



# AJEENKYA

## D Y PATIL UNIVERSITY

### End Term Examinations (April/May 2019)

**School: School of Management**

**Course: Master Thesis 2019**

**Semester: IV**

**Max Marks: 250**

**Program: MBA (BIS/MaC)**

**Course Code: MGT651**

**Duration: 3 Hours**

- Note :
- The Research Proposal will be evaluated by the faculty in charge on the given parameters.
  - The Master Thesis (Report) will be evaluated by the faculty in charge on the given parameters.
  - The Jury will evaluate the Master Thesis (Presentation) on the given parameters.

S.No	Parameters of Evaluation – Research Proposal	Max Marks
1	Title: It should be short, specific and should precisely convey the objective and scope of study.	7
2	Introduction: It should include broad objectives of the study, description of the problem, justification and significance of proposed study in terms of possible benefits and impact.	10
3	Objectives of the study: The specific objectives of the study are listed here.	8
4	Database: Describe the data or information sources available for study of the project; Proposed target population, sample size and data collection instruments to be clearly mentioned.	5
5	Methodology/Analytical Procedures: This section should summarize proposed analytical procedures regarding sample size estimation, hypothesis formulation, and choice of statistical testing procedure to be used for interpreting the data and address the research problem.	10
6	Project Schedule: The time frame to be followed for completion of each of the major phases of the study to be stated.	5
7	References: Literature studied and to be studied to be mentioned separately; Web pages with complete URL and the title of the page. Standard referencing formats to be used	5
	<b>Total (A)</b>	<b>50</b>

<b>S.No.</b>	<b>Parameters of Evaluation – Report</b>	<b>Max Marks</b>
1	Research objectives: Clear definition of research objectives, tasks or hypothesis. Precise narration of task involved and setting realistic goal for concrete results.	10
2	Quality of thesis: Structure, formatting, presentation, use of correct spellings & grammar, quality of language, flow of thoughts, logical sequence, effectiveness in deriving the recommendations/findings.	10
3	Research Design & Methodology: Clarity in designing the research project, formulation of hypothesis, selection of suitable methodology.	15
4	Data collection, tabulation, analysis and interpretation: Collection of relevant data, accuracy of facts, tabulation of data in an appropriate manner, analysis of data and interpretation for decision making.	15
5	Findings & Suggestions: Objectivity, testing of hypothesis, Findings of the research, logical conclusions, implications for implementation, suggestions derived from the study, areas of further research.	15
6	Originality: Independent thought processes, original contribution, identifying and presenting learning outcomes.	10
7	Planning & Implementation: Efficient planning and implementation of research processes, effective time management, usefulness of data visà-vis objectives of research.	15
8	Literature review and bibliography: Extensive review of literature such as books, journals, articles on net, cross reference to other research works, etc. and presenting the reference material in a systematic and standardized format.	10
<b>Total (B)</b>		<b>100</b>

<b>S.No</b>	<b>Parameters of Evaluation – Jury Presentation</b>	<b>Max Marks</b>
1	Quality of Presentation: Objectives, scope & structure of presentation, color schemes, fonts, pictures, animation, use of supporting material for presentation, etc.	15
2	Research focus: Research design, appropriateness of methodology, application of research tools and techniques, data analysis, presentation, interpretation, etc.	25
3	Findings/ Recommendations: Properly chronicled analysis, suitable recommendations, practicality of recommendations	25
4	Communication ability: Clarity of thought & expression, correct usage of language, transforming ideas into proper presentation, delivery style, eye-contact, body-language and confidence	15
5	Handling Question Answers: Preparedness for unexpected and tricky questions, convincing ability and precise response to questions.	20
<b>Total (C)</b>		<b>100</b>
<b>Grand Total (A+B+C)</b>		<b>250</b>