



Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE, New Delhi)
NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified
University of Mumbai Recognised Research Centre in Accountancy, Commerce & Business Economics
A Government Approved Hindi Linguistic Minority Institute
54 Years of Sterling Performance in Education

NOTICE

Date: 14/08/2026

This is to inform all TYBMS SEMESTER V students that the **internal assessment**

- Logistics & Supply Chain Management & CCPR PER THE CREDITS WILL BE AS FOLLOWS:

1. Mandatory class test for 10 /20marks

2.. Instructions for Project:

- a) Students have to be present in person for the submission of their project work.
- b) Submission of projects to be done on A4 size ruled paper ONLY. **The entire project must be handwritten by the student himself in legible handwriting and stapled together in a booklet format.**
- c) **The Front page (top right hand side) should contain details:**
Name of the student
Roll no.
Class and Division
Semester
Course (Subject)
Date
Name of the project
- d) **The main project will be subdivided as:**
Index (no page number)
Chapter 1: Introduction to project topic (maximum 2 pages).
Chapter 2: Main body of the project topic (3 to 5 pages)
Chapter 3: Conclusion and Suggestions to the project topic (maximum 2 pages)
Chapter 4: Bibliography (1page)
Certificate page (format attached herewith).
- e) A google link will be provided to the students to upload their entire project in due course.

3.. Instructions for Assignments:

- a) Students have to be present in person for the submission of their assignment
- b) Submission of assignment to be done on A4 size ruled paper ONLY. **The entire assessment must be handwritten by the student himself in legible handwriting and stapled together in a booklet format.**
- c) **The Front page (top right hand side) should contain details:**
Name of the student
Roll no.
Class and Division
Semester
Course (Subject)
Date
Name of the assignment.
- d) Assignment must be of maximum 5 pages.

4.. If the student fails to present himself on the given date and time for submission of project and assignment he/ she will be marked ABSENT for the said submission and no further chance will be given.

Dr.Sailee Shringarpure
BMS Co-ordinator

Ms. Subhashini Naikar
Vice- Principal (SFC)

Prof.(Dr.) Digambar N Ganjewar
Principal

Subject :Logistics & Supply Chain Management

All students of TYBMS are hereby informed that the Internal Project for the subject Logistics & Supply Chain Management forms an essential component of the internal assessment and carries a total of 20 marks.

Marks Distribution

Assessment Component	Marks
Individual Project Report	10 Marks
Viva Voce Examination	10 Marks
Total	20 Marks

PROJECT REQUIREMENT

Each student is required to undertake an Individual Project and select one topic from the options given below.

OPTION I: Transportation & Infrastructure Logistics in India

Students may conduct an in-depth study on any one of the following:

- A leading Logistics or Transportation Company operating in India.
- Major transportation and connectivity infrastructure projects in Mumbai.
- Transportation and logistics initiatives undertaken by the Government of Maharashtra.
- National and state-level connectivity projects contributing to economic growth and logistics efficiency.

Illustrative Topics:

- Mumbai Trans Harbour Link (Atal Setu)
- Mumbai Coastal Road Project
- Pune Missing Link Project
- Samruddhi Mahamarg
- Mumbai Metro Rail Network
- Dedicated Freight Corridor (DFC)
- Multi-Modal Logistics Parks (MMLPs)
- Bullet Train Project
- Any other significant transportation or connectivity project in India

OPTION II: Transportation Experience-Based Case Study

Students may prepare a comprehensive case study based on their personal travel experience using any mode of transportation:

- Road Transport
- Railway Transport
- Air Transport
- Multi-Modal Transportation

Illustrative Topics:

- Vande Bharat Express – First AC Travel Experience
- Premium Train Travel in India
- Domestic Air Travel Experience
- Interstate Bus Journey Analysis

- Mumbai Metro / Local Railway Travel Experience
- Comparative Analysis of Different Transportation Modes

The case study should critically examine:

- Journey Planning and Booking Process
- Transportation Infrastructure
- Service Quality and Passenger Experience
- Operational Efficiency
- Safety and Security Measures
- Cost and Value Analysis
- Challenges Encountered During the Journey
- Recommendations and Scope for Improvement.

Students are strongly encouraged to enhance their project by preparing a short documentary, travel video, or YouTube vlog showcasing their transportation experience. Such creative and practical efforts will be highly appreciated as they demonstrate experiential learning, analytical observation, and effective communication skills.

RECOMMENDED PROJECT REPORT STRUCTURE

1. Cover Page
 2. Certificate
 3. Acknowledgement
 4. Table of Contents
 5. Introduction
 6. Objectives of the Study
 7. Research Methodology
 8. Company / Project / Case Study Profile
 9. Findings and Observations
 10. Recommendations and Suggestions
 11. Conclusion
 12. References / Bibliography
 13. Annexures (if applicable)
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FORMATTING GUIDELINES

Particulars	Requirement
Font Type	Times New Roman
Title Font Size	16
Content Font Size	14
Line Spacing (Content)	1.5
Line Spacing (Tables)	1.0
Paper Size	A4
Left Margin	1.5 Inches
Right Margin	1 Inch
Top Margin	1 Inch
Bottom Margin	1 Inch
Alignment	Justified
Page Numbering	Mandatory

IMPORTANT INSTRUCTIONS

- The project shall be submitted individually.
- The project report must be original and free from plagiarism.
- Proper references and citations must be provided wherever applicable.
- Project Submission and Viva Voce Examination will be conducted on the same day.
- Students must be present in formal business attire for the Viva Voce and project evaluation.
- Students should be thoroughly prepared to defend and explain their project findings during the Viva Voce examination.
- The decision of the faculty evaluator regarding assessment shall be final and binding.

Students are encouraged to select topics that provide practical insights into the transportation and logistics sector while demonstrating analytical thinking, professional presentation, and real-world application of concepts learned in the course.

ASSIGNMENT TOPICS FOR CCPR SUBJECT

1. Zomato receives many negative comments after a customer complaint goes viral. As the Corporate Communication Manager, what steps would you take to handle the situation?
2. Tata Group receives negative comments on social media after a customer complaint goes viral. As the Corporate Communication Manager, what steps would you take to handle the situation?
3. A company's new product receives negative media coverage after its launch. As the Corporate Communication Manager, how would you manage the company's image?
4. Air India receives criticism on social media regarding its services. As the Corporate Communication Manager, what steps would you take to maintain a positive corporate image?
5. A company discovers that different branches are using different logos and colours. As the Corporate Communication Manager, what steps would you take to maintain a consistent corporate identity?
6. A company faces negative publicity because of a mistake made by one of its employees. As the Corporate Communication Manager, how would you handle the situation?
7. A company's reputation is affected by a false message circulating on social media. As the Corporate Communication Manager, what steps would you take to protect its reputation?
8. A new company wants to create a strong corporate identity. As the Corporate Communication Manager, what elements would you focus on?
9. A company receives complaints from employees about poor internal communication. As the Corporate Communication Manager, what steps would you take to improve communication?
10. A company is launching a new product in a highly competitive market. As the Corporate Communication Manager, how would you use corporate communication to create awareness about the product?
11. A company is accused of making false claims in its advertisement. As the Corporate Communication Manager, how would you handle the ethical and communication issues?
12. A company's CEO makes a controversial statement that goes viral on social media. As the Corporate Communication Manager, what steps would you take to protect the company's image?
13. A company receives negative reviews from customers on Instagram and Google. As the Corporate Communication Manager, how would you respond to protect its corporate image?
14. A company wants to change its logo and brand colours. As the Corporate Communication Manager, what factors would you consider before changing its corporate identity?
15. A company faces criticism after a product is found to have a defect. As the Corporate Communication Manager, how would you communicate with customers and the media?
16. A company wants to build a strong reputation among young customers. As the Corporate Communication Manager, what communication activities would you suggest?
17. Infosys is expanding its business into a new country. As the Corporate Communication Manager, how would you communicate with its new employees and customers?
18. A company receives an award for excellent customer service. As the Corporate Communication Manager, how would you use this achievement to improve its corporate image?

19. A company is planning to launch a new logo. As the Corporate Communication Manager, how would you communicate the change to employees and customers?
20. A company's employees are unhappy because important information is not communicated to them on time. As the Corporate Communication Manager, what steps would you take to improve internal communication?
21. A food company is accused of selling an unsafe product. As the Corporate Communication Manager, how would you communicate with customers, employees and the media?
22. A company receives a large number of customer complaints after a service failure. As the Corporate Communication Manager, how would you handle the complaints and protect the company's image?
23. A company wants to improve its corporate image among college students. As the Corporate Communication Manager, what communication methods would you suggest?
24. A competitor spreads false information about your company on social media. As the Corporate Communication Manager, what steps would you take to respond?
25. A company has a good reputation among customers but a poor reputation among employees. As the Corporate Communication Manager, what would you do to improve its overall reputation?
26. A company is introducing a new corporate identity after a merger. As the Corporate Communication Manager, how would you communicate the new identity to stakeholders?
27. A company's advertisement is criticised for being misleading. As the Corporate Communication Manager, what ethical issues would you consider and what action would you take?
28. A company discovers that its employees are sharing confidential company information on social media. As the Corporate Communication Manager, how would you handle the situation?
29. A company wants to build trust with its customers after receiving negative publicity. As the Corporate Communication Manager, what communication steps would you suggest?
30. A company's social media post receives thousands of negative comments. As the Corporate Communication Manager, how would you respond?
31. A company wants its logo, website, advertisements and packaging to have a similar look. As the Corporate Communication Manager, why is this important and how would you achieve it?
32. A company receives negative newspaper coverage because of a misunderstanding. As the Corporate Communication Manager, how would you communicate with the media?
33. A company wants to improve its reputation among investors. As the Corporate Communication Manager, what communication activities would you suggest?
34. A company is accused of copying another company's advertisement. As the Corporate Communication Manager, how would you handle the copyright and communication issues?
35. A company's customer data is leaked online. As the Corporate Communication Manager, how would you communicate with customers and protect the company's reputation?
36. A company wants to communicate its commitment to environmental protection. As the Corporate Communication Manager, how would you communicate this message to stakeholders?
37. A company receives positive media coverage for its social responsibility activities. As the Corporate Communication Manager, how would you use this opportunity to strengthen its corporate reputation?

38. A company is entering a new market where customers are unfamiliar with its brand. As the Corporate Communication Manager, how would you build its corporate image?
39. A company faces a crisis just before an important product launch. As the Corporate Communication Manager, how would you manage communication with customers, employees and the media?
40. Choose any well-known organisation and explain how its corporate communication helps in building its corporate identity, corporate image and corporate reputation.



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CERTIFICATE

I hereby certify that Mr./Ms. (write your complete name), student of
(write name of your college) studying in (write your class and division) has completed a project
titled (write the name of your project)
in the area of Fundamentals Accounting for the academic year 2026-2027.

To the best of my knowledge the work of the student is original and the information included in the project is correct.

Coordinator
(Dr. Sailee Shringarpure)

Principal
Prof. (Dr.) D. N. Ganjewar