Syllabus

SUBJECT

MBA (Chemical Sales and Marketing Management) (Previous)

(2011-2012)

INSTITUTE OF DISTANCE EDUCATION
SCHOOL OF STUDIES IN DISTANCE EDUCATION
JIWAJI UNIVERSITY, GWALIOR

Syllabus

MBA (CSMM) (Previous)

Chemical Sales and marketing Management

Scheme of Examination

Each theory paper marks are divided into two parts:

- Theory paper will be of 70 marks for which minimum pass marks are 21.
- Assignment will be of 30 marks for which minimum pass marks will be 12.
- In aggregate passing marks of theory and Assignment should not be less than 40% in each subject.

MBA (CSMM) (Previous)

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title of the Paper</th>
<th>Maximum</th>
<th>Minimum</th>
<th>Total Min.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Theory</td>
<td>Assignment</td>
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</tr>
<tr>
<td>DCSMM 101</td>
<td>Marketing Management</td>
<td>70</td>
<td>30</td>
<td>21</td>
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<tr>
<td>DCSMM 102</td>
<td>Organisational Behaviour and Human Resource Management</td>
<td>70</td>
<td>30</td>
<td>21</td>
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<tr>
<td>DCSMM 103</td>
<td>Advertising, Sales and Distribution Management</td>
<td>70</td>
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<tr>
<td>DCSMM 104</td>
<td>Biochemistry and Microbiology</td>
<td>70</td>
<td>30</td>
<td>21</td>
</tr>
<tr>
<td>DCSMM 105</td>
<td>Medicinal Chemistry -I</td>
<td>70</td>
<td>30</td>
<td>21</td>
</tr>
<tr>
<td>DCSMM 106</td>
<td>Anatomy Physiology</td>
<td>70</td>
<td>30</td>
<td>21</td>
</tr>
</tbody>
</table>

40 % and above but less than 50 % in aggregate : Third Division
50 % and above but less than 60 % in aggregate : Second Division
60 % and above in aggregate : First Division
75 % and above in aggregate : First Division with distinction

Note : - A candidate failing in two subject shall be allowed to appear in (Distance Mode) supplementary examination held with next year examination
DCSMM 101 MARKETING MANAGEMENT

UNIT - I Marketing: An Overview –


UNIT – II Product and Price Management –


UNIT – III Promotion and Distribution Management –

Promotion Management - Concept of Marketing Communication, Marketing Communication Process, Promotion Concept, Types of Promotion and Promotion Mix, Advertising (Nature, Scope, Role, Importance, Developing ad programme), Sales Promotion (Purpose, Decisions and Types), Personal Selling (Designing and Managing Sales force, Principles of P.S.), Public Relations (Decision in P.R.).

Distribution Management – Role, Importance, Types, Levels, Influencing factors, Channel design and management decisions, Physical Distribution (Importance and Types), Retailing and Whole selling Types, Fronds and Decision.

UNIT – IV Marketing and Different Fields –

Industrial Marketing: Industrial Marketing perspective, industrial vs consumer marketing, classification of industrial goods, types of organizational customer and their characteristics, segmenting organizational market, industrial marketing planning, industrial buying process, buying situation analysis, vendor rating analysis.

UNIT – V Customer Relationship Management:

Definition, measurement of CRM, customer response, customer satisfaction, loyalty and customer retention, complaint management, customer retention and its effect on profitability, strategies for improving customer retention, six E’s of relationship marketing, CRM implementation.

Reference Book:-

Marketing Management by Philip Kotler
Marketing Management by C.N. Sontakki
Consumer Behaviour by Schiffman, Kaunk & Kumar
Managing and measuring consumer satisfaction by Parimal H. Vyas
DCSMM 102 ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT


Biological foundation of Human Behaviour.
Personality: Concept, determinants, affect of personality on Behaviour, Personality traits, theories and test of Personality.
Learning: Definition, theories, Shaping and learning Curves.
Attitudes: Concept, Characteristics functions, and formation of attitude; Measurement of attitudes, Cognitive Dissonance theory.
Perception: Concept, process and factors affecting it.

Unit – II Group Dynamics – Concept, Characteristics types, Stages of Group Development, Group Behaviour models, Group Cohesiveness, Group norms, Group think and group shift.
Work Teams: Group Vs. teams, Types Creating high performance teams, Turning Individuals into team players.

Organisational Power Structure and Leadership Patterns:
Power: Meaning and Types, Distinction between Power, Authority and influence Contingency approaches to power.
Leadership: Meaning, traits of an effective leader, leadership behaviour, leadership styles, managerial grid, Fiedler’s Contingency Model.

Unit – III Organisational Changes and Development:
Organisational Changes: Definitions, Goals of OC, forces for change, Resistance to change, Overcoming Resistance and managing Organisational change.
Organisational Development: Concepts, values, techniques, Organisational Culture and climate, Organisational effectiveness, Management of Stress and conflict in Organisations.

Unit – IV Introduction:

Recruitment and Selection:
Recruitment policy, Sources of recruitment, Methods of recruitment and Effectiveness of recruitment programme.
Selection – Policy and Process, Selection tests and Interview.

Unit – V Training and Executive Development:
Types of training methods, Purpose, Benefits, Resistance, Executive development programmes, Common practices, Benefits, Self development, Knowledge management.

Promotion Demotion and Transfer:
Concept of promotion, Promotion policy, Promotion plans, Promotion programmes and Problems in promotion.
Transfer- Meaning, Objectives, Types, Policy and Programmes.
Concept of placement, Factors of demotion, Demotion policy, Types of separation and Career planning.

Reference Book:-
Human Resource Management by C.B.Gupta
Human Resource Management By T.N.Chabbra
DCSMM 105 MEDICINAL CHEMISTRY -I

UNIT–I General Pharmacological Principles
a) Drug nomenclature, routes of drug administration.
b) Pharmacokinetics: Passive diffusion and filtration, specialized transport, absorption, bio-availability, distribution, bio transformation (metabolism), Excretion, clearance, plasma half life, loading and maintenance dose, prolongation of drug action.
d) Adverse drug effects.

UNIT – II Antipyretics analgesics
a) Some common antipyretic drug: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of paracetamol, aceta-nilide, aspirin, cincomphen, phenazone, mfenamic acid
b) Opioid analgesic or Narcotic analgesic drugs: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Morphpene sulphate, codeine, levorphanon tartrate, metazocine, pethidine hydrochloride.
c) Non steroidal anti inflammatory drugs: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Indomethacine, Ibuprofen, Neproren, Auranofin.

UNIT-III
a) Sulphonamides: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Sulfanilamide, Sulfathiazole, Sulphadiazine, Sulfacetamide, Mafenide
b) Cotrimoxazole, Quinolones and Fluroquinolones: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of cotrimoxazole, ciprofloxacin, norfloxacin.
c) Anti Cancer Drugs: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Cyclophosphamide, Melphalan, Busulfan, Methotrexate.

UNIT – IV Antibiotics
a) β-Lactam antibiotics: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Penicilline (Benzyl penicilline, cloxacillin, ampiciline) and Cephalosporins (cephalexin).
b) Aminoglycosides Antibiotics: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Streptomycin, neomycin.
c) Tetracyclines and chloramphenicol: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Tetracycline, Minocycline and Chloramphenicol.
d) Mecrolide Antibiotics: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Erythromycin.
e) Treatment of urinary tract infection: Antimicrobial agents

UNIT -V
a) Antitubercular Drugs: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Isoniazid, Rifampin, Streptomycin.
b) Antileprotic Drugs: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Dapsone, Clofazimine, Rifampin.
c) Antimalerial Drugs: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Chloroquine, Primaquin Phosphate.
d) Antiamoebic & Antiprotozoal Drugs: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Metroniadazole, Diloxanide Furoate, Sodium stibogluconate, Pentamidine.

Reference Book:- Medicinal Chemeistry by K.D.Tripathi
DCSMM – 103   ADVERTISING, SALES & DISTRIBUTION MANAGEMENT

Unit - I  Promotional Communication  – Marketing communication, Process of Marketing Communication, Promotion as Communication, Growth of Promotion and Advertising, Noise in Communication, Elements of Promotion mix, Objective of Promotion communication, Factors influencing Promotion Mix.

Advertising World  – What is advertising? Role of Advertising, Reasons for Advertising, Advertising and Marketing Mix, Advertising as translation of product concept into customer benefits, as a information, as a tool of consumer welfare, Types of Advertising, Legal and Ethical issues in Advertising.

Unit – II  Advertising Decision  – Advertising Budget, Advertising Appeals, Media, Concept of media , Media Selection, Media Planning Process, Types of Media (Print Media, Electronic Media, Outdoor and Transit Media, Direct Marketing and Cinema), Ad-Effectiveness (DAGMAR Approach, Pre testing and Post testing all medias, Various approach).


Unit – IV  Concept and objective of sales management; Designing of sales force, objective and requirement of sales force. Sales force structure and size.

Sales organization, types of sales organization Recruitment, selection, training types, motivation, compensation and performance evaluation.

Unit – V  Personal selling (definition, Role, importance), types of personal selling, steps of personal selling, handling, objections qualities of successful sales man. DSR – Daily sales reports. Meaning, Nature and structures of distribution channel; functions and flows in channels; Types of channels; Channel Management, Relation ships and competitive dynamics. Role and functions of marketing intermediaries.

Reference Book:-
Advertising Management- P.K.Agarwal
Marketing Management- Philip Kotler
Foundation of Advertising- S.A.Chunawalla,K.C.Sethia
DCSMM 104 BIOCHEMISTRY & MICROBIOLOGY

Unit – I  
**Carbohydrates**
monosaccharide. Disaccharide and polysaccharide.

Unit – II  
**Proteins**
Classification, structure & separation Biosynthesis of protein: Structure, importance & biosynthesis of essential and nonessential amino acids. Transamination & oxidative deamination of amino acids. Introduction and Classification of Enzymes Chemical kinetics and mechanism of enzyme – substrate complex Factors governing enzyme activity & Isozymes & inhibition of enzymes
General structure of nucleic acid.

Unit – III  

Unit – IV
1. Introduction, History & Scope of Microbiology
3. Isolation & preservation of pure culture
4. Classification of bacteria
5. Growth factors of bacteria
6. Bacterial toxins
7. Identification of bacteria
8. Microbial Straining techniques

Unit – V
1. Principles of sterilization & Disinfections
2. Control of micro-organisms by physical & chemical method
3. Aseptic techniques & test for sterility
4. Method of evaluation of antimicrobial chemical agents
5. Infection & factors influencing infection
6. Bacterial disease – Tuberculosis, Cholera, Typhoid, Diphtheria
7. Viral disease – Influenza, Infective hepatitis, Poliomyelitis
8. Protozoan disease – Malaria

Reference Book:-
A Textbook of Biochemistry by Rama Rao
Outlines of Biochemistry by Conn, Stumpf & Roy Doi
DCSMM-106  ANATOMY & PHYSIOLOGY

UNIT – I  General: Muscular, Skeleton, System Joints and Glands
Introduction: Terminology and architechtories of Human body.
Cell – Basic structure of Cytoplasm, cellulose (Chromosomes and genes) and cell membrane, with their function.
Tissues: Classification, differences and function.
Mussels: Classification, differences and functions, Mechanism of muscular contraction
Skeleton: Bones and cartilage, types and function, Nomenclature of human bones
Joints: Type and movements, Nomenclature of various joints.
Glands: Type & functions Exocrine glands ; Endocrine glands, names, location, hormones and functions.

UNIT – II  Nervous system and Special senese organs: Basic structure of nervous system. Types of neurons classification of nervous system.
Brain: Parts and their functions and CSF.
Spinal chord: Structure and functions.
Cranial nerves: Name function, An idea of spinal nerves.
Autonomic nervous system: Sympathetic and parasympathetic nervous system and their functions.
Eye: Structure and vision.
Ear: Structure, hearing and balance.
Skin; Tongue and none: Structure function.

UNIT – III  Blood, circulatory system, Respiratory system
Blood: Composition and function, blood coagulation, immunity.
Basic plan of circulatory system.
Heart: Structure and Physiology
Arterial System: Major arteries, Blood pressure, Venous system.
Lymph: Lymphatic organs and circulation of lymph.

UNIT – IV  Respiratory system: Basic plan, Respiratory passage Functions of Respiration
Mechanism of Breathing, Pleural cavity, intrapleural pressure
Lung Trachea and Larynx.
Brief idea about long volumes and capacities
Bronchial asthma
Digestive, Urinary and Genital Systems:
Digestive system: Basic plan, Parts of alimentary, canal and function.
Digestive glands: Liver, Pan crease: Structure and functions.
Food: Nutritional value, Vitamins.(Water soluble and fat soluble vitamins)
Mal nutrition (Marasmus and kwashiorkor)

UNIT – V  Excretory System: Parts, function and urine formation.
Male genital system: Parts and function.
Female genital system: Parts and function.
Spermatogenesis and oogenesis
JIWAJI UNIVERSITY
GWALIOR

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(Final)

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SCHOOL OF STUDIES IN DISTANCE EDUCATION
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Syllabus

Syllabus: MBA (CSMM) (Final)

Chemical Sales and Marketing Management

Scheme of Examination

Each theory paper marks are divided into two parts:

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### MBA (CSMM) (Final)

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<th>Total Min. in Theo. &amp; Assig.</th>
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<tr>
<td>DCSMM 201</td>
<td>Business Environment</td>
<td>70</td>
<td>30</td>
<td>21 12 40</td>
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<tr>
<td>DCSMM 202</td>
<td>Management Accounting and Financial Management</td>
<td>70</td>
<td>30</td>
<td>21 12 40</td>
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<tr>
<td>DCSMM 203</td>
<td>Marketing Research and Analytical Techniques</td>
<td>70</td>
<td>30</td>
<td>21 12 40</td>
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<td>DCSMM 204</td>
<td>Medicinal Chemistry -II</td>
<td>70</td>
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<td>21 12 40</td>
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<td>DCSMM 205</td>
<td>Project (Equal to two Papers)</td>
<td>200</td>
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DCSMM 201 BUSINESS ENVIRONMENT

Unit-I: Introduction:

Concept, Nature and Significance of business environment, Salient feature of Capitalism, Socialism, Mixed economy, Emergence of public sector, Public sector reforms, Emergence of private sector and Joint sector.

UNIT-II: Social Environment:

Social responsibilities of business, Consumerism, Ethics and Culture of business, SEBI, Indian Fiscal and Monetary Policy, Liberalization and Globalization, Foreign capital and technology, Import and Export policy, FEMA.

UNIT-III: Industrial Environment:


UNIT-IV: Demand and Production Analysis:

Law of demand, Factors affecting demand, Elasticity of demand, Techniques of forecasting demand - Survey and Statistical methods. Production function with one variable input, Law of variable proportions, Production function with two variable inputs, Isoquant production function with all variable inputs, Return to scale, Law of supply and Classification of cost.

UNIT-V: Market Structure and Pricing:

Different market structure, Price and output determination under perfect competition, Monopoly, Monopolistic competition, Oligopoly.

Reference Book:-

Business Environment by Francis Cherunilam
Businesses environment by R. Jaiprakash Reddy
Business and Environment by M.J. Mathew

Accounting Records and System – Journal, Ledger and Preparation of Trial Balance and Final Account (Basic Problem only).

Accounting and Major Cost Concepts – Concepts and classification of cost, Methods and Techniques of Costing, Managerial Costing and Break even Analysis, Standard Costing and Various Analysis – Computation of Material and Labour variance only.


Statement of Change in Financial Statement –

Fund Flow Analysis – Meaning and Concept of Funds and Fund flow, Significance, Importance and Limitation of Fund Flow Statement.

Cash Flow Analysis – Comparison between fund flow statement and cash flow statement, Significance and time taken of cash flow statement, Preparation of cash flow statement.

Format of Companies Balance sheet – (No Numerical Questions).

Budgeting and Budgetary Control – Meaning Objective and Characteristics of Budgetary Control, Advantages and Limitation of Budgetary Control, Preparation of Sales Budget, Performance Budgeting, Concept of Management Audit and Responsibility Accounting.


Management of Working Capital – Meaning and Concept of making capital, Sources of working capital and factor affecting working capital, Management of cash, Recurable Management and optimum Credit Policy, Management of Inventory.


Reference Book:

Management Accounting by Khan & Jain
Financial Management by Sharma & Gupta
Financial Management by I.M. Pandey
Basic Financial Management by R.P. Rustagi
UNIT-I: Introduction to Marketing Research:
Marketing Research, Scope and Importance, Types of Marketing Research, Marketing Research Process, Ethical Issues in Marketing Research, Marketing Research in India.

UNIT-II: Research Process:
Research Design, Sampling Procedures and Problems, Methods and tools of Data Collection, Analysis and Interpretation of Data.

UNIT – III Measures of Central Tendency:
Concept and Computation of mean, mode and median, Standard deviation, Co-efficient of variation. Harmonic Mean, Geometric Mean.

UNIT – IV Correlation and Regression Analysis:
Uses of regression analysis, Regression lines, Regression by using method of least square, Simple, multiple and partial correlation.

UNIT – V: Tests and Hypothesis:
Concept of Chi-square test, Meaning and Uses of Chi-square measure, Test of significance, Large samples – Problems relating to test of significance of means, Test of significance of proportions.
Test of significance of small samples, ‘t’ test for significance of means only.

Reference Book:-
1. Statistical Methods — by S.P. Gupta
3 Basic Statistics — by B.L. Aggarwal
5. Applied Basic Statistics — by F.E. Goxton, Dtcowdin & Sindney Kelvin
UNIT – I  Drugs acting on gastrointestinal disorders

(a) Agents for control of gastric acidity and treatment of peptic ulcers: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Ranitidine, Sodium bicarbonate, Magnesium Hydroxide, Aluminum Hydroxide Gel, Sucralfate.

(b) Emetics, Antiemetics and other Gastrointestinal drugs.

(c) Drugs for constipation and Diarrhoes: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Bran, Ispaghula, Diphenylmethanes, Sulfasalazine, Codeine.

UNIT – II  Cardiovascular drugs

a) Cardiovascular Drugs: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Digoxin, Digitoxin, Clonidine, Hydralazine, Methylpopa, Nitroglycerine, Isoxsupurine, Prenylamine, Disopyramide Phosphate, Procainamide Hydrochloride.

b) Hematopoietic Agents: Growth factors, minerals, anticoagulants, thrombolytic and antiplatelet drugs

UNIT – III  Drugs acting on Kidney

a) Relevant physiology of urine formation

b) Diuretics: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Chlormerodrin, Hydrochlorothiazide, Acetazolamide, Chlorothlidona, Furosemide, Spironolactone, Mallitol.

c) Antidiuretics: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Lypressin, Amiloride, Carbamazepine.

UNIT - IV

(a) Drugs of Arthritis & Goat: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Gold, d-Penicillamine, Chloroquine, Sulfasalazine, NSAIDs, Colchicine, Allopurinol.

(b) Drugs of Cough and Bronchial Asthma: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Codeine, dexamethasone, bromhexine, ambroxol, guaiphenesin, isoprenaline, salbutamol, Theophylline, Aminophylline, Atropin methonitrate, ketotifen.

(c) Treatment of drug allergies

UNIT - V

a. Drugs acting on skins and mucous membrane: Demulcents (Glycerine), Emollients (Vegetable Oils), Adsorbents and protective (Calamine, Zinc Oxide, Zinc/ Magnesium stearate, Dimethicone), Astringents (Tannic acid, alcohol, minerals), Melanizing Agents, Drugs of Psoriasis (Calcipotriol), Demelanizing Agents (Hydroquinone, Monobenzone), Sunscreens, Drugs for acne vulgaris (Benzoyl peroxide, Retinoic acids, Antibiotics, Isotretinoin).


c. Antiviral Drugs: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Acyclovir, Amantidine hydrochloride, Zidovudine.
FORMAT FOR PREPARATION OF PROJECT REPORT

STEP 1: IDENTIFY AND DEVELOP YOUR TOPIC

SUMMARY: State your topic as a question. For example, if you are interested in finding out about use of alcoholic beverages by college students, you might pose the question, "What effect does use of alcoholic beverages have on the health of college students?" Identify the main concepts or keywords in your question.

STEP 2: FIND BACKGROUND INFORMATION

SUMMARY: Look up your keywords in the indexes to subject encyclopedias. Read articles in these encyclopedias to set the context for your research. Note any relevant items in the bibliographies at the end of the encyclopedia articles. Additional background information may be found in your lecture notes, textbooks, and reserve readings.

STEP 3: USE CATALOGS TO FIND BOOKS AND MEDIA

SUMMARY: Use guided keyword searching to find materials by topic or subject. Print or write down the citation (author, title, etc.) and the location information (call number and library). Note the circulation status. When you pull the book from the shelf, scan the bibliography for additional sources. Watch for book-length bibliographies and annual reviews on your subject; they list citations to hundreds of books and articles in one subject area. Check the standard subject subheading "-- BIBLIOGRAPHIES," or titles beginning with Annual Review of... in the Cornell Library Classic Catalog.

STEP 4: USE INDEXES TO FIND PERIODICAL ARTICLES

SUMMARY: Use periodical indexes and abstracts to find citations to articles. The indexes and abstracts may be in print or computer-based formats or both. Choose the indexes and format best suited to your particular topic; ask at the reference desk if you need help figuring out which index and format will be best. You can find periodical articles by the article author, title, or keyword by using the periodical indexes in the Library home page. If the full text is not linked in the index you are using, write down the citation from the index and search for the title of the periodical in the Cornell Library Classic Catalog. The catalog lists the print, microform, and electronic versions of periodicals at Cornell.

STEP 5: FIND INTERNET RESOURCES

SUMMARY: Use search engines. Check to see if your class has a bibliography or research guide created by librarians.

STEP 6: EVALUATE WHAT YOU FIND

SUMMARY: See How to Critically Analyze Information Sources and Distinguishing Scholarly from Non-Scholarly Periodicals: A Checklist of Criteria for suggestions on evaluating the authority and quality of the books and articles you located.

Watch on YouTube: Identifying scholarly journals  Identifying substantive news sources

If you have found too many or too few sources, you may need to narrow or broaden your topic. Check with a reference librarian or your instructor.
STEP 7: PREPARATION OF PROJECT REPORT

After the step 6 evaluate your hypothesis and the arrange contents in the following steps

ARRANGEMENT OF CONTENTS:

The sequence in which the project report material should be arranged and bound should be as follows:

1. Cover Page & Title Page
2. Abstract
3. Table of Contents
4. Chapters
5. Appendices
6. References
7. Bibliography

The table and figures shall be introduced in the appropriate places

PREPARATION FORMAT:

1 Cover Page & Title Page – A specimen copy of the Cover page & Title page of the project report a

2 Abstract – Abstract should be one page synopsis of the project report typed double line spacing, Font Style Times New Roman and Font Size 14.

3 Table of Contents – The table of contents should list all material following it as well as any material which precedes it. The title page will not find a place among the items listed in the Table of Contents but the page numbers of which are in lower case Roman letters. One and a half spacing should be adopted for typing the matter under this head.

4 Chapters – The chapters may be broadly divided into 3 parts (i) Introductory chapter, (ii) Chapters developing the main theme of the project work (iii) and Conclusion.

The main text will be divided into several chapters and each chapter may be further divided into several divisions and sub-divisions.

- Each chapter should be given an appropriate title.
- Tables and figures in a chapter should be placed in the immediate vicinity of the reference where they are cited.
- Footnotes should be used sparingly. They should be typed single space and placed directly underneath in the very same page, which refers to the material they annotate.
5 **Appendices** – Appendices are provided to give supplementary information, which is included in the main text may serve as a distraction and cloud the central theme.

- Appendices should be numbered using Arabic numerals, e.g. Appendix 1, Appendix 2, etc.
- Appendices, Tables and References appearing in appendices should be numbered and referred to at appropriate places just as in the case of chapters.
- Appendices shall carry the title of the work reported and the same title shall be made in the contents page also.

6 **Table and figures** - By the word Table, is meant tabulated numerical data in the body of the project report as well as in the appendices. All other non-verbal materials used in the body of the project work and appendices such as charts, graphs, maps, photographs and diagrams may be designated as figures.

7 **BIBLIOGRAPHY**

When writing a bibliography, remember that the purpose is to communicate to the reader, in a standardized manner, the sources that you have used in sufficient detail to be identified. If you are unable to find all the necessary information, just cite what you can find and the sources from where you get the data.

*Medicinal Chemistry by K.D. Tripathi*