industrial training during the summer vacations at the end of second semester. It is an exercise in 'Organisational Analysis' with reference to various aspects of chosen area of business function.

The academic objectives of summer training are to

- Work & gain knowledge of real business environment,
- Explore the various functional areas and analyse how theoretical concepts taught are applied/not applied in real situations,
- Analyse best practices, system, processes, procedures and policies of a company/industry in different functional areas and bring forward the deviations,
- Develop skills in report writing through information collection, data analysis, data/information extraction and presentation and draw lessons vis-à-vis firm or company where you are doing the summer training.

At the end of the 'Summer Training' the students are to submit a written report in the standardised format and guidelines given to the students.

Scheme for the Summer Training

As per the syllabi of MBA (Paper No – MS201), students of Semester II are to undergo summer training for Six to Eight Weeks in a company at the end of second semester. On the completion of the summer training students are required to submit to the institute a summer training report (in duplicate) within 1 month of the last date of their summer training. Summer training report shall be of 100 marks and four credits. **The supervisor in the organization** under whose guidance the summer training is carried out will be required to grade the students 's report in the format prescribed by the university (**Annexure –A**). Each student will be attached to an internal faculty guide with whom they shall be in continuous touch during their training period. Internal faculty guide will evaluate (out of 40 marks) the student on the basis of assessment report provided by the organization where the summer training has been completed and his/her own assessment about the work done by the student. The evaluation of remaining 60 marks is by external examiner appointed by the university, who shall evaluate the report on the basis of presentation and assessment report of the organization.

Scope of the Project / Summer Training

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Director
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Management New Delhi



The summer training assignments would be based on the functional area (such as marketing, finance, HRM, international business) that the student opted to pursue in third and fourth semester. Before commencement of summer training each student is to develop a template in consultation with his/her guide in the chosen functional area covering the broad aspects on which the data is proposed to be collected and analysis is to be conducted. In addition to this, the company where the student is under going summer training may assign some specific job. Students are to carry out any such specific job and include it in the report.

It may be noted that the chosen functional area is not restrictive. If the student finds any other area interesting or other wise, they must explore it and comment on it in his /her report. Each student is required to carry out the work and submit the report individually.

ANY PREVIOUS WORK OR BORROWED REPORT WILL BE SUMMARILY REJECTED AND IN ALL CASES OF REJECTION THE WORK IS TO BE REPEATED AFRESH.

Final Report

The Guidelines for the report writing is given in **Appendix 'B'** The format of the summer training report is attached as **Appendix 'C'**. All students are to adhere to these guidelines.

Schedule of Submissions

Students are required to strictly follow the schedule given below:

Tentative Schedule	Activity	Marks Allotted	Remarks
T	Beginning of Summer Internship		
T+ 3 Days	Submission of synopsis to respective guides	5	
T+ 20 Days	First Progress Report to respective guides.	5	
T+30 Days	Second Progress Report to respective guides.	5	
T+40 Days	First Draft of the Report to respective guides.	5	
T+45 Days	Discussion with guides and return of corrected draft	-	
T+60 Days	Submission of Final Report to respective guides.	5	As per Appendix-A , B & C.
T+65 Days	Presentation and Viva-voce before the committee.	15	A Power Point based presentation. Twenty minutes each student.
T+70 Days	Result compilation		
Total Marks		40	

1. All Students of MBA II
2. All MBA faculty guides

Dr. Gopal Singh Latwal
Programme Coordinator (MBA)

Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology &
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SUMMER TRAINING APPRAISAL

Student's Name: _____

Programme: _____

You are requested to provide your opinion on the following parameters.

Outstanding	Good	Satisfactory	Unsatisfactory
A	B	C	D

1. Technical knowledge gathered about the industry and the job he/she was involved.
2. Communication Skills: Oral / Written / Listening skills
3. Ability to work in a team
4. Ability to take initiative
5. Ability to develop a healthy long term relationship with client
6. Ability to relate theoretical learning to the practical training
7. Creativity and ability to innovate with respect to work methods & procedures
8. Ability to grasp new ideas and knowledge
9. Presentations skills
10. Documentation skills
11. Sense of Responsibility
12. Acceptability (patience, pleasing manners, the ability to instill trust, etc.)
13. His/her ability and willingness to put in hard work
14. In what ways do you consider the student to be valuable to the organization?
Consider the student's value in term of:
 - (a) Qualification
 - (b) Skills and abilities
 - (c) Activities/ Roles performed
15. Punctuality

Any other comments _____

Assessor's overall rating _____

Assessor's Name: _____

Designation: _____

Organization name and address: _____

Email id: _____

Contact No: _____

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 Director
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GUIDELINES FOR WRITING SUMMER TRAINING REPORT

Synopsis

On the commencement of summer training at the company, students must present to the project leader/ coordinator assigned to him/her by the company, the requirements of data on the aspects included in the template. He/ she should also understand the specific task the company wishes him/her to do the summer training. Each student is to submit a synopsis of the work assigned to him/her in the chosen functional areas (Marketing/HR/Finance/ Retail) and his/her plan to achieve it, to the respective academic guide of the institute. The chapter plan for compiling the report is given below.

Chapter-1: Introduction

Following aspects need to be covered in the first chapter in order to know the company profile:

1. Name of the firm/company, its complete address along with telephone numbers, email address, website name. Mention whether local, national or multinational. If national/multinational, give location & address of the registered office and geographical areas of operation of the company.
2. Explain the nature of the organisation and its business (service/production/trading etc), i.e., type of industry & business in which the company is operating. Mention any specific functional area, if any such as marketing, finance, HR, logistics etc, in which the company is operating.
3. Company's vision & mission.
4. Product range of the company.
5. Size (in terms of manpower & turnover) of organisation.
6. Organisation structure of the company.
7. Market share & position of the company in the industry.
8. Present leadership. Mention the people & their level with whom you have interacted during the summer training.



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Chapter-2: Functional Analysis of the Company

In this chapter, present critical detailed analysis on the aspects that have been included in the template that has been created by the students specific to chosen functional area, also include cross functional aspects that you have gathered during the summer training. This is to include the following aspects (SWOT Analysis)

Chapter-3: Job Specific analysis

In this chapter include detailed analysis of the task that the students have carried out at the behest of the company.

Chapter-4: Learning Summary

In this chapter students are to mention learning value of the summer training covering at least following aspects

- a. Comment on your experience about the working and business environment existing in the company.
- b. Explain the practical knowledge you gained during your summer training in terms of systems, procedures and practices followed by the company in different functional areas of management (Marketing, HR, Finance, Retail, inventory, production, etc).
- c. Best practices/USPs that the company follows in different functional areas such as Marketing, HR, finance, Retail Management, CRM, logistics, etc.
- d. Explain the variations/deviations in practices followed by the company vis-à-vis the concepts taught to you in the classroom.
- e. Constraints and limitations, if any, experienced in the company where you have undergone summer training.

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FORMAT OF THE REPORT WRITING

Format

1. The final report should be written in the following the format:
 - (a) Title Page
 - (b) Certificate (s)
 - (c) Acknowledgement
 - (d) Executive Summary
 - (e) Contents
 - (f) List of Tables
 - (g) List of Figures
 - (h) Body of the Summer Training Report(As per Appendix A)
 - (i) Summary and Conclusions
 - (j) References/ Bibliography
 - (k) Appendices

Title Page

2. The format of the title page is attached as Annexure-I.

Certificate

3. The format of the certificate is attached as Annexure-II. A certificate from the company where the student did the summer training in the functional area that was opted by the student.

Acknowledgements

4. In the "Acknowledgements" page, the student recognizes his indebtedness for guidance and assistance to the adviser and other members of the faculty. Courtesy demands that he also recognizes specific contributions by other persons or institutions such as libraries and research foundations.

Executive Summary

5. An Executive summary is a brief or condensed summary of the work assigned and performed for higher-level management positions. It should be about 3-4 pages in length. It should comprise problem definition, work assigned, methodology adopted for the performance of work assigned, findings, limitations, directions for future development, if any.

Contents & List of Tables/Figures/Symbols

6. The format of Contents and list of Tables/Figures/Symbols is attached as Annexure-III. A publication is a research paper published/communicated during the current research work.

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Body of the summer training Report: Guidelines for Report Writing

7. While compiling the body of report as in **Appendix 'B'** following aspects must be adhered to as given in. Aspects are:

(a) **Page Size:** Good quality white A4 size executive bond paper should be used for typing and duplication.

(b) **Chapter/Para Numbering:** The chapters are to be numbered as Chapter-1, Chapter-2 etc. The heading/title of the chapter is to appear below the chapter number in uppercase. Paragraphs are to be numbered as 1,2,3 etc in every chapter separately. Sub-paras are to be numbered as 1.1, 1.2, 1.3----, 2.1, 2.2, 2.3-----etc. Sub-sub paras are to be numbered as 1.11, 1.12, 1.13, 2.11, 2.12, 2.13 etc.

(c) **Page Specifications:**

- (i) Left Margin : 1.25 inch
- (ii) Right Margin : 1.25 inch
- (iii) Top Margin : 1 inch
- (iv) Bottom Margin : 1 inch

(d) **Page Numbers:** All text pages starting from Body of the Project Report as well as program source code listings should be numbered at the **bottom center** of the pages.

(e) **Normal Body Text:**

- (i) **Font Size:** 12, Times New Roman, Double Spacing, Single Side Writing.
- (ii) **Paragraphs Heading Font Size:** 12, Times New Roman, Underlined
- (iii) **Page/Title Font Size:** 14

(f) **Table and Figure Number:** Table and figure numbers are to be written at the bottom of the table/ figure as given below:

- (i) Table No-1: Number of Employees in Organisation ABC
- (ii) Figure No-1: Organisational Structure

(g) **Binding & Color Code of the Report:**

- (i) Hard Bound Report
- (ii) Background of the cover page- Navy Blue
- (iii) Color of Letters- Silver

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Summary & Conclusions

8. This section of the report/dissertation should cover findings of the work, whether the stated objectives of the work is achieved with full justification, recommendations, limitations, directions for future development.

References/Bibliography

9. Examples are given below:

1. India today, "The Melt down: End of good times", Oct 27, 2008.
2. James M, Kaplan; and et al., "Managing it in a Down Turn: Beyond Cost Cutting", *Indian Management*, vol.47 issue 11, Nov 08.
3. "How to Save Your Job in Recession", *Harvard Business Review*, September 08.
4. www.ibm.com/in (Date of visit)
5. www.intel.com/india (Date of visit)

Appendices

10. The appendices are to be attached at the end of the report and to be numbered as Appendix-A, Appendix-B etc. right justified at the top of the page. Below the word Appendix write in parenthesis "Refer Para No ___". The para number is to be the number in the body of text where the reference of appendix is given. An appendix may have annexure (s). If there are annexure, there are to be attached immediately after the said appendix. The annexure are to be numbered as Annexure-I, Annexure-II etc.

Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



Summer Training Report on

Title of The Report

(Font size = 18)

Submitted in partial fulfillment of the requirements
for the award of

Master of Business Administration (MBA)

To

Institute of Information Technology and Management



Guide:
(Guide Name)

Submitted by:
(Student name)
Roll No.:

Batch (2021 - 2023)
Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



Certificate

I, Mr./Ms. _____, Roll No. _____ certify that the Summer Training Report (MS-201) entitled " _____ " is done by me and it is an authentic work carried out by me at _____ (Name of the organisation or of the Institute). The matter embodied in this report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student
Date:

" _____ " Certified that the Summer Training Report (MS-201) entitled done by Mr./Ms. _____, Roll No. _____, is completed under my guidance.

Signature of the Guide
Date:
Name of the Guide:
Designation:
Address:
Institute of Information
Technology & Management,
New Delhi-110058

Countersigned
Programme Coordinator /HOD

Rachita Rana
Dr. Rachita Rana
Director

Institute of Information Technology &
Management New Delhi



FORMAT FOR CONTENTS & LIST OF TABLES/FIGURES/ SYMBOLS**CONTENTS**

S No.	Topic	Page No
1	Certificate	-
2	Acknowledgement	-
3	Executive Summary	-
4	List of Tables	-
5	List of Figures	-
6	Body of Report (Chapters)	
7	Summary and Conclusions	
8	References/ Bibliography	
9	Appendices	

LIST OF TABLES

Table No	Title	Page No
1	Number of Employees in Organization XYZ	
2		

LIST OF FIGURES

Figure No	Title	Page No
1	Sales Figures of ABC Company for 2020 - 21	
2		

LIST OF SYMBOLS

S No	Symbol	Nomenclature & Meaning
1	@	At the rate
2		

LIST OF ABBREVIATIONS

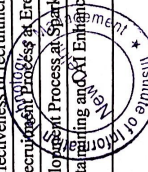
S No	Abbreviated Name	Full name
1	CRM	Customer Relationship Management
2	EPS	Earning Per Share.

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Dr. Rachita Rana
 Director
 Institute of Information Technology &
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Summer Internship Project Evaluation Sheet

Course: MBA		Sem: III	Batch: 2022-24	Phase wise Marks					Total
S.No	Enrollment No.	Student Name	Project Title	Phase-1 10 marks	Phase-2 10 marks	Phase-3 10 marks	Phase-4 10 marks	Phase-5 40 marks	(out of 40)
1	00113703922	Saaniya Tanwar	Employee Satisfaction towards training policies and methods in PFC Ltd.	10	10	10	10	40	40
2	00213703922	Mohammad Saood	Uncovering Financial Insights: A Case of Data Analytics at Eduylr India	10	9	10	9	39	39
3	00313703922	Mohd Saami Nasser	Study of the Business Model Followed by Airpay Payment Services	10	9	10	9	39	39
4	00413703922	Dhiva Sharma	A study of HR talent acquisition at erekrut	8	8	9	9	26	30
5	00513703922	Deepanshu Tyagi	Analyzing and understanding Operations and Marketing Strategies used in a manufacturing industry.	8	8	9	9	35	35
6	00613703922	Manisha	A study Social media marketing : case of S.V Traders	9	9	9	9	35	36
7	00713703922	Avneesh Kumar	A STUDY ON STOCK ANALYSIS WITH FUNDAMENTALS WITH TO IT SECTOR	8	8	8	8	34	35
8	00813703922	Paras Chhabra	A study on factors affecting the investment of customers towards life insurance at Shriram life insurance company limited.	10	9	10	9	39	39
9	00913703922	Manish Pal	Analysis of financial statements of pawan aaradhya & Co.	10	9	10	9	38	38
10	01013703922	Pooja Dhiami	Enhancing code efficiency and functionality: A comprehensive exploration of Python Tools	8	9	8	8	37	35
11	01113703922	Aakriti Chauhan	A Study on Employer Branding-Employer of choice at Persistent Systems	9	9	9	8	38	37
12	01213703922	Sahil Batra	Data Detective: Uncovering Insights Through Sourcing and Research at Tridge Solutions	10	9	10	9	38	38
13	01313703922	Anisha Gambhir	A study on recruitment and selection process	9	9	9	8	37	36
14	01413703922	Abhijeet Kumar	A STUDY OF CUSTOMER PERCEPTION ON AURA INDIE COMPANY	10	9	10	9	38	38
15	01513703922	Simran Rejora	A study on strategies of cash management	10	9	10	9	38	38
16	01613703922	Sonika	Digital marketing strategy of Amazon	9	9	9	8	38	37
17	01713703922	Aman Yadav	A study of supply chain management	8	9	8	8	37	35
18	01813703922	Ishaant Dhawan	Analysis of Marketing Strategies At Pulhaant Marketing	10	9	10	9	39	39
19	01913703922	Ritik Dharti	To Analyze The Short Term Loan Approval Process of HDFC Bank	8	8	9	9	35	35
20	02013703922	Cheshta Arora	A Study on effectiveness of recruitment and selection process at support star	Dr. K. L. Rana	10	9	9	39	39
21	02113703922	Kirti Saini	A Study on Recruitment Process at Erekrut	Dr. Rachita Rana	8	8	8	35	34
22	02213703922	Gaurav Gautam	Product Development Process at Spark Alloy Industries	Director of Information Management New Delhi	8	8	4	21	20
23	02413703922	Harsh	A study of data mining and AI Enhanced Content Strategy at Tridge Solution Pvt. Ltd.	8	9	8	8	35	34



24	02513703922	Ayush	A Study on HR Recruitment Process at Reliable Allied Services	8	9	8	8	8	35	34
25	02613703922	Ankit Ray	A study on marketing operations of Varun Beverages Limited across Delhi/NCR.	8	9	8	8	8	37	35
26	02713703922	Revanth J	Analyzing and Visualizing Recent Job Trends: The Study of Multiple Job Portals through Data Mining & Data Visualization	10	9	10	9	9	39	39
27	02813703922	Tarun Grover	A STUDY OF DIGITAL MARKETING CAMPAIGN AT ANIMAL BOOSTER NUTRITION	10	9	10	9	10	38	38
28	02913703922	Ankur	A study of data analytics at edulyt india	8	9	8	8	8	37	35
29	03013703922	Riya Chaudhary	A STUDY ON EMPLOYEE SATISFACTION OF INFONITY	7	9	8	8	8	36	34
30	03113703922	Tanu Jindal	"A STUDY OF RECRUITMENT PROCESS BENEFITING EMPLOYEES AT INFONITY"	8	9	7	8	8	36	34
31	03213703922	Namita Bajaj	A study on Applications of tally in CQS	7	9	7	8	8	35	33
32	03313703922	Zahara Alavi	Talent acquisition in WHY ventures	8	9	7	8	8	36	34
33	03413703922	Nidhi Pal	A Study Of HR-Talent Acquisition at Concentrix	6	8	7	7	7	36	32
34	03513703922	Urvashi	A comprehensive study on maruti suzuki india limited	7	7	7	8	8	33	31
35	03613703922	Paras Kumar	A Study on Digital Marketing-SEO Tools of CQS	9	9	9	8	8	38	37
36	03713703922	Neeti Sharma	HR Process Improvement with reference to MINDA	7	9	8	8	8	36	34
37	03813703922	Kamini Ghosh	Study on Reconciliation and financial management	8	8	8	9	9	36	35
38	03913703922	Hemant Berwal	Study on role of project financing	9	8	9	8	8	38	36
39	04013703922	Manan Khurana	A Study of Optimizing E-Commerce Marketing Strategies	8	9	7	8	8	36	34
40	04113703922	Aishwarya Ashok	A study on sales management techniques	8	8	7	7	7	36	33
41	04213703922	Naitik Pandey	A Study on Geeken's Digital marketing Approaches	8	9	8	8	8	37	35
42	35113703922	Nishita Veervani	HR Data Mining & Analysis At: TheEdge Solutions Pvt.Ltd	10	9	10	9	9	39	39
43	35213703922	Anany Sinha	Data Analytics at Edulyt India	9	8	9	8	8	38	36
44	35313703922	Shruti Khurana	Sales and Human Resource Management	10	9	10	9	9	38	38
45	35413703922	Mayank Gothwal	A Study on Types of SEOs implementation at CQS	9	9	9	8	8	37	36
46	35513703922	Saksham Rana	A study on managing operations at spaceyak	7	9	8	8	8	36	34
47	35613703922	Prabhjot Singh Shah	Analyzing and Visualizing The Studyof Job Opportunities as a Editor	8	8	9	9	9	26	30
48	50113703922	Mohd Aman Ansari	A study of influencer marketing at developing bec	9	8	9	8	8	38	36
49	50213703922	Inderjeet Singh	Work Study On Data Analytics at Edulyt India	7	7	7	8	8	33	31
50	50313703922	Simran Singh	A Comprehensive Analysis of SEO Tools in Digital Marketing at CQS Training	9	9	10	9	9	38	38
51	50413703922	Neha Chauhan	SEO and it's important in digital marketing	9	9	10	9	9	38	38
52	50513703922	Tanya Jawlia	A study on practical applications of SEO Tools at CQS	9	9	9	8	8	38	37
53	50613703922	Swati Sharma	A study on social media and engagement at niti sayog govt of india	9	9	10	9	9	38	38

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Project Coordinator
 Dr. Rachita Rathi

34	03513703922	Urvashi	7	7	7	7	7	7	8	8	33	33	33	7	7.71	8.2	8.25
35	03613703922	Paras Kumar	9	9	9	9	9	9	8	8	38	38	38	9	9.29	9.2	9.5
36	03713703922	Neeti Sharma	7	7	9	9	8	8	8	8	36	36	36	8	8.57	8.8	9
37	03813703922	Kamini Ghosh	8	8	8	8	8	8	9	9	36	36	36	8	8.57	9	9
38	03913703922	Hemant Berwal	9	9	8	8	9	9	8	8	38	38	38	8.67	9.14	9.2	9.5
39	04013703922	Manan Khurana	8	8	9	9	7	7	8	8	36	36	36	8	8.57	8.8	9
40	04113703922	Aishwarya Ashok	8	8	8	8	7	7	7	7	36	36	36	7.67	8.43	8.6	9
41	04213703922	Naitik Pandey	8	8	9	9	8	8	8	8	37	37	37	8.33	8.86	9	9.25
42	35113703922	Nishita Veerwani	10	10	9	9	10	10	9	9	39	39	39	9.67	9.71	9.6	9.75
43	35213703922	Anany Sinha	9	9	8	8	9	9	8	8	38	38	38	8.67	9.14	9.2	9.5
44	35313703922	Shruti Khurana	10	10	9	9	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5
45	35413703922	Mayank Gothwal	9	9	9	9	9	9	8	8	37	37	37	9	9.14	9	9.25
46	35513703922	Saksham Rana	7	7	9	9	8	8	8	8	36	36	36	8	8.57	8.8	9
47	35613703922	Prabhjot Singh Shah	8	8	8	8	9	9	9	9	26	26	26	8.33	7.29	7	6.5
48	50113703922	Mohd Aman Ansari	9	9	8	8	9	9	8	8	38	38	38	8.67	9.14	9.2	9.5
49	50213703922	Inderjeet Singh	7	7	7	7	7	7	8	8	33	33	33	7	7.71	8.2	8.25
50	50313703922	Simran Singh	10	10	9	9	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5
51	50413703922	Neha Chauhan	10	10	9	9	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5
52	50513703922	Tanya Jawlia	9	9	9	9	9	9	8	8	38	38	38	9	9.29	9.2	9.5
53	50613703922	Swati Sharma	10	10	9	9	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5

CO Percentage >75											CO1	CO2	CO3	CO4	Average
Level Achievement											49	50	50	50	49.75
% Attainment											0.82	0.83	0.83	0.83	0.83

[Signature]
Project Coordinator



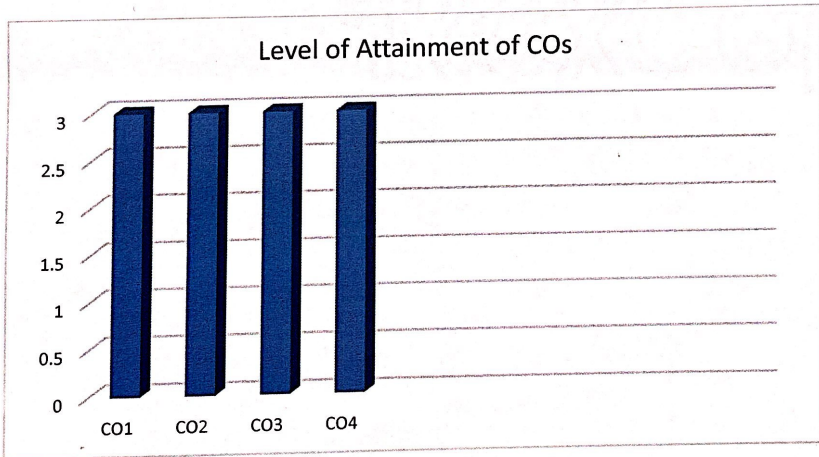
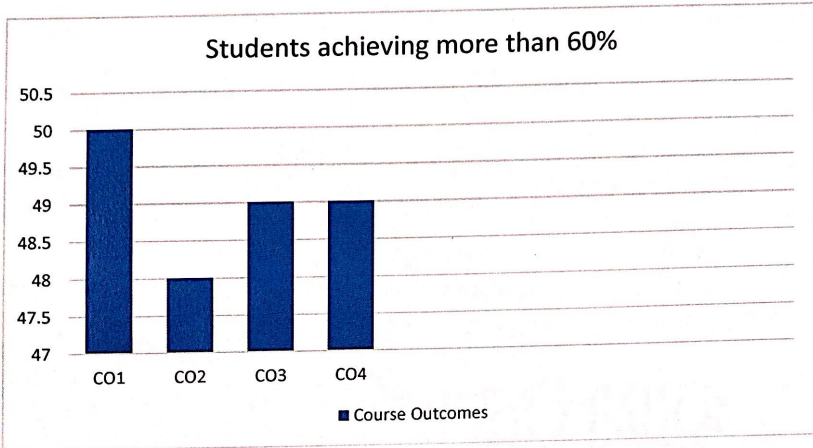
[Signature]
HOD-MBA

Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology & Management New Delhi

Performance Graph

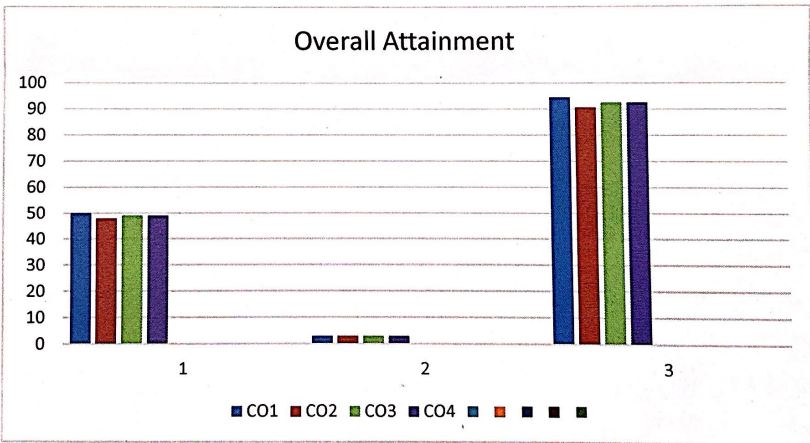
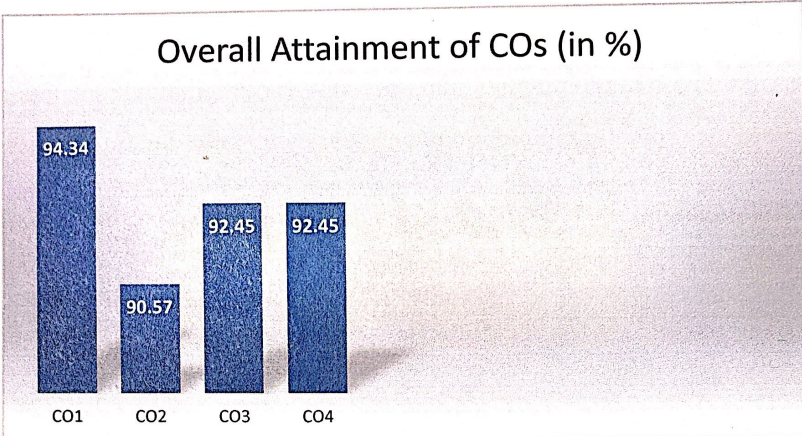
Subject Code : 101

Subject :MPOB



Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology & Management
New Delhi





S.No	Parameters
1	Students with more than 60% in COs
2	Total No of Students Level Achievement
3	%Attainment

Rachita Rana
 Dr. Rachita Rana
 Director
 Institute of Information Technology &
 Management New Delhi

