

# **Sadhu Vaswani Institute of Management Studies for Girls 6, Koregaon Road, Pune 411001**

**Academic Year 2024-25**

**MBA – I – SEMESTER II**

**207 RM – 02 Desk Research**

## **CONTENTS OF VARIOUS CHAPTERS**

### **Chapter 1 – Introduction**

#### 1.1 Industry Analysis

- Identify the industry and key players
- Market Share
- Classification of Players
- Branding Strategies
- Geographical Spread
- Innovations in the Industry

### **Chapter 2 - Promoters and Management Ethos**

#### 2.1 Profile of Key Personnel

#### 2.2 Corporate Governance

- Meaning of Corporate Governance
- Model of Corporate Governance
- Corporate Governance Practices at Company 1 to 5
- Is the company fulfilling the norms of Corporate Governance?
- Different types of committees existing in the company with their functions in brief

#### 2.3 Corporate Social Responsibility (CSR) Initiatives:

- Meaning/Definition of CSR
- CSR Policy
- 2.4 CSR at Company 1 to 5 - The activities undertaken by the company are to be divided into 3 categories:
  - Social/Community Development
  - Environment
  - Education
- Total Expense incurred on above. Also calculate its % on the basis of PAT.

#### 2.4 Initiatives towards Social Inclusion

## **Chapter 3 – External Environment**

3.1 Governing Body - Controlling Ministry/Regulator

3.2 Measures taken by Governing Body to streamline business practices

3.3 Issues affecting the industry (National & Global)

3.4 Environmental Issues

## **Chapter 4 – Financials**

The ratios to be calculated for five companies in the industry should be for five years. They are categorised into 3 parts:

4.1 Short Term Ratios

- Current Ratio
- Liquid Ratio
- Stock Turnover Ratio

4.2 Long term Ratios

- Fixed Asset Turnover Ratio
- Proprietary Ratio
- Debt-Equity Ratio

4.3 Profitability Ratios

- Gross Profit Ratio
- Net Profit Ratio
- EPS

## **Chapter 5 – Recent Developments**

5.1 Impact of latest Fiscal Policy

5.2 Impact of latest EXIM Policy

5.3 Mergers and Acquisitions

5.4 Expansion in Global Market

5.5 Technological Developments

5.6 Labour Unrest

5.7 Emerging First-Generation Entrepreneurs

5.8 Corporate Wars and Feuds, if any

5.9 Future Plans

## **Chapter 6 – Findings, Recommendation and Conclusion**

6.1 Summary of Ratio Analysis

6.2 Recommendations

6.3 Conclusion

**References in APA style**

## SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

Course Code	207 RM - 02
Course Title	Desk research
Faculty	Dr. Divya Lakhani
Coordinator	Dr. Prognadipta Das

Students should work in groups of 4-5 each.

The information about the group members and industry chosen has to be communicated before 25 November 2022. No two groups should prepare the report on same company.

Students shall study various aspects of the company under consideration.

The evaluation shall be made by a panel of two examiners. One of the examiners shall be the internal faculty. The other examiner may be an external faculty or a person from the relevant industry.

### Session Plan:

Sr No	Description
1-3	Chapter 1 – Introduction Introduction to the subject Formation of groups Selection of Industry and Companies
4	Overview of APA Referencing Style
5-7	Chapter 2 - Promoters and Management Ethos Corporate Governance CSR
8	Chapter 4 – External Environment Governing Body Issues affecting the Industry – National and International
9-10	Chapter 5 – Financials Listing details on BSE, NSE and international stock exchanges Types of ratios Graphical Representation and its analysis
11	Chapter 5 – Recent Developments Identify the Mergers and Acquisitions, its impact on companies Expansion plans of company Technological advancement in the concerned industry

12	<p>Chapter 6 – Findings, Recommendation and Conclusion</p> <p>Process of preparing summary of ratio analysis</p> <p>Points to be considered while writing recommendation and conclusion</p> <p>Mind Map – Showcasing the company information</p>
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**Evaluation Parameters:**

CO6	Report	20
CO5	Presentation	15
CO5	Viva – Voce (Question and Answer)	15
	<b>TOTAL</b>	<b>50</b>

**Rubrics:**

<b>Parameter</b>	<b>Satisfactory</b>	<b>Good</b>	<b>Very Good</b>	<b>Score</b>
Report writing	Report prepared with 4 chapters  12 Marks	Report prepared with 5 chapters  15 Marks	Report prepared with all 6 chapters 18 Marks	18
	Basic Formatting  1 Mark	Intermediate Formatting 2 Marks	Advanced Formatting 3 Marks	3
Presentation [Content, Comprehensiveness of slides, time management and Presentation skills]	Basic  10 Marks	Intermediate  12 Marks	Advanced  14 Marks	14
Viva – Voce	Answered 3 out of 5 questions 9 Marks	Answered 4 out of 5 questions 12 Marks	Answered 5 out of 5 questions 15 Marks	15
				<b>50</b>

**SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS**  
**Academic Year 2024-25 (BATCH 2024-2026)**  
**MBA I - SEMESTER II - ELECTIVE COURSE**  
**(2024 Pattern)**

**207 - RM -02 DESK RESEARCH**  
**LIST OF GROUPS**

Name of Industry	Name of Company	Roll No.	Name of Student
<b>GROUP 1</b>			
Electronic Appliances	Eureka Forbes	24101	Alisha Deepak Jagtiani
	Usha International	24105	Akansha Jitendra Jaiswal
	Bajaj Electricals	24106	Tejal Kashinath Gore
	Havells	24113	Saniya Anil Bulani
	Luminous	24120	Roshni Sanjay Govindwani
	Crompton Greaves	24122	Gitika Deepak Talreja

<b>GROUP 2</b>			
Pharmaceutical Industry	Cipla	24121	Hasmita Shyam Tilokchandani
	Dr. Reddy's Ltd.	24153	Simran Mohammadshafik Maniyar
	Lupin Ltd.	24158	Khushbu Laxman Sukhwani
	Mankind Pharma	24160	Anuja Nitin Shewale
	Sun Pharma	24162	Sakshi Rahul Ghule

<b>GROUP 3</b>			
Motor Car Industry	Mahindra & Mahindra	24128	Neha Tanaji Bidave
	Maruti Suzuki	24131	Chandrashekhar Karemore Shruti
	Ford Motors	24143	Vaibhavi Santosh Parte
	Tata Motors	24149	Prajakta Manojkumar Desai
	Volkswagen	24156	Srushti Rajendra Kumar Desai

<b>GROUP 4</b>			
Banking	ICICI Bank	24102	Vedika Prashant Galande
	Kotak Mahindra Bank	24107	Sanskruti Pravin Pawar
	HDFC Bank	24109	Sakshi Vijay Kumbhar
	SBI Bank	24140	Khushi Sham Galande
	Union Bank of India	24144	Sneha Amrut Dhabekar
	Punjab National Bank	24152	Priyanka Pyarelal Katariya

<b>GROUP 5</b>			
Iron and Steel	Steel Authority of India	24112	Vanalika Lilaram Achtani
	National Mineral Development Corporation	24116	Rhea Shane Belsher
	Jindal Steel & Power	24117	Muskaan Dinesh Awatramani
	JSW Steel Ltd	24123	Aditi Jagdish Pathak
	Tata Steel Ltd	24127	Taanvi Prabhakar Yadav

<b>GROUP 6</b>			
	Axis Max Life Insurance Ltd	24103	Zainab Ali Hasnain Parekh
	PNB MetLife Insurance	24111	Riya Surendra Bahadur Singh

Name of Industry	Name of Company	Roll No.	Name of Student
Life Insurance	HDFC Life Insurance Co Ltd	24130	Palak Brindavan Tiwari
	Bajaj Allianz Life Insurance Co. Ltd	24147	Priyanka Rajendra Patil
	ICICI Prudential Life Insurance Co. Ltd	24151	Ekta Mahesh Kumar Wadhwani

**GROUP 7**

IT Industry	HCL Tech	24114	Bhagirathi Chandrakant Malage
	Wipro	24125	Anisha Vijay Kale
	TCS	24136	Tanuja Tukaram Neharkar
	Tech Mahindra	24137	Shivani Ram Deshmukh
	Infosys	24154	Vaishnavi Mahesh Khakre

**GROUP 8**

Cosmetics	Kay Beauty	24108	Janhvi Pravin Gaikwad
	Lakme	24118	Komal Ruchandani
	Mamaearth	24142	Vaishnavi Vasanttrao Shirame
	Nykaa	24161	Shagun Shinde
	Forest Essentials	24164	Nithuna Jonhson

**GROUP 9**

E-Commerce	Myntra	24104	Rutuja Nainkumar Rodge
	GoColours	24124	Divya Mahesh Sadhwani
	Flipkart	24134	Nikita Nilesh Waghmare
	Nykaa	24141	Akshata Shivanand Govankop
	Snapdeal	24150	Karishma Ishwar Kewlani

**GROUP 10**

Aviation	IndiGo	24126	Saima Altaf Bepari
	Spice Jet	24139	Khushi Karim Dhamani
	GoAir	24145	Rachana Sunil Borkar
	Hindustan Aeronautics Limited	24155	Alisha Gopalrao Pagrut
	Air India	24163	Muneebahsultana Abdul Haseeb Siddibilal

**GROUP 11**

Telecommunication	Bharti Airtel	24133	Aishwarya Vilas Birajdar
	BSNL	24135	Ritika Atul Kamble
	Tata Telecommunication	24146	Perna Vijay Gaikwad
	Reliance Jio	24148	Pratiksha Uttekar
	Vodafone	24159	Kajal Mishra

**GROUP 12**

FMCG	Dabur Ltd	24115	Saloni Upendra Mishra
	Nestle	24129	Priyanka Santosh Kakade
	Tata Consumer Products limited	24138	Dhanashri Ravikant Sonone