

## Group assignment for Managerial Economics

### Guidelines

The group assignment of 30 marks would be an industry analysis. The assignment will test the participants understanding of the theoretical concepts developed and discussed in class and test their ability to apply it to critical analysis.

#### A. The Assignment

Identify an industry in India or abroad. Characterize the industry and discuss its evolution. Analyse the performance of key player/players in terms of their product, output, price, revenue, profit etc.

#### B. Deliverables

- The participants group will choose an industry of their interest.
- Data included in the analysis may be from databases such as Prowess; Company annual reports from Bloomberg and similar secondary sources. The sources of data should be mentioned.
- The outer limit for the size of the report should be 10 pages.
- The analysis should be connected to theory learnt in class. Focus should be on the application of the theory.
- A plagiarism report should be submitted along with the project report.

#### C. Organization of the report

- Title – it should be interesting and justified by the work
- Introduction – should include importance of the industry and justification for the selection of the industry
- Objective of the analysis
- Evolution/ Key developments in the industry along with Government policy intervention (if any) overtime
- Analysis of structure, market share, degree of competition
- Analyse the performance of the key player/players in the industry in terms of their product, output, price, revenue, profit etc.
- Conclusion – should touch upon the issues, challenges and prospects

#### D. Scheme of Marks

Title – (2)

Introduction – (3)

Objective of the analysis – (5)

Evolution/ Key developments in the industry along with Government policy intervention (if any) overtime – (3)

Analysis of structure, market share, degree of competition – (5)

Performance of key player/players – (5)

Conclusion – (5)

References and sources – (2)

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