HINTS TO MBA STUDENTS ON HOW TO DEFINE THE PROBLEM – FOR ONLINE SUBMISSION

PROBLEM DEFINITION:

The problem definition is a very brief DESCRIPTION (not more than 255 characters) about the problem you are going to solve in your project work. The members of the review committee must have clear view of the nature of problem you are going to work on. This will help in the speedy approval of your project proposal.

Listed below are some examples of problem definitions (submitted in the past) that have given a clear view to the reviewers on the nature of the problem.

EXAMPLES

General Management

Example 1

This study is to measure the service quality using the GAPS model in a higher educational institution.

Example 2

The study will focus on the variables that influence the maintenance of an effective supply chain in a departmental store chain.

Human Resource Management

Example 1

To understand the different patterns of workplace emotions, to know about the cause of emotions at work place, to identify the best methods of managing emotions at work place and to analyze the various impacts of emotional labor in the company.

Example 2

To find out the nature and extent of job stress experienced by people working at different levels in the organizational hierarchy and to suggest remedial measures to overcome the problem of job stress.

Financial Services Management

Example 1

To identify the awareness of DEMAT ACCOUNT in stock trading and to analyze the problem faced by respondent in online trading. To find out the investor satisfaction level in depository services.

Example 2

This study is to identify the significance of financial statements and to forecast future earnings and profitability for a robust policy making with regards to procurement and allocation of funds.

Retail Management

Example 1

This study is to determine the factors that influence e-shopping behavior by net surfers.

Example 2

To identify the factors that influences the buyer behavior for used cars in an urban location (With special reference to Chennai city).

Technology Management

Example 1

This study is to identify the various factors that influence change management with reference to switchgear manufacturing company.

Example 2

The objective is to study the effect of 3G on Indian telecom industry and to know how and why people are shifting to adopt 3G and the popular applications in 3G.

Health Services Management

Example 1

The objective of this study is to determine the extent to which the ultrasound diagnostics has been helpful in the treatment and monitoring of the fetus and for the purpose of electronic record maintenance for statistical research.

Example 2

To undertake a study that will minimize the waiting time of patients in a Scan center and to measure their satisfaction levels with respect to the center.

IMPORTANT NOTE: The students must produce a permission letter from the company for all company related projects

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