

DBB1206 – Term Paper
Bachelor of Business Administration (BBA)
Second Semester



Directorate of Online Education

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TERM PAPER GUIDELINES FOR BBA

1. INTRODUCTION

Term Paper (DBB1206)

Every Learner will undertake study with related to any industry / company with any topic of his/her choice from the given list, as per the guidelines given below; also, the learner needs to submit the Executive Summary along with the report will be evaluated based on Content and Q&A.

2. GUIDELINES

- Completed term paper must be typed and formatted neatly and soft copies should be uploaded on or before the submission cut-off date.
- Follow the specified format and complete all the details, ensure that you report according to the specified guidelines, the page limit shall not exceed 15 pages of A-4 size (including the Executive Summary).
- Use Times New Roman, (Size 14, Bold) for Title, Times New Roman, (Size 12, Bold) for Sub-Titles, Times New Roman, (Size 12) for content, 1" Margin in all sides and Justified alignment for the entire document.
- Term Paper submissions are accepted only in .doc or .docx or .pdf format. Term Paper report submitted in ZIP / RAR or any other format will not be considered for Submission and will be awarded Zero marks.
- Multiple submissions are not allowed. Late submissions will NOT be accepted.
- Please restrict the term paper document size to <5 MB. Insert images (wherever required) of very high resolution into the document within the specified file size limit.
- Upon successful submission of Term Paper in LMS, you can verify using preview tab the document submitted. In case the file format has been corrupted due to any reason or wrong document submission, will not be considered for evaluation.
- If your report is on pen drive, please copy the files to system local drive and then upload your report.

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3. TOPICS FOR TERM PAPER

1. Communication
2. Business Environment
3. Marketing Management
4. Computer Fundamentals
5. Finance / Accounting
6. Human Resource Management
7. Quality Management
8. Retail Management

Learners can select any one topic from the above-mentioned list of topics.

4. FORMAT & GUIDELINES FOR PREPARATION & SUBMISSION

4.1 Term Paper Report Model / Format:

Section	Chapter	Topic	Word Limit
Section – A		Executive Summary	Not more than 800-1000 Words
Section – B (Term Paper Report)	I	Introduction	
		- About Topic	Not more than 600 words
		- About Company / Industry	Not more than 1000 words
	II	Objectives of the study	Not more than 300 words
	III	Review of Literature	Not more than 2500 words
	IV	SWOT Analysis	Not more than 2000 words
	V	Discussion / Practical Implication	Not more than 1500 words
	VI	Scope for further study	Not more than 500 words
	VII	Conclusion	Not more than 500 words
		Reference	Maximum of 8-10 references
Section – C		Answer for Viva Questions	200-250 words for each question

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4.2 Content Page:

Following details can be uploaded on Content Page of Term Paper

Term Paper (DBB1206)

Every Learner will undertake study with related to any industry / company with any topic of his/her choice, as per the guidelines (shared separately).

Learners are instructed to prepare the term paper in single file (PDF) as per the guidelines for evaluation. Document submissions are accepted only in.pdf format. Assignments submitted in ZIP / RAR or any other format will not be considered for Submission and will be awarded Zero marks for term paper.

File Name can be Name of the Learner Reg.No Termpaper

4.3 List of questions for preparing Section C:

Answer all questions. Each question carries equal marks (5X4=20 Marks)

1. What prompt you to choose this topic?
2. How would you have connected objectives of your topic with the review of literature?
3. What are the challenges you faced while conducting your term paper data collection?
4. How can you relate objectives of your study with conclusion through the SWOT analysis?
5. How would you bridge the gap in your term paper and industry practice?

5. EVALUATION CRITERIA

Section	File/Document	Marks
Section - A	Executive Summary	30
Section - B	Term Paper Report	50
Section – C	Answer for Viva Questions	20
Total		100

TERM PAPER GUIDELINES FOR BBA

Last date for submission of Term Paper would be 30, June 2023. This is the last date, and no further extension will be considered.

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