CHAMELI DEVI GROUP OF INSTITUTIONS, INDORE

EXPERIENTIAL LEARING USING VIRTUAL LAB

FOR

"Theory of Machines (ME 403) Lab"

Date: 31/03/2022
Day: Thursday
Activity: Experiential Learning Using Virtual Lab
Subject: Theory of Machines (ME 403)
Experiment: Four Bar Mechanisms and its inversions
Virtual Lab: Mechanics of Machine Lab (NITK Surathkal)
Experiment on Virtual Lab: Position analysis of Grashof's four bar mechanism
Link of Experiment on Virtual Lab: https://mm-nitk.vlabs.ac.in/exp/position-analysis-grashof/
Name of Staff: Mr. Kaustubh Kale
No. of Students: 30 participants

Overview:

The virtual lab deals with the simulation experiments on the Mechanics of Machines components. These experiments aims at enhancing the knowledge of students on the different mechanisms, to build mathematical models and develop position, velocity and acceleration relations.

The lab was conducted for giving knowledge about Four Bar Chain Mechanism and its inversions. The students are able to gain the knowledge about the Grashof's Four Bar Mechanism and able to identify the various inversions.

Captured Glimpse:

Principal
Chameli Devi Group of Institutions
INDORE

CHAMELI DEVI GROUP OF INSTITUTIONS, INDORE

EXPERIENTIAL LEARING USING VIRTUAL LAB

FOR

"Theory of Machines (ME 403) Lab"

Date: 29/03/2022
Day: Tuesday
Activity: Experiential Learning Using Virtual Lab
Subject: Theory of Machines (ME 403)
Experiment: Four Bar Mechanisms and its inversions
Virtual Lab: Mechanics of Machine Lab (NITK Surathkal)
Experiment on Virtual Lab: Position analysis of Grashof's four bar mechanism
Link of Experiment on Virtual Lab: https://mm-nitk.vlabs.ac.in/exp/position-analysis-grashof/
Name of Staff: Mr. Kaustubh Kale
No. of Students: 27 participants

Overview:

The virtual lab deals with the simulation experiments on the Mechanics of Machines components. These experiments aims at enhancing the knowledge of students on the different mechanisms, to build mathematical models and develop position, velocity and acceleration relations.

The lab was conducted for giving knowledge about Four Bar Chain Mechanism and its inversions. The students are able to gain the knowledge about the Grashof's Four Bar Mechanism and able to identify the various inversions.

Captured Glimpse:

Principal
Chameli Devi Group of Institutions
INDORE

CDGI

Department of Industrial Training

Record of Industrial Visit-2022-23

(to be filled in by the deputed faculty from department and to be submitted with the HoD and Head- Dept. of Industrial Training)

1	**Full Name of Industry/Site Visited**	Prataap Snacks Ltd.
2	**Date of Visit**	13-Apr-22
3	**Department benefitted**	Mechanical Engineering
4	**Name of HoD**	Mr. Deepak R. Phalke
5	**Coordination Officer from CDGI**	Dr. Arvind Kumar Shrimali
6	**Coordination Faculty from the Department**	Mr. Srinidhi Rao P
7	**Name of Faculty accompanying the Visit**	Mr. Manoj Prajapati
8	**Phone no. of the Faculty accompanying the Visit**	9713931083
9	**Scheduled time to reach the Site**	12:00 PM
10	**Actual time of reaching the Site**	12:00 PM
11	**If any difference in 6 and 7, Pl. specify reason.**	NA
12	**Stay Hours Planned at the Plant/Site**	1 Hr
13	**Actual Hours at the Plant/Site**	1 Hr
14	**If any difference in 10 and 11, Pl. specify reason.**	———
15	**Semester & Section of Students**	I Sem ME-CE G
16	**No. of Students Visited** *(Planned= 30)*	30
17	**If No. of students visited < Planned no., Please specify Reason for the same.**	NA
18	**Contact Person at Industry/Site**	Ms. Aayushi Jain
19	**His Contact No.**	9669696326
20	**Designation of Contact Person**	

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21	**Type of Industry** (Mfg., Processing, Assembly, Power, Chemical, Petroleum, etc.)	FMCG
22	**Incorporation** (Public Ltd./Pvt. Ltd./ LLP/ Partnership/ Proprietorship)	Pvt. Ltd.
23	**Scale** (Large/ Medium/Small/ Micro)	Medium
24	**Location**	Udyog Nagar, Palda
25	**Distance from CDGI**	10 Kms
26	**Time to reach**	60 min
27	**Address**	Khasra, 2, Nemawar Rd, Udhyog Nagar, Palda, Indore, Madhya Pradesh 452020
28	**Products**	Chips, Rings, Popcorn
29	**Learnings / Take Aways**	Students have been made aware of processes involved in making of chips and other snacks
30	Any Other Information/feedback	Nill
31	Precautions for Next Visit	

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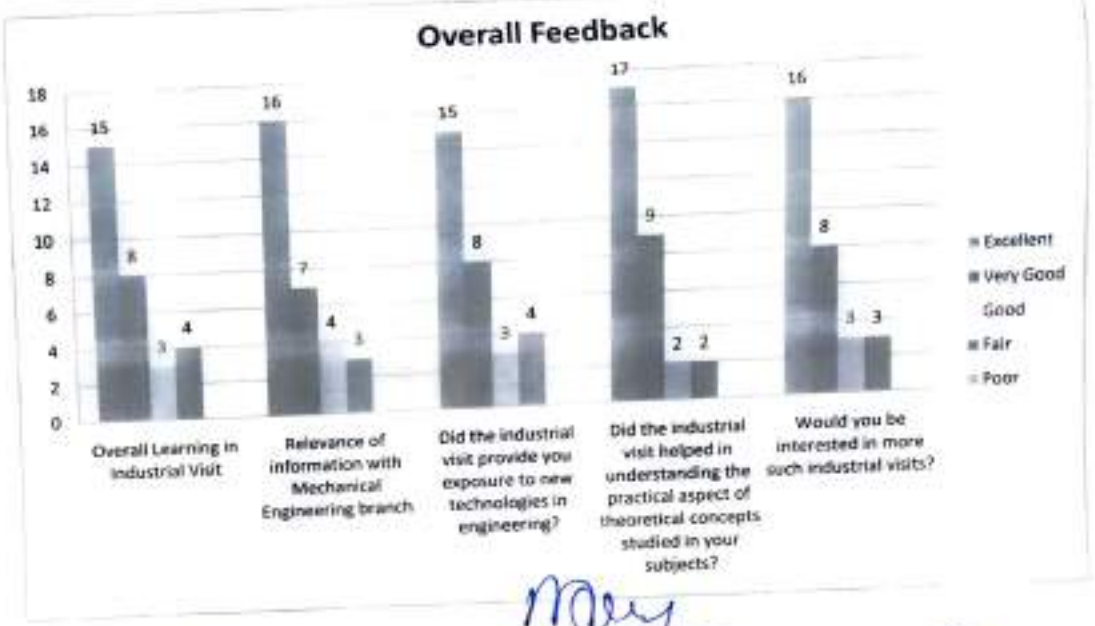

Principal
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INDORE

Chitawad Rd
Go gle
GPS Map Camera
Indore, Madhya Pradesh, India
Udhyog Nagar, Palda, Dinesh Nagar, Palda, Indore, Madhya Pradesh
452020, India
Lat 22.682513°
Long 75.911367°
13/04/22 12:19 PM

Principal

Chameli Devi Group of Institutions, Indore
Department of Mechanical Engineering
Industrial Visit at Prataap Snack Ltd.

Date :- 13/04/2022 Visit Hours :- 12:00 P.M. - 01:00 P.M.

Sr. No.	Enrollment No.	Name	Contact No.	Sign.
1	0832CE211002	ABHISHEK GOLE	7766452185	
2	0832CE211005	ATUL YADAV	9986542136	
3	0832CE211007	GABBAR KHA	9977029516	
4	0832CE211008	GAJRAJ KALESHRIYA	8103539836	
5	0832CE211014	KULDEEP BARDE	7974311308	
6	0832CE211015	NAVAL SINGH	9854221365	
7	0832CE211019	RITIK ALAWA	7845223652	
8	0832CE211020	SANJU KANNOJ	6264868064	
9	0832CE211024	SURESH NARVE	7584236548	
10	0832CE211026	VIJAY RANAWALA	8541236547	
11	0832CE211027	VINIT RATHVE	9755306218	
12	0832ME211001	ABHAS MISHRA	8269975125	
13	0832ME211003	AJAY DANDOTIYA	7225941301	
14	0832ME211004	AJAY PARMAR	9984221356	
15	0832ME211006	BHANUPRATAP SINGH RANAWAT	8085848381	
16	0832ME211008	DEEPAK BAIRAGI	9985412361	
17	0832ME211009	DEVENDRA CHOUHAN	8847632152	
18	0832ME211010	GAUTAM GANGLE	8770055805	
19	0832ME211013	KUNAL PATIL	7389589561	
20	0832ME211015	NAKUL YADAV	8854213658	
21	0832ME211018	PRATHAM MASKOLA	8542365124	
22	0832ME211019	PRAVEEN LOBANIYA	6263266016	
23	0832ME211021	RITIK PUROHIT	7987874960	
24	0832ME211022	ROHAN MALVIYA	9074145573	
25	0832ME211024	ROHIT RATHOD	9145223658	

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26	0832ME211025	SACHIN RATHORE	8426551236	
27	0832ME211027	SHAHADAT MANSOORI	9630034486	
28	0832ME211031	VISHAL JAAT	9854213658	
29	0832ME211033	YASH CHOUHAN	9754776251	
30	0832ME211035	YOGESH PATEL	9741223652	

Principal
Chameli Devi Group of Institutions
INDORE

Faculty Coordinators:-

1 Mr. Srinidhi Rao P

CDGI

Department of Industrial Training

Record of Industrial Visit-2021-22

(to be filled in by the deputed faculty from department and to be submitted with the HoD and Head- Dept. of Industrial Training)

1	Full Name of Industry/Site Visited	Kach Motors Pvt. Ltd
2	Date of Visit	12-Apr-22
3	Department benefitted	Mechanical Engineering
4	Name of HoD	Mr. Deepak R. Phalke
5	Coordination Officer from CDGI ISHRAE	NA
6	Coordination Faculty from the Department	NA
7	Name of Faculty accompanying the Visit	Mr. Deepak Bhonde
8	Phone no. of the Faculty accompanying the Visit	9926090496
9	Scheduled time to reach the Site	2.00 PM
10	Actual time of reaching the Site	2.00 PM
11	If any difference in 6 and 7, Pl. specify reason.	
12	Stay Hours Planned at the Plant/Site	2 Hr
13	Actual Hours at the Plant/Site	2 Hr
14	If any difference in 10 and 11, Pl. specify reason.	
15	Semester & Section of Students	IV Sem ME
16	No. of Students Visited *(Planned= 25)*	25
17	If No. of students visited < Planned no., Please specify Reason for the same.	NA
18	Contact Person at Industry/Site	
19	His Contact No.	
20	Designation of Contact Person	

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21	**Type of Industry** (Mfg., Processing, Assembly, Power, Chemical, Petroleum, etc.)	Manufacturing
22	**Incorporation** (Public Ltd./Pvt. Ltd./ LLP/ Partnership/ Proprietorship)	Pvt. Ltd
23	**Scale** (Large/ Medium/Small/ Micro)	Medium
24	**Location**	Kach motors Unit 1
25	**Distance from CDGI**	24 Kms
26	**Time to reach**	40 min
27	**Address**	Unit-1: 8, Sector -1, Pithampur, Distt. Dhar - 454 744(M.
28	**Products**	High Precision Automobile, Engineering And Industrial Ai
29	**Learnings / Take Aways**	Students have been made aware of Manufacturing of high precision automobile component.
30	Any Other Information/feedback	Very informative visit for the students to correlate field work with the subjective topics
31	Precautions for Next Visit	

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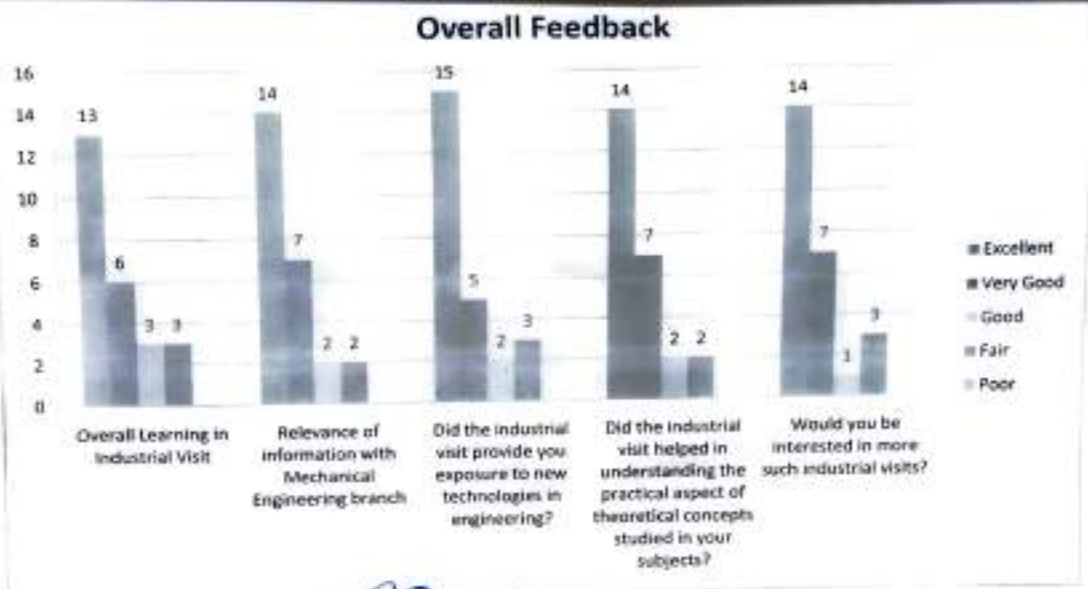

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INDORE

Principal
Chairman Dean Group of Institutions

GPS Map Camera
Pithampur, Madhya Pradesh, भारत
Plot No.8c Sector-1, Pithampur Industrial Area, Pithampur, Madhya Pradesh 454775, भारत

Principal

Chameli Devi Group of Institutions, Indore
Department of Mechanical Engineering
Industrial Visit at Kach Motors_Unit-1: 8, Sector –1, Pithampur

Date :- 12/04/2022 Visit Hours :- 02:00 P.M. - 04:00 P.M.

Sr. No.	Enrollment No.	Name	Contact No.	Sign.
1	0832ME201001	AAYUSH RINGE	8602587287	
2	0832ME201002	ABHISHEK MACHAR	6264881300	
3	0832ME201003	AJAY GOLE	9691541287	
4	0832ME201005	ANIKET CHOUHAN	8720041648	
5	0832ME201006	ANKIT PRAJAPAT	6265143042	
6	0832ME201009	DEVENDRA NAGAR	8435044896	
7	0832ME201012	HARSH VERMA	9713727357	
8	0832ME201013	INDRAJEET LAKSHAKAR	7566175035	
9	0832me201014	KULDEEP BAMNIYA	9584099277	
10	0832ME201015	NAVIN CHILHATE	9179994503	
11	0832ME201017	NILESH LACHHETA	7987329713	
12	0832ME201024	RAJIT RAGHUWANSHI	8269717097	
13	0832ME201026	RISHABH SHUKLA	6261737845	
14	0832ME201027	RUPESH PATEL	9893288968	
15	0832ME201029	SARTHAK GAUR	8827434779	
16	0832ME201031	SHIVAM GAWHADE	8349462890	
17	0832ME201032	SHYAM SINGH SAGAR	6265830409	
18	0832ME201033	SOURABH PARIHAR	7746887970	
19	0832ME201034	SOURABH BHASKARE	9893595073	
20	0832ME201035	SOURABH RAI	7725844860	
21	0832ME201036	SUNIL KUMAR KALESHRIYA	9111094477	
22	0832ME201039	VISHAL PARIHAR	9111886420	
23	0832ME201041	YASHIKA SHEROKE	9516697407	
24	0832ME213D14	HARISH NAGAR	9770517278	
25	0832ME213D32	ROHIT ARYA	9770436112	

Principal
Chameli Devi Group of Institutions
Indore

Faculty Coordinators:-
1 Mr. Deepak Bhonde 12/4/22

CDGI

Department of Industrial Training

Record of Industrial Visit-2021-22

(to be filled in by the deputed faculty from department and to be submitted with the HoD and Head Dept. of Industrial Training)

1	**Full Name of Industry/Site Visited**	Swaraj Technocrafts Pvt. Ltd.
2	**Date of Visit**	24-Apr-22
3	**Department benefitted**	Mechanical Engineering
4	**Name of HoD**	Mr. Deepak R. Phalke
5	**Coordination Officer from CDGI ISHRAE**	NA
6	**Coordination Faculty from the Department**	Mr. Deepak Bhonde
7	**Name of Faculty accompanying the Visit**	NA
8	**Phone no. of the Faculty accompanying the Visit**	9926090496
9	**Scheduled time to reach the Site**	11:00 AM
10	**Actual time of reaching the Site**	11:20 AM
11	**If any difference in 6 and 7, Pl. specify reason.**	
12	**Stay Hours Planned at the Plant/Site**	2 Hr
13	**Actual Hours at the Plant/Site**	2 Hr
14	**If any difference in 10 and 11, Pl. specify reason.**	———
15	**Semester & Section of Students**	VI Sem ME
16	**No. of Students Visited** *(Planned= 30)*	27
17	**If No. of students visited < Planned no., Please specify Reason for the same.**	Absent on the day of visit
18	**Contact Person at Industry/Site**	Mr. P. Chaterjee
19	**His Contact No.**	70499 26202
20	**Designation of Contact Person**	Production Head

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21	**Type of Industry** (Mfg., Processing, Assembly, Power, Chemical, Petroleum, etc.)	Manufacturing
22	**Incorporation** (Public Ltd./Pvt. Ltd./ LLP/ Partnership/ Proprietorship)	Pvt. Ltd.
23	**Scale** (Large/ Medium/Small/ Micro)	Medium
24	**Location**	plot no. 40, Pithampur Industrial Area, Sector 2, Pithamp
25	**Distance from CDGI**	27 Kms
26	**Time to reach**	40 min
27	**Address**	Plot no. 40, Pithampur Industrial Area, Sector 2, Pithamp
28	**Products**	Wire drawing machine Straight line wire drawing machine
29	**Learnings / Take Aways**	Students have been made aware of Manufacturing of Wire Drawing Machine.
30	Any Other Information/feedback	Very informative visit for the students to corelate field work with the subjective topics.
31	Precautions for Next Visit	

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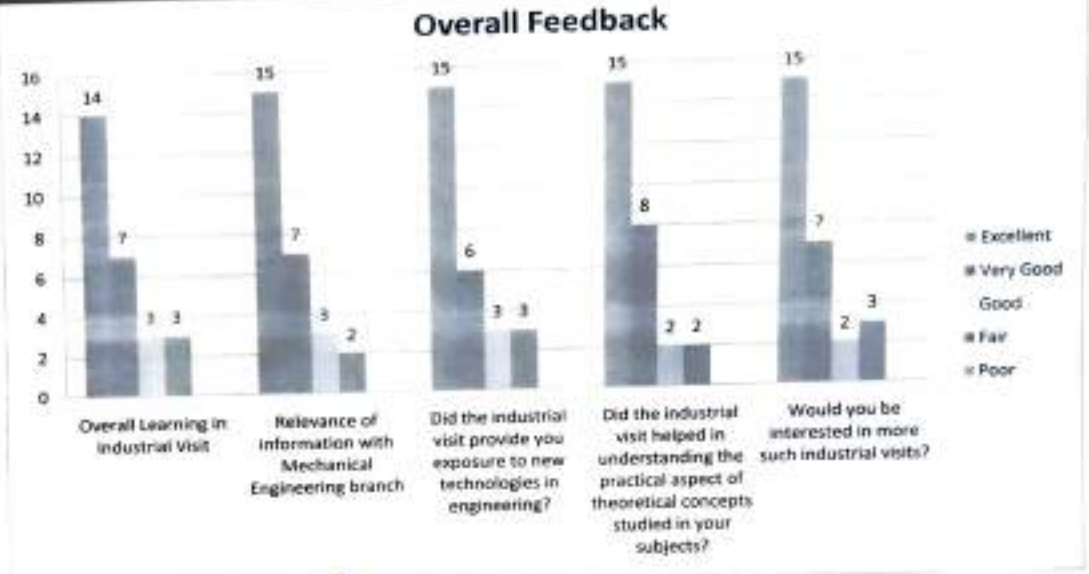

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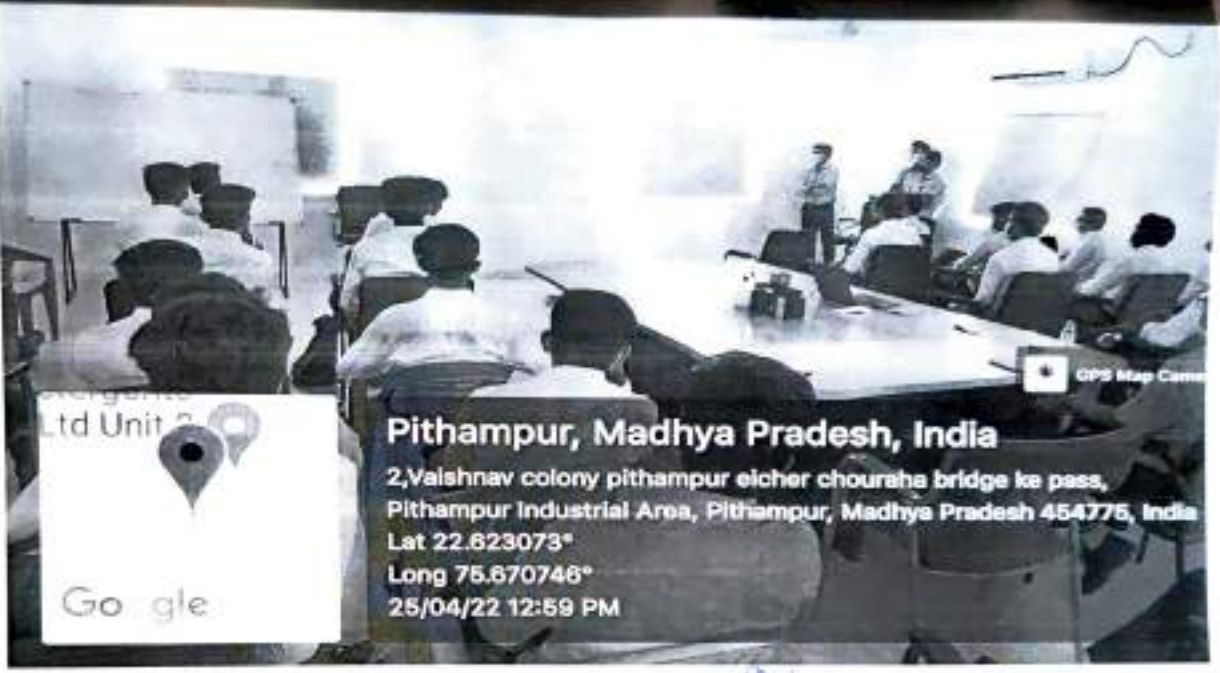

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Chameli Devi Group of Institutions, Indore
Department of Mechanical Engineering
Industrial Visit at Swaraj Technocrafts Pvt. Ltd._Pithampur, Madhya Pradesh

Date :- 25/04/2022 Visit Hours :- 11:20 P.M. - 01:20 P.M.

S. No.	Enrollment No.	Name	Contact No.	Sign.
1	0832ME191001	ABHISHEK LAVAWANSHI	09630020235	
2	0832ME191002	ABHISHEK MAURYA	6265209959	
3	0832ME191003	ABHISHEK SOLANKI	8815014438	
4	0832ME191004	ADARSH MALAKAR	9165838018	
5	0832ME191005	AMAN VARMA	9109350944	
6	0832ME191007	ANAND SINGH RAJPUT	7898192029	
7	0832ME191010	ASHWIN MANDLOI	8109909960	
8	0832ME191016	DEVANSHU PATIDAR	8720001707	
9	0832ME191020	HARSH MALVIYA	9111357593	
10	0832ME191022	HARSH PAHADIYA	8305180448	
11	0832ME191023	HARSH RAGHUWANSHI	7610648510	
12	0832ME191024	HIMANSHU PATEL	8224027191	
13	0832ME191025	ISHWAR UJIWAL	6266465755	
14	0832ME191027	KAPIL RAJPUT	9755425524	
15	0832ME191028	KARTIK VERMA	8516880308	
16	0832ME191029	KOUSHAL MODI	9589872236	
17	0832ME191036	MOHIT KUSHWAH	7470600681	
18	0832ME191041	NISHANT VERMA	9179746687	
19	0832ME191042	NITESH PARMAR	7581910338	
20	0832ME191044	PIYUSH GAWANE	9893119767	
21	0832ME191051	RAVIRAJ CHOUHAN	6261144146	
22	0832ME191052	RITIK DANDIR	7974268544	
23	0832ME191053	RITIK MOGRA	7974512816	
24	0832ME191055	SACHIN KUMAR TAKHI	9131212008	
25	0832ME191062	VIKAS GANGARE	8889527914	
26	0832ME191064	VIPIN PAL	9770972172	
27	0832ME191065	VISHESH CHOUDHARY	9174226839	

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INDORE

Faculty Coordinators:-
Mr. Deepak Bhonde 25/4/22

CHAMELI DEVI GROUP OF INSTITUTIONS, INDORE

SATURDAYEVENTREPORT

WebinarOn

"ENGINEERS DAY CELEBRATION"

Date:19/09/2020
Day:Saturday
Activity:WebinaronEngineer's Day Celebration
Organized By: Mechanical Engineering Department
Expert Name: Mr.OnkarNachare, Mr. Rohit Chabbriya&Mr. Krishnakant Tiwari
AttendedBy: 142participants

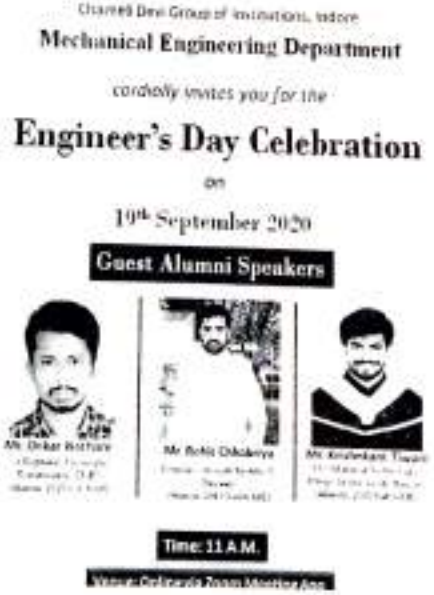
Objective&Aim:

The aim of the webinar was to connect the students with their alumni and to provide a platform where students can interact with their alumni and get advantage of their experience.

ProfileoftheSpeaker:

The guest alumni speakers included Mr. Onkar Nachare (Alumni, 2015 batch ME), Sr. Engineer, Passenger Transmission, ZF-ITC Pune., Mr. Rohit Chhabriya (Alumni, 2016 batch ME), Founder-Taiyaari& Inayah Textiles, and Mr. Krishnkant Tiwari (Alumni, 2018 batch ME), M.S. Material Technology, Ming Chi University, Taiwan. Mr. Rohit, who is currently guiding the students to prepare for Indian defense services at Taiyaari.

Poster of the Session:



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CHAMELI DEVI GROUP OF INSTITUTIONS, INDORE

Summary report of the Activity:

- Department of Mechanical Engineering celebrated Engineer's Day on 19th September 2020 by hosting an Alumni Talk. The guest alumni speakers included Mr. Onkar Nachare (Alumni, 2015 batch ME), Sr. Engineer, Passenger Transmission, ZF-TTC Pune., Mr. Rohit Chhabriya (Alumni, 2016 batch ME), Founder-Taiyaari& Inayah Textiles, and Mr. Krishnkant Tiwari (Alumni, 2018 batch ME), M.S. Material Technology, Ming Chi University, Taiwan. Mr. Rohit, who is currently guiding the students to prepare for Indian defence services at Taiyaari, gave an insight as how students during their course of engineering can parallely prepare for CDS exam. Mr. Onkar addressed the gathering about the present scenario of automotive industries and its future post COVID-19 pandemic. Mr. Krishnkant, who has completed MS in Material technology from MCU, Taiwan gave the inputs regarding the preparations needed to be done in order to pursue masters in any universities overseas. Around 130 students along with the 12 faculty members of the department participated in this event which was held via Zoom Meeting App.

CapturedGlimpsesofWebinar:

Principal
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CHAMELI DEVI GROUP OF INSTITUTIONS, INDORE

FeedbackForm:

Engineers Day Celebration

Selection of topic by the speaker *

	1	2	3	4	5	
Poor	○	○	○	○	○	Excellent

Content delivery by the speaker *

	1	2	3	4	5	
Poor	○	○	○	○	○	Excellent

Presentation skill of the speaker *

	1	2	3	4	5	
Poor	○	○	○	○	○	Excellent

Overall rating to the session organized by CDGI *

	1	2	3	4	5	
Poor	○	○	○	○	○	Excellent

Session Code (informed during the session) *

Any suggestion(s) or Feedback from you

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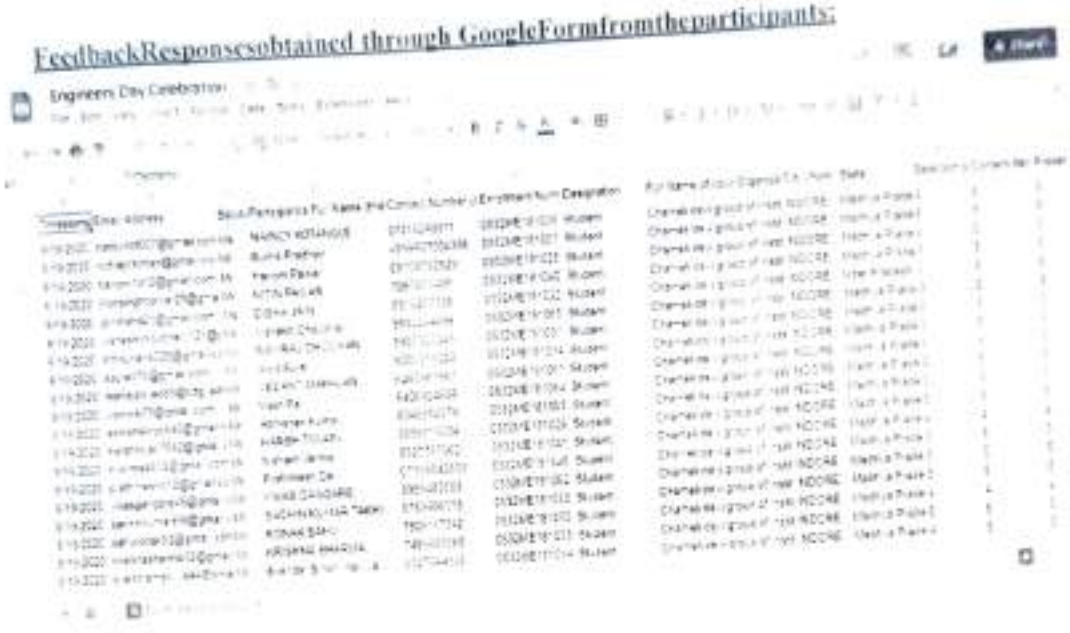
FeedbackResponsesobtained through GoogleFormfromtheparticipants:



ActivityProcessing (Feedback Analysis):

The webinar conducted on the occasion of Engineer's Day, it was an interactive session where a lot of questions answered and people could understand solutions to the queries one on one.Thesession was highly appreciated by the participants that are reflected in the graphical representation as shown below.

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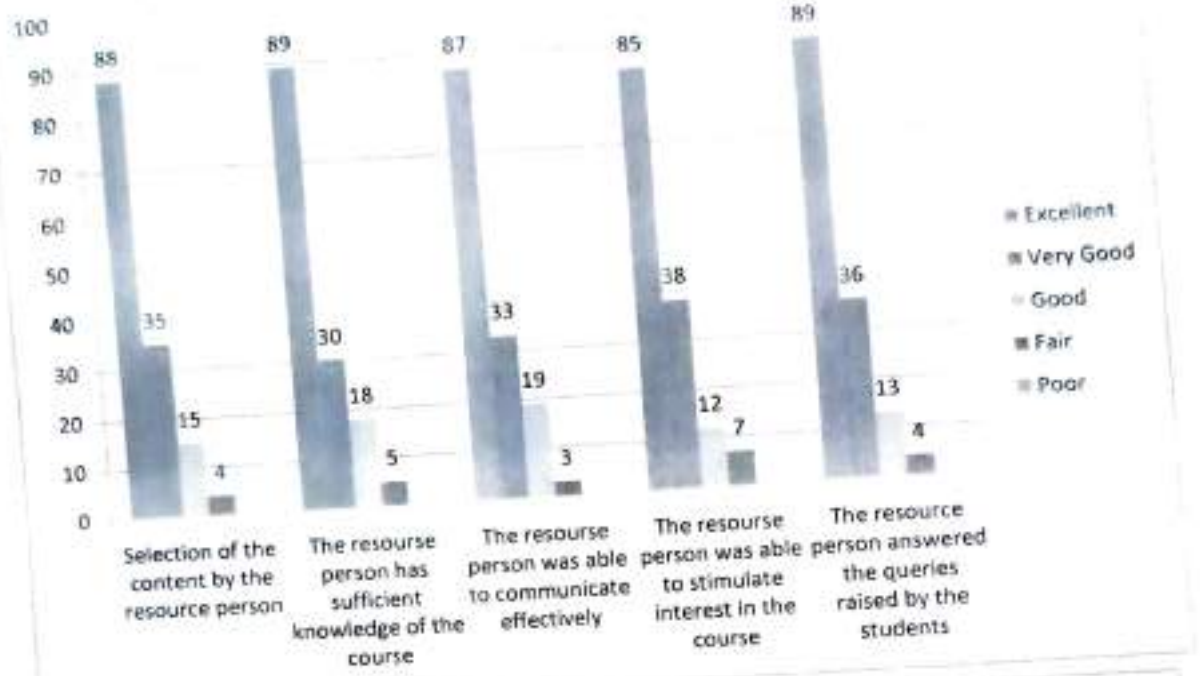

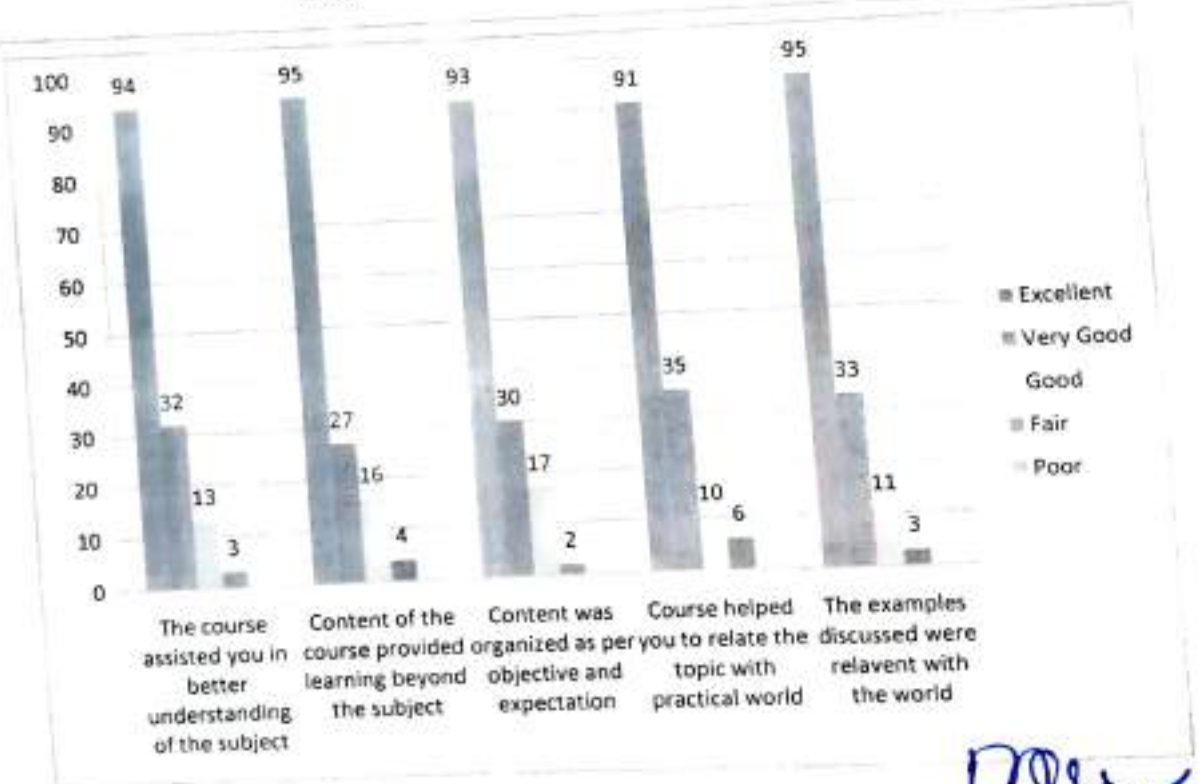

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CHAMELI DEVI GROUP OF INSTITUTIONS, INDORE

Faculty Co-coordinator:

Asst.Prof.Srinidhi Rao P.

Asst.Prof.AmitKeshcorey

Principal
Chameli Devi Group of Institutions
INDORE

Chameli Devi Group of Institutions
Department of Mechanical Engineering
Engineer's Day Celebration
List of Participants (Students)

S.No.	Enrollment Number	Student Name
1	0832ME191001	ABHISHEK LAVAWANSHI
2	0832ME191002	ABHISHEK MAURYA
3	0832ME191003	ABHISHEK SOLANKI
4	0832ME191004	ADARSH MALAKAR
5	0832ME191005	AMAN VARMA
6	0832ME191006	ANAND NAIR
7	0832ME191007	ANAND SINGH RAJPUT
8	0832ME191008	ANIL CHOYAL
9	0832ME191010	ASHWIN MANDLOI
10	0832ME191014	BIJENDRA SINGH MALVIYA
11	0832ME191016	DEVANSHU PATIDAR
12	0832ME191017	DILEEP KUMAR SEN
13	0832ME191020	HARSH MALVIYA
14	0832ME191022	HARSH PAHADIYA
15	0832ME191023	HARSH RAGHUWANSHI
16	0832ME191024	HIMANSHU PATEL
17	0832ME191025	ISHWAR UJIWAL
18	0832ME191026	JAY DIXIT
19	0832ME191027	KAPIL RAJPUT
20	0832ME191028	KARTIK VERMA
21	0832ME191029	KOUSHAL MODI
22	0832ME191030	KRISHNA
23	0832ME191032	LUCKY GOYAL
24	0832ME191034	MEHUL KETHWAS
25	0832ME191035	MO FAIZAN MANSURI
26	0832ME191036	MOHIT KUSHWAH
27	0832ME191041	NISHANT VERMA
28	0832ME191042	NITESH PARMAR
29	0832ME191043	PAVITRA ANKEL
30	0832ME191044	PIYUSH GAWANE
31	0832ME191045	PRADEEP LIKHITKAR
32	0832ME191046	PRATHMESH DALVI
33	0832ME191047	RACHENDRA YADAV
34	0832ME191051	RAVIRAJ CHOUHAN
35	0832ME191052	RITIK DANDIR
36	0832ME191053	RITIK MOGRA
37	0832ME191054	ROHIT MAHANWAR
38	0832ME191055	SACHIN KUMAR TAKHI
39	0832ME191058	SIDDHARTH SABLE
40	0832ME191059	SOURABH KAMANIYA
41	0832ME191060	SUNNY YADAV
42	0832ME191061	VEDANT MAHAJAN
43	0832ME191062	VIKAS GANGARE
44	0832ME191063	VINAY GANGARE

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45	0832ME191064	VIPIN PAL
46	0832ME191065	VISHESH CHOUDHARY
47	0832ME181001	AADESH MAHADIK
48	0832ME181003	ABHISHEK KUMAR
49	0832ME181004	ABHISHEK SINGH
50	0832ME181005	AJAY BANGAR
51	0832ME181008	AMAN MOURYA
52	0832ME181014	ARPIT SURA
53	0832ME181016	AYUSH DESHMUKH
54	0832ME181018	DEEPAK BALODIYA
55	0832ME181022	DISHA JAIN
56	0832ME181025	HARIOM PAWAR
57	0832ME181026	HARSH TIWARI
58	0832ME181027	HARSH GERIYA
59	0832ME181030	JATIN JATAV
60	0832ME181032	KAPIL KUMAR GAWANDE
61	0832ME181033	KRISHNA SHARMA
62	0832ME181034	KUSHAL TIWARI
63	0832ME181039	NAINCY KOTANGLE
64	0832ME181040	NITIN PAWAR
65	0832ME181041	PAWAN RANOJA
66	0832ME181042	PINKESH KASHYAP
67	0832ME181045	RAJNISH CARPENTER
68	0832ME181048	RITIK JAISWAL
69	0832ME181049	ROBIN MANDLOI
70	0832ME181050	RONAK SAHU
71	0832ME181051	RUDRA PRADHAN
72	0832ME181053	SAGAR MAKODE
73	0832ME181054	SANJAY BADWAHE
74	0832ME181056	SHANTANU SHUKLA
75	0832ME181060	SHIVAM SACHAN
76	0832ME181062	ADITYA SONI
77	0832ME181063	SOURABH DILWARE
78	0832ME181064	TAIKHUM SARIYA
79	0832ME181066	TANMAY SHARMA
80	0832ME181067	UTKARSH MISHRA
81	0832ME181068	VEERENDRA SAHU
82	0832ME181069	VIKAS JHA
83	0832ME181071	YASHRAJ SINGH BAIS
84	0832ME193D01	AJAY JAISWAL
85	0832ME193D02	ANURAG PANDEY
86	0832ME193D04	DEEPANSHU RATHORE
87	0832ME193D06	NAKUL BHARTI
88	0832ME171001	AASHUTOSH SAHU
89	0832ME171004	AJAY PATEL
90	0832ME171005	AMAN MISHRA
91	0832ME171006	AMAR PANWAR
92	0832ME171007	ANIMESH YADAV
93	0832ME171010	ANKIT OJHA
94	0832ME171011	ANUJ GOUR
95	0832ME171013	ARUN PALIWAL

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96	0832ME171015	ATHARV SHARMA
97	0832ME171016	AYUSH KUMRAWAT
98	0832ME171017	BITTU DANGI
99	0832ME171018	DEEPAK JADHAV
100	0832ME171019	DEVYANSHU VYAS
101	0832ME171022	GOVIND GUPTA
102	0832ME171023	HEMANT JASODIYA
103	0832ME171024	HRITIK GANGOTRE
104	0832ME171025	JATIN VERMA
105	0832ME171026	KAKUSTH MEENA
106	0832ME171028	KARTIK GAWALI
107	0832ME171030	MANAN PATNI
108	0832ME171031	MANAS NAWATHE
109	0832ME171032	MOHIT BISEN
110	0832ME171034	NAMAN SAHU
111	0832ME171038	PARAG TETWAL
112	0832ME171039	PRASEED VISHWAKARMA
113	0832ME171040	PRATIK KUMAR YADAV
114	0832ME171041	PRINCE RAJ BHARTI
115	0832ME171046	RITIK VERMA
116	0832ME171047	RITVIK PANDEY
117	0832ME171048	ROHAN CHOUDHARY
118	0832ME171055	SANJAY DEWDA
119	0832ME171056	SAURABH SINGH
120	0832ME171057	SHIVAM LASHKAN
121	0832ME171059	SHIVANK MATHUR
122	0832ME171060	SHUBHAM JATTHAP
123	0832ME171062	SONU RAGHUWANSHI
124	0832ME171064	UMESH KUMBHKAR
125	0832ME171067	VIKRANT PAWAR
126	0832ME171069	VISHAL CHOUHAN
127	0832ME171071	YASH GUPTA
128	0832ME171072	YASHU SAHU
129	0832ME183D01	BAKKUL CHANDELKER
130	0862ME171022	SUNIL BADVAYA

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Chameli Devi Group of Institutions
Department of Mechanical Engineering
Engineer's Day Celebration
List of Participants (Staff Members)

S.No.	Name of Staff Member
1	Prof. Deepak R. Phalke
2	Dr. A. K. Shrimali
3	Prof. Manish Gome
4	Mr. Atreya Pathak
5	Mr. Kaustubh Kale
6	Mr. Hitesh Koshti
7	Mr. Deepak Bhonde
8	Mr. Anant Dixit
9	Mr. Amit Kesheorey
10	Mr. Vipul Jain
11	Mr. Srinidhi Rao P.
12	Mr. Dushyant Sahu

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ONE DAY WORKSHOP

On

"LATHE MACHINE"

Date:05/03/2022
Day:Saturday
Activity:Workshop on Lathe
Organized By: Mechanical Engineering Department
Expert Name: Mr. Srinidhi Rao P.
AttendedBy: 40participants (ME VI Semester)

Objective&Aim:

This workshop was organized by department of mechanical engineering with an objective for students to learn about the lathe machine. The aim of the workshop was to make the students aware of various operations that can be performed on lathe.

ProfileoftheSpeaker:

The workshop was conducted by**Mr. Srinidhi Rao P., Assistant Professor, and Mr. GourishankarKose, Machine Shop Instructor, Department of Mechanical Engineering, CDGI.**

Summary report of the Activity:

The workshop began with the speaker briefing the flow of the session along with the contents that had to be covered, to the students. The first half of the session covered theoretical concepts of lathe which included parts of lathe machine, its description and operations performed. The second half of the workshop focused on performing lathe operations like facing, turning, step turning, taper turning, thread cutting, grooving and knurling. Students were divided in smaller batches and lathe machine was assigned to each batch. They were asked to perform the mentioned operations on the given workpiece.

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CapturedGlimpsesofWorkshop:

ActivityProcessing (Feedback Analysis):

The duration of the workshop was one day and at the end, a feedback form was distributed to the students. They were given ample time to fill out the form. The questionnaire covered various aspects such as topic selection, content delivery, presentation skill along with the overall rating of the workshop.

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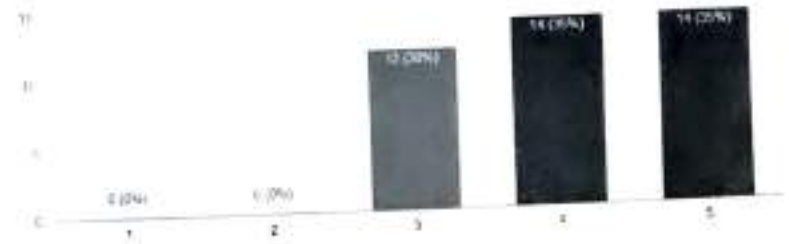
Clarity of information in the workshop

Relevance of information to the students of Mechanical Engineering branch



Did this workshop make you think about interesting issues in the field and therefore broaden your horizons in engineering?

Was the information new to you?

Would you be interested in learning more about this subject

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CHAMELI DEVI GROUP OF INSTITUTIONS, INDORE

Program Coordinator:

Mr. Hitesh Koshti

Assistant Professor

Mechanical Engineering Department

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Chameli Devi Group of Institutions
Department of Mechanical Engineering

Workshop on Lathe – Attendance Sheet

Date: 05-03-2022

Day: SATURDAY

S.No.	Student Name	Enrollment No:	Semester	Signature
1	Saurabh Singh	0832CS191156	VI	
2	Abhishek Lavawanshi	0832ME191001	VI	
3	Abhishek Maurya	0832ME191002	VI	
4	Abhishek Solanki	0832ME191003	VI	
5	AdarshMalakar	0832ME191004	VI	
6	Aman Varma	0832ME191005	VI	
7	Anand Nair	0832ME191006	VI	
8	Anand Singh Rajput	0832ME191007	VI	
9	Anil Kailash Choyal	0832ME191008	VI	
10	Ashwin Mandloi	0832ME191010	VI	
11	Bibek Tiwari	0832ME191013	VI	
12	Bijendra Singh Malviya	0832ME191014	VI	
13	DeepeshPatidar	0832ME191015	VI	
14	DevanshuPatidar	0832ME191016	VI	
15	Dileep Kumar Sen	0832ME191017	VI	
16	Harsh Malviya	0832ME191020	VI	
17	Harsh Pahadiya	0832ME191022	VI	
18	Harsh Raghuwanshi	0832ME191023	VI	
19	Himanshu Patel	0832ME191024	VI	
20	Ishwar Ujiwal	0832ME191025	VI	
21	Jay Dixit	0832ME191026	VI	

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22	Kapil Rajput	0832ME191027	VI	
23	KartikVerma	0832ME191028	VI	
24	Koushal Modi	0832ME191029	VI	
25	Krishna Gokhale	0832ME191030	VI	
26	Lucky Goyal	0832ME191032	VI	
27	MehulKaithwas	0832ME191034	VI	
28	Mo FaizanMansuri	0832ME191035	VI	
29	MohitKushwah	0832ME191036	VI	
30	Narayan Paliwal	0832ME191037	VI	
31	NishantVerma	0832ME191041	VI	
32	PiyushGawane	0832ME191044	VI	
33	Pradeep Likhitkar	0832ME191045	VI	
34	Prathmesh Dalvi	0832ME191046	VI	
35	RavirajChouhan	0832ME191051	VI	
36	RitikDandir	0832ME191052	VI	
37	RitikMogra	0832ME191053	VI	
38	Sachin Kumar Takhi	0832ME191055	VI	
39	Siddharth Sable	0832ME191058	VI	
40	VikasGangare	0832ME191062	VI	

5/3/22

Programme Coordinator

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5/3/22

HOD
Mechanical Engineering Department

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ONE DAY WORKSHOP

On

"WELDING"

Date:20/11/2021
Day:Saturday
Activity:Workshop on Welding
Organized By: Mechanical Engineering Department
Expert Name: Mr. Hitesh Koshti
AttendedBy: 40participants (II Year)

Objective& Aim:

This workshop was organized by department of mechanical engineering with an objective for students to learn about the concepts of welding. The aim of the workshop was to make the students aware of various welding techniques and joints.

ProfileoftheSpeaker:

The workshop was conducted by**Mr. Hitesh Koshti, Assistant Professor, and Mr. SudhakarDhote, Welding Lab Instructor, Department of Mechanical Engineering, CDGI**

Summary report of the Activity:

The workshop began with the speaker briefing the flow of the session along with the contents that had to be covered, to the students. The first half of the session covered theoretical concepts of welding such as types of welding, principle of electric arc welding, types of joints and joint defects. The second half of the session was the practical part were students were trained to perform T joint and Lap joint using MS workpiece using electric arc welding.

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CapturedGlimpsesof Workshop:

ActivityProcessing (Feedback Analysis):
The duration of the workshop was of one day and at the end, a feedback form was distributed to the students. They were given ample time to fill out the form. The questionnaire covered various aspects such as topic selection, content delivery, presentation skill along with the overall rating of the workshop.

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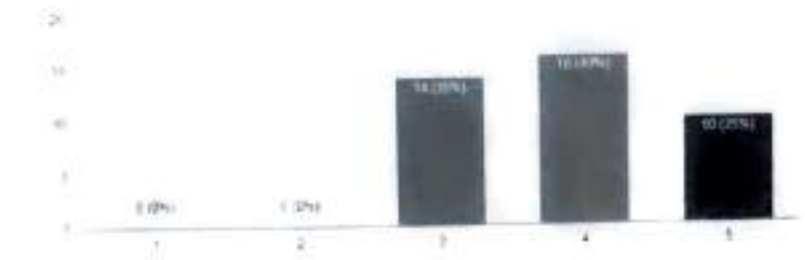
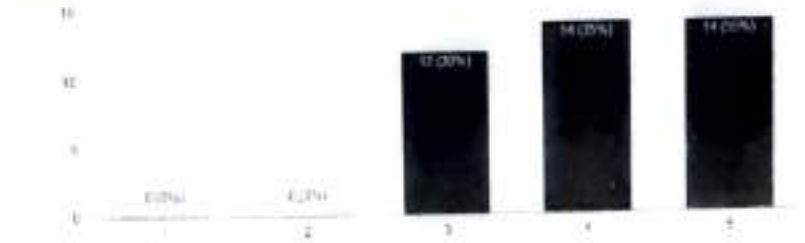
Clarity of information in the workshop



Relevance of information to the students of Mechanical Engineering branch



Did this workshop make you think about interesting issues in the field and therefore, broaden your horizons in engineering?

Was this information new to you?

Would you be interested in learning more about this subject

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Program Coordinator:

Mr. Srinidhi Rao P.

Assistant Professor

Mechanical Engineering Department

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Chameli Devi Group of Institutions
Department of Mechanical Engineering

Workshop on Welding – Attendance Sheet

Date: 20-11-2021

Day: Saturday

S.No.	Student Name	Enrollment No:	Semester	Signature
1	AayushRinge	0832ME201001	III	Aayush
2	Abhishek Machar	0832ME201002	III	
3	Ajay Gole	0832ME201003	III	
4	Amit Ghurawal	0832ME201004	III	
5	AniketChouhan	0832ME201005	III	
6	Ankit Prajapati	0832ME201006	III	
7	Bhavesh Sable	0832ME201008	III	
8	Devendra Nagar	0832ME201009	III	
9	GhanendraPawar	0832ME201010	III	
10	Harsh Chouhan	0832ME201011	III	
11	Harsh Verma	0832ME201012	III	
12	IndrajeetLakshakar	0832ME201013	III	
13	Kuldeep	0832ME201014	III	
14	NavinChilhate	0832ME201015	III	
15	Nikhil Verma	0832ME201016	III	
16	NileshLachheta	0832ME201017	III	
17	Rahul Pal	0832ME201021	III	
18	Rahul Pawar	0832ME201022	III	
19	Raj Mahobiya	0832ME201023	III	
20	RajitRaghuwanshi	0832ME201024	III	
21	Ram Hardiya	0832ME201025	III	
22	Rishabh Shukla	0832ME201026	III	

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23	Rupesh Patel	0832ME201027	III	
24	SagarMeghwal	0832ME201028	III	
25	Sarthak Gaur	0832ME201029	III	
26	ShivamGawhade	0832ME201031	III	
27	Shyam Singh Sagar	0832ME201032	III	
28	Sourabh	0832ME201033	III	
29	SourabhBhaskare	0832ME201034	III	
30	Sourabh Rai	0832ME201035	III	
31	Sunil Kumar Kaleshriya	0832ME201036	III	
32	TilokJadhav	0832ME201038	III	
33	Vishal Parihar	0832ME201039	III	
34	Vishal Parmar	0832ME201040	III	
35	YashikaSheroke	0832ME201041	III	
36	Anish Jambekar	0832ME213D05	III	
37	Bharat Sharma	0832ME213D09	III	
38	Harish Nagar	0832ME213D14	III	
39	Harsh Dashore	0832ME213D15	III	
40	Rohit Arya	0832ME213D32	III	

Programme Coordinator

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INDORE (M.P.)

DEPARTMENT OF MECHANICAL ENGINEERING

CERTIFICATE

This is to certify that Mr./Ms. **Aayush Ringe, Abhishek Machar, Ajay Gole, Amit Ghurawal, Aniket Chouhan, Ankit Prajapati, Bhavesh Sable** with RGTU Enrollment No **0832ME201001, 0832ME201002, 0832ME201003, 0832ME201004, 0832ME201005, 0832ME201006, 0832ME201008** has satisfactorily completed the Mini Project on **"Pedal Operated Hack Saw"**, for **B. Tech, IV Semester** of the **Mechanical Engineering Department** during year **2021 – 22**.

Prof. Deepak R. Phalke
Head of the Department

Signature of
Faculty In-charge

Principal
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INDORE (M.P.)

DEPARTMENT OF MECHANICAL ENGINEERING

CERTIFICATE

This is to certify that Mr./Ms. **Devendra Nagar, Ghanendra Pawar, Harsh Chouhan, Harsh Verma, Indrajeet Lakshakar, Kuldeep, Navin Chilhate** with RGTU Enrollment No **0832ME201009, 0832ME201010, 0832ME201011, 0832ME201012, 0832ME201013, 0832ME201014, 0832ME201015** has satisfactorily completed the Mini Project on **"Solar Power Drip Irrigation"**, for **B. Tech, IV Semester** of the **Mechanical Engineering Department** during year **2021 – 22**.

Prof. Deepak R. Phalke
Head of the Department

Signature of
Faculty In-charge

Principal
Chameli Devi Group of Institutions
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CERTIFICATE

This is to certify that Mr./Ms. **Nikhil Verma, Nilesh Lachheta, Rahul Pal, Rahul Pawar, Raj Mahobiya, Rajit Raghuwanshi, Ram Hardiya** with RGTU Enrollment No **0832ME201016, 0832ME201017, 0832ME201021, 0832ME201022, 0832ME201023, 0832ME201024, 0832ME201025** has satisfactorily completed the Mini Project on **"Gear Operated Bicycle"**, for **B. Tech, IV Semester** of the **Mechanical Engineering Department** during year **2021 – 22**.

Prof. Deepak R. Phalke
Head of the Department

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Faculty In-charge

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This is to certify that Mr./Ms. **Rishabh Shukla, Rupesh Patel, Sagar Meghwal, Sarthak Gaur, Shivam Gavande, Shyam Singh Sagar, Sourabh** with RGTU Enrollment No **0832ME201026, 0832ME201027, 0832ME201028, 0832ME201029, 0832ME201031, 0832ME201032, 0832ME201033** has satisfactorily completed the Mini Project on **"Wind Powered Water Pump"**, for **B. Tech, IV Semester** of the **Mechanical Engineering Department** during year **2021 – 22**.

Prof. Deepak R. Phalke
Head of the Department

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Faculty In-charge

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This is to certify that Mr./Ms. **Sourabh Bhaskare, Saurabh Rai, Sunil Kumar Kalesariya, Tilok Jadhav, Vishal Parihar, Vishal Parmar, Yashika Sheroke** with RGTU Enrollment No **0832ME201034, 0832ME201035, 0832ME201036, 0832ME201038, 0832ME201039, 0832ME201040, 0832ME201041** has satisfactorily completed the Mini Project on **"Bicycle Operated Washing Machine"**, for **B. Tech, IV Semester** of the **Mechanical Engineering Department** during year **2021 – 22**.

Prof. Deepak R. Phalke
Head of the Department

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CERTIFICATE

This is to certify that Mr./Ms. **Abhay Yadav, Abhishek Jangid, Ajay Chouhan, Anish Jambekar, Anurag Shrivastava, Ayush Tripathi** with RGTU Enrollment No **0832ME213D01, 0832ME213D02, 0832ME213D03, 0832ME213D04, 0832ME213D05, 0832ME213D06, 0832ME213D07** has satisfactorily completed the Mini Project on **"Savonius Wind Mill for Power Generation"**, for **B. Tech, IV Semester** of the **Mechanical Engineering Department** during year **2021 – 22.**

Prof. Deepak R. Phalke
Head of the Department

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This is to certify that Mr./Ms. **Bharat Rawat, Bharat Sharma, Devendra Patil, Dinesh Choudhary, Gourav Barhaiya, Govind, Harish Nagar, Harsh Dashore** with RGTU Enrollment No **0832ME213D08, 0832ME213D09, 0832ME213D10, 0832ME213D11, 0832ME213D12, 0832ME213D13, 0832ME213D14, 0832ME213D15** has satisfactorily completed the Mini Project on **"Bicycle Operated Vegetable/Fruit Washer"**. for **B. Tech, IV Semester** of the **Mechanical Engineering Department** during year **2021 – 22**.

Prof. Deepak R. Phalke
Head of the Department

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This is to certify that Mr./Ms. **Hritik Chaturvedi, Hritik Yadav, Jayesh, Mahendra Morve, Mohd. Sameer, Mohit, Nandlal Sanase** with RGTU Enrollment No **0832ME213D16, 0832ME213D17, 0832ME213D18, 0832ME213D19, 0832ME213D20, 0832ME213D21, 0832ME213D22** has satisfactorily completed the Mini Project on **"Flywheel Operated Bicycle"**. for **B. Tech, IV Semester** of the **Mechanical Engineering Department** during year **2021 – 22**.

Prof. Deepak R. Phalke
Head of the Department

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Faculty In-charge

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CERTIFICATE

This is to certify that Mr./Ms. **Pankesh, Pawan Sharma, Pradyumn Gurjar, Pratap Singh Darbar, Puspraj, Rakesh Kumar Singh, Ritik Sen** with RGTU Enrollment No **0832ME213D24, 0832ME213D25, 0832ME213D26, 0832ME213D27, 0832ME213D28, 0832ME213D30, 0832ME213D31** has satisfactorily completed the Mini Project on **"Solar Hard Water Softener"**, for **B. Tech, IV Semester** of the **Mechanical Engineering Department** during year **2021 – 22.**

Prof. Deepak R. Phalke
Head of the Department

Signature of
Faculty In-charge

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CERTIFICATE

This is to certify that Mr./Ms. **Rohit Arya, Rohit Zope, Shashank Sharma, Shubham, Tanishq Parmar, Varum Verma, Vikas Ranavadiya, Vivek Sharma** with RGTU Enrollment No **0832ME213D32, 0832ME213D33, 0832ME213D34, 0832ME213D36, 0832ME213D37, 0832ME213D39, 0832ME213D41, 0832ME213D42** has satisfactorily completed the Mini Project on **"Foldable Bicycle"**, for **B. Tech, IV Semester** of the **Mechanical Engineering Department** during year **2021 – 22**.

Prof. Deepak R. Phaike
Head of the Department

Signature of
Faculty In-charge

Principal
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Chameli Devi Group of Institutions, Indore
Department of Management

AGARWAL GROUP

COLLABORATIVE LEARNING ACTIVITY

About the Activity:

This activity was conducted by Prof Swati Bhaiyaa, during the MBA FA II SEM Macro Economic Theory and Policy Lecture.

Students have got the write ups on different topics assigned to them it **helped them to enhance their ability to make practical judgments about what is 'right' and what is 'good'**. Policies that have good consequences, benefitting a large number of people, may not be the 'right' ones if they violate fundamental rights of individuals guaranteed in the constitution of India.

- ✓ Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
- ✓ Make in India
- ✓ Swachh Bharat Mission
- ✓ Digital India
- ✓ PM-KISAN (Pradhan Mantri Kisan Samman Nidhi) Scheme
- ✓ Pradhan Mantri Kisan Maan Dhan Yojana
- ✓ PM Garib Kalyan Yojana (PMGKY)
- ✓ Pradhan Mantri Shram Yogi Maan-Dhan
- ✓ Swadesh Darshan Scheme
- ✓ National Water Mission
- ✓ National Nutrition Mission
- ✓ Operation Greens Scheme
- ✓ Deep Ocean Mission
- ✓ PM Mudra Yojna
- ✓ Ujala Yojna
- ✓ Atal Pension Yojana
- ✓ Prime Minister Jeevan Jyoti Bima Yojana
- ✓ Pradhan Mantri Suraksha Bima Yojana

Objective of the activity:

The general purpose of the activity was to make students aware of current Government Policies introduced in India for common public also to find issues and solutions for them.

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Process of the Activity:
Student were asked to form a Group of 4-5 and to choose a leader who will write their thoughts and submit it after brief discussion and research among themselves.

BACKGROUND OF CONTENT TO BE DISCUSSED

1. **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)**
   It is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE) implemented by National Skill Development Corporation. The objective of this Skill Certification Scheme is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood.

2. **Make in India**
   it's an initiative by the Government of India to make and encourage companies to develop, manufacture and assemble products made in India and incentivize dedicated investments into manufacturing. The policy approach was to create a conducive environment for investments, develop a modern and efficient infrastructure, and open up new sectors for foreign capital. The initiative targeted 25 economic sectors for job creation and skill enhancement

3. **Swachh Bharat Mission**
   To accelerate the efforts to achieve universal sanitation coverage and to put the focus on sanitation, the Prime Minister of India had launched the Swachh Bharat Mission on 2nd October 2014. Under the mission, all villages, Gram Panchayats, Districts, States and Union Territories in India declared themselves "open-defecation free" (ODF) by 2 October 2019, the 150th birth anniversary of Mahatma Gandhi, by constructing over 100 million toilets in rural India. To ensure that the open defecation free behaviours are sustained, no one is left behind, and that solid and liquid waste management facilities are accessible, the Mission is moving towards the next Phase II of SBMG i.e ODF-Plus. ODF Plus activities under Phase II of Swachh Bharat Mission (Grameen) will reinforce ODF behaviours and focus on providing interventions for the safe management of solid and liquid waste in villages.

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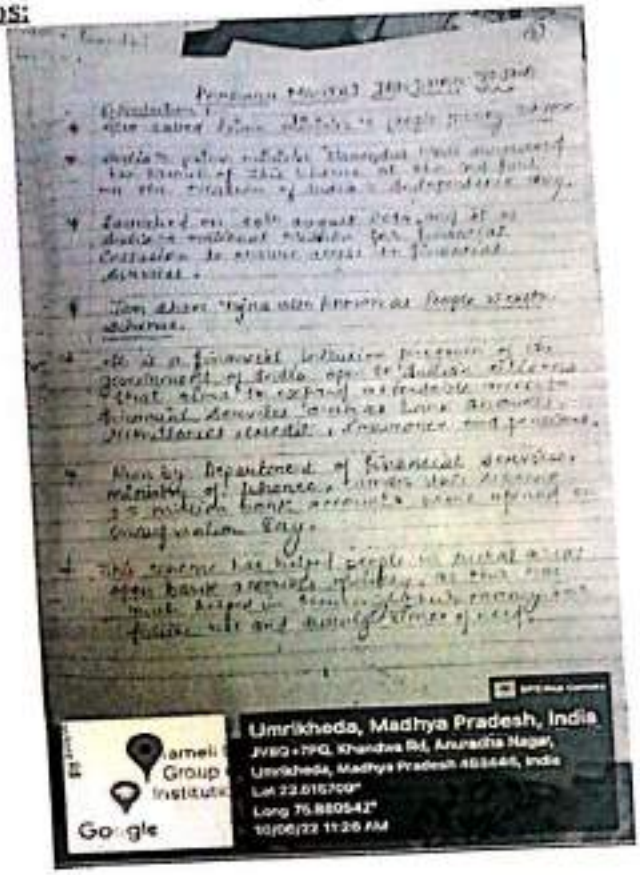
4. Digital India

It is a campaign launched by the Government of India in order to ensure the Government's services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or making the country digitally empowered in the field of technology. The initiative includes plans to connect rural areas with high-speed internet networks. It consists of three core components: the development of secure and stable digital infrastructure, delivering government services digitally, and universal digital literacy.

Some more topics were left open for students to find and study.

Some Write up Photos:



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"Make in India"

- INTRODUCTION :-

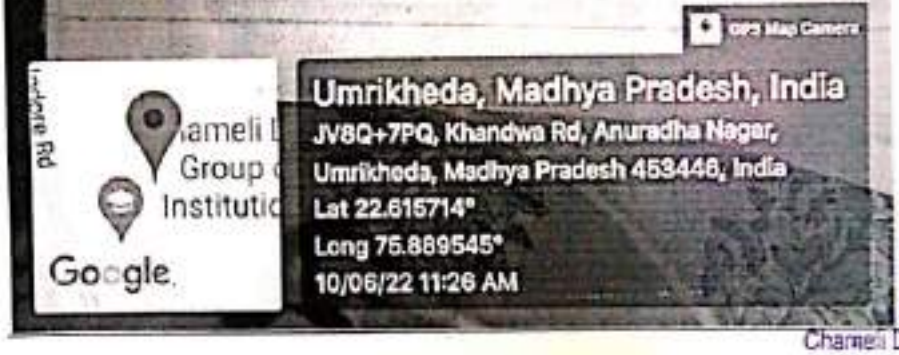
Make in India programme was launched by Hon. PM Modi in 2014 to encourage the country to invest in the manufacturi sector in India.

The slogan coined by PM Modi was "Zero defect, Zero effect" which mean product which is created by manuf turing companies with zero or no effe & the process which is used for production & product is zero effect on the environment & ecological environment

The objective of this mega program is t ensure that the manufacturing countrie which contributes around 15% of the country GDP is increased to 25% in ne coming years.

The government by their programme expect generate jobs, attract much foreign investment transfer India to a manufa -ing hub proffered by around the glo

It is nationwide campaign to boost do manufacturing.



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Name : Gautam Singh Bhal
Class : MBA (FA 2nd Sem)
Macro Eco Course Assignment

Introduction : Digital India is a Campaign launched by the Govt of India in order to ensure the govt's Services are made available to Citizens Electronically by Improved Online Infrastructure and by Increasing Internet Connecting in making the Country digitally Empowered in the field of technology.

The Initiative includes plans to Connect rural areas with high Speed Internet networks. It Consists of 3 Core Components :

(a) The development of Secure and Stable digital Infrastructure.
(b) Delivering Govt Services digitally
(c) Universal digital literacy.

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LEARNING OUTCOMES:

At the end of activity students gained:

- Information about various Government schemes.
- Issues with the delivery of schemes.
- Solutions regarding the issues found.
- Listening Skills.
- Assertive Attitude.
- Paraphrasing Skills.
- Leadership.

Prof Swati Bhaiyya

Subject Teacher

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COLLABORATIVE LEARNING ACTIVITY

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The Biggest Marketing Fails of All Time (With Practical Takeaways)

This activity was conducted by Prof. Sudhir Lambhate to ensure that students understand the concept of Product and Brand Management in a practical manner.

About the Activity:

As a part of collaborative learning where students work with each other on projects, and must collaborate as a group to understand the concepts being presented to them. By protecting their positions, reframing ideas, listening to other viewpoints and enunciating their points, students gain a more complete understanding as a group than they could as individuals.

One marketing blunder can make or break any brand these days. Competition is fierce and if a brand doesn't (or accidentally doesn't appear to) align with a customers' values, there could be major consequences.

Learning for the Students:

- What the brand was trying to do
- Why it failed
- The key takeaway
- How to do it right

Names:

✓ Kendall Jenner Pepsi ad	✓ Airpass by American Airlines
✓ Gap's logo redesign	✓ Bloomingdales' spiked eggnog ad
✓ Burger King's Women's Day tweet	✓ Dove's 'racist' campaign
✓ Audi's wedding commercial	✓ Coca-Cola's 'New Coke' Flavor
✓ Timberland	✓ Bisleri Pop
✓ Abibas	✓ Taxi4Sure
✓ Chevrolet	✓ Kizashi
✓ Kingfisher	✓ Volkswagen Beetle
✓ Danone Dairy Business	✓ Nano

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Objective of the activity:
The basic idea behind this activity was to make students study the 'Biggest Marketing Fails of All Time' of different companies and to analyze the working of the company to make them aware of various pros and cons and help them in taking appropriate decisions in practical take away.

Learning Outcomes:

Students after understanding and analyzing biggest marketing fails of all time of different companies were able to identify the problems and gave different solutions for the same in collaboration with other students.

Every business wants to stand out, but unless you take your time and fully think through your ideas and plans, you run the risk of going viral for the wrong reasons. Whether you're a massive brand or a local shop, the biggest takeaway here is the same: Pay attention to the details—in how you present your message, represent your values, plan your campaigns, and if (hopefully not) applicable, how you apologize.

Note: Submitted write ups of analysis are attached here with.

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Prof.....
Name of the Faculty

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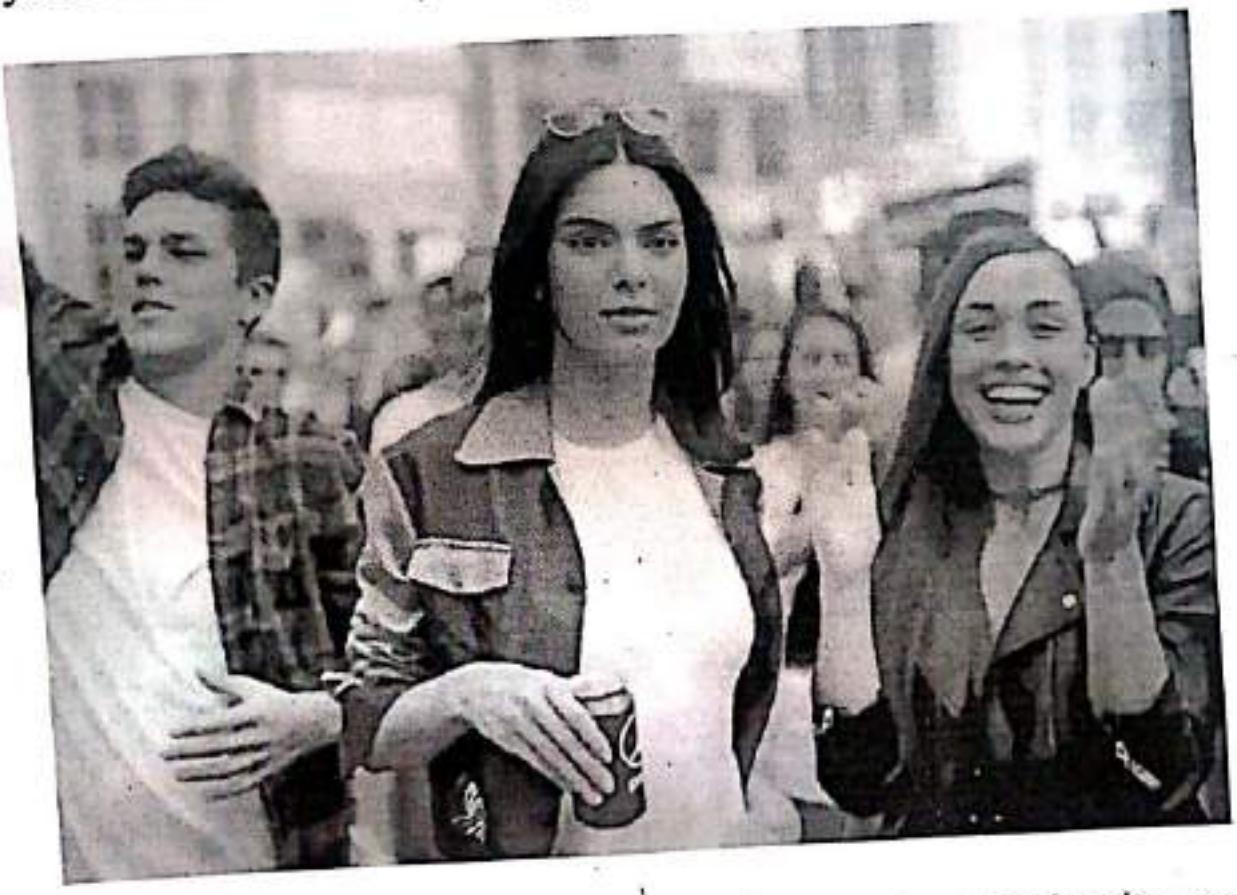
BIGGEST MARKETING FAILS

Kendall Jenner Pepsi ad

This long commercial from 2017 follows along with a marching protest and features popular model Kendall Jenner watching and then joining it. In the end, she walks to the front of the protest line and hands a can of Pepsi to a police officer as a peace offering. He takes the Pepsi and everyone cheers.



According to Pepsi, the ad was a move to promote global unity, peace, and understanding, but it achieved exactly the opposite. As soon as the ad came out, it received a storm of backlash and criticism. People found the

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ad insensitive and tone-deaf. Further, the ad supposedly trivialized the Black Lives Matter movement and made the protest seem like a fun party.

The New York Times coverage on the matter says it best:

"Elle Hearns, the executive director of the Marsha P. Johnson Institute and formerly an organizer for Black Lives Matter, said the ad 'plays down the sacrifices people have historically taken in utilizing protests. 'No one is finding joy from Pepsi at a protest," she said. "That's just not the reality of our lives. That's not what it looks like to take bold action."

Bernice King, the daughter of Martin Luther King Jr., was another of the activists who criticized the ad, tweeting "If only Daddy would have known about the power of #Pepsi."

Pepsi pulled the ad from the air and YouTube within 24 hours and apologized saying the company "missed the mark."

The takeaway

Never use controversial topics or social issues to promote your products or services. If you want to capitalize on a trending topic, do your research to make sure there is no risk for polarizing your audience and losing customers.

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How to do it right

If you want to leverage popular topics for marketing success, learn how to identify hot topics with search trend data.

Submitted by:

1. ANUJ JOSHI
2. ATUL BAPNA
3. PANKAJ SAHU
4. RAGHAV SINGLE
5. ANAND

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COLLABORATIVE LEARNING ACTIVITY

About the Activity:

This activity was conducted by Prof Swati Bhaiyaa, during the MBA FT IV SEM Strategic Management Lecture. Students were given names of certain companies and were asked to do the SWOT analysis of those company to understand the Strengths and weaknesses of these companies also to find the solutions for the Weakness and Threats.
Under the Corporate Finance & Strategic management.

Name of Companies:

✓ BHEL	✓ Havells
✓ Deloitte	✓ Huawei
✓ Disney	✓ Netflix
✓ Emani	✓ OLX
✓ Fanta	✓ Peter England
✓ Foodpanda	✓ Prime Video
✓ Fossil	✓ Sony
✓ Voot	✓ Swiggy

Objective of the activity:

The basic idea behind this activity was to make students study the Strengths, Weaknesses, Threats and opportunities of different companies and to analyze the working of the company to make students aware of various pros and cons and help them in taking appropriate decisions.

Process of the Activity:

Students were asked to form the Group of 9-10 and then assigned a company to analyze. They had to write Strength, Weakness, Opportunity and Threats along with the solution to overcome Weakness and Threats.

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COLLABORATIVE LEARNING ACTIVITY

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LEARNING OUTCOMES:

Students after understanding and analyzing SWOT of different companies were able to identify the problems and gave different solutions for the same in collaboration with other students. This helped them learn the team work and how they can work together to find the solutions agreed by all.

Note: Submitted SWOT analysis are attached here with.

Prof.....
Subject Teacher

Principal
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COURSE- MBA FT IV

SUBJECT- STRATEGIC MANAGEMENT

Company- BHEL

Submitted By-

1. AAYUSHI ARGADE
2. ADITI JAIN
3. ADITYA SINGH
4. ALPANA TIGGA
5. AMAN PATHARIYA
6. ANJALI BARVE
7. APARNA YADAV

Bharat Heavy Electricals Limited (BHEL) is an electrical equipment industry that was formed during the year 1964 and is headquartered in New Delhi, India. It is owned and formed by the Government of India.

It is the largest power generation equipment manufacturer that manufactures various products like Gas and Steam Turbines, Boilers, Electric Motors, Electric Locomotives, Generators, Heat Exchangers, Switchgears and Sensors, Automation and Control Systems, Power Electronics, and Transmission Systems.

During the year 1991, BHEL was converted into a public limited company. Over a period of years, it has developed the capacity to produce much equipment for all sectors.

BHEL is engaged in various operations like design, engineering, construction, testing, and servicing of many products. BHEL has a huge network of about 17 manufacturing units, two maintenance units, eight service centers, four regional offices.

It also has eight overseas offices and seven joint ventures. BHEL has established the competence to deliver about 20,000 MW p.a of power equipment to meet the rising demand for power generation equipment.

BHEL has been transferring its power and industry segment products and services for about 40 years. Its global visibility has been spread across 76 countries in about six continents.

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Ever since its formation, BHEL has made its Quality foundation strong. During the year 1970-90, BHEL has implemented Quality Manual for the entire organization that includes systems, tasks, procedures, and processes.

Second tier documents like standard technological procedures, test plans, process sheets, non-conformance handling systems, and procedures were implemented during this time. Since that time, BHEL is leading in Calibration System, Quality Planning, and Quality Circles impression in India.

SWOT analysis of BHEL:

Strengths in the SWOT Analysis of BHEL

- **Strong Base in Engineering** – BHEL has a strong base in engineering and a stable industrial relationship. It is the largest power generation equipment manufacturer that manufactures various products like Gas and Steam Turbines, Boilers, Electric Motors, Electric Locomotives, Generators, Heat Exchangers, Switchgears and Sensors, Automation and Control Systems, Power Electronics, and Transmission Systems.
- **Continuous Profits** – BHEL has been generating continuous profits and paying dividends since the year 1974. This is a great strength to the company.
- **Support from Collaborators** – BHEL has great support from the collaborators that have helped them to obtain many modern technologies and then transform it to suit the Indian conditions.
- **Huge Customer Base** – BHEL has a huge customer base in the domestic business that leads to being popular and having a greater influence in the market.
- **Huge Products** – BHEL produces almost 190 products and more than 30 major product groups.
- **Quality Products** – The Quality foundation of BHEL is quite strong. During the year 1970-90, BHEL has implemented Quality Manual for the entire organization that includes systems, tasks, procedures, and processes. Second tier documents like standard technological procedures, test plans, process sheets, non-conformance handling systems, and procedures were implemented during this time. Since that time, BHEL is leading in Calibration System, Quality Planning, and Quality Circles impression in India.
- **Research & Development** – BHEL has always faced a strong emphasis on innovation and creative advancement. It has led to the develop many technologically competitive products and services. Their labs at the Research & Development wing have Permanent Magnet Machines,

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Insulation, and Chemical Sciences, Intelligent Machine Control, Electrical Machines, Power Electronic Systems, High Voltage Engineering, GIP, and Switchgear Development, and many more.

Weaknesses in the SWOT Analysis of BHEL

- **The inability for Certain Activities** – There have been few situations have BHEL had the inability to provide supplier's credit, financing of power projects, and soft loans.
- **Longer Delivery Cycles** – BHEL delivers products by taking more time than international competitors. This could be a weakness having longer delivery cycles would have a huge impact on the business.
- **Less Marketing Infrastructure** – BHEL lacks effective marketing infrastructure that is, in fact, a weakness for the company.
- **Procurement Process** – The procurement process in BHEL is cumbersome, and they are subject to auditing.
- **PSU Status** – PSU status is yet another weakness for BHEL as it is subject to the rules and regulations. It is forced to carry a huge amount of labor force that is unable to reduce.
- **Criticism** – The BHEL project, 1340-megawatt coal power plant situated in Rampal that is close to the Sundarban Mangrove Forest for Bangladesh-India Friendship Power Company is a joint venture. This project has faced a lot of criticism for impacting the environment and the likely harm that could cause to the largest mangrove forest in the world.

Opportunities in the SWOT Analysis of BHEL

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- **Demand for Power Domain** – There exists a huge demand in the power domain to produce more equipment. This provides a huge opportunity for BHEL.
- **Aging Power Plants** – As BHEL is into the industry for a long time, there are many plants that are quite old and require services and spare parts. On doing this, BHEL can carry out production faster and attach more visibility in the market.
- **Increased Private Sector Participation** – BHEL sees a healthier work environment and increased private sector participation in the operation of distribution circles as well.
- **Increase in Defense Budget** – An increase in defense budget sees a lot of opportunity for BHEL as it will increase the top line for them.
- **Joint Venture with Siemens** – Power Plant Performance Improvement Ltd, which is a joint venture with Siemens, is a tie-up that will be beneficial and provides a lot of scope for the business.

Threats in the SWOT Analysis of BHEL

- **Competitors** – BHEL faces a lot of competition from both the international and national companies.
- **Associations in the Industry** – Associations in the industry have drastically reduced the company's turn over. This is, in fact, a big threat to the company.
- **Increase in Small Contractors** – Increased in the number of small contractors is a big threat to BHEL that leads to price wars.
- **New Players in the Market** – Emerging new players in the market is also a serious threat to the company.

Solution to Overcome Weakness and Threats:

- **Faster Response:** In this era of Cut throat competition faster response to the opportunity is a must. BHEL needs to focus on reducing the delivery time to minimum.
- **Marketing:** There used to be a time when everyone knew who BHEL was but the memory has faded now as there are lot more companies on the ground. BHEL needs to remind people that it is here for every industry needs by spending more on marketing.
- **Industry competition:** BHEL is still capable of becoming the market leader if it tries to be one. It has to learn from its past mistakes and take necessary actions.

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FANTA SWOT ANALYSIS

Fanta the brand is a fruit-flavored carbonated drink created by The Coca-Cola Company and marketed globally. There are more than one hundred flavors globally. The Fanta drink originated as a cola alternative in Nazi Germany below a World War II exchange embargo for Coca-Cola substances in 1940.

Fanta comes from the German word called "fantasy" which means imagination. Fanta became the second drink to be produced by means of Coca-Cola, the first being the authentic Coca-Cola.

Strengths in the Swot Analysis of Fanta

- Strong parent brand

Fanta is flagship Non-Cola product of Coca-Cola, the company has the aggressive edge over its competitors when it comes to Operations, Cost manipulates, Brand portfolio, Channel advertising, Collaborative client relationship and penetration within the marketplace.

The strong parent brand gives Fanta a huge advantage over other fruity drinks.

- Variety Flavor

Fanta is the second oldest brand of the Coca-Cola Company and is enjoyed more than 130 million times every day all over the world. Fans love the flavor a lot that there are now 90 specific flavors available internationally.

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It was launched within the island of Ireland in 1963 and also is available in a no-Calorie model, Fanta Orange Zero. The main flavor is orange and Fanta is available in over 100 flavors in 180 different markets.

- **Branding and Advertising**

Fanta made a big event in 2017 with a new visual identity, new bottle, new branded content co-created by young people, and new recipes in certain markets.

And what better way to unveil this evolution with an immersive event focused on the brand's past, present and future Like Fanta, the event aimed at being a multi-sensory, lively experience that reminded us of Fanta's history, but also pointed out where we are going and how we are co-creating and communicating Fanta's innovations through young people,

- **Popular among youth**

The audience is often connected to social, mobile and virtual outlets. Games and music play a key role in their lives. The relationship young people have with Fanta, the logo and the product, is very exciting.

Fanta plans to stay connected to the youth by paying more attention to the fun aspect, technology and focusing on the youth having a good time with friends.

- **New markets**

Fanta has built expertise at getting into new markets and performing well. The growth has helped the corporation to construct new revenues and diversify the economic cycle hazard within the markets it operates in.

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Weaknesses in the Swot Analysis of Fanta

- **Changing the mindset**

Soda sales have been declining for the past seven years, however, the rate of the decline has quickened since 2011. To put this in perspective, carbonated smooth drink sales grew about three percentage yearly within the U.S.

The increasing number of fitness-conscious customers flip to different beverages gave the impression to be greater healthful. In the carbonated soft drink class, six of the top 10 brands lost volume. Overall, sales of carbonated smooth liquids fell 2 percentage in 2018.

Demand Forecasting

Fanta is not good at product demand forecasting resulting in higher rate of overlooked opportunities compared to its competitors.

One of the purpose, why the stock is high in comparison to its competitors, is that Fanta isn't good at demand forecasting due to which they end up retaining higher stock both in channel and in-house.

Opportunities in the Swot Analysis of Fanta

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- New product variety

The tingly fruity taste of Fanta Orange makes it a popular drink. It's made with 5% juice and in 2007 they even modified the recipe, which means it now consists of 33% much less sugar than the authentic product.

There are more than 90 flavors of Fanta globally and in Great, Britain people can enjoy Fanta Lemon and plenty of other taste. The zesty orange flavor of Fanta Orange Zero allows people to enjoy the fresh Fanta flavor with 0 calories. Fanta has constantly been fun, bold and vibrant, and now they are making it extra specific and natural too.

- Brand makeover

The youngsters' favorite, Fanta now has an advanced appearance, with a new logo, pictures, and coloration palette. It is available in an array of vibrant, bold visuals offering brilliant images and a variety of amusing, simple slogans that enchantment to the youth.

An interesting point is that the new logo has been crafted in a unique manner. It's been designed to reduce paper and a virtual logo to depict movement and spontaneity and to have fun the new Fanta method.

Threats in the Swot Analysis of Fanta

- Competition

Pepsi is the Coca Cola main competitor in the soft drink beverage. A few years ago, because the sales decrease, the brand determined to reposition its merchandise: the ordinary recipe was renamed "Regular" and this one without sugar "Max".

Moreover, to goal a younger target audience. Coca-Cola sells Fanta Green Mango, a carbonated drink that has 10.Four% fruit content. Rival PepsiCo India Holdings Pvt. Ltd sells Nimbooz Masala Soda, a juice-based totally (five% lemon juice) aerated beverage.

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While Coca-Cola started piloting with Fanta Green Mango approximately 12 months after Modi's speech, PepsiCo had launched Nimbooz Masala Soda nationally in 2015.

Substitutes

Fanta has not been able to tackle the challenges present by the new entrants in the segment and has lost a small market share in the niche categories. Fanta has to develop an internal feedback mechanism directly from the sales team on the ground to solve these challenges

- Changing the Mindset

FSSAI has notified that beverages with fruit juice amount below 10% but not much less than 5% and 2.5% in case of lime or lemon, need to be called carbonated beverage with fruit juice but, this was plenty better than what the enterprise had requested for.

Indian Beverages Association had requested the regulator to decrease the fruit juice content material threshold in carbonated drinks from 10% (minimal) to a few % Companies are now waiting for clear guidelines.

Solution for Weakness and Threats:

- **Sell the Nostalgia:** Various millennial in India associate with FANTA because it contains various memories of the past for them. FANTA should use the emotional advertising techniques.
- **Healthy substitute:** FANTA should also introduce new product containing the less sugar which can be promoted to more health conscious audience.

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COLLABORATIVE LEARNING ACTIVITY

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About the Activity:

An activity on situation based analysis was organized and conducted by Prof.Prakash Choudhary on Multinational Financial Management in MBA FA IV SEM.

"Multinational Financial Management- Parity Conditions in International Finance"

Objective of the Activity:

To understand the basics in terms of Financial understanding of a MNC. Students work with each other on topics, where they must collaborate as a group to understand the concepts being presented to them.

Through defending their positions, reframing ideas, listening to other viewpoints and articulating their points, students gain a more complete understanding as a group than they could as individuals.

- ✓ **Acquisition of Funds**
- ✓ **Investment Decisions**
- ✓ **Efficiently produce products in international markets**
- ✓ **Obtain the essential raw material needed for production**
- ✓ **Broaden and diversify markets**
- ✓ **Yields will be high**

Situation Given:

"Parity Conditions in International Finance"

At the cornerstone of international finance relations, lie the PPP doctrine and the three international interest parity conditions, viz. the Covered Interest Parity (CIP), the Uncovered Interest parity (UIP) and the Fisher's Real Interest Parity (RIP). These parity conditions indicate the degree of market integration of the domestic economy with the rest of the world.

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Indian Evidence

Empirical estimates of parity conditions are plagued with theoretical and econometric difficulties that make conclusions difficult even in the Situation of well-developed markets. Differences in estimates arise primarily from model specifications, choice techniques and due to sample periods over which the models are estimated. Theoretical difficulties arise from the existence of trade restrictions, transport and transaction costs, as also from rate consumption and interest rate smoothing behaviour. In practice, persistent swings in real exchange rate are observed. For India, Pattanaik (1999) finds that PPP over the long run defines the presence of a co-integrated relationship between exchange rate and relative prices and the misalignment at any point of time is corrected by 7.7 per cent per quarter through nominal exchange rate adjustments. Bhoi and Dhal (1998) tested for the relevance of UIP and CIP and concluded
that neither holds true.

Other Countries

Much research has been conducted to test whether PPP exists. Various studies in US have found evidence of significant deviations from PPP, persistently for lengthy periods. Whether the IFE holds true in reality depends on the particular time period examined. In 1978-79, the US interest rates were generally higher than foreign interest rates and the foreign currency values strengthened during this period, supporting IFE theory to an extent. However, during the 1980-84 period, the foreign currencies consistently weakened far beyond what would have been anticipated according to IFE theory. Also, during the 1985-87 period, foreign currencies strengthened to a much greater degree than suggested by the interest differential. Thus, IFE may hold for some time, but there is evidence that it does not consistently hold true.

Activity:

Students were divided into groups and were asked to find problems in the given situation then further discuss with each other in the group and then discuss in the class.

To support their discussion questions were given to them.

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Questions

1. Explain the rationale for the deviations from the interest rate parity conditions in India. Do you think market imperfections also have a bearing on the parity conditions?
2. How important is the time varying risk premia in explaining the deviations?

1. Identify the Situation problems

In many Situation studies, the narrative may end with one or two Situation problems, which require the learner to analyze or solve a particular question. Here are some common questions or problems.

a. Provide a series of questions to be answered that will guide the group through the analysis process.
b. Give a specific choice situation and ask the learners what key individuals in the problem should do next.
c. Give the learners a task such as preparing a report recommending an action for review by a key problem, or a recommended course of remedial actions for individuals involved.
d. Ask the learners to prepare a list of key decision points in the problem where those involved may have made different choices leading to different outcomes.
e. Provide two or three alternative outcomes or solutions for the problem and ask learners to identify strengths and weaknesses of each.

Time-varying volatility can be studied in any time frame. Generally, volatility analysis requires mathematical modeling to generate volatility levels as one measure of the risk of an underlying security. This type of modeling generates historical volatility statistics.

Historical volatility is generally referred to as the standard deviation of prices for a financial instrument, and hence a measure of its risk. Over time a security is expected to have varying volatility subject to large swings in price, with stocks and other financial instruments exhibiting periods of high volatility and low volatility at various points in time.

Analysts may also use mathematical calculations to generate implied volatility. Implied volatility differs from historical volatility in that it is not based on historical data but rather a mathematical calculation that provides a measure of the market's estimated volatility based on current market factors.

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COLLABORATIVE LEARNING ACTIVITY

Student Groups:

S.No.	Name of Student	Group
1	AASTHA PANDEY	1
2	ADARSH MOURYA	
3	AISHWARYA MALVIYA	
4	AMIT NANDWAL	
5	ANAND SONI	
6	ANSHU LOKWANI	2
7	ARCHIT VIJAYVARGIYA	
8	ARPIT PATEL	
9	DEEPAK YADAV	
10	DEEPIKA MOTWANI	
11	GIRIRAJ SINGH RATHORE	3
12	GUNJAN MOTWANI	
13	HARSHIT GUPTA	
14	HIMANSHU SANCHALA	
15	HIMANSHU TENGOR	
16	IRAM FATEMA KHAN	4
17	JAYSHREE THAKUR	
18	KAJAL ROKADE	
19	MAYURI CHOUHAN	
20	MO MUSTAFA KHAN	
21	MOHAMMED SOHAIL KHAN	5
22	NAMEERA AHMED	
23	NIRMAL PATIDAR	
24	NISHA MALVIYA	
25	NITISHA LOKHANDE	
26	PALLAVI BADJATYA	6

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COLLABORATIVE LEARNING ACTIVITY

27	PIYUSH SHARMA	
28	PRITI SONWANI	
29	PRIYA VERMA	
30	PRIYANJALI JOSHI	
31	PRIYANKA BORADE	
32	RAGANI SINGH	
33	RAMEEZ AHMED MANSOORI	7
34	RITIK KARMA	
35	RITIKA SOLANKI	
36	ROHIT NANDWAL	
37	SACHIN BAMNE	
38	SAGAR JAGDALE	8
39	SAJAL AGRAWAL	
40	SAMAN QURESHI	
41	SHIVANI CHOUHAN	
42	SHIVANI SONI	
43	SHUBHAM SINGH	
44	VINITA CHELANI	9
45	VIPUL KHEDE	
46	ZAID AHMED	
47	ZENAB KHAN	

Each group picked question and gave its answer.

Learning Outcome:

On completion of the activity students were able to provide a scenario of the situation and offers more detail about Multinational Financial Management, including the situation, people involved, and the issues in question. It may also mention important background information, professional, technical or theoretical issues that arise from the situation.

Note: Submitted write ups of Situation analysis are attached here with.

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1.

Explain the rational for the deviations from the interest rate parity conditions in India. Do you think, market imperfection also have a bearing on the parity conditio

Interest rate parity is what the interest differential between two countries is equal to differential between the foward exchange rate.

IRP is the fundamental equation that that governs between interest rate and currency exchange rates

IRP is the concept of no arbitrage in the foreign exchange market

Investors cannot borrow once currency for lower rate and the purchase another currency from a country offering a higher interest rate.

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1. Explain the rational for the deviations from the interest rate parity conditions in India. Do you think market imperfections also have a bearing on the parity conditions?

Ans: Interest rate parity to which the interest rate differential between two countries is equal to the difference between the forward exchange rate and the spot exchange rate.

It is the fundamental equation that governs the relationship between interest rates and currency exchange rates.

It is the concept of no-arbitrage in the foreign exchange markets (the simultaneous purchase and sale of an asset to profit from a difference in the price). Investors cannot lock in the current exchange rate in one currency for a lower price and then purchase another currency from a country offering a higher interest rate.

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Explain the rationale for the deviations from the interest rate parity conditions in India. Do you think market imperfections also have a bearing on the parity conditions?

Interest rate parity (IRP) shows an essential role in foreign exchange markets by connecting interest rates, spot exchange rate and foreign exchange rate.

IPR is the fundamental equation that gives the relationship between interest rate and currency exchange rates. The basic premise of IRP is the hedge return from investing in different currencies should be the same, regardless of their interest rates.

The formula for IPR is

$$F_0 = S_0 \times \left(\frac{1+i_c}{1+i_b}\right)$$

Where :-

F_0 = Forward Rate

S_p = Spot Rate

i_c = Interest in the country c

i_p = Interest rate in the country b

The first option an investor may choose is to invest the foreign currency locally at the foreign risk free rate for a specific period.

Prof Prakash Choudhary

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COLLABORATIVE LEARNING ACTIVITY

MARKETING STRATEGY ANALYSIS

An activity on situation based analysis was organized, the activity was conducted by Prof. Dr, Shikha Agrawal on **Marketing strategy** in MBA MM II SEM.

Objective of the Activity:
To understand the basics in terms of Marketing strategy. Students work with each other on topics, where they must collaborate as a group to understand the situations being presented to them.
Through defending their positions, reframing ideas, listening to other viewpoints and articulating their points, students gain a more complete understanding as a group than they could as individuals.

About the Activity:
Engaging in authentic marketing activities based on real products, companies and advertisements gives marketing students an edge as they experience first-hand the nuances of marketing. While many students may think of commercials or billboards when they think of marketing, participating in a variety of activities that encompass the broader spectrum of marketing -- such as market research -- gives students a more comprehensive understanding. Analyzing marketing Strategies of various companies.

- ✓ Marketing Strategy
- ✓ Marketing strategy process
- ✓ Increasing concern for advertising effectiveness
- ✓ Measuring effectiveness of campaign

Conducting Market Research to study the Market Strategy
Students get a feel for how marketing professionals cater products to consumer demand by conducting their own market research. After selecting a sampling of the school population, including a range of ages, hobbies and a balance in gender, students lead a focus group asking questions to generate opinions about what students are looking for in lunch entrees. Using the feedback, students design a

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COLLABORATIVE LEARNING ACTIVITY

proposal for a new menu item that would be popular in the cafeteria, backing their suggestion with data from their focus group findings.

Students were asked to Pick a company and critically study the following:

- ✓ The Product
- ✓ The Advertisement designed
- ✓ The endorsement Celebrity
- ✓ The Labeling
- ✓ The marketing strategies
- ✓ The market value

Activity:

Students were divided into groups and were asked to Study the market strategy of a firm and then further discuss with each other in the group and then share their views, issues and appropriate solutions in the class.

Assessment:

S. No.	Name of the Student	Group	Score
1	ADITYA JAISWAL	Group A	30
2	PRATIKSHA NAGAR		
3	SARVESH MAURYA		
4	SHUBHAM PRAJAPAT		
5	PRAKASH PARMAR		
6	ANIKET TAYDE		
7	DEEPIKA AGRAWAL		
8	ARBAZ MANSURI	Group B	40
9	HARSH PISE		
10	NAIVEDYA MITTAL		
11	MAHIMA SONKAR		
12	TANISHA JAIN		
13	CHAYAN MAHAJAN		
14	DILEEP KUMAR SHAH		

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AGARWAL GROUP

COLLABORATIVE LEARNING ACTIVITY

15	HEMANT SINGH SOLANKI	Group C	25
16	GANESH PARASKAR		
17	VIVEK RGHUWANSHI		
18	AJAY SINGLA		
19	CHIRAG VERMA		
20	DEEPAK PATIDAR		
21	ALEN ANTONY		
22	ASHA LOHAR	Group D	32
23	SUYASH PATIDAR		
24	AKSHAT KUMAR UPADHYAY		
25	PRATEEK KALE		
26	ARIF ANSARI		
27	SONIYA VERMA		
28	AMAN VERMA		
29	ANIMESH JAIN	Group E	30
30	ANSHU CHOUDHARY		
31	IDRIS AZAD		
32	ISHWAR PATIDAR		
33	KUNAL GUPTA		
34	NAVED KHAN30		
35	RISHAB SHARMA		
36	RITESH AGRAWAL	Group F	28
37	RITIK HARODE		
38	SHIVANI SHARMA		
39	SOURABH YADAV		
40	ABDUL BASIT GHORI		
41	ABHISHEK YADAV		
42	YOGESH PATIDAR		
43	BALKRISHNA PATIDAR	Group G	35
44	RISHIKA PATIDAR		

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AGARWAL GROUP

COLLABORATIVE LEARNING ACTIVITY

45	TUSHAR ARIJA		
46	ADNAAN KHATRI		
47	MUSKAN THAKUR		
48	PRINCE JAISWAL		
49	MOHD TOHID GHORI		
50	MANISH SINGH THAKUR		

Learning Outcome:

On completion of the activity, Students were able understand the importance of marketing strategy. Marketing strategy is important because it defines how you communicate your value to others. You can give your marketing strategy document to anyone: colleagues, marketing agencies, contractors, salespeople, etc. and they will know exactly who you are, what you do, and why you do it.

Requirements for good marketing strategy design: -

- ✓ Choosing the target market
- ✓ Gathering the marketing mix
- ✓ Importance of Marketing Strategy:
  - Marketing strategy provides an organization an edge over it's competitors.
  - Strategy helps in developing goods and services with best profit making potential.
  - Marketing strategy helps in discovering the areas affected by organizational growth and thereby helps in creating an organizational plan to cater to the customer needs.
  - It helps in fixing the right price for organization's goods and services based on information collected by market research.
  - Strategy ensures effective departmental co-ordination.
  - It helps an organization to make optimum utilization of its resources so as to provide a sales message to it's target market.
  - A marketing strategy helps to fix the advertising budget in advance, and it also develops a method which determines the scope of the plan, i.e., it determines the revenue generated by the advertising plan.

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In short, a marketing strategy clearly explains how an organization reaches it's predetermined objectives.

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Prof. .....
Name of the Faculty

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PARTICIPATORY LEARNING ACTIVITY

AGARWAL GROUP

QUIZ

About the Activity:
This activity was conducted by Prof. Khushbu Sahu, during the class.

A Quiz was conducted based on Corporate Finance and Strategic Management. MCQ were given and students were asked to mark the correct answers. It was a surprise quiz for the students.

Purpose of the activity:
The general idea of the activity was to check the take away of the students from the classes and also for them to learn to explore and gain knowledge.

Brief information about the activity:
Strategic financial management is about creating profit for the business and ensuring an acceptable return on investment (ROI). Financial management is accomplished through business financial plans, setting up financial controls, and financial decision-making.

There are 15 Questions in this quiz and 30 minutes given to students for solving multiple choice Questions on paper.

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MBA FA IV SEM
CORPORATE FINANCE AND STRATEGIC MANAGEMENT
CLASS ACTIVITY

Note:- 15 Questions 2 Marks each

1. **Which of the following is not true about Capital Budgeting?**
   a. Capital Budgeting decisions have an influence on the future stability of an organization
   b. Capital Budgeting decisions include investments to expand the business
   c. Capital Budgeting decisions are of an irreversible nature
   d. Sunk cost is a part of Capital Budgeting
2. **Which of the following is true for a project with a shorter payback period?**
   a. The project will have a lesser risk
   b. The project will have less Net Present Value
   c. The project will have more Net Present Value
   d. The project will have a greater risk
3. **The relationship between two financial variables can be expressed in:**
   a. Pure ratio
   b. Percentage
   c. Rate or time
   d. either of the above
4. **Liquid assets is determined by**
   a. It can be converted into gross profit by adding interest to it
   b. It can be converted into Gross profit by adding indirect expenses to it
   c. Both a and b
   d. None of the above
5. **What is the difference between a merger and an acquisition?**
   a) No real difference—the terms are synonymous
   b) A merger is a type of acquisition in which the acquirer and the target combine to become one legal entity

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c) An acquisition is a merger involving a hostile takeover
d) In a merger, there is never any acquirer or target—two companies simply fuse

6. **What term is often used in stock plans to denote an M&A transaction that can affect outstanding equity awards?**

a) Change in (or of) control
b) Initial public offering (IPO)
c) Corporate union
d) Lockup transaction

7. If the cost of goods sold is Rs. 1 Lakh and the opening and closing stocks are Rs. 20,000 and Rs. 30,000 respectively, what will be the stock turnover ratio?

a. 3.33 times
b. 4 times
c. 5 times
d. 6 times

8. What a resolution professional is to corporate insolvency resolution process, so is a _____ to a bankruptcy process.

(a) liquidator
(b) Insolvency professional
(c) registered valuer
(d) **Bankruptcy trustee**

9. A loan becomes a Non-Performing Asset (NPA) when the interest or principal becomes overdue for a period of:

a. 5 Years
b. 180 days
c. 90 days
d. 365 days

10 The third pillar of BASEL-II Accord is known as _____.

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a. **Market discipline**
b. Stare Decisis
c. Exchange control
d. Bundle of rights

11. In which of the following years, the Basel - I accord was introduced?

a. 1980
b. 2004
c. 1998
d. 1972

12. Scenario analysis is used by _____.

a. individuals only
b. businesses only
c. large corporations only
d. individuals and businesses

13. in independent projects evaluation, the results of internal rate of return and net present value lead to

a. cash flow decision
b. cost decision
c. same decision
d. different decision

14. A point where the profile of NPV crosses the horizontal axis at the plotted graph indicates the project-

a. cost
b. cash flow

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c. internal rate of return

d. external rate of return

15. Final accounts of a company includes

a. trading account only

b. Profit and loss account only

c. Balance sheet only

d. All 3 elements

Name of studentt.....

Marks obtained.....

Result Analysis:

CORPORATE FINANCE AND STRATEGIC MANAGEMENT				
CLASS ACTIVITY				
QUIZ ASSESMENT				
S.No	**Roll Number**	**Name**	**total marks**	**Obtained**
1		AASTHA PANDEY	30	20
2	32510048	ADARSH MOURYA	30	22
3	32510037	AISHWARYA	30	ABSENT
4	32510221	AISHWARYA MALVIYA	30	20
5	32510058	AMIT NANDWAL	30	20
6	32510056	ANAND SONI	30	22
7	32510043	ANSHU LOKWANI	30	26
8	32510010	ARCHIT VIJAYVARGIYA	30	ABSENT
9	32510002	ARPIT PATEL	30	22
10	32510066	DEEPAK YADAV	30	20
11	32510041	DEEPIKA MOTWANI	30	ABSENT
12	32510059	DEVANSHU PAWAR	30	ABSENT

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PARTICIPATORY LEARNING ACTIVITY

AGARWAL GROUP

13	32510047	GIRIRAJ SINGH RATHORE	30	24
14	32510067	GUNJAN MOTWANI	30	ABSENT
15	32510009	HARSHIT GUPTA	30	22
16	32510004	HIMANSHU SANCHALA	30	20
17	32510036	HIMANSHU TENGOR	30	26
18	32510053	IRAM FATEMA KHAN	30	24
19	32510219	JAMU NIGWAL	30	ABSENT
20	32510044	JAYSHREE THAKUR	30	26
21	32510060	KAJAL ROKADE	30	20
22	32510045	MAYURI CHOUHAN	30	ABSENT
23	32510006	MO MUSTAFA KHAN	30	26
24	32510050	MOHAMMED SOHAIL KHAN	30	22
25	32510054	NAMEERA AHMED	30	26
26	32510049	NIRMAL PATIDAR	30	24
27	32510068	NISHA MALVIYA	30	26
28	32510069	NITISHA LOKHANDE	30	22
29	32510061	PALLAVI BADJATYA	30	18
30	32510223	PARAS MOURI	30	ABSENT
31	32510062	PIYUSH SHARMA	30	24
32	32510051	PRITI SONWANI	30	24
33	32510072	PRIYA VERMA	30	ABSENT
34	32510070	PRIYANJALI JOSHI	30	26
35	32510001	PRIYANKA BORADE	30	14
36	32510063	RAGANI SINGH	30	ABSENT
37	32510046	RAMEEZ AHMED MANSOORI	30	22
38	32510064	RITIK KARMA	30	22
39	32510038	RITIKA SOLANKI	30	12
40	32510008	ROHIT NANDWAL	30	22
41	32510055	SACHIN BAMNE	30	18
42	32510065	SAGAR JAGDALE	30	24
43	32510035	SAJAL AGRAWAL	30	26
44	32510003	SAMAN QURESHI	30	28
45	32510222	SHIVAM	30	ABSEBT
46	32510040	SHIVANI CHOUHAN	30	ABSEBT

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PARTICIPATORY LEARNING ACTIVITY

47	32510071	SHIVANI SONI	30	22
48	32510220	SHUBHAM BHAWAR	30	ABSENT
49	32510007	SHUBHAM SINGH	30	28
50	32510042	VINITA CHELANI	30	28
51	32510057	VIPUL KHEDE	30	14
52	32510034	ZAID AHMED	30	20
53	32510052	ZENAB KHAN	30	24

Highest score obtained by				
S.No	**Roll Number**	**Name**	**Total marks**	**Obtained**
44	32510003	SAMAN QURESHI	30	28
49	32510007	SHUBHAM SINGH	30	28
50	32510042	VINITA CHELANI	30	28

Outcome of the activity:

This activity is one of the most commonly used techniques to create competitiveness amongst the students. It was very informative and knowledge enriching competition for the participants.

Note: Question papers with answers are attached here with.

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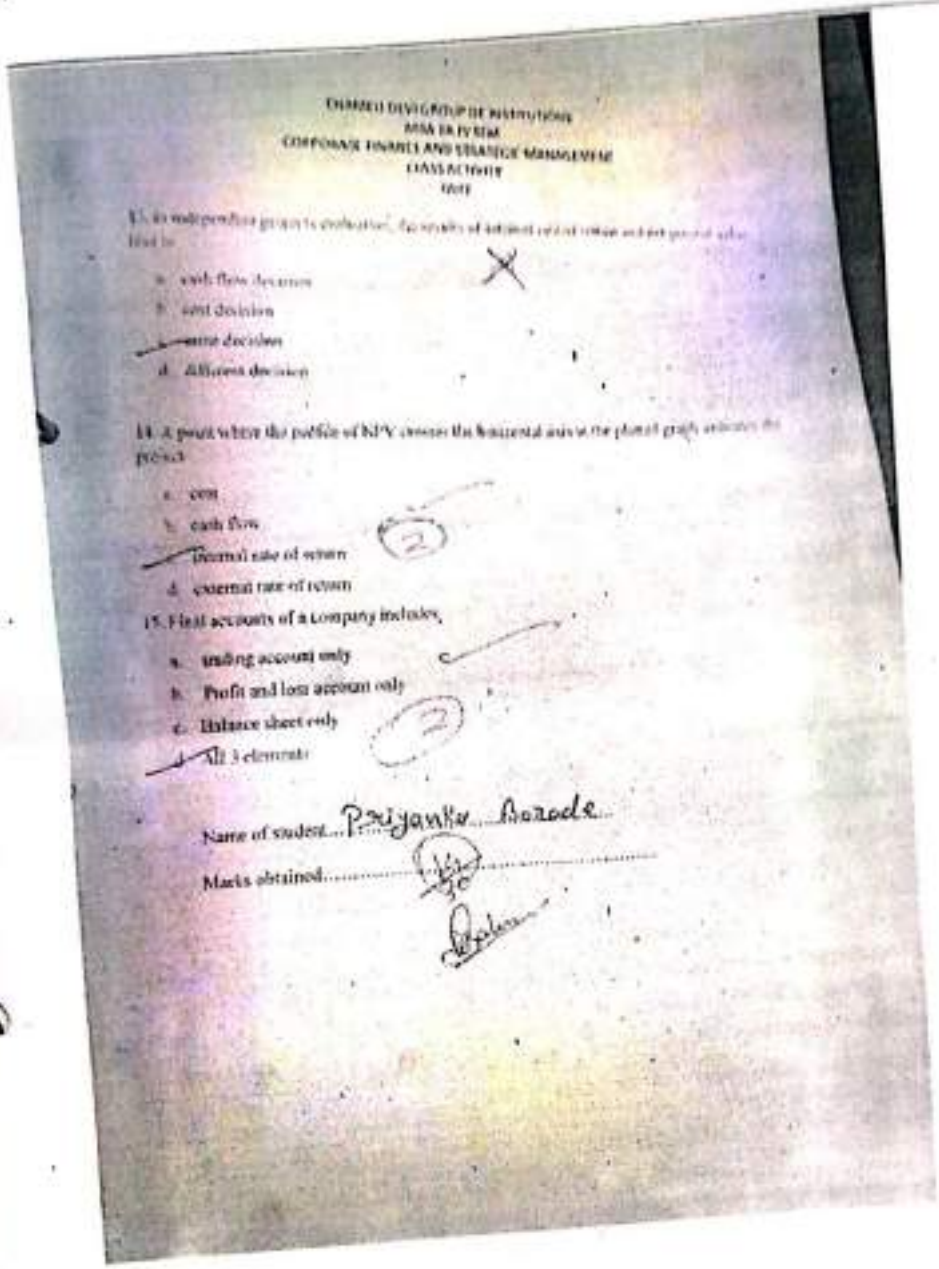
PARTICIPATORY LEARNING ACTIVITY



CHAMELI DEVI GROUP OF INSTITUTIONS
MBA IV SEM
CORPORATE FINANCE AND STRATEGIC MANAGEMENT
CIASS ACTIVITY
QUIZ

13. In multi-portfolio projects evaluation, the results of different ranking methods may give rise to

a. cash flow decision
b. cost decision
c. same decision
d. different decision

14. A point where the profile of NPV crosses the horizontal axis in the plotted graph indicates the project's

a. cost
b. cash flow
c. internal rate of return
d. external rate of return

15. Final accounts of a company includes,

a. trading account only
b. Profit and loss account only
c. Balance sheet only
d. All 3 elements

Name of student... Priyanka Barode

Marks obtained.....

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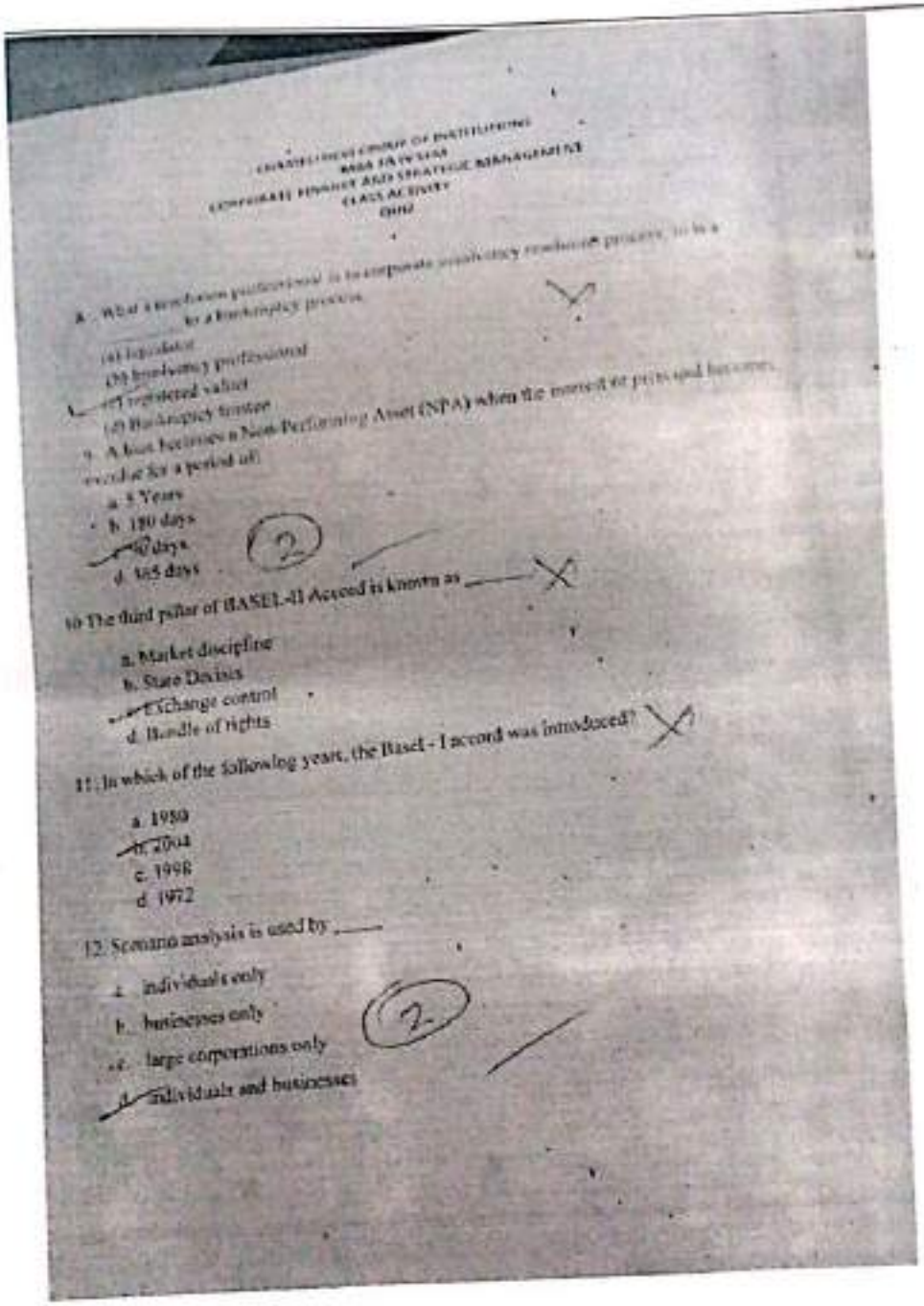
PARTICIPATORY LEARNING ACTIVITY



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MBA (R.W.S.M)
CORPORATE FINANCE AND STRATEGIC MANAGEMENT
CLASS ACTIVITY
QUIZ

8. What a timeshare professional is to corporate insolvency resolution process, is to a _____ to a bankruptcy process.

(a) liquidator
(b) insolvency professional
(c) registered valuer
(d) Bankruptcy trustee

9. A loan becomes a Non-Performing Asset (NPA) when the interest or principal becomes overdue for a period of:

a. 5 Years
b. 180 days
c. 90 days
d. 365 days

10 The third pillar of BASEL-II Accord is known as _____

a. Market discipline
b. State Devices
c. Exchange control
d. Bundle of rights

11. In which of the following years, the Basel - I accord was introduced?

a. 1950
b. 2004
c. 1998
d. 1972

12. Scenario analysis is used by _____

a. individuals only
b. businesses only
c. large corporations only
d. individuals and businesses

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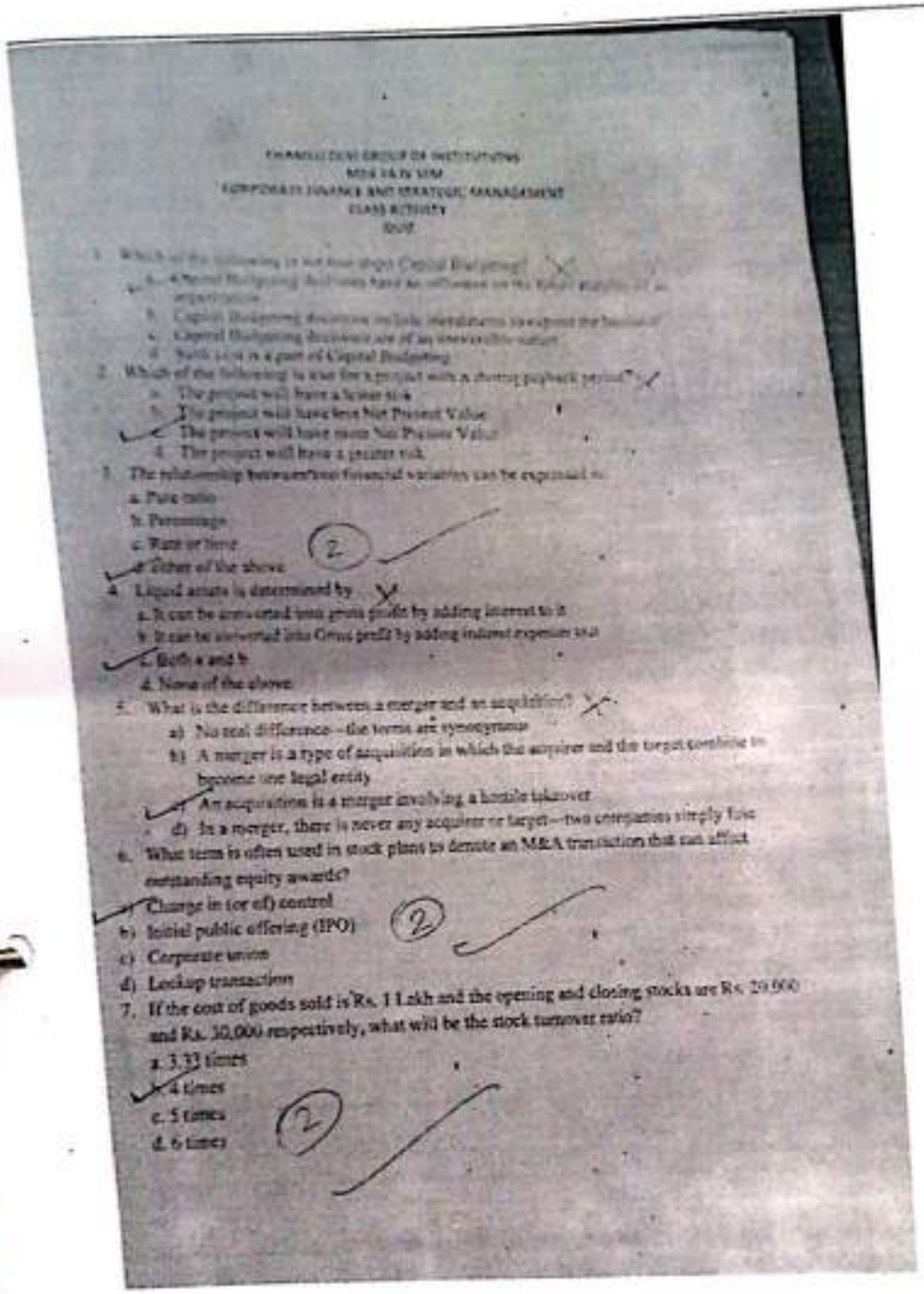
PARTICIPATORY LEARNING ACTIVITY



CHAMELI DEVI GROUP OF INSTITUTIONS
MBA IV SEM
CORPORATE FINANCE AND STRATEGIC MANAGEMENT
CLASS ACTIVITY
QUIZ

1. Which of the following is not true about Capital Budgeting? ✗
   a. Capital Budgeting decisions have an influence on the future profits of an organization
   b. Capital Budgeting decisions include investments in the form of fixed assets
   c. Capital Budgeting decisions are of an irreversible nature
   d. Both (a) & (c) are part of Capital Budgeting
2. Which of the following is true for a project with a shorter payback period? ✓
   a. The project will have a lower risk
   b. The project will have less Net Present Value
   c. The project will have more Net Present Value
   d. The project will have a greater risk
3. The relationship between/two financial variables can be expressed in
   a. Pure ratio
   b. Percentage
   c. Rate or time
   d. Either of the above (2) ✓
4. Liquid assets is determined by ✗
   a. It can be converted into gross profit by adding interest to it
   b. It can be converted into Gross profit by adding indirect expenses to it
   c. Both a and b ✓
   d. None of the above
5. What is the difference between a merger and an acquisition? ✗
   a) No real difference – the terms are synonymous
   b) A merger is a type of acquisition in which the acquirer and the target combine to become one legal entity
   c) An acquisition is a merger involving a hostile takeover ✓
   d) In a merger, there is never any acquirer or target—two companies simply fuse
6. What term is often used in stock plans to denote an M&A transaction that can affect outstanding equity awards?
   a) Change in (or of) control ✓
   b) Initial public offering (IPO) (2)
   c) Corporate union
   d) Lockup transaction
7. If the cost of goods sold is Rs. 1 Lakh and the opening and closing stocks are Rs. 29,000 and Rs. 30,000 respectively, what will be the stock turnover ratio?
   a. 3.33 times
   b. 4 times ✓
   c. 5 times
   d. 6 times (2)

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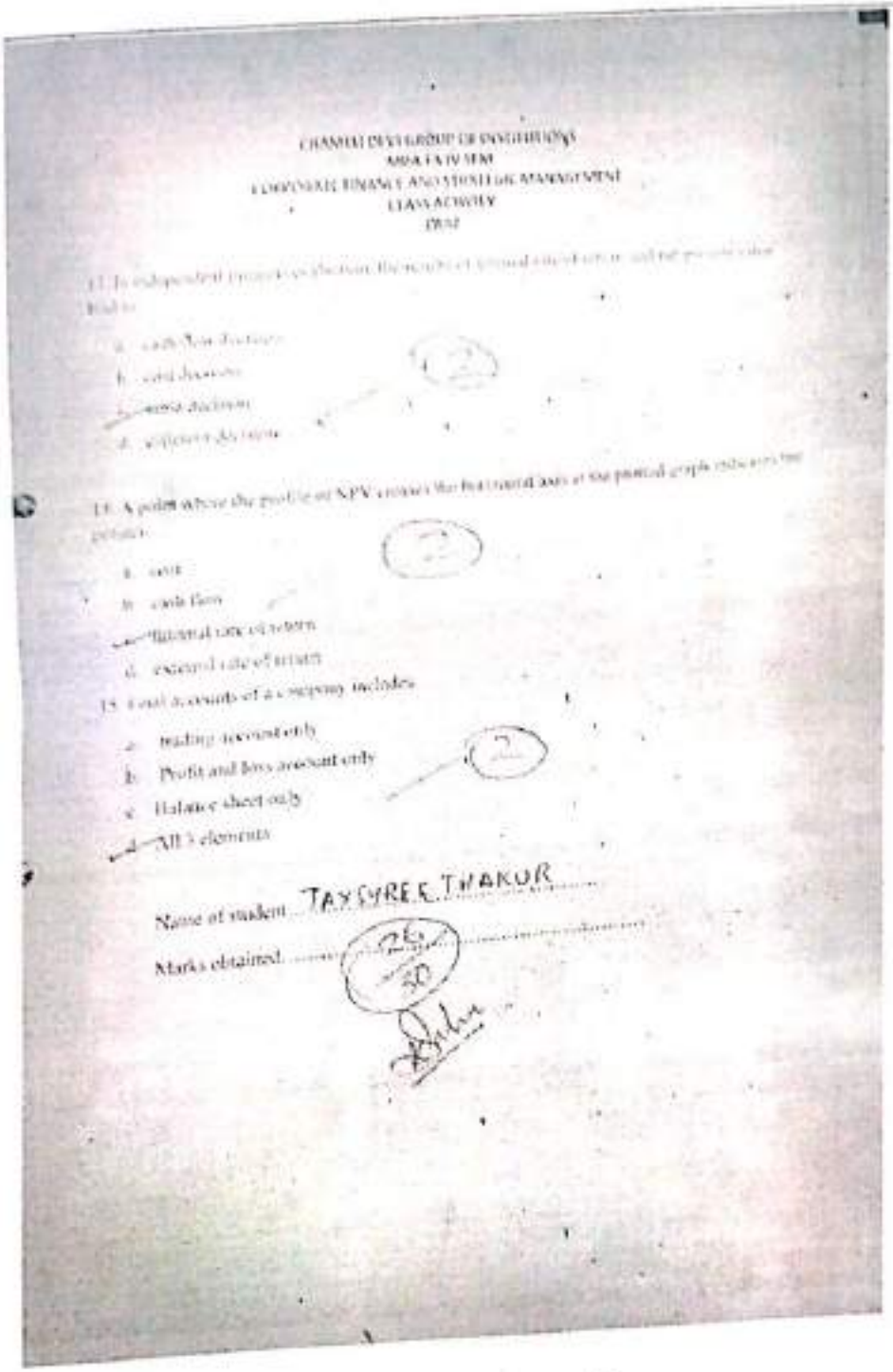
PARTICIPATORY LEARNING ACTIVITY



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MBA I SEM
CORPORATE FINANCE AND STRATEGIC MANAGEMENT
LEAN ACTIVITY
2021

13. An independent project is one where the acceptance or rejection of one project does not affect the acceptance or rejection of other projects

a. cash flow decision
b. capital decision
c. asset decision
d. all above decision

14. A point where the profile of NPV crosses the horizontal axis is the point at which the project

a. cash
b. cash flow
c. internal rate of return
d. external rate of return

15. Cost accounts of a company includes

a. trading account only
b. Profit and loss account only
c. Balance sheet only
d. All 3 elements

Name of student TASVEER THAKUR

Marks obtained 25/30

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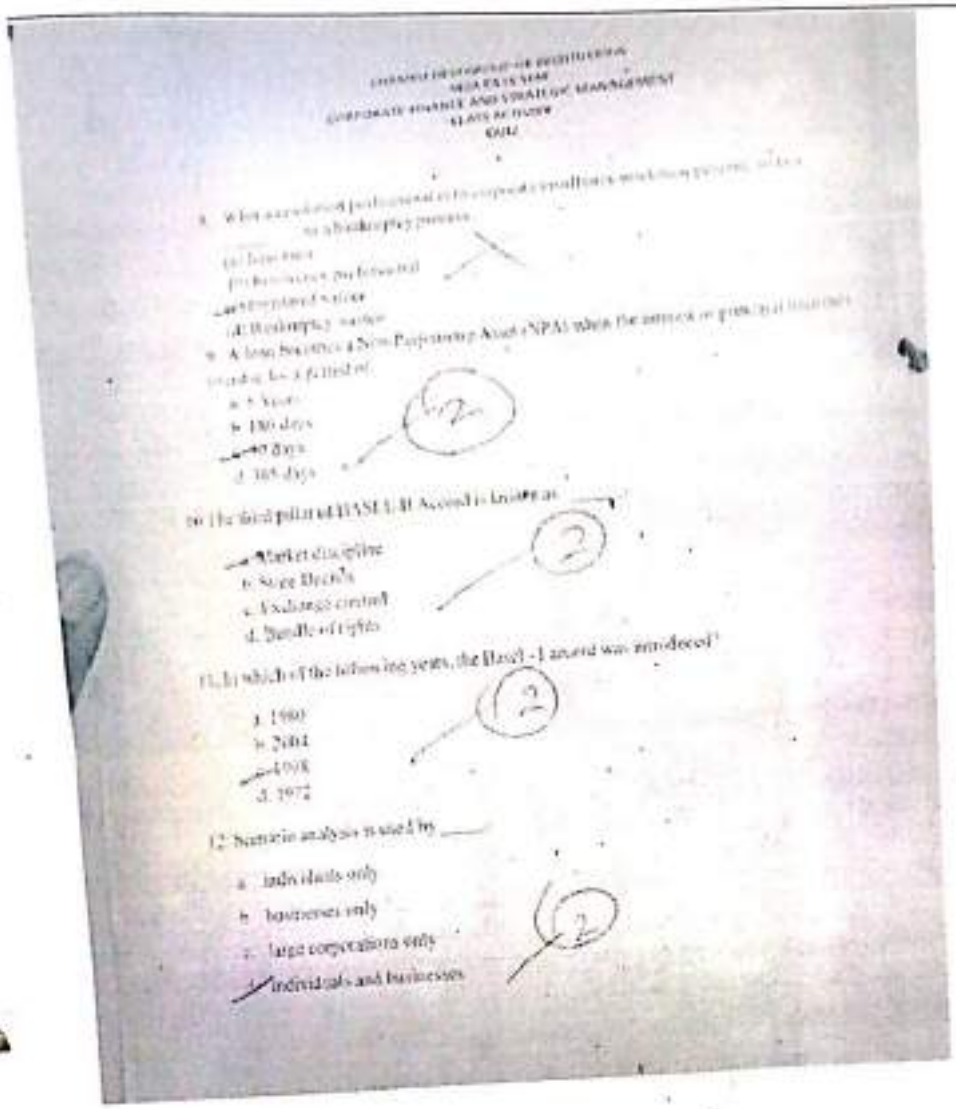
PARTICIPATORY LEARNING ACTIVITY



10. The third pillar of BASEL II Accord is known as

a. Market discipline
b. Super Bonds
c. Exchange control
d. Bundle of rights

11. In which of the following years, the Basel - I accord was introduced?

a. 1980
b. 2004
c. 1998
d. 1974

12. Statistic analysis is used by

a. individuals only
b. businesses only
c. large corporations only
d. individuals and businesses

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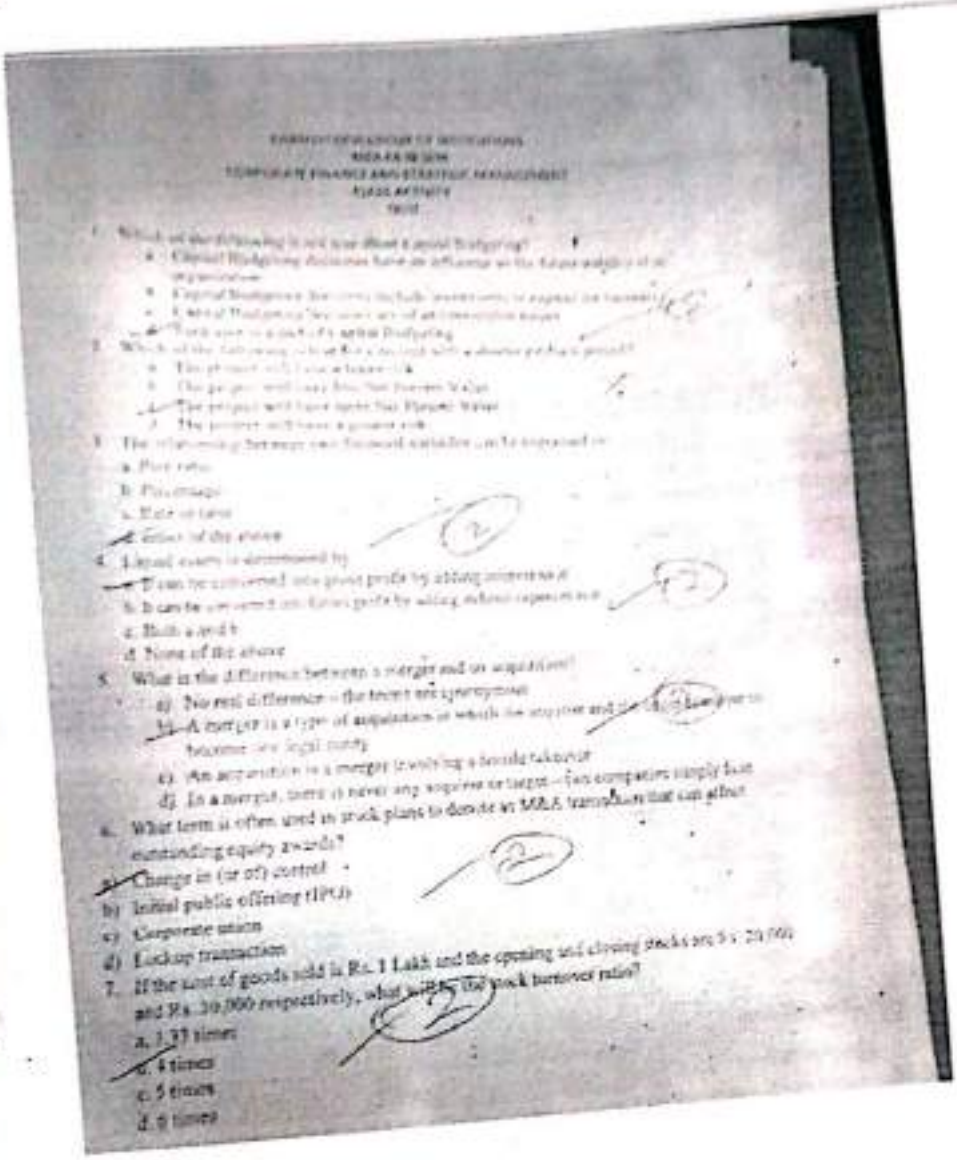

4. Legal costs is determined by
   a. It can be minimized and given profit by adding interest in it
   b. It can be minimized and given profit by adding interest in it
   c. Both a and b
   d. None of the above
5. What is the difference between a merger and an acquisition?
   a) The real difference – the terms are synonymous
   b) A merger is a type of acquisition in which the acquiree and the acquirer agree to become one legal entity
   c) An acquisition is a merger involving a hostile takeover
   d) In a merger, there is never any acquiree or target – two companies simply form
6. What term is often used in stock plans to denote an M&A transaction that can affect outstanding equity awards?
   a) Change in (or of) control
   b) Initial public offering (IPO)
   c) Corporate union
   d) Lockup transaction
7. If the cost of goods sold is Rs. 1 Lakh and the opening and closing stocks are Rs. 20,000 and Rs. 30,000 respectively, what will be the stock turnover ratio?
   a. 1.37 times
   b. 4 times
   c. 5 times
   d. 6 times

Prof Khushbu Sahu
Name of the Faculty

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PARTICIPATORY LEARNING ACTIVITY

This activity was conducted by Prof. Mahesh Kumar, during the class on subject Entrepreneurship in MBA FT II SEMESTER.

About the Activity:

The activity was named as:

"NEW SHARKS OF BUSINESS WORLD"

In the era of startups more and more students want to become entrepreneurs after their studies without knowing the basics of it which could be fatal. An activity was planned to make them understand the process of Entrepreneurship.
The activity consisted of a panel (the students) of investors named "sharks," who decide whether to invest in the business after listening to entrepreneur's pitch ideas, presentations for a business or product they wish to develop on their company or product as new entrants. The sharks often find weaknesses and faults in an entrepreneur's product, business model or valuation of their company.

Group Presentation Activity:

Format of the Activity:

- 5 to 7 participants in a group
- 10 minutes for presentation with the help of a projector and power point + 5 minutes of a question/answer round

Tips given prior to the students for Preparing Group/Team Presentation.

Prepare the content carefully and logically. The presentation should be in proper format of the Business plan:

- Introduction/Motivation
- Method
- Conclusion/Summary.

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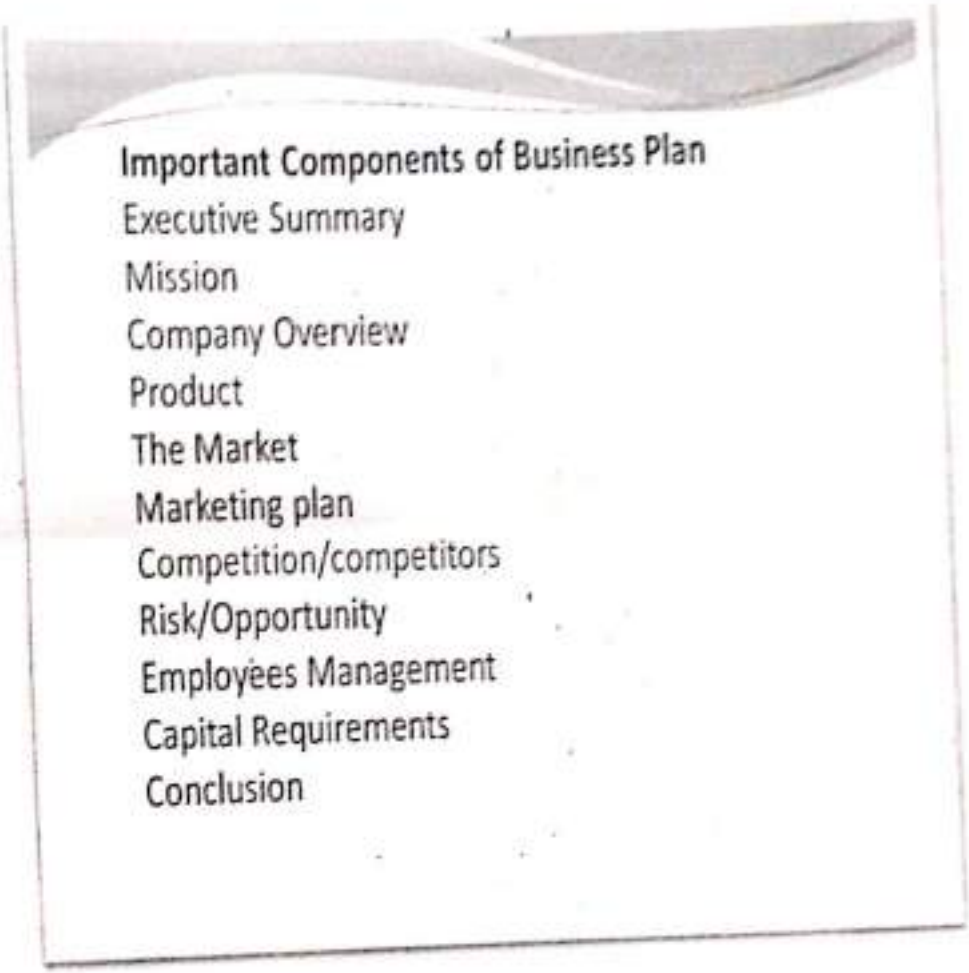
Supporting Material:

Description of the Content:



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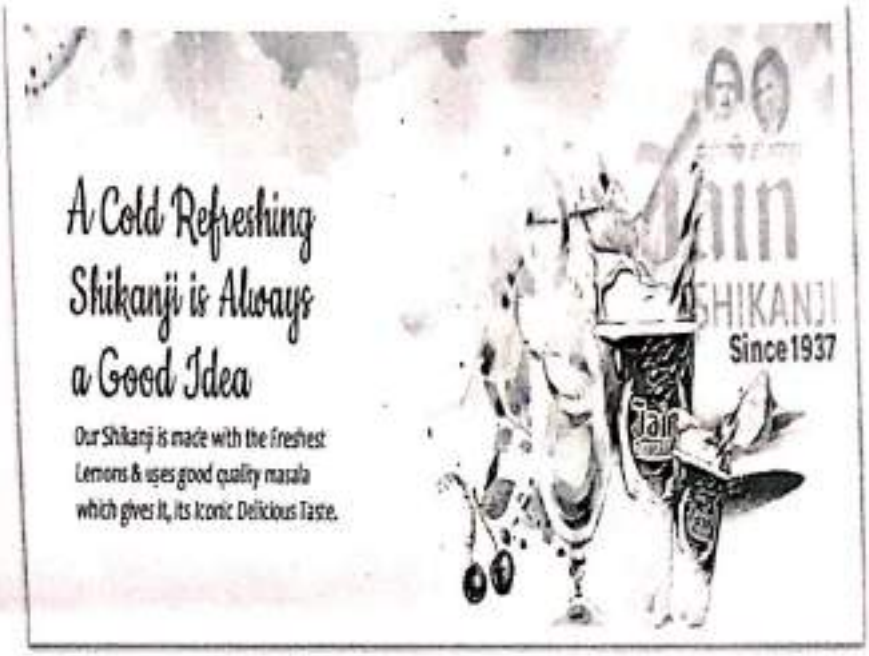
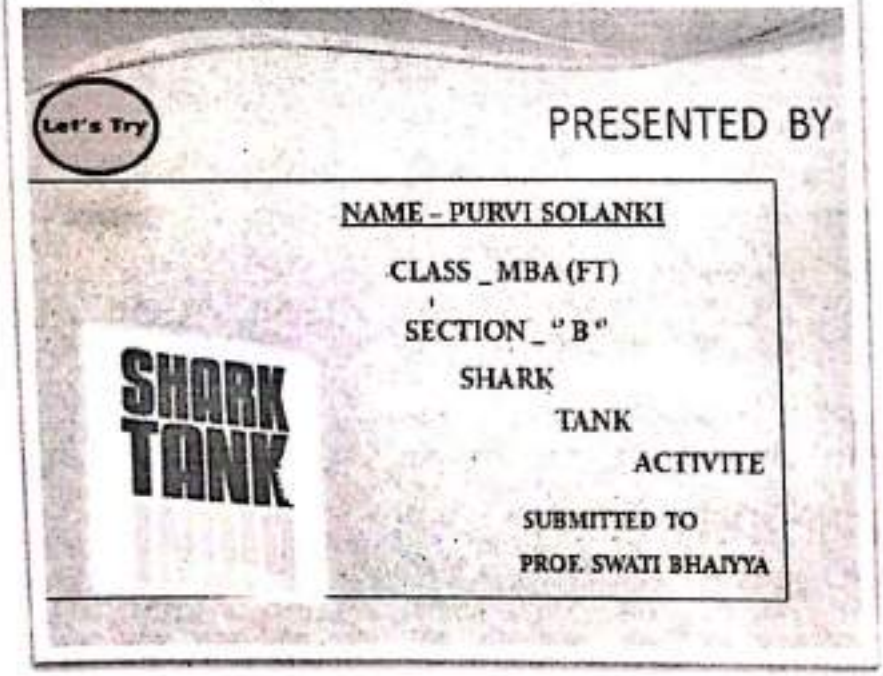
PARTICIPATORY LEARNING ACTIVITY

Slides and Board Presentation:





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PARTICIPATORY LEARNING ACTIVITY

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PARTICIPATORY LEARNING ACTIVITY

AGARWAL GROUP

Learning Outcomes of the Activity:

On completion of the presentation Students were able to understand that:
Startups may be small but it requires lots of planning and understanding of market and economy, very small detailing and intricacies of the market are required to be focused on. Here are the ways startups disrupt the economy and force it to evolve:

1. Advance Technology
2. Open New Markets
3. Boost Production of Goods and Services
4. Increase Employment
5. Direct Local Impacts
6. Startups are a Driving Economic Force.

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Prof Mahesh Kumar NS

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PARTICIPATORY LEARNING ACTIVITY

QUIZ

About the Activity:

This activity was conducted by Prof. Dr. Arvind Malviya during the class in MBA FT IV SEMESTER. Under this activity of Service and Retail Marketing Management MCQ based Quiz was conducted for students and the questions were further discussed in class. It was a surprise activity for the students. Questions in the quiz were all subject based. Quiz competitions are always interesting and informative, which provide excitement among the Students. The main objective of this activity was to make students aware of recent general knowledge related to Service and Retail Marketing and in its need in current corporate world.

Purpose of the activity:

The general idea of the activity was to check the take away of the students from the classes and also for them to learn to explore and gain knowledge.

Objective of the activity:

As we know Service and Retail Marketing has a very important place in Marketing Management. It helps management in taking various decisions and also helps in policy making.

Service marketing is the marketing and selling of intangible products (non-physical products). Services comprise all of those personal facilities which we require from time to time like; medical care, education, renting of living spaces and vehicles, hair cut, spas, musical concerts, dance classes, etc. The purpose of service marketing is to utilize the effective method of communication to create demand for service among customers like advertisement, promotional deals or offers.

Retail is the sale of goods and services to consumers, in contrast to wholesaling, which is sale to business or institutional customers. A retailer purchases goods in large quantities from manufacturers, directly or through a wholesaler, and then sells in smaller quantities to consumers for a profit. Retailers are the final link in the supply chain from producers to consumers.

For the improvement and understanding the knowledge of Service and Retail Marketing this quiz was organized.

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PARTICIPATORY LEARNING ACTIVITY

There are 15 Questions in this quiz and 15 minutes given to students for solving Questions on paper.

SERVICE AND RETAIL MARKETING
Quiz Topic- Service and Retail Marketing **Marks**
Time- 15 Minutes
- 15
:

1)Q 1. Services marketing become difficult because of

a) No demand b) Complex market c) Intangibility d) Competition

Q 2. Which of the following is not an element of physical evidence?

a. Employee dress b. Employee training Equipment d. Facility design

Q 3. How many Ps are used for service marketing

a) 5 b) 4 c) 7 d) 8

Q 4. How many Is are for services

a) 3I b) 4I c) 5I d) 6I

Q 5. How many Ps are added in traditional marketing mix for services

a) 1 b) 2 c) 3 d) 4

Q 6. Service sector is---------- sector of economy

a) Primary b) Secondary c) Tertiary d) *quaternary*

Q 7 . .....is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customer's point of view.

a. Front end planning b. Service blue printing c. Service standardization d. None of the above

Q 8. How much service sector contribute to GDP in India

a) 23% b) 58% c)15.4% d) 30%

Q 9. Service sector is changing very fast because

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a) Political factor b) Technological factor c) Social factor d) None of the bove

Q 10. The characteristic of being produced and consumed simultaneously is known as

a) Inseparability b) Intangibility c) Perishability d) Homogeneity

Q 11. Tickets to a concert that never get sold are an example of _____ type of service.

a) Heterogeneity b) Intangibility c) Perishability d) Homogeneity

Q 12. Charging customers for sitting on different location in a movie is example of

a. Supply and demand b. Price discrimination c. complementary d.substitute

Q 13 The service quality is determined on the basis of.....

a) Employee involvement. b) Customer involvement.
c) Top management involvement d) Employee and customer involvement.

Q 14 Buying process of services becomes complicated because
a) Difficult to assess and compare. b) No direct sales available.
c) Many product lead to confusion. d) Door delivery is not possible.

Q 15. Co-production of services is made possible due to _____ inherent in the production of services.
a). Homogeneity. b) Intangibility. c) Heterogeneity. d) Inseparability.

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Photos:

Result Analysis:

S.No.	Name	Marks
1	AANAL BOTHRA	7
2	ADARSH KASHYAP	13
3	AKASH VERMA	12
4	AMAN SINGH	8
5	ANJALI SONI	12
6	ANSH HARDIYA	8
7	ANSHUL BHERWE	10

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8	AYUSH JAIN	9
9	BILAL AHMED	11
10	DEEPESH KHATRI	9
11	DEEPESH MEHRA	14
12	FAIZAN AHEMAD ANSARI	6
13	HARSHITA BHANDARI	13
14	JAYA RATHOD	12
15	JAYESH JOSHI	12
16	JAYPRAKASH PATEL	10
17	MANISH UDIWAL	9
18	MANISHA YADAV	9
19	MEENAL DAVE	8
20	MOHD OWAIS	11
21	MUKESH YADAV	9
22	NIKITA KAROLE	11
23	NITYA THAKUR	12
24	OM PIPLIYA	11
25	POOJA SAREL	9
26	PRATIBHA SUNHARE	9
27	PRINI PATIDAR	9
28	RANU SHAKYA	10
29	RISHABH KHABIYA	9
30	RITESH VERMA	11
31	ROHIT YADAV	5
32	SAGAR JAISWAL	10
33	SAHIL KHAN	9
34	SAMARTH SHUKLA	5
35	SHAIFALI BHALSE	11
36	SHASHANK MODI	10
37	SHIKHA MISHRA	10

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38	SHRADHA SINGH	11
39	SHRASHA JOSHI	13
40	SHRUTI SHARMA	8
41	SONALI RAJWANI	11
42	SOURABH PAWAR	10
43	SURBHI JOYA	11
44	TAHA KHAN	12
45	TARUN BHATI	11
46	VAIDEHI GUPTA	12
47	VIPIN RAGHUWANSHI	9
48	VISHESH SINGH PARIHAR	12
49	VISHVAS BORANA	9
50	VIVEK SONI	12
51	YASH DUBEY	9
52	YASHASWINI HOLKAR	9
53	YOGESH RATHORE	10

Outcome of the activity:

This activity is one of the most commonly used techniques to create competitiveness amongst the students. It was very informative and knowledge enriching competition for the participants.

Result- Deepesh Mehra scored 14/15 marks.
Other than this student learned to regularly attend the class and be attentive in the class.

Note: Question papers with answers are attached here with.

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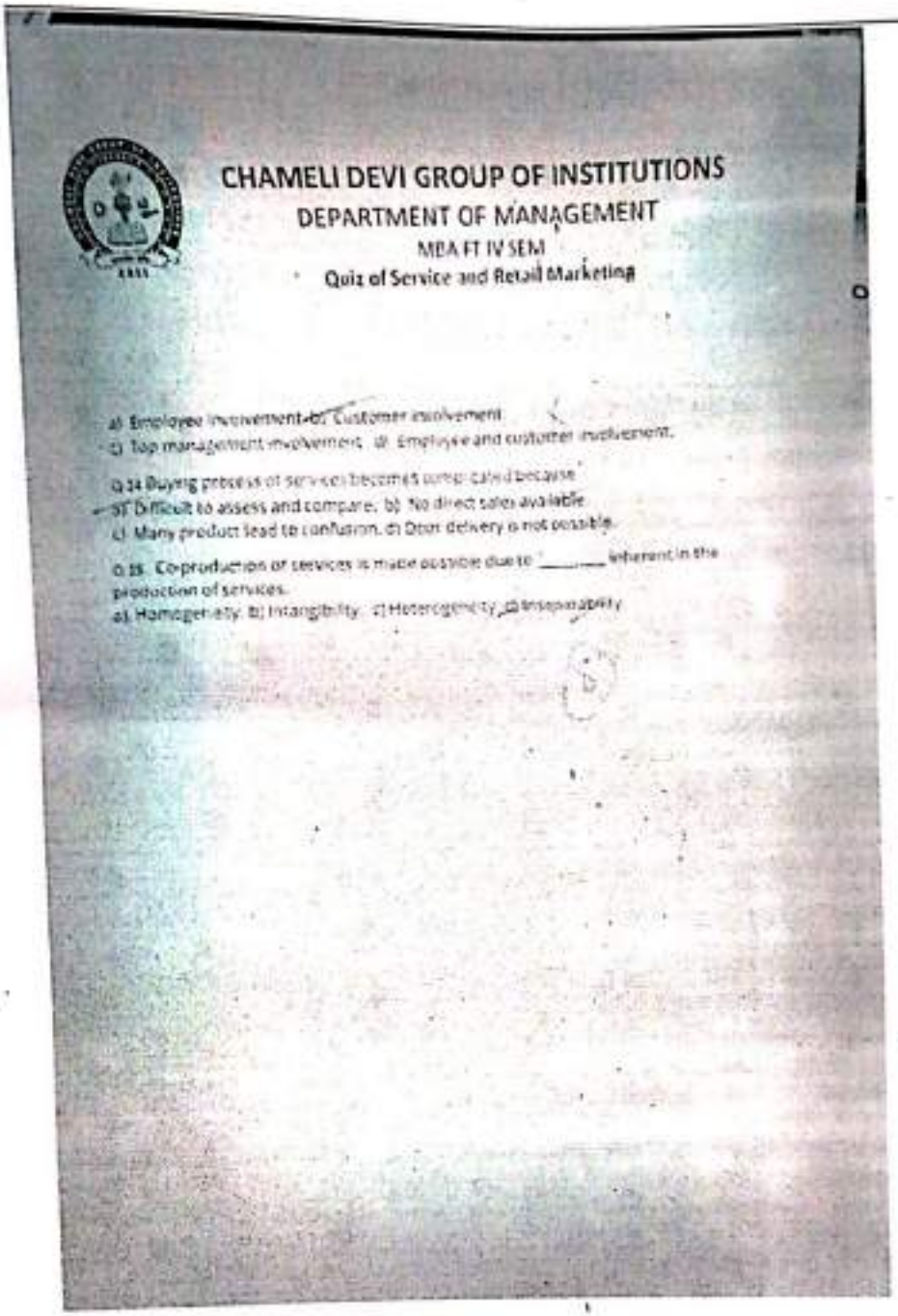

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DEPARTMENT OF MANAGEMENT

MBA FT IV SEM

Quiz of Service and Retail Marketing

a) Employee involvement b) Customer involvement

c) Top management involvement d) Employee and customer involvement.

Q 24 Buying process of services becomes complicated because

a) Difficult to assess and compare. b) No direct sales available

c) Many product lead to confusion. d) Door delivery is not possible

Q 25. Coproduction of services is made possible due to _____ inherent in the production of services.

a) Homogeneity b) Intangibility c) Heterogeneity d) Inseparability

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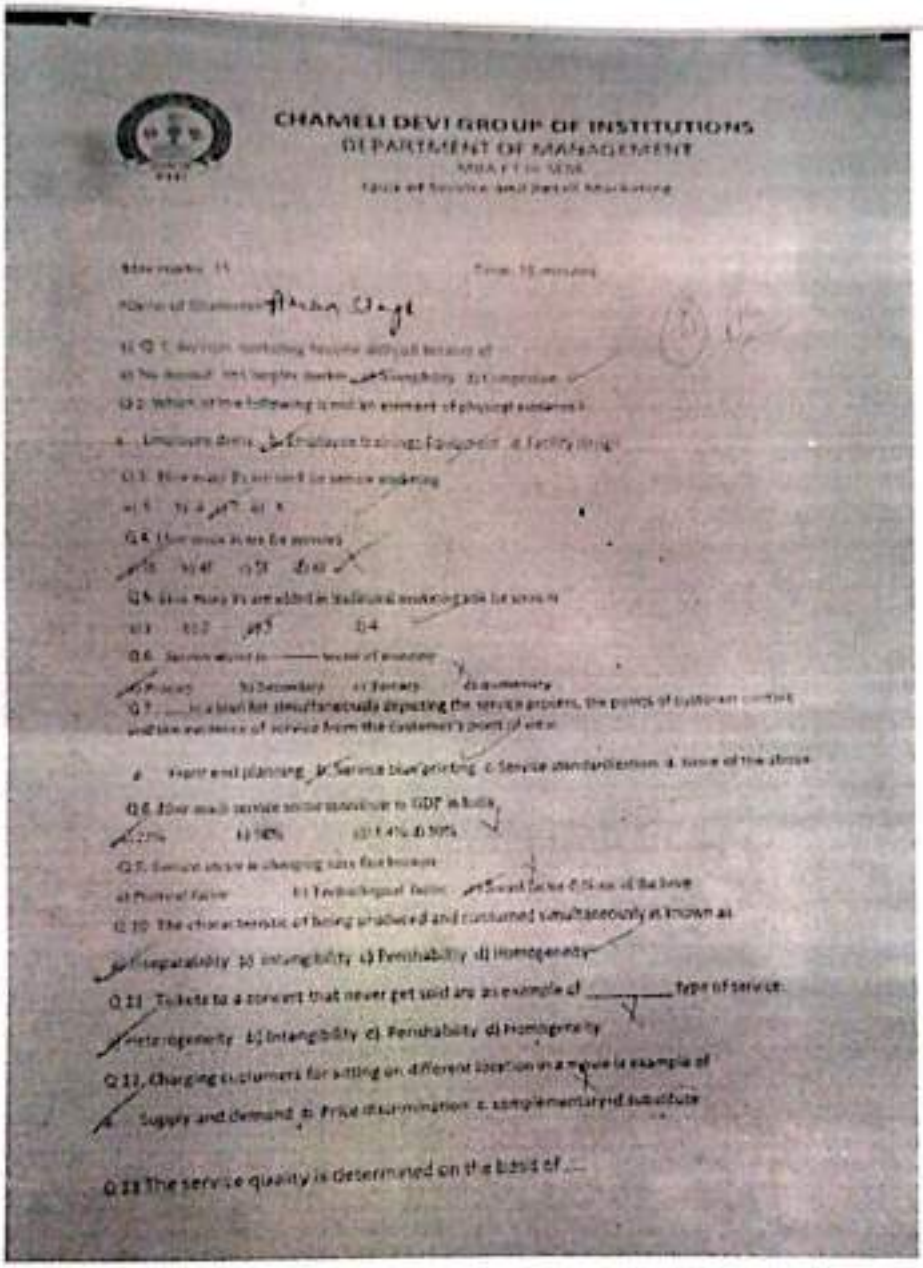

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Q.6 ... in India
a) 22% b) 50% c) 14% d) 30%

Q.7. Service sector is changing rate for known
a) Physical factor b) Technological factor c) Social factor d) All of the above

Q.10 The characteristic of being produced and consumed simultaneously is known as
a) Inseparability b) Intangibility c) Perishability d) Homogeneity

Q.11 Tickets to a concert that never get sold are an example of _____ type of service.
a) Heterogeneity b) Intangibility c) Perishability d) Homogeneity

Q.12. Charging customers for sitting on different location in a movie is example of
a) Supply and demand b) Price discrimination c. complementary/d substitute

Q.13 The service quality is determined on the basis of ...

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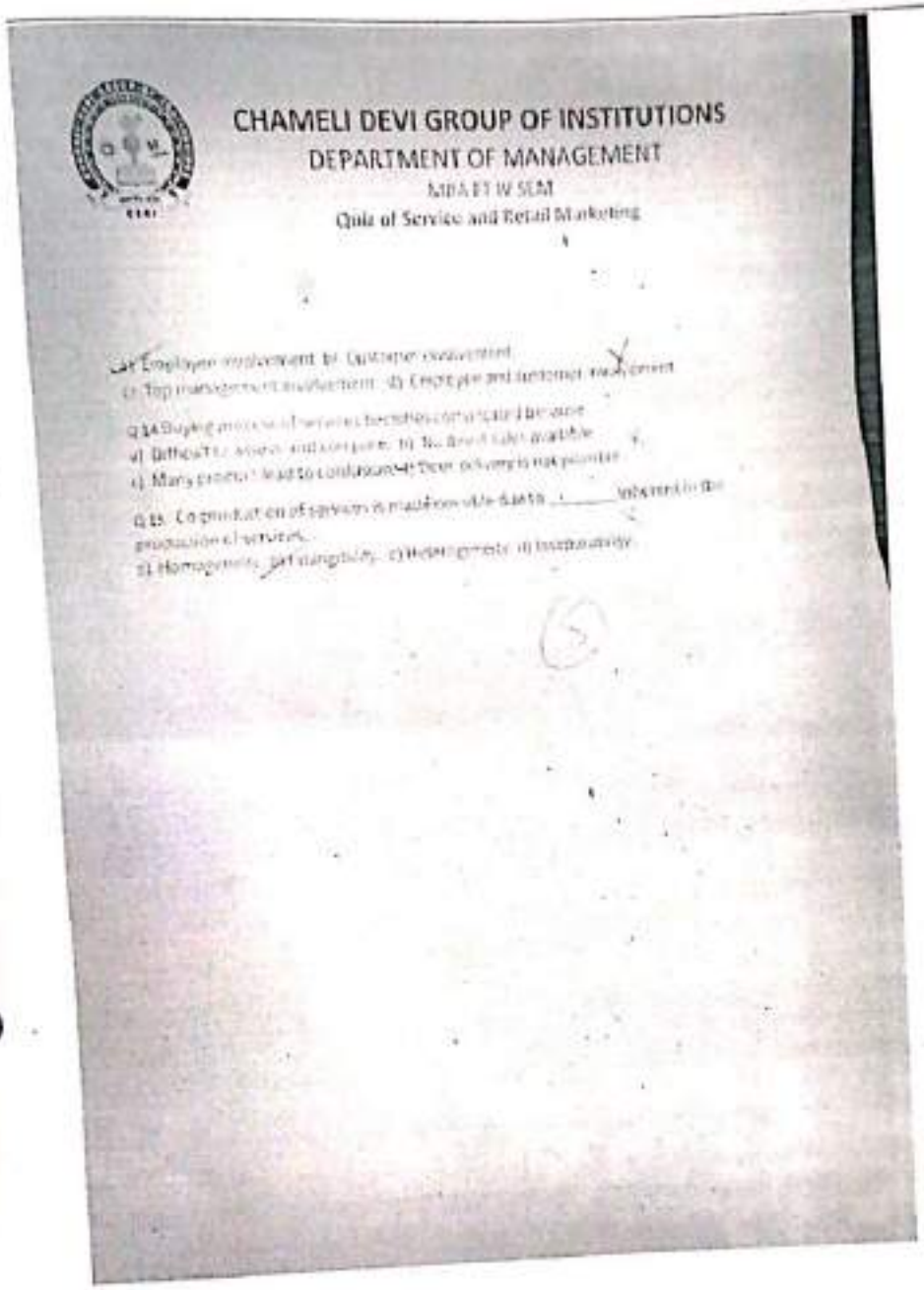

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MBA ET IV SEM
Quiz of Service and Retail Marketing

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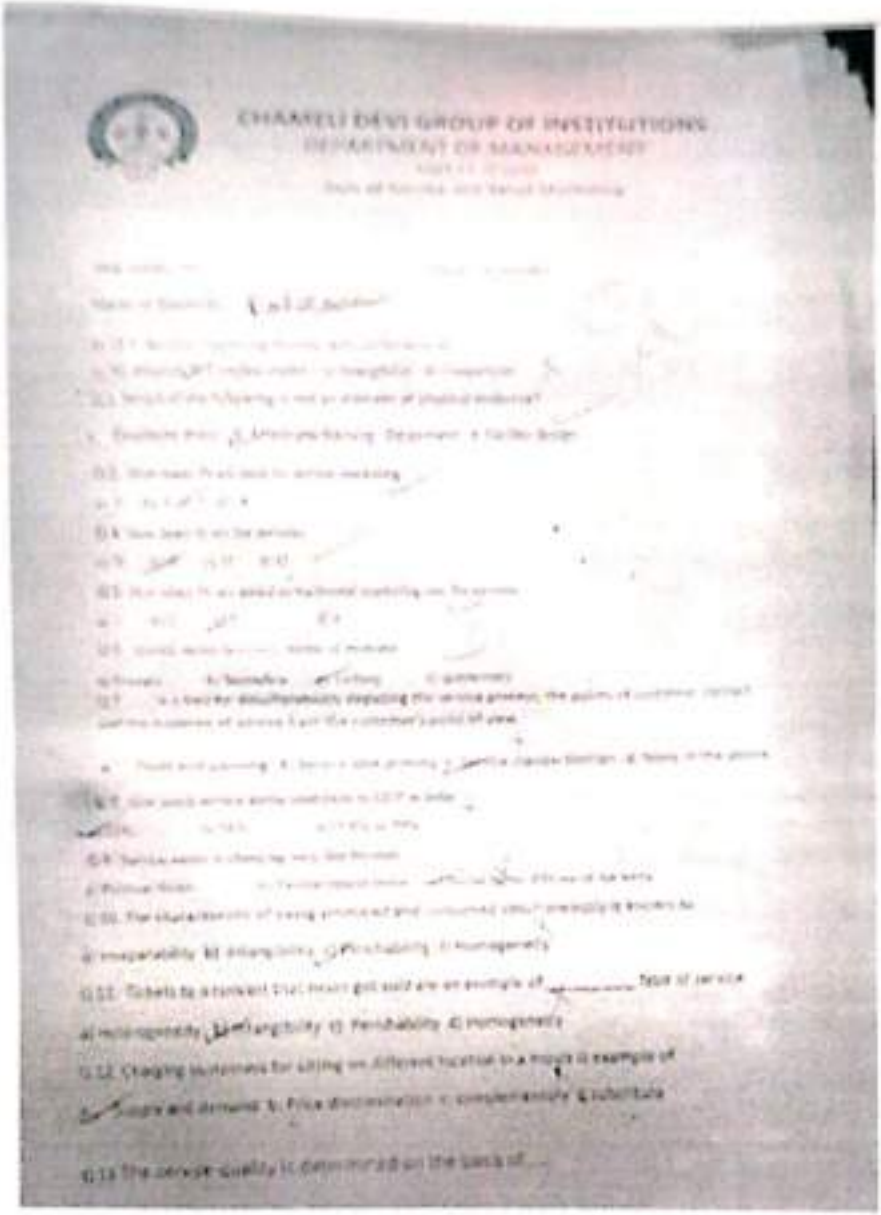

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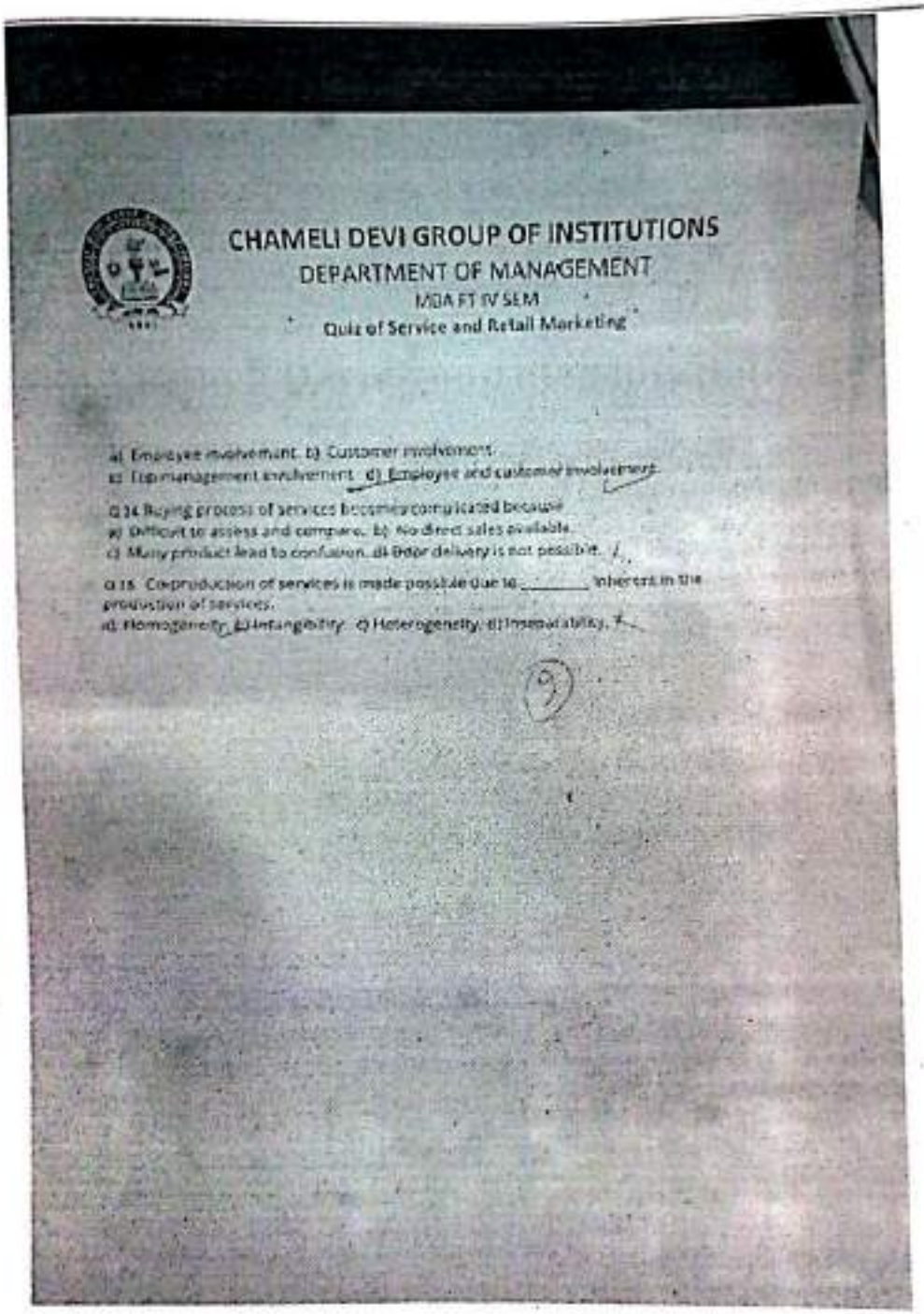

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MBA FT IV SEM
Quiz of Service and Retail Marketing

a) Employee involvement. b) Customer involvement.
c) Top management involvement. d) Employee and customer involvement.

Q 14 Buying process of services becomes complicated because
a) Difficult to assess and compare. b) No direct sales available.
c) Many product lead to confusion. d) Door delivery is not possible.

Q 15. Coproduction of services is made possible due to _____ inherent in the production of services.
a) Homogeneity b) Intangibility c) Heterogeneity. d) Inseparability.

(9)

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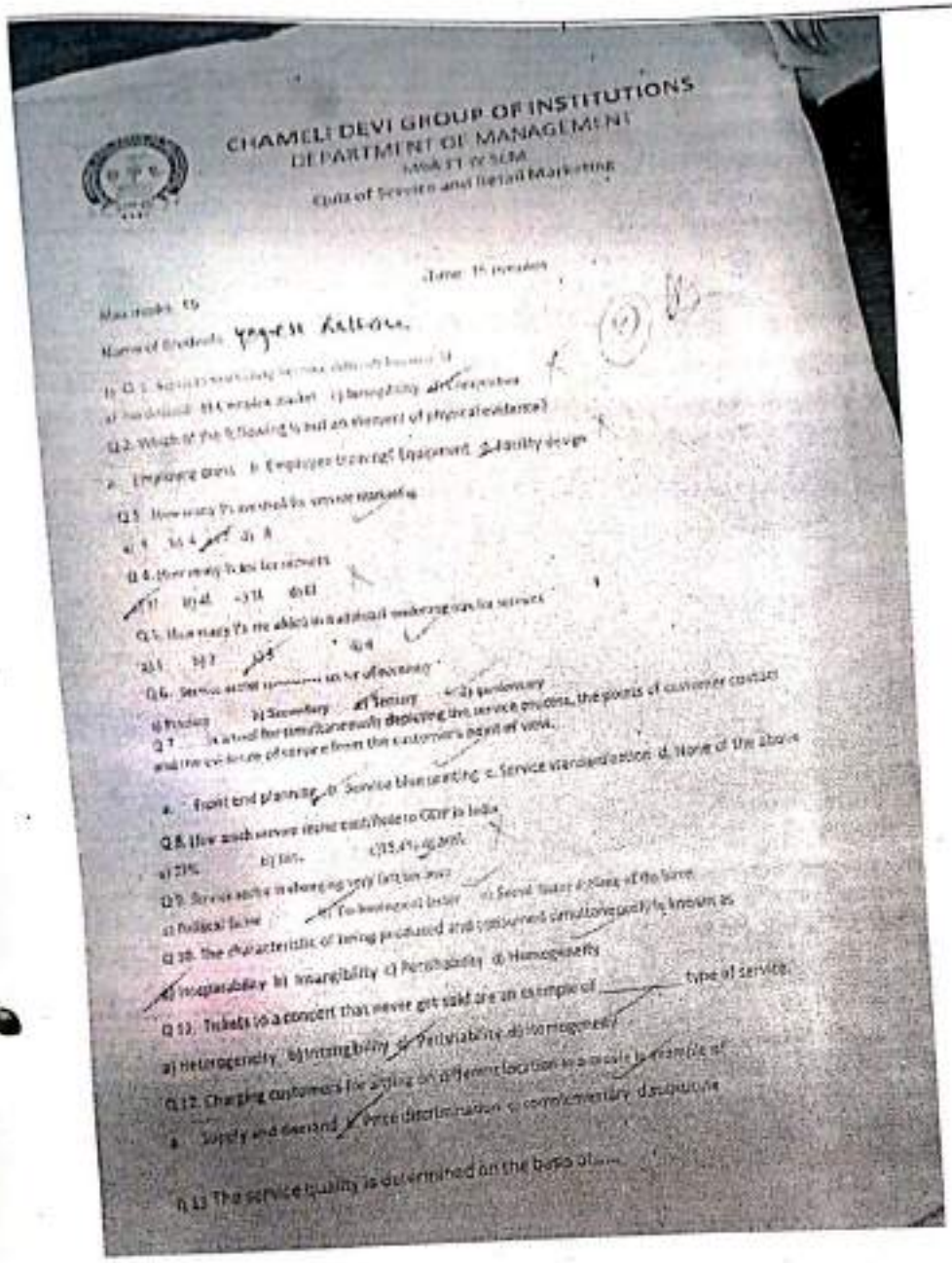

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DEPARTMENT OF MANAGEMENT
MBA IST SEM
Quality of Services and Retail Marketing

Time: 15 minutes

Max marks: 15

Name of Students: yogesh Kalsaria

Q.2. Which of the following is not an element of physical evidence?
a. Employee dress b. Employee training equipment c. facility design

Q.5 How many Ps are there in service marketing
a) 9 b) 4 c) 7 d) 8

Q.6. How many P's are there in traditional marketing mix for services
a) 5 b) 7 c) 4 d) 8

Q.7 _____ is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customer's point of view.
a. Front end planning b. Service blueprinting c. Service standardization d. None of the above

Q.8. How much service sector contribution to GDP in India
a) 28% b) 50% c) 15.4% d) 60%

Q.9. Service sector is belonging very fast to the
a) Political Sector b) Technological Sector c) Social Sector d) None of the Sector

Q.10. The characteristic of being produced and consumed simultaneously is known as
a) Inseparability b) Intangibility c) Perishability d) Heterogeneity

Q.11. Tickets to a concert that never get sold are an example of _____ type of service.
a) Heterogeneity b) Intangibility c) Perishability d) Inseparability

Q.12. Charging customers for eating on different location in a movie is example of
a. Supply and demand b. Price discrimination c. complementary d. substitute

Q.13 The service quality is determined on the basis of.....

Dr. Arvind Malviya

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EXPERIENTIAL LEARNING ACTIVITY

AGARWAL GROUP

DOCUMENTARY BASED ON MARKETING MANAGEMENT

The activity was conducted by Mo. Suhail Khan in MBA FT II in Marketing Management Subject.

About the Activity:

A documentary video of **'Asian Paints'** was shown to the students of MBA FT II, and were asked to analyze the documentary in terms of Marketing Management.

The purpose of the activity was to make students aware of the Techniques of Marketing by which Asian Paints is being compared with Google which are totally apart companies with respect to Industry. A video case study was shown in class and then students were asked to share their views for the same.

Documentary Shown:

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EXPERIENTIAL LEARNING ACTIVITY

OUTCOME:

After watching the documentary, the students were able to:

1. Know the market much better.
2. Power of Data warehousing and mining.
3. How data could be the next gold.
4. Why it is important to understand your consumer.
5. Supply chain management.

They also submitted their thoughts in writing too. Which is attached herewith.

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EXPERIENTIAL LEARNING ACTIVITY

Activity Photos:

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EXPERIENTIAL LEARNING ACTIVITY

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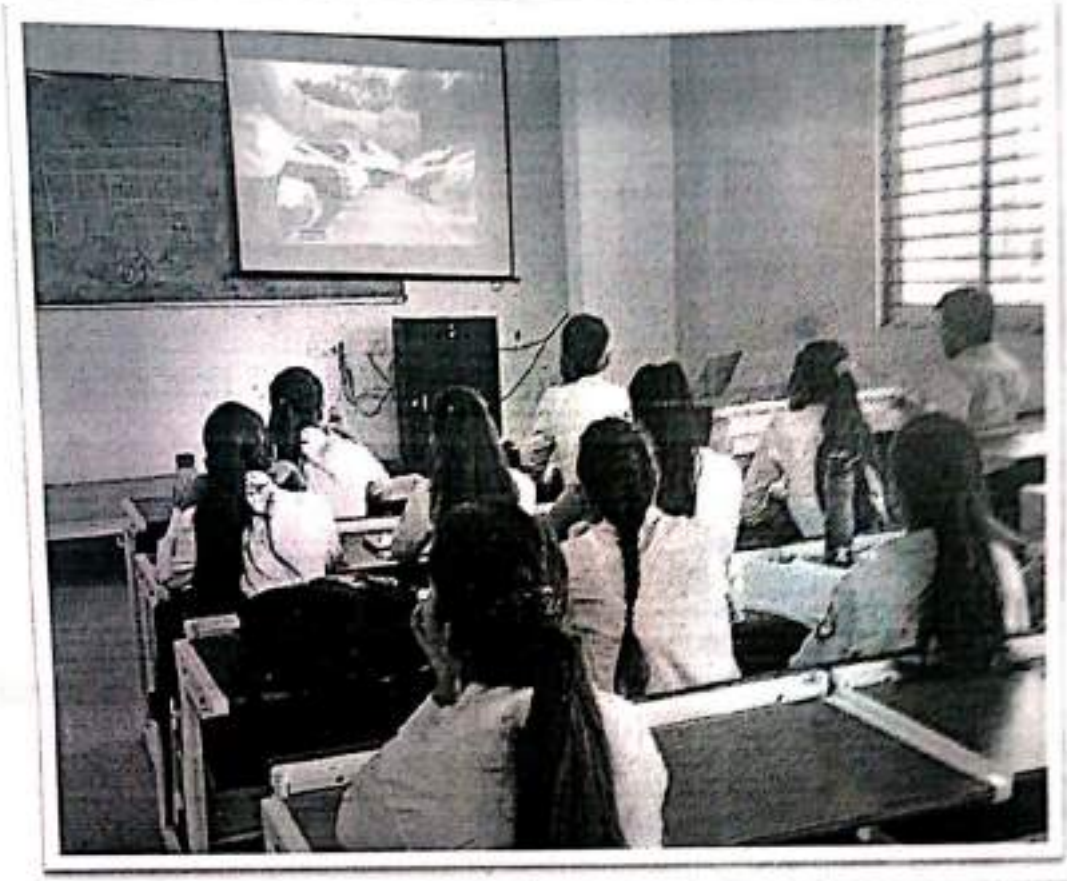

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Name - Bhakti Patel, Class MBA FT-B, CDGI

How Asian paint competing with google

Company - Asian Paint

Asian paint is the largest manufacturing company now a day. This company is founded in 1 February 1942; The founder of this company is Champaklal Choksey. It's headquarters is at Mumbai, Maharashtra. Now a days it

In 1942, when Indians were busy exhibiting civil disobedience via the quit India movement 4 mumbaikar friends were busy laying a foundation to what would become India's biggest paint company. In this profile there are 4 friends Champaklal Choksey, Chimanlal Shakri, Suryakant Doni & Arvind Vakil dared to turn the situation to their advantage & founded 'Asian oil & paint company private limited. Like Apple, microsoft & a few other well known companies Asian paints was also started in a small garage in gallirodi, mumbai. The founders has rented the garage for Rs 750 - month.

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Name- Ayushi Mittal
Class- MBA FT Sec 'A'
II nd Sem

Marketing Management

Case Study :- Asian Paints

(1) Colonial Rule had banned the imports of many products then it is a great opportunity for the companies to expand their business. This temporary banned will resulted in an opportunity to for domestic production.

(2) Competitors of Asian paints is - Berger and Nerolac.

(3) Then after all Champaklal Choukisey identify the trends and patterns and make strategies

(4) Their main focus is on quality improvement and cost effectiveness which is one of the most important pillar of any product.

(5). firstly, they started their business with small villages where they sell directly to the shopkeepers.

(6) After that the company understands the consumption pattern because during the festivals of pola & pongal, the demand of colour paints is increased.

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ASIAN PAINTS CASE STUDY:

Presented by- Nidhi Jain

→ In a general view, Asian Paints which share is currently priced at 3240 INR, is India's leading paint company.

→ The company is focused on setting a high standard of operational efficiency, management, world-class innovation and technological vision for the last seven years.

→ Mr. Champaklal Choksey is the founder of Asian Paints and he focused on unique strategies to be followed in order to have sustainable growth.

→ The paint market segment is divided into two types namely: Decorative and Industry based.

→ Asian Paints marketing strategy is offering different products of varying price points, according to the income group of the consumers they are marketed towards.

→ The segment is based on demographic and geographic factors such as location, income levels etc.

→ The firm was established since 1942, apart from having the superior paint quality, they are known for winning the nations heart with advertisements

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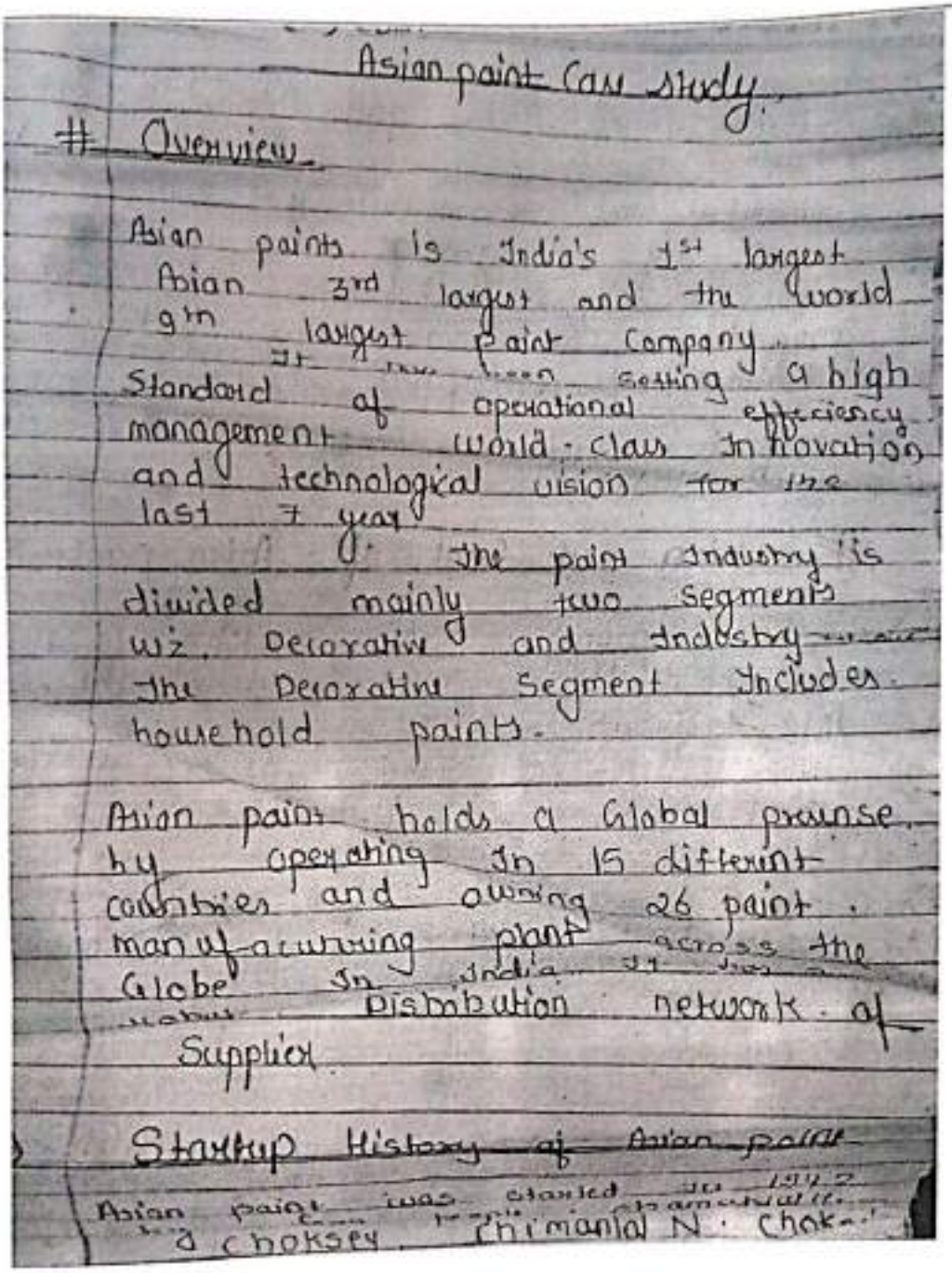

Asian paint Case study.

Overview.

Asian paints is India's 1st largest Asian 3rd largest and the world 9th largest paint company. It has been setting a high Standard of operational efficiency management world-class innovation and technological vision for the last 7 year.

The paint industry is divided mainly two segments viz. Decorative and Industry. The Decorative segment includes household paints.

Asian paint holds a Global presence by operating in 15 different countries and owning 26 paint manufacturing plant across the Globe. In India it has a distribution network of Supplier.

Startup History of Asian paint

Asian paint was started in 1942 by 3 choksey. Chimanlal N. Chok-

Prof Mo. Suhail Khan

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Department of Management

AGARWAL GROUP

COLLABORATIVE LEARNING ACTIVITY

About the Activity:

This activity was conducted by Prof Swati Bhaiyaa, during the MBA FA II SEM Macro Economic Theory and Policy Lecture.

Students have got the write ups on different topics assigned to them it **helped them to enhance their ability to make practical judgments about what is 'right' and what is 'good'**. Policies that have good consequences, benefitting a large number of people, may not be the 'right' ones if they violate fundamental rights of individuals guaranteed in the constitution of India.

- ✓ Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
- ✓ Make in India
- ✓ Swachh Bharat Mission
- ✓ Digital India
- ✓ PM-KISAN (Pradhan Mantri Kisan Samman Nidhi) Scheme
- ✓ Pradhan Mantri Kisan Maan Dhan Yojana
- ✓ PM Garib Kalyan Yojana (PMGKY)
- ✓ Pradhan Mantri Shram Yogi Maan-Dhan
- ✓ Swadesh Darshan Scheme
- ✓ National Water Mission
- ✓ National Nutrition Mission
- ✓ Operation Greens Scheme
- ✓ Deep Ocean Mission
- ✓ PM Mudra Yojna
- ✓ Ujala Yojna
- ✓ Atal Pension Yojana
- ✓ Prime Minister Jeevan Jyoti Bima Yojana
- ✓ Pradhan Mantri Suraksha Bima Yojana

Objective of the activity:

The general purpose of the activity was to make students aware of current Government Policies introduced in India for common public also to find issues and solutions for them.

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Chameli Devi Group of Institutions, Indore
Department of Management

AGARWAL GROUP

COLLABORATIVE LEARNING ACTIVITY

Process of the Activity:
Student were asked to form a Group of 4-5 and to choose a leader who will write their thoughts and submit it after brief discussion and research among themselves.

BACKGROUND OF CONTENT TO BE DISCUSSED

1. **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)**
   It is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE) implemented by National Skill Development Corporation. The objective of this Skill Certification Scheme is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood.

2. **Make in India**
   it's an initiative by the Government of India to make and encourage companies to develop, manufacture and assemble products made in India and incentivize dedicated investments into manufacturing. The policy approach was to create a conducive environment for investments, develop a modern and efficient infrastructure, and open up new sectors for foreign capital. The initiative targeted 25 economic sectors for job creation and skill enhancement

3. **Swachh Bharat Mission**
   To accelerate the efforts to achieve universal sanitation coverage and to put the focus on sanitation, the Prime Minister of India had launched the Swachh Bharat Mission on 2nd October 2014. Under the mission, all villages, Gram Panchayats, Districts, States and Union Territories in India declared themselves "open-defecation free" (ODF) by 2 October 2019, the 150th birth anniversary of Mahatma Gandhi, by constructing over 100 million toilets in rural India. To ensure that the open defecation free behaviours are sustained, no one is left behind, and that solid and liquid waste management facilities are accessible, the Mission is moving towards the next Phase II of SBMG i.e ODF-Plus. ODF Plus activities under Phase II of Swachh Bharat Mission (Grameen) will reinforce ODF behaviours and focus on providing interventions for the safe management of solid and liquid waste in villages.

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COLLABORATIVE LEARNING ACTIVITY

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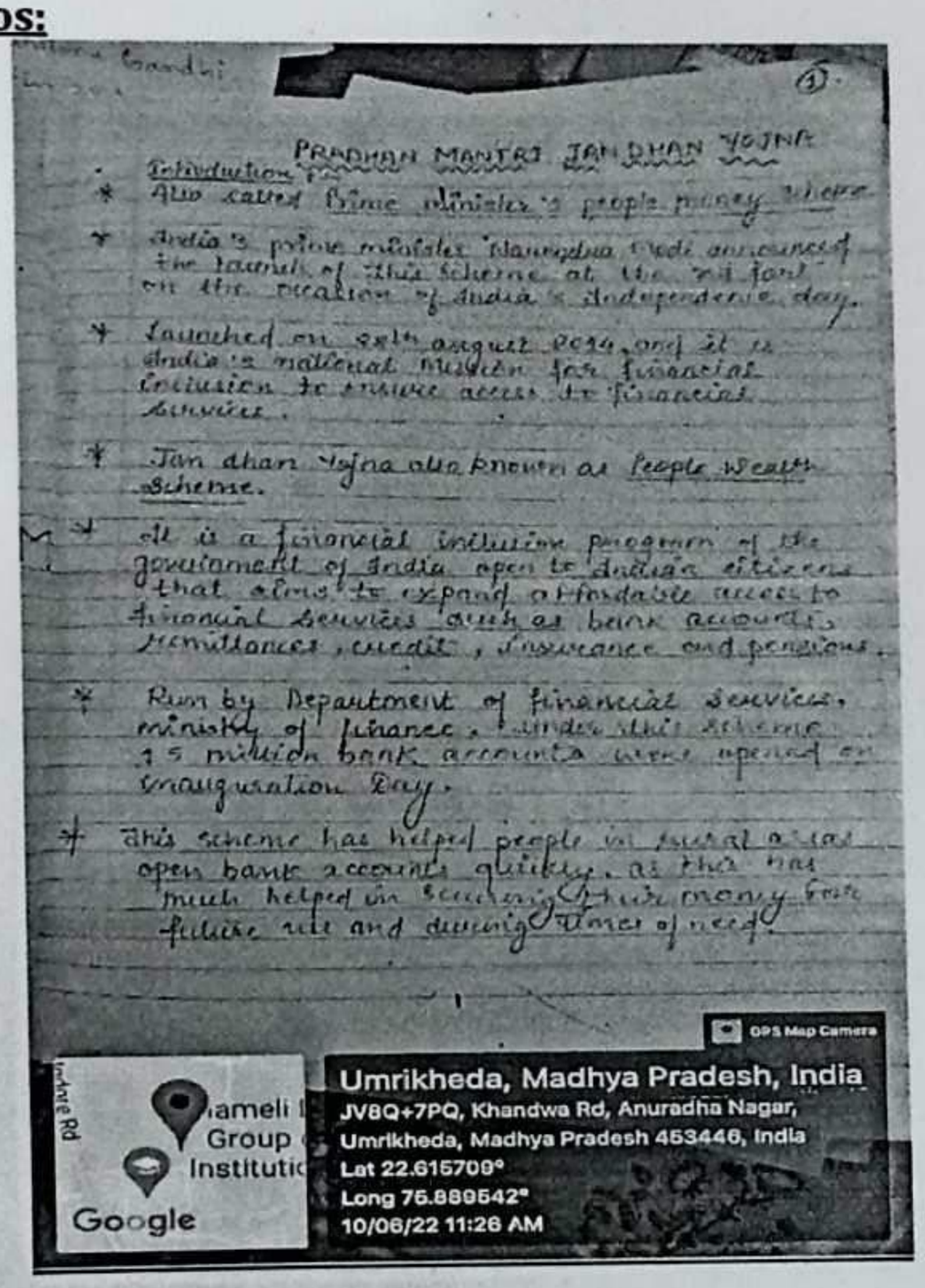
4. Digital India

It is a campaign launched by the Government of India in order to ensure the Government's services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or making the country digitally empowered in the field of technology. The initiative includes plans to connect rural areas with high-speed internet networks. It consists of three core components: the development of secure and stable digital infrastructure, delivering government services digitally, and universal digital literacy.

Some more topics were left open for students to find and study.

Some Write up Photos:



PRADHAN MANTRI JAN DHAN YOJNA

- Introduction
- * Also called Prime Minister's people money scheme
- * India's prime minister Narendra Modi announced the launch of this scheme at the red fort on the occasion of India's Independence day.
- * Launched on 28th august 2014, and it is India's national mission for financial inclusion to ensure access to financial services.
- * Jan dhan Yojna also known as People Wealth Scheme.
- * It is a financial inclusion program of the government of India open to Indian citizens that aims to expand affordable access to financial services such as bank accounts, remittances, credit, insurance and pensions.
- * Run by Department of financial services, ministry of finance. Under this scheme 15 million bank accounts were opened on inauguration Day.
- * This scheme has helped people in rural areas open bank accounts quickly, as this has much helped in securing their money for future use and during times of need.

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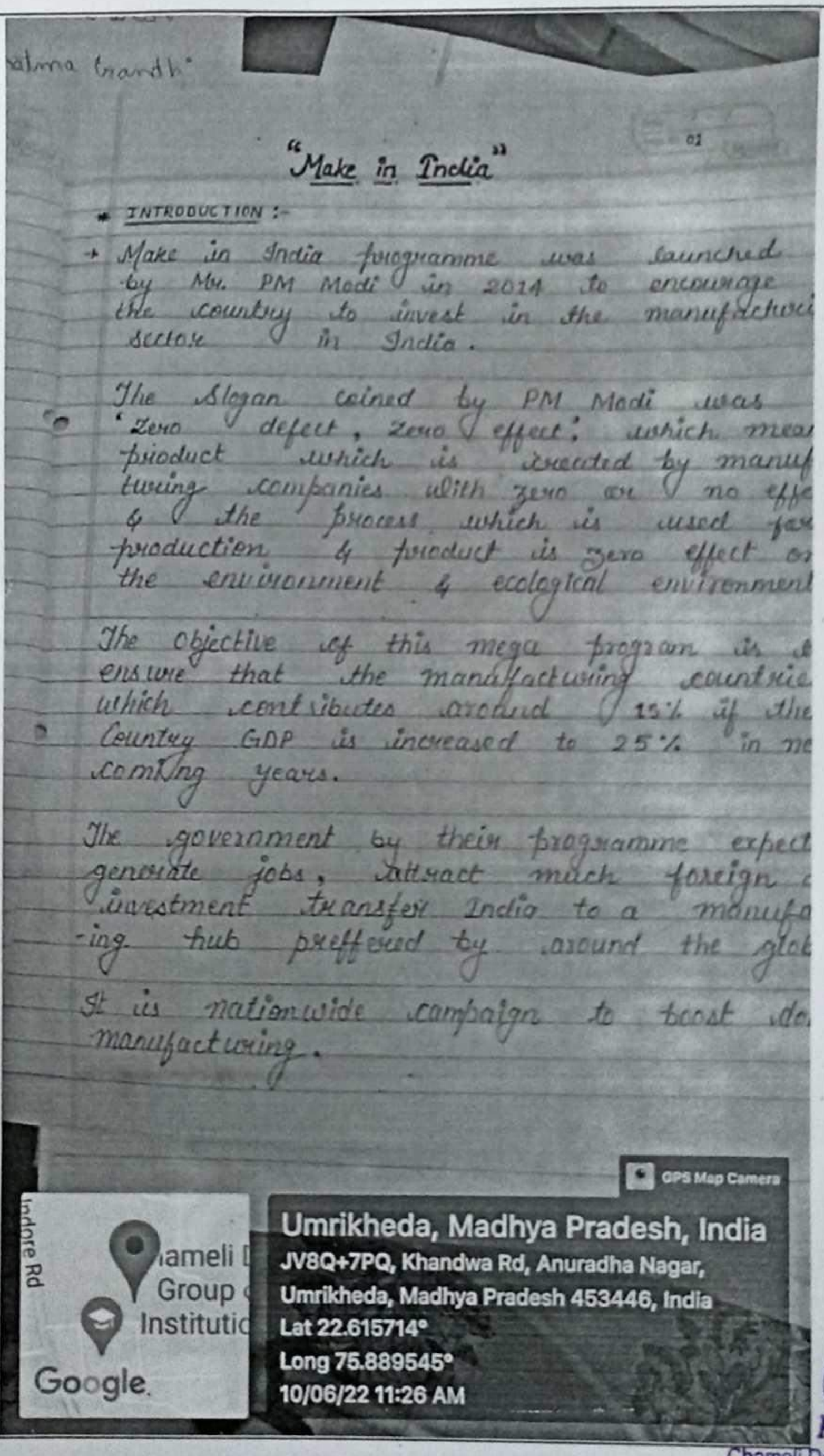

satma Gandhi"

01

"Make in India"

* INTRODUCTION :-

→ Make in India programme was launched by Mr. PM Modi in 2014 to encourage the country to invest in the manufacturi sector in India.

The Slogan coined by PM Modi was 'Zero defect, Zero effect' which mean product which is created by manuf turing companies with zero or no effe & the process which is used for production & product is zero effect on the environment & ecological environment

The objective of this mega program is t ensure that the manufacturing countrie which contributes around 15% if the country GDP is increased to 25% in ne coming years.

The government by their programme expect generate jobs, attract much foreign investment transfer India to a manufa -ing hub preffered by around the glob

It is nationwide campaign to boost do manufacturing.

GPS Map Camera

Umrikheda, Madhya Pradesh, India
JV8Q+7PQ, Khandwa Rd, Anuradha Nagar, Umrikheda, Madhya Pradesh 453446, India
Lat 22.615714°
Long 75.889545°
10/06/22 11:26 AM

Indore Rd

Google

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COLLABORATIVE LEARNING ACTIVITY

Name : Gautam Singh Bhal
Class : MBA CFA 2nd Sem)
Macro Eco Course Assignment
Introduction : Digital India is a Campaign launched by the Govt of India in Order to Ensure the govt's Services are made available to Citizens Electronically by Improved Online Infrastructure and by Increasing Internet Connectivity or making the Country digitally Empowered in the field of Technology.

The Initiative includes plans to Connect rural areas with high Speed Internet networks.
It Consists of 3 Core Components :

(a) The development of Secure and Stable digital Infrastructure.
(b) Delivering govt Services digitally
(c) Universal digital literacy.

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LEARNING OUTCOMES:

At the end of activity students gained:

- Information about various Government schemes.
- Issues with the delivery of schemes.
- Solutions regarding the issues found.
- Listening Skills.
- Assertive Attitude.
- Paraphrasing Skills.
- Leadership.

Prof Swati Bhaiyya

Subject Teacher

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COLLABORATIVE LEARNING ACTIVITY

The Biggest Marketing Fails of All Time (With Practical Takeaways)

This activity was conducted by Prof. Sudhir Lambhate to ensure that students understand the concept of Product and Brand Management in a practical manner.

About the Activity:

As a part of collaborative learning where students work with each other on projects, and must collaborate as a group to understand the concepts being presented to them. By protecting their positions, reframing ideas, listening to other viewpoints and enunciating their points, students gain a more complete understanding as a group than they could as individuals.

One marketing blunder can make or break any brand these days. Competition is fierce and if a brand doesn't (or accidentally doesn't appear to) align with a customers' values, there could be major consequences.

Learning for the Students:

- What the brand was trying to do
- Why it failed
- The key takeaway
- How to do it right

Names:

✓ Kendall Jenner Pepsi ad	✓ Airpass by American Airlines
✓ Gap's logo redesign	✓ Bloomingdales' spiked eggnog ad
✓ Burger King's Women's Day tweet	✓ Dove's 'racist' campaign
✓ Audi's wedding commercial	✓ Coca-Cola's 'New Coke' Flavor
✓ Timberland	✓ Bisleri Pop
✓ Abibas	✓ Taxi4Sure
✓ Chevrolet	✓ Kizashi
✓ Kingfisher	✓ Volkswagen Beetle
✓ Danone Dairy Business	✓ Nano

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Objective of the activity:

The basic idea behind this activity was to make students study the 'Biggest Marketing Fails of All Time' of different companies and to analyze the working of the company to make them aware of various pros and cons and help them in taking appropriate decisions in practical take away.

Learning Outcomes:

Students after understanding and analyzing biggest marketing fails of all time of different companies were able to identify the problems and gave different solutions for the same in collaboration with other students.

Every business wants to stand out, but unless you take your time and fully think through your ideas and plans, you run the risk of going viral for the wrong reasons. Whether you're a massive brand or a local shop, the biggest takeaway here is the same: Pay attention to the details—in how you present your message, represent your values, plan your campaigns, and if (hopefully not) applicable, how you apologize.

Note: Submitted write ups of analysis are attached here with.

Prof. Sudhir .....

Name of the Faculty

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BIGGEST MARKETING FAILS

Kendall Jenner Pepsi ad

This long commercial from 2017 follows along with a marching protest and features popular model Kendall Jenner watching and then joining it. In the end, she walks to the front of the protest line and hands a can of Pepsi to a police officer as a peace offering. He takes the Pepsi and everyone cheers.

According to Pepsi, the ad was a move to promote global unity, peace, and understanding, but it achieved exactly the opposite. As soon as the ad came out, it received a storm of backlash and criticism. People found the

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ad insensitive and tone-deaf. Further, the ad supposedly trivialized the Black Lives Matter movement and made the protest seem like a fun party.

The New York Times coverage on the matter says it best:

"Elle Hearns, the executive director of the Marsha P. Johnson Institute and formerly an organizer for Black Lives Matter, said the ad 'plays down the sacrifices people have historically taken in utilizing protests. 'No one is finding joy from Pepsi at a protest," she said. "That's just not the reality of our lives. That's not what it looks like to take bold action."

Bernice King, the daughter of Martin Luther King Jr., was another of the activists who criticized the ad, tweeting "If only Daddy would have known about the power of #Pepsi."

Pepsi pulled the ad from the air and YouTube within 24 hours and apologized saying the company "missed the mark."

The takeaway

Never use controversial topics or social issues to promote your products or services. If you want to capitalize on a trending topic, do your research to make sure there is no risk for polarizing your audience and losing customers.

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How to do it right

If you want to leverage popular topics for marketing success, learn how to identify hot topics with search trend data.

Submitted by:

1. ANUJ JOSHI
2. ATUL BAPNA
3. PANKAJ SAHU
4. RAGHAV SINGLE
5. ANAND

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COLLABORATIVE LEARNING ACTIVITY

About the Activity:

This activity was conducted by Prof Swati Bhaiyaa, during the MBA FT IV SEM Strategic Management Lecture. Students were given names of certain companies and were asked to do the SWOT analysis of those company to understand the Strengths and weaknesses of these companies also to find the solutions for the Weakness and Threats.
Under the Corporate Finance & Strategic management.

Name of Companies:

✓ BHEL ✓ Deloitte ✓ Disney ✓ Emani ✓ Fanta ✓ Foodpanda ✓ Fossil ✓ Voot	✓ Havells ✓ Huawei ✓ Netflix ✓ OLX ✓ Peter England ✓ Prime Video ✓ Sony ✓ Swiggy

Objective of the activity:

The basic idea behind this activity was to make students study the Strengths, Weaknesses, Threats and opportunities of different companies and to analyze the working of the company to make students aware of various pros and cons and help them in taking appropriate decisions.

Process of the Activity:

Students were asked to form the Group of 9-10 and then assigned a company to analyze. They had to write Strength, Weakness, Opportunity and Threats along with the solution to overcome Weakness and Threats.

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LEARNING OUTCOMES:

Students after understanding and analyzing SWOT of different companies were able to identify the problems and gave different solutions for the same in collaboration with other students. This helped them learn the team work and how they can work together to find the solutions agreed by all.

Note: Submitted SWOT analysis are attached here with.

Prof.. Gupta .....
Subject Teacher

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COURSE- MBA FT IV

SUBJECT- STRATEGIC MANAGEMENT

Company- BHEL

Submitted By-

1. AAYUSHI ARGADE
2. ADITI JAIN
3. ADITYA SINGH
4. ALPANA TIGGA
5. AMAN PATHARIYA
6. ANJALI BARVE
7. APARNA YADAV

Bharat Heavy Electricals Limited (BHEL) is an electrical equipment industry that was formed during the year 1964 and is headquartered in New Delhi, India. It is owned and formed by the Government of India.

It is the largest power generation equipment manufacturer that manufactures various products like Gas and Steam Turbines, Boilers, Electric Motors, Electric Locomotives, Generators, Heat Exchangers, Switchgears and Sensors, Automation and Control Systems, Power Electronics, and Transmission Systems.

During the year 1991, BHEL was converted into a public limited company. Over a period of years, it has developed the capacity to produce much equipment for all sectors.

BHEL is engaged in various operations like design, engineering, construction, testing, and servicing of many products. BHEL has a huge network of about 17 manufacturing units, two maintenance units, eight service centers, four regional offices.

It also has eight overseas offices and seven joint ventures. BHEL has established the competence to deliver about 20,000 MW p.a of power equipment to meet the rising demand for power generation equipment.

BHEL has been transferring its power and industry segment products and services for about 40 years. Its global visibility has been spread across 76 countries in about six continents.

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Ever since its formation, BHEL has made its Quality foundation strong. During the year 1970-90, BHEL has implemented Quality Manual for the entire organization that includes systems, tasks, procedures, and processes.

Second tier documents like standard technological procedures, test plans, process sheets, non-conformance handling systems, and procedures were implemented during this time. Since that time, BHEL is leading in Calibration System, Quality Planning, and Quality Circles impression in India.

SWOT analysis of BHEL:

Strengths in the SWOT Analysis of BHEL

- **Strong Base in Engineering** – BHEL has a strong base in engineering and a stable industrial relationship. It is the largest power generation equipment manufacturer that manufactures various products like Gas and Steam Turbines, Boilers, Electric Motors, Electric Locomotives, Generators, Heat Exchangers, Switchgears and Sensors, Automation and Control Systems, Power Electronics, and Transmission Systems.
- **Continuous Profits** – BHEL has been generating continuous profits and paying dividends since the year 1974. This is a great strength to the company.
- **Support from Collaborators** – BHEL has great support from the collaborators that have helped them to obtain many modern technologies and then transform it to suit the Indian conditions.
- **Huge Customer Base** – BHEL has a huge customer base in the domestic business that leads to being popular and having a greater influence in the market.
- **Huge Products** – BHEL produces almost 190 products and more than 30 major product groups.
- **Quality Products** – The Quality foundation of BHEL is quite strong. During the year 1970-90, BHEL has implemented Quality Manual for the entire organization that includes systems, tasks, procedures, and processes. Second tier documents like standard technological procedures, test plans, process sheets, non-conformance handling systems, and procedures were implemented during this time. Since that time, BHEL is leading in Calibration System, Quality Planning, and Quality Circles impression in India.
- **Research & Development** – BHEL has always faced a strong emphasis on innovation and creative advancement. It has led to the develop many technologically competitive products and services. Their labs at the Research & Development wing have Permanent Magnet Machines,

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Insulation, and Chemical Sciences, Intelligent Machine Control, Electrical Machines, Power Electronic Systems, High Voltage Engineering, GIP, and Switchgear Development, and many more.

Weaknesses in the SWOT Analysis of BHEL

- **The inability for Certain Activities** – There have been few situations have BHEL had the inability to provide supplier's credit, financing of power projects, and soft loans.
- **Longer Delivery Cycles** – BHEL delivers products by taking more time than international competitors. This could be a weakness having longer delivery cycles would have a huge impact on the business.
- **Less Marketing Infrastructure** – BHEL lacks effective marketing infrastructure that is, in fact, a weakness for the company.
- **Procurement Process** – The procurement process in BHEL is cumbersome, and they are subject to auditing.
- **PSU Status** – PSU status is yet another weakness for BHEL as it is subject to the rules and regulations. It is forced to carry a huge amount of labor force that is unable to reduce.
- **Criticism** – The BHEL project, 1340-megawatt coal power plant situated in Rampal that is close to the Sundarban Mangrove Forest for Bangladesh-India Friendship Power Company is a joint venture. This project has faced a lot of criticism for impacting the environment and the likely harm that could cause to the largest mangrove forest in the world.

Opportunities in the SWOT Analysis of BHEL

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- **Demand for Power Domain** – There exists a huge demand in the power domain to produce more equipment. This provides a huge opportunity for BHEL.
- **Aging Power Plants** – As BHEL is into the industry for a long time, there are many plants that are quite old and require services and spare parts. On doing this, BHEL can carry out production faster and attach more visibility in the market.
- **Increased Private Sector Participation** – BHEL sees a healthier work environment and increased private sector participation in the operation of distribution circles as well.
- **Increase in Defense Budget** – An increase in defense budget sees a lot of opportunity for BHEL as it will increase the top line for them.
- **Joint Venture with Siemens** – Power Plant Performance Improvement Ltd, which is a joint venture with Siemens, is a tie-up that will be beneficial and provides a lot of scope for the business.

Threats in the SWOT Analysis of BHEL

- **Competitors** – BHEL faces a lot of competition from both the international and national companies.
- **Associations in the Industry** – Associations in the industry have drastically reduced the company's turn over. This is, in fact, a big threat to the company.
- **Increase in Small Contractors** – Increased in the number of small contractors is a big threat to BHEL that leads to price wars.
- **New Players in the Market** – Emerging new players in the market is also a serious threat to the company.

Solution to Overcome Weakness and Threats:

- **Faster Response:** In this era of Cut throat competition faster response to the opportunity is a must. BHEL needs to focus on reducing the delivery time to minimum.
- **Marketing:** There used to be a time when everyone knew who BHEL was but the memory has faded now as there are lot more companies on the ground. BHEL needs to remind people that it is here for every industry needs by spending more on marketing.
- **Industry competition:** BHEL is still capable of becoming the market leader if it tries to be one. It has to learn from its past mistakes and take necessary actions.

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FANTA SWOT ANALYSIS

Fanta the brand is a fruit-flavored carbonated drink created by The Coca-Cola Company and marketed globally. There are more than one hundred flavors globally. The Fanta drink originated as a cola alternative in Nazi Germany below a World War II exchange embargo for Coca-Cola substances in 1940.

Fanta comes from the German word called "fantasy" which means imagination. Fanta became the second drink to be produced by means of Coca-Cola, the first being the authentic Coca-Cola.

Strengths in the Swot Analysis of Fanta

- Strong parent brand

Fanta is flagship Non-Cola product of Coca-Cola, the company has the aggressive edge over its competitors when it comes to Operations, Cost manipulates, Brand portfolio, Channel advertising, Collaborative client relationship and penetration within the marketplace.

The strong parent brand gives Fanta a huge advantage over other fruity drinks.

- Variety Flavor

Fanta is the second oldest brand of the Coca-Cola Company and is enjoyed more than 130 million times every day all over the world. Fans love the flavor a lot that there are now 90 specific flavors available internationally.

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It was launched within the island of Ireland in 1963 and also is available in a no-Calorie model, Fanta Orange Zero. The main flavor is orange and Fanta is available in over 100 flavors in 180 different markets.

- **Branding and Advertising**

Fanta made a big event in 2017 with a new visual identity, new bottle, new branded content co-created by young people, and new recipes in certain markets.

And what better way to unveil this evolution with an immersive event focused on the brand's past, present and future Like Fanta, the event aimed at being a multi-sensory, lively experience that reminded us of Fanta's history, but also pointed out where we are going and how we are co-creating and communicating Fanta's innovations through young people,

- **Popular among youth**

The audience is often connected to social, mobile and virtual outlets. Games and music play a key role in their lives. The relationship young people have with Fanta, the logo and the product, is very exciting.

Fanta plans to stay connected to the youth by paying more attention to the fun aspect, technology and focusing on the youth having a good time with friends.

- **New markets**

Fanta has built expertise at getting into new markets and performing well. The growth has helped the corporation to construct new revenues and diversify the economic cycle hazard within the markets it operates in.

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Weaknesses in the Swot Analysis of Fanta

- Changing the mindset

Soda sales have been declining for the past seven years, however, the rate of the decline has quickened since 2011. To put this in perspective, carbonated smooth drink sales grew about three percentage yearly within the U.S.

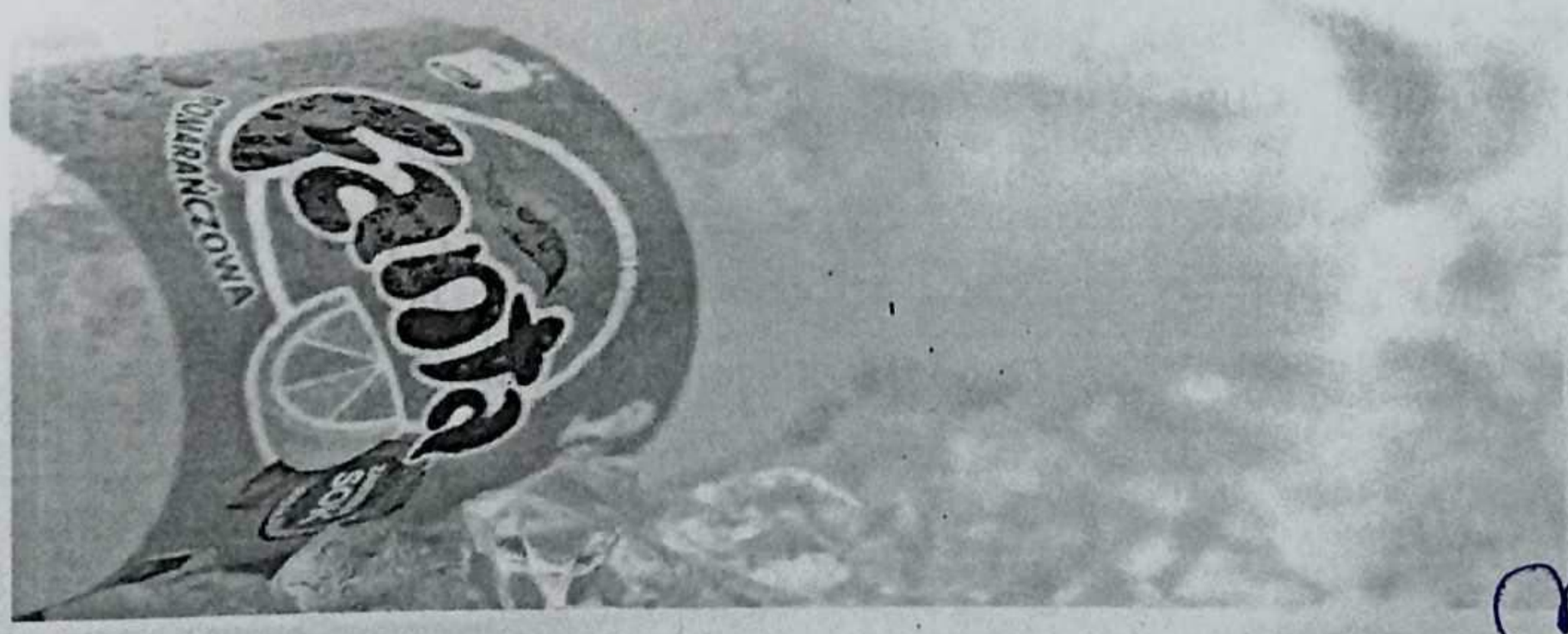
The increasing number of fitness-conscious customers flip to different beverages gave the impression to be greater healthful. In the carbonated soft drink class, six of the top 10 brands lost volume. Overall, sales of carbonated smooth liquids fell 2 percentage in 2018.

Demand Forecasting

Fanta is not good at product demand forecasting resulting in higher rate of overlooked opportunities compared to its competitors.

One of the purpose, why the stock is high in comparison to its competitors, is that Fanta isn't good at demand forecasting due to which they end up retaining higher stock both in channel and in-house.

Opportunities in the Swot Analysis of Fanta



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- New product variety

The tingly fruity taste of Fanta Orange makes it a popular drink. It's made with 5% juice and in 2007 they even modified the recipe, which means it now consists of 33% much less sugar than the authentic product.

There are more than 90 flavors of Fanta globally and in Great, Britain people can enjoy Fanta Lemon and plenty of other taste. The zesty orange flavor of Fanta Orange Zero allows people to enjoy the fresh Fanta flavor with 0 calories. Fanta has constantly been fun, bold and vibrant, and now they are making it extra specific and natural too.

- Brand makeover

The youngsters' favorite, Fanta now has an advanced appearance, with a new logo, pictures, and coloration palette. It is available in an array of vibrant, bold visuals offering brilliant images and a variety of amusing, simple slogans that enchantment to the youth.

An interesting point is that the new logo has been crafted in a unique manner. It's been designed to reduce paper and a virtual logo to depict movement and spontaneity and to have fun the new Fanta method.

Threats in the Swot Analysis of Fanta

- Competition

Pepsi is the Coca Cola main competitor in the soft drink beverage. A few years ago, because the sales decrease, the brand determined to reposition its merchandise: the ordinary recipe was renamed "Regular" and this one without sugar "Max".

Moreover, to goal a younger target audience. Coca-Cola sells Fanta Green Mango, a carbonated drink that has 10.Four% fruit content. Rival PepsiCo India Holdings Pvt. Ltd sells Nimbooz Masala Soda, a juice-based totally (five% lemon juice) aerated beverage.

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While Coca-Cola started piloting with Fanta Green Mango approximately 12 months after Modi's speech, PepsiCo had launched Nimbooz Masala Soda nationally in 2015.

Substitutes

Fanta has not been able to tackle the challenges present by the new entrants in the segment and has lost a small market share in the niche categories. Fanta has to develop an internal feedback mechanism directly from the sales team on the ground to solve these challenges

- Changing the Mindset

FSSAI has notified that beverages with fruit juice amount below 10% but not much less than 5% and 2.5% in case of lime or lemon, need to be called carbonated beverage with fruit juice but, this was plenty better than what the enterprise had requested for.

Indian Beverages Association had requested the regulator to decrease the fruit juice content material threshold in carbonated drinks from 10% (minimal) to a few % Companies are now waiting for clear guidelines.

Solution for Weakness and Threats:

- **Sell the Nostalgia:** Various millennial in India associate with FANTA because it contains various memories of the past for them. FANTA should use the emotional advertising techniques.
- **Healthy substitute:** FANTA should also introduce new product containing the less sugar which can be promoted to more health conscious audience.

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COLLABORATIVE LEARNING ACTIVITY

About the Activity:

An activity on situation based analysis was organized and conducted by Prof.Prakash Choudhary on Multinational Financial Management in MBA FA IV SEM.

"Multinational Financial Management- Parity Conditions in International Finance"

Objective of the Activity:

To understand the basics in terms of Financial understanding of a MNC. Students work with each other on topics, where they must collaborate as a group to understand the concepts being presented to them.

Through defending their positions, reframing ideas, listening to other viewpoints and articulating their points, students gain a more complete understanding as a group than they could as individuals.

- ✓ **Acquisition of Funds**
- ✓ **Investment Decisions**
- ✓ **Efficiently produce products in international markets**
- ✓ **Obtain the essential raw material needed for production**
- ✓ **Broaden and diversify markets**
- ✓ **Yields will be high**

Situation Given:

"Parity Conditions in International Finance"

At the cornerstone of international finance relations, lie the PPP doctrine and the three international interest parity conditions, viz. the Covered Interest Parity (CIP), the Uncovered Interest parity (UIP) and the Fisher's Real Interest Parity (RIP). These parity conditions indicate the degree of market integration of the domestic economy with the rest of the world.

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Indian Evidence

Empirical estimates of parity conditions are plagued with theoretical and econometric difficulties that make conclusions difficult even in the Situation of well-developed markets. Differences in estimates arise primarily from model specifications, choice techniques and due to sample periods over which the models are estimated. Theoretical difficulties arise from the existence of trade restrictions, transport and transaction costs, as also from rate consumption and interest rate smoothing behaviour. In practice, persistent swings in real exchange rate are observed. For India, Pattanaik (1999) finds that PPP over the long run defines the presence of a co-integrated relationship between exchange rate and relative prices and the misalignment at any point of time is corrected by 7.7 per cent per quarter through nominal exchange rate adjustments. Bhoi and Dhal (1998) tested for the relevance of UIP and CIP and concluded
that neither holds true.

Other Countries

Much research has been conducted to test whether PPP exists. Various studies in US have found evidence of significant deviations from PPP, persistently for lengthy periods. Whether the IFE holds true in reality depends on the particular time period examined. In 1978-79, the US interest rates were generally higher than foreign interest rates and the foreign currency values strengthened during this period, supporting IFE theory to an extent. However, during the 1980-84 period, the foreign currencies consistently weakened far beyond what would have been anticipated according to IFE theory. Also, during the 1985-87 period, foreign currencies strengthened to a much greater degree than suggested by the interest differential. Thus, IFE may hold for some time, but there is evidence that it does not consistently hold true.

Activity:

Students were divided into groups and were asked to find problems in the given situation then further discuss with each other in the group and then discuss in the class.

To support their discussion questions were given to them.

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Questions

1. Explain the rationale for the deviations from the interest rate parity conditions in India. Do you think market imperfections also have a bearing on the parity conditions?
2. How important is the time varying risk premia in explaining the deviations?

1. Identify the Situation problems

In many Situation studies, the narrative may end with one or two Situation problems, which require the learner to analyze or solve a particular question. Here are some common questions or problems.

a. Provide a series of questions to be answered that will guide the group through the analysis process.
b. Give a specific choice situation and ask the learners what key individuals in the problem should do next.
c. Give the learners a task such as preparing a report recommending an action for review by a key problem, or a recommended course of remedial actions for individuals involved.
d. Ask the learners to prepare a list of key decision points in the problem where those involved may have made different choices leading to different outcomes.
e. Provide two or three alternative outcomes or solutions for the problem and ask learners to identify strengths and weaknesses of each.

Time-varying volatility can be studied in any time frame. Generally, volatility analysis requires mathematical modeling to generate volatility levels as one measure of the risk of an underlying security. This type of modeling generates historical volatility statistics.

Historical volatility is generally referred to as the standard deviation of prices for a financial instrument, and hence a measure of its risk. Over time a security is expected to have varying volatility subject to large swings in price, with stocks and other financial instruments exhibiting periods of high volatility and low volatility at various points in time.

Analysts may also use mathematical calculations to generate implied volatility. Implied volatility differs from historical volatility in that it is not based on historical data but rather a mathematical calculation that provides a measure of the market's estimated volatility based on current market factors.

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COLLABORATIVE LEARNING ACTIVITY

Student Groups:

S.No.	Name of Student	Group
1	AASTHA PANDEY	1
2	ADARSH MOURYA	
3	AISHWARYA MALVIYA	
4	AMIT NANDWAL	
5	ANAND SONI	
6	ANSHU LOKWANI	2
7	ARCHIT VIJAYVARGIYA	
8	ARPIT PATEL	
9	DEEPAK YADAV	
10	DEEPIKA MOTWANI	
11	GIRIRAJ SINGH RATHORE	3
12	GUNJAN MOTWANI	
13	HARSHIT GUPTA	
14	HIMANSHU SANCHALA	
15	HIMANSHU TENGOR	
16	IRAM FATEMA KHAN	4
17	JAYSHREE THAKUR	
18	KAJAL ROKADE	
19	MAYURI CHOUHAN	
20	MO MUSTAFA KHAN	
21	MOHAMMED SOHAIL KHAN	5
22	NAMEERA AHMED	
23	NIRMAL PATIDAR	
24	NISHA MALVIYA	
25	NITISHA LOKHANDE	
26	PALLAVI BADJATYA	6

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COLLABORATIVE LEARNING ACTIVITY

27	PIYUSH SHARMA		
28	PRITI SONWANI		
29	PRIYA VERMA		
30	PRIYANJALI JOSHI		
31	PRIYANKA BORADE		
32	RAGANI SINGH		
33	RAMEEZ AHMED MANSOORI	7	
34	RITIK KARMA		
35	RITIKA SOLANKI		
36	ROHIT NANDWAL		
37	SACHIN BAMNE		
38	SAGAR JAGDALE	8	
39	SAJAL AGRAWAL		
40	SAMAN QURESHI		
41	SHIVANI CHOUHAN		
42	SHIVANI SONI		
43	SHUBHAM SINGH		
44	VINITA CHELANI	9	
45	VIPUL KHEDE		
46	ZAID AHMED		
47	ZENAB KHAN		

Each group picked question and gave its answer.

Learning Outcome:

On completion of the activity students were able to provide a scenario of the situation and offers more detail about Multinational Financial Management, including the situation, people involved, and the issues in question. It may also mention important background information, professional, technical or theoretical issues that arise from the situation.

Note: Submitted write ups of Situation analysis are attached here with.

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COLLABORATIVE LEARNING ACTIVITY

1.

Explain the rational for the deviations from the interest rate parity conditions in India. Do you think, market imperfections also have a bearing on the parity conditio

Interest rate provide parity to whether the interest differential between two countries is equal to differential between the forward exchange rate.

IRP is the fundamental equation that that governs between interest rate and currency exchange rate

IRP is the concept of no arbitrage in the foreign exchange market

Investors cannot lockin once currencies for lower price and the purchase another currency from a country offering a higher interest rate.

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COLLABORATIVE LEARNING ACTIVITY

1.

Explain the rational for the deviations from
the interest rate parity conditions in India. Do you
think market imperfections also have a bearing
on the parity conditions?

1. Interest rate parity to which the interest rate
differential between two countries is equal to the differential
between the forward exchange rate and the spot exchange
rate.

IP is the fundamental equation that governs the relationship
between interest rates and currency exchange rates.

IR is the concept of no-arbitrage in the foreign exchange
markets (the simultaneous purchase and sale of an asset
to profit from a difference in the price). Investors cannot
profit in the current exchange rate in one currency for
lower price and then purchase another currency from
country offering a higher interest rate.

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COLLABORATIVE LEARNING ACTIVITY

Explain the rationale for the deviations from the intrest rate parity conditions in India. Do you think market imperfections also have a bearing on the parity conditions?

Intrest rate parity (IRP) plays an essential role in foreign exchange markets by connecting intrest rates, Spot exchange rate and foreign exchange rate.

IPR is the fundamental equation that govern the relationship between intrest rate and currency exchange rates. The basic premise of IRP is the hedge return from investing in different currencies should be the same, regardless of their intrest rates.

The formula for IPR is

$$F_0 = S_0 \times \left(\frac{1+i_c}{1+i_p}\right)$$

Where :-

F_0 → Forward Rate
S_0 = Spot Rate
i_c = Intrest in the country c
i_p = Intrest rate in th country b

The first option an investor may choose is to invest the foreign currency locally at the foreign risk free rate for a specific period.

Prof Prakash Chondhary

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Department of Management

AGARWAL GROUP

COLLABORATIVE LEARNING ACTIVITY

MARKETING STRATEGY ANALYSIS

An activity on situation based analysis was organized, the activity was conducted by Prof. Dr, Shikha Agrawal on **Marketing strategy** in MBA MM II SEM.

Objective of the Activity:
To understand the basics in terms of Marketing strategy. Students work with each other on topics, where they must collaborate as a group to understand the situations being presented to them.
Through defending their positions, reframing ideas, listening to other viewpoints and articulating their points, students gain a more complete understanding as a group than they could as individuals.

About the Activity:
Engaging in authentic marketing activities based on real products, companies and advertisements gives marketing students an edge as they experience first-hand the nuances of marketing. While many students may think of commercials or billboards when they think of marketing, participating in a variety of activities that encompass the broader spectrum of marketing -- such as market research -- gives students a more comprehensive understanding. Analyzing marketing Strategies of various companies.

- ✓ Marketing Strategy
- ✓ Marketing strategy process
- ✓ Increasing concern for advertising effectiveness
- ✓ Measuring effectiveness of campaign

Conducting Market Research to study the Market Strategy
Students get a feel for how marketing professionals cater products to consumer demand by conducting their own market research. After selecting a sampling of the school population, including a range of ages, hobbies and a balance in gender, students lead a focus group asking questions to generate opinions about what students are looking for in lunch entrees. Using the feedback, students design a

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proposal for a new menu item that would be popular in the cafeteria, backing their suggestion with data from their focus group findings.

Students were asked to Pick a company and critically study the following:

- ✓ The Product
- ✓ The Advertisement designed
- ✓ The endorsement Celebrity
- ✓ The Labeling
- ✓ The marketing strategies
- ✓ The market value

Activity:

Students were divided into groups and were asked to Study the market strategy of a firm and then further discuss with each other in the group and then share their views, issues and appropriate solutions in the class.

Assessment:

S. No.	Name of the Student	Group	Score
1	ADITYA JAISWAL	Group A	30
2	PRATIKSHA NAGAR		
3	SARVESH MAURYA		
4	SHUBHAM PRAJAPAT		
5	PRAKASH PARMAR		
6	ANIKET TAYDE		
7	DEEPIKA AGRAWAL		
8	ARBAZ MANSURI	Group B	40
9	HARSH PISE		
10	NAIVEDYA MITTAL		
11	MAHIMA SONKAR		
12	TANISHA JAIN		
13	CHAYAN MAHAJAN		
14	DILEEP KUMAR SHAH		

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COLLABORATIVE LEARNING ACTIVITY

15	HEMANT SINGH SOLANKI	Group C	25
16	GANESH PARASKAR		
17	VIVEK RGHUWANSHI		
18	AJAY SINGLA		
19	CHIRAG VERMA		
20	DEEPAK PATIDAR		
21	ALEN ANTONY		
22	ASHA LOHAR	Group D	32
23	SUYASH PATIDAR		
24	AKSHAT KUMAR UPADHYAY		
25	PRATEEK KALE		
26	ARIF ANSARI		
27	SONIYA VERMA		
28	AMAN VERMA		
29	ANIMESH JAIN	Group E	30
30	ANSHU CHOUDHARY		
31	IDRIS AZAD		
32	ISHWAR PATIDAR		
33	KUNAL GUPTA		
34	NAVED KHAN30		
35	RISHAB SHARMA		
36	RITESH AGRAWAL	Group F	28
37	RITIK HARODE		
38	SHIVANI SHARMA		
39	SOURABH YADAV		
40	ABDUL BASIT GHORI		
41	ABHISHEK YADAV		
42	YOGESH PATIDAR		
43	BALKRISHNA PATIDAR	Group G	35
44	RISHIKA PATIDAR		

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Department of Management

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COLLABORATIVE LEARNING ACTIVITY

45	TUSHAR ARIJA		
46	ADNAAN KHATRI		
47	MUSKAN THAKUR		
48	PRINCE JAISWAL		
49	MOHD TOHID GHORI		
50	MANISH SINGH THAKUR		

Learning Outcome:

On completion of the activity, Students were able understand the importance of marketing strategy. Marketing strategy is important because it defines how you communicate your value to others. You can give your marketing strategy document to anyone: colleagues, marketing agencies, contractors, salespeople, etc. and they will know exactly who you are, what you do, and why you do it.

Requirements for good marketing strategy design: -

- ✓ Choosing the target market
- ✓ Gathering the marketing mix
- ✓ Importance of Marketing Strategy:
  - Marketing strategy provides an organization an edge over it's competitors.
  - Strategy helps in developing goods and services with best profit making potential.
  - Marketing strategy helps in discovering the areas affected by organizational growth and thereby helps in creating an organizational plan to cater to the customer needs.
  - It helps in fixing the right price for organization's goods and services based on information collected by market research.
  - Strategy ensures effective departmental co-ordination.
  - It helps an organization to make optimum utilization of its resources so as to provide a sales message to it's target market.
  - A marketing strategy helps to fix the advertising budget in advance, and it also develops a method which determines the scope of the plan, i.e., it determines the revenue generated by the advertising plan.

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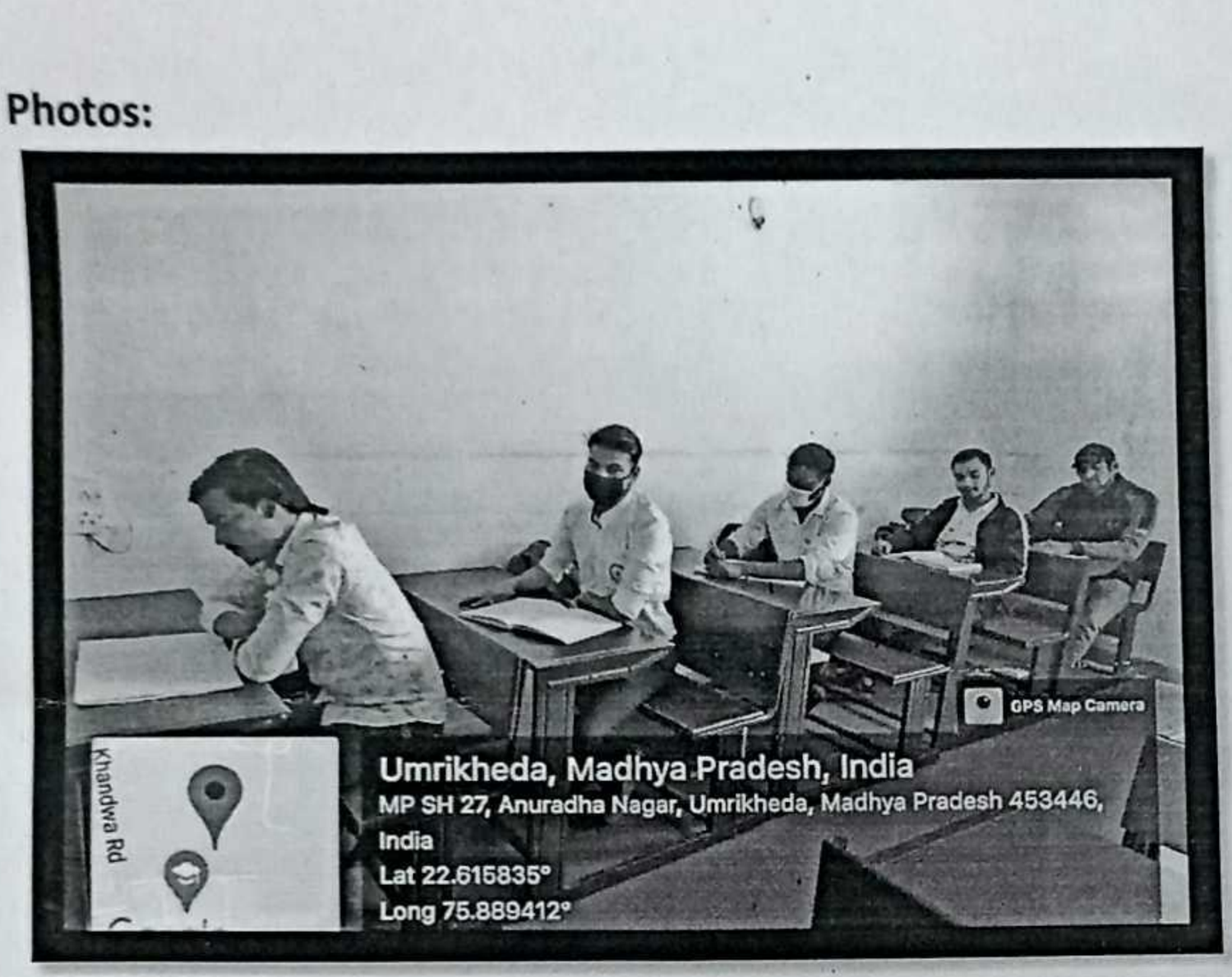
COLLABORATIVE LEARNING ACTIVITY

In short, a marketing strategy clearly explains how an organization reaches it's predetermined objectives.

Photos:



Prof. .....
Name of the Faculty

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PARTICIPATORY LEARNING ACTIVITY

QUIZ

About the Activity:
This activity was conducted by Prof. Khushbu Sahu, during the class.

A Quiz was conducted based on Corporate Finance and Strategic Management. MCQ were given and students were asked to mark the correct answers. It was a surprise quiz for the students.

Purpose of the activity:
The general idea of the activity was to check the take away of the students from the classes and also for them to learn to explore and gain knowledge.

Brief information about the activity:
Strategic financial management is about creating profit for the business and ensuring an acceptable return on investment (ROI). Financial management is accomplished through business financial plans, setting up financial controls, and financial decision-making.

There are 15 Questions in this quiz and 30 minutes given to students for solving multiple choice Questions on paper.

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PARTICIPATORY LEARNING ACTIVITY

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MBA FA IV SEM
CORPORATE FINANCE AND STRATEGIC MANAGEMENT
CLASS ACTIVITY
Note:- 15 Questions 2 Marks each

1. **Which of the following is not true about Capital Budgeting?**
   a. Capital Budgeting decisions have an influence on the future stability of an organization
   b. Capital Budgeting decisions include investments to expand the business
   c. Capital Budgeting decisions are of an irreversible nature
   d. Sunk cost is a part of Capital Budgeting
2. **Which of the following is true for a project with a shorter payback period?**
   a. The project will have a lesser risk
   b. The project will have less Net Present Value
   c. The project will have more Net Present Value
   d. The project will have a greater risk
3. **The relationship between two financial variables can be expressed in:**
   a. Pure ratio
   b. Percentage
   c. Rate or time
   d. either of the above
4. **Liquid assets is determined by**
   a. It can be converted into gross profit by adding interest to it
   b. It can be converted into Gross profit by adding indirect expenses to it
   c. Both a and b
   d. None of the above
5. **What is the difference between a merger and an acquisition?**
   a) No real difference—the terms are synonymous
   b) A merger is a type of acquisition in which the acquirer and the target combine to become one legal entity

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c) An acquisition is a merger involving a hostile takeover
d) In a merger, there is never any acquirer or target—two companies simply fuse

6. **What term is often used in stock plans to denote an M&A transaction that can affect outstanding equity awards?**

a) Change in (or of) control
b) Initial public offering (IPO)
c) Corporate union
d) Lockup transaction

7. If the cost of goods sold is Rs. 1 Lakh and the opening and closing stocks are Rs. 20,000 and Rs. 30,000 respectively, what will be the stock turnover ratio?

a. 3.33 times
b. 4 times
c. 5 times
d. 6 times

8. What a resolution professional is to corporate insolvency resolution process, so is a _____ to a bankruptcy process.
(a) liquidator
(b) Insolvency professional
(c) registered valuer
(d) **Bankruptcy trustee**

9. A loan becomes a Non-Performing Asset (NPA) when the interest or principal becomes overdue for a period of:

a. 5 Years
b. 180 days
c. 90 days
d. 365 days

10 The third pillar of BASEL-II Accord is known as _____.

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a. Market discipline

b. Stare Decisis

c. Exchange control

d. Bundle of rights

11. In which of the following years, the Basel - I accord was introduced?

a. 1980

b. 2004

c. 1998

d. 1972

12. Scenario analysis is used by _____.

a. individuals only

b. businesses only

c. large corporations only

d. individuals and businesses

13. in independent projects evaluation, the results of internal rate of return and net present value lead to

a. cash flow decision

b. cost decision

c. same decision

d. different decision

14. A point where the profile of NPV crosses the horizontal axis at the plotted graph indicates the project-

a. cost

b. cash flow

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PARTICIPATORY LEARNING ACTIVITY

c. internal rate of return

d. external rate of return

15. Final accounts of a company includes

a. trading account only

b. Profit and loss account only

c. Balance sheet only

d. All 3 elements

Name of studentt.....

Marks obtained.....

Result Analysis:

CORPORATE FINANCE AND STRATEGIC MANAGEMENT				
CLASS ACTIVITY				
QUIZ ASSESMENT				
S.No	**Roll Number**	**Name**	**total marks**	Obtained
1		AASTHA PANDEY	30	20
2	32510048	ADARSH MOURYA	30	22
3	32510037	AISHWARYA	30	ABSENT
4	32510221	AISHWARYA MALVIYA	30	20
5	32510058	AMIT NANDWAL	30	20
6	32510056	ANAND SONI	30	22
7	32510043	ANSHU LOKWANI	30	26
8	32510010	ARCHIT VIJAYVARGIYA	30	ABSENT
9	32510002	ARPIT PATEL	30	22
10	32510066	DEEPAK YADAV	30	20
11	32510041	DEEPIKA MOTWANI	30	ABSENT
12	32510059	DEVANSHU PAWAR	30	ABSENT

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PARTICIPATORY LEARNING ACTIVITY

13	32510047	GIRIRAJ SINGH RATHORE	30	24
14	32510067	GUNJAN MOTWANI	30	ABSENT
15	32510009	HARSHIT GUPTA	30	22
16	32510004	HIMANSHU SANCHALA	30	20
17	32510036	HIMANSHU TENGOR	30	26
18	32510053	IRAM FATEMA KHAN	30	24
19	32510219	JAMU NIGWAL	30	ABSENT
20	32510044	JAYSHREE THAKUR	30	26
21	32510060	KAJAL ROKADE	30	20
22	32510045	MAYURI CHOUHAN	30	ABSENT
23	32510006	MO MUSTAFA KHAN	30	26
24	32510050	MOHAMMED SOHAIL KHAN	30	22
25	32510054	NAMEERA AHMED	30	26
26	32510049	NIRMAL PATIDAR	30	24
27	32510068	NISHA MALVIYA	30	26
28	32510069	NITISHA LOKHANDE	30	22
29	32510061	PALLAVI BADJATYA	30	18
30	32510223	PARAS MOURI	30	ABSENT
31	32510062	PIYUSH SHARMA	30	24
32	32510051	PRITI SONWANI	30	24
33	32510072	PRIYA VERMA	30	ABSENT
34	32510070	PRIYANJALI JOSHI	30	26
35	32510001	PRIYANKA BORADE	30	14
36	32510063	RAGANI SINGH	30	ABSENT
37	32510046	RAMEEZ AHMED MANSOORI	30	22
38	32510064	RITIK KARMA	30	22
39	32510038	RITIKA SOLANKI	30	12
40	32510008	ROHIT NANDWAL	30	22
41	32510055	SACHIN BAMNE	30	18
42	32510065	SAGAR JAGDALE	30	24
43	32510035	SAJAL AGRAWAL	30	26
44	32510003	SAMAN QURESHI	30	28
45	32510222	SHIVAM	30	ABSEBT
46	32510040	SHIVANI CHOUHAN	30	ABSEBT

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47	32510071	SHIVANI SONI	30	22
48	32510220	SHUBHAM BHAWAR	30	ABSENT
49	32510007	SHUBHAM SINGH	30	28
50	32510042	VINITA CHELANI	30	28
51	32510057	VIPUL KHEDE	30	14
52	32510034	ZAID AHMED	30	20
53	32510052	ZENAB KHAN	30	24

Highest score obtained by				
S.No	**Roll Number**	**Name**	**Total marks**	**Obtained**
44	32510003	SAMAN QURESHI	30	28
49	32510007	SHUBHAM SINGH	30	28
50	32510042	VINITA CHELANI	30	28

Outcome of the activity:

This activity is one of the most commonly used techniques to create competitiveness amongst the students. It was very informative and knowledge enriching competition for the participants.

Note: Question papers with answers are attached here with.

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PARTICIPATORY LEARNING ACTIVITY

CHAMELI DEVI GROUP OF INSTITUTIONS
MBA FA IV SEM
CORPORATE FINANCE AND STRATTEGIC MANAGEMENT
CLASS ACTIVITY
QUIZ

13. In independent projects evaluated, the results of internal rate of return and net present value lead to

a. cash flow decision
b. cost decision
c. income decision
d. different decision

14. A point where the profile of NPV crosses the horizontal axis at the plotted graph indicates the project-

a. cost
b. cash flow
c. internal rate of return (2)
d. external rate of return

15. Final accounts of a company includes,

a. trading account only
b. Profit and loss account only
c. Balance sheet only (2)
d. All 3 elements

Name of student... Priyanka Borade...

Marks obtained..... 30 .....

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PARTICIPATORY LEARNING ACTIVITY

CHAMELI DEVI GROUP OF INSTITUTIONS
MBA IA IV SEM
CORPORATE FINANCE AND STRATEGIC MANAGEMENT
CRAUN ACTIVITY
QUIZ

9. What a resolution professional is to corporate insolvency resolution process, so is a _____ to a bankruptcy process.
   (a) liquidator
   (b) Insolvency professional
   (c) registered valuer
   (d) Bankruptcy trustee

10. A loan becomes a Non-Performing Asset (NPA) when the interest or principal becomes overdue for a period of:
   a. 5 Years
   b. 180 days
   c. 90 days
   d. 365 days

10 The third pillar of BASEL-II Accord is known as _____

   a. Market discipline
   b. Stare Decisis
   c. Exchange control
   d. Bundle of rights

11. In which of the following years, the Basel - I accord was introduced?

   a. 1980
   b. 2004
   c. 1998
   d. 1972

12. Scenario analysis is used by _____

   a. individuals only
   b. businesses only
   c. large corporations only
   d. individuals and businesses

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PARTICIPATORY LEARNING ACTIVITY

CHAMELI DEVI GROUP OF INSTITUTIONS
MBA FA IV SEM
CORPORATE FINANCE AND STRATEGIC MANAGEMENT
CLASS ACTIVITY
Quiz

1. Which of the following is not true about Capital Budgeting?
   a. Capital Budgeting decisions have an influence on the future stability of an organization
   b. Capital Budgeting decisions include investments to expand the business
   c. Capital Budgeting decisions are of an irreversible nature
   d. Sunk cost is a part of Capital Budgeting
2. Which of the following is true for a project with a shorter payback period?
   a. The project will have a lesser risk
   b. The project will have less Net Present Value
   c. The project will have more Net Present Value
   d. The project will have a greater risk
3. The relationship between two financial variables can be expressed in:
   a. Pure ratio
   b. Percentage
   c. Rate or time
   d. Either of the above
4. Liquid assets is determined by
   a. It can be converted into gross profit by adding interest to it
   b. It can be converted into Gross profit by adding indirect expenses to it
   c. Both a and b
   d. None of the above
5. What is the difference between a merger and an acquisition?
   a) No real difference—the terms are synonymous
   b) A merger is a type of acquisition in which the acquirer and the target combine to become one legal entity
   c) An acquisition is a merger involving a hostile takeover
   d) In a merger, there is never any acquirer or target—two companies simply fuse
6. What term is often used in stock plans to denote an M&A transaction that can affect outstanding equity awards?
   a) Change in (or of) control
   b) Initial public offering (IPO)
   c) Corporate union
   d) Lockup transaction
7. If the cost of goods sold is Rs. 1 Lakh and the opening and closing stocks are Rs. 20,000 and Rs. 30,000 respectively, what will be the stock turnover ratio?
   a. 3.33 times
   b. 4 times
   c. 5 times
   d. 6 times

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PARTICIPATORY LEARNING ACTIVITY

CHAMELI DEVI GROUP OF INSTITUTIONS
MBA IA IV SEM
CORPORATE FINANCE AND STRATEGIC MANAGEMENT
CLASS ACTIVITY
OBJE

13. In independent projects evaluations, the results of internal rate of return and net present value lead to

a. cash flow decision
b. cost decision
c. same decision
d. different decision

(2)

14. A point where the profile of NPV crosses the horizontal axis at the plotted graph indicates the correct

a. cost
b. cash flow
c. internal rate of return
d. external rate of return

(2)

15. Final accounts of a company includes

a. trading account only
b. Profit and loss account only
c. Balance sheet only
d. All 3 elements

(2)

Name of student JAYSHREE THAKUR

Marks obtained 26/30

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PARTICIPATORY LEARNING ACTIVITY

AGARWAL GROUP

UNDERGRADUATE PROGRAMME
MBA (4 SEM)
CORPORATE FINANCE AND STRATEGIC MANAGEMENT
CLASS ACTIVITY
QUIZ

9. When a resolution professional is to commence insolvency resolution process, he is a as a bankruptcy process

(a) liquidator
(b) Insolvency professional
(c) segregated values
(d) Bankruptcy trustee

9. A loan becomes a Non-Performing Asset (NPA) when the interest or principal becomes overdue for a period of:

a. 5 Years
b. 180 days
c. 90 Days
d. 365 days

10 The third pillar of BASEL-II Accord is known as _____

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b. Stare Decisis
c. Exchange control
d. Bundle of rights

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b. businesses only
c. large corporations only
d. individuals and businesses

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PARTICIPATORY LEARNING ACTIVITY

CHAMELI DEVI GROUP OF INSTITUTIONS
MBA I & IV SEM
CORPORATE FINANCE AND STRATEGIC MANAGEMENT
CLASS ACTIVITY
QUIZ

1. Which of the following is not true about Capital Budgeting?
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   b. It can be converted into Gross profit by adding indirect expenses to it
   c. Both a and b
   d. None of the above
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   c) An acquisition is a merger involving a hostile takeover
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   b. 4 times
   c. 5 times
   d. 6 times

Prof Khushbu Sahu
Name of the Faculty

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PARTICIPATORY LEARNING ACTIVITY

This activity was conducted by Prof. Mahesh Kumar, during the class on subject Entrepreneurship in MBA FT II SEMESTER.

About the Activity:

The activity was named as:

"NEW SHARKS OF BUSINESS WORLD"

In the era of startups more and more students want to become entrepreneurs after their studies without knowing the basics of it which could be fatal. An activity was planned to make them understand the process of Entrepreneurship.
The activity consisted of a panel (the students) of investors named "sharks," who decide whether to invest in the business after listening to entrepreneur's pitch ideas, presentations for a business or product they wish to develop on their company or product as new entrants. The sharks often find weaknesses and faults in an entrepreneur's product, business model or valuation of their company.

Group Presentation Activity:

Format of the Activity:

- 5 to 7 participants in a group
- 10 minutes for presentation with the help of a projector and power point + 5 minutes of a question/answer round

Tips given prior to the students for Preparing Group/Team Presentation.

Prepare the content carefully and logically. The presentation should be in proper format of the Business plan:

- Introduction/Motivation
- Method
- Conclusion/Summary.

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Supporting Material:

Description of the Content:

Important Components of Business Plan

Executive Summary
Mission
Company Overview
Product
The Market
Marketing plan
Competition/competitors
Risk/Opportunity
Employees Management
Capital Requirements
Conclusion

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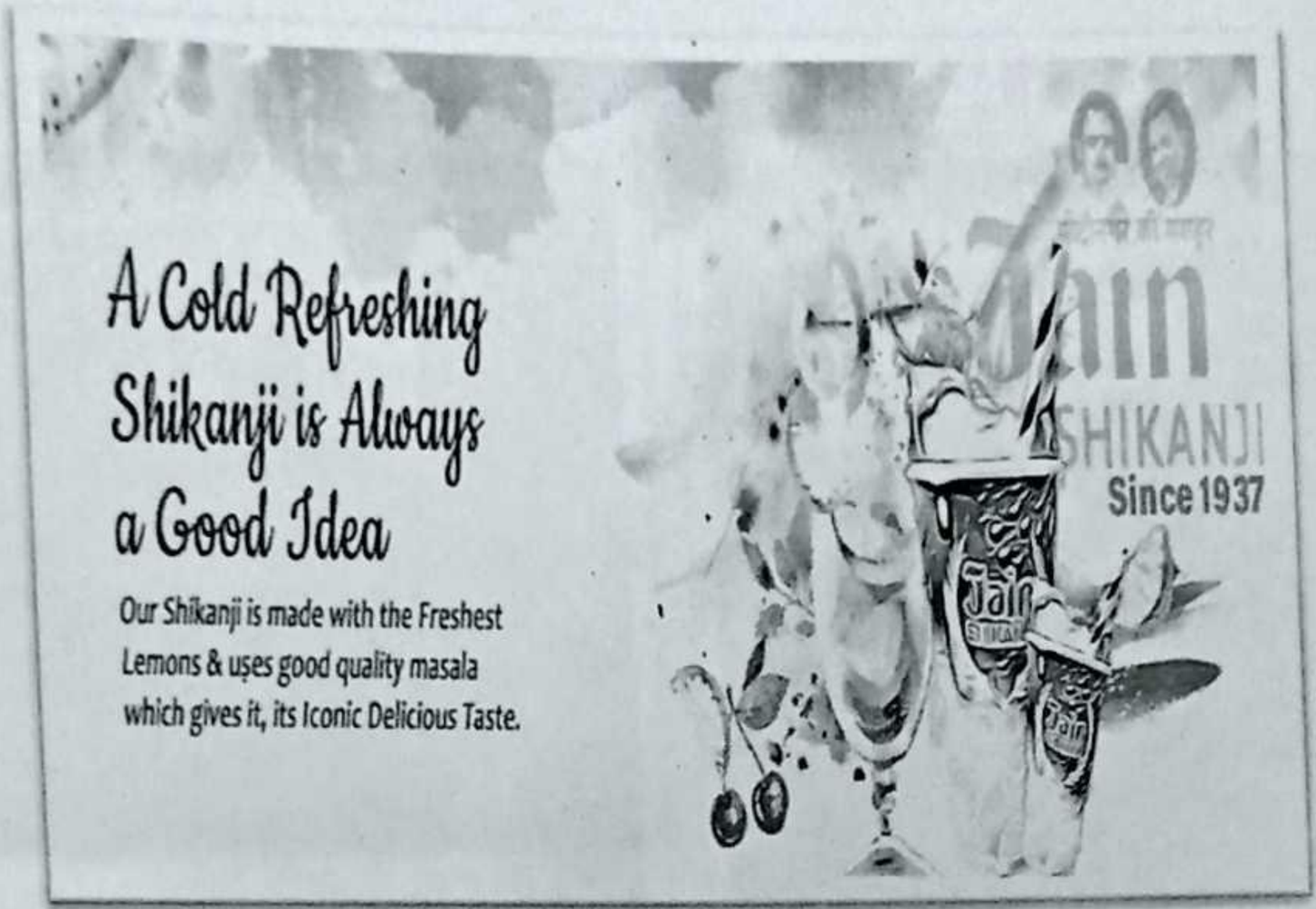
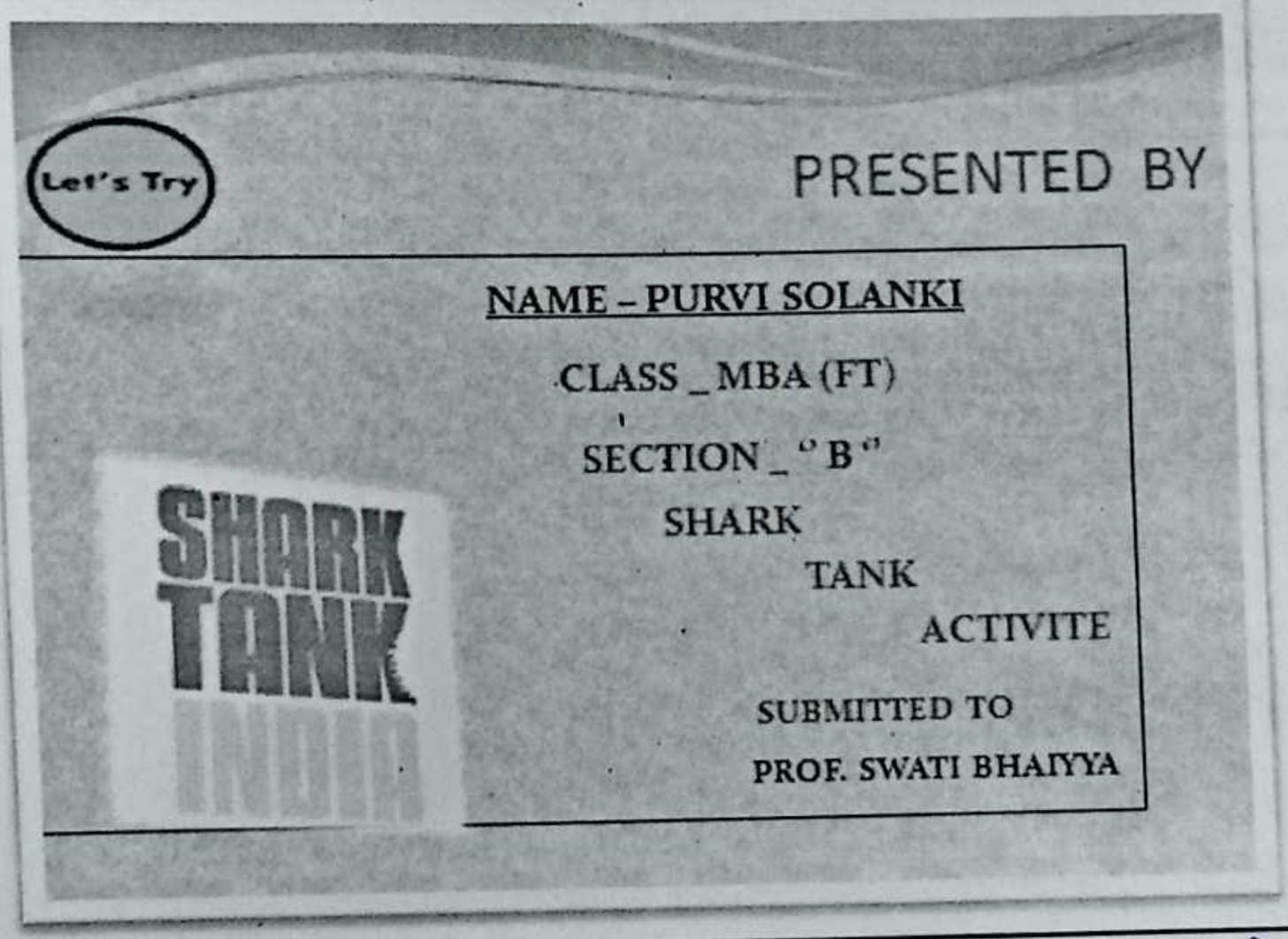
Slides and Board Presentation:





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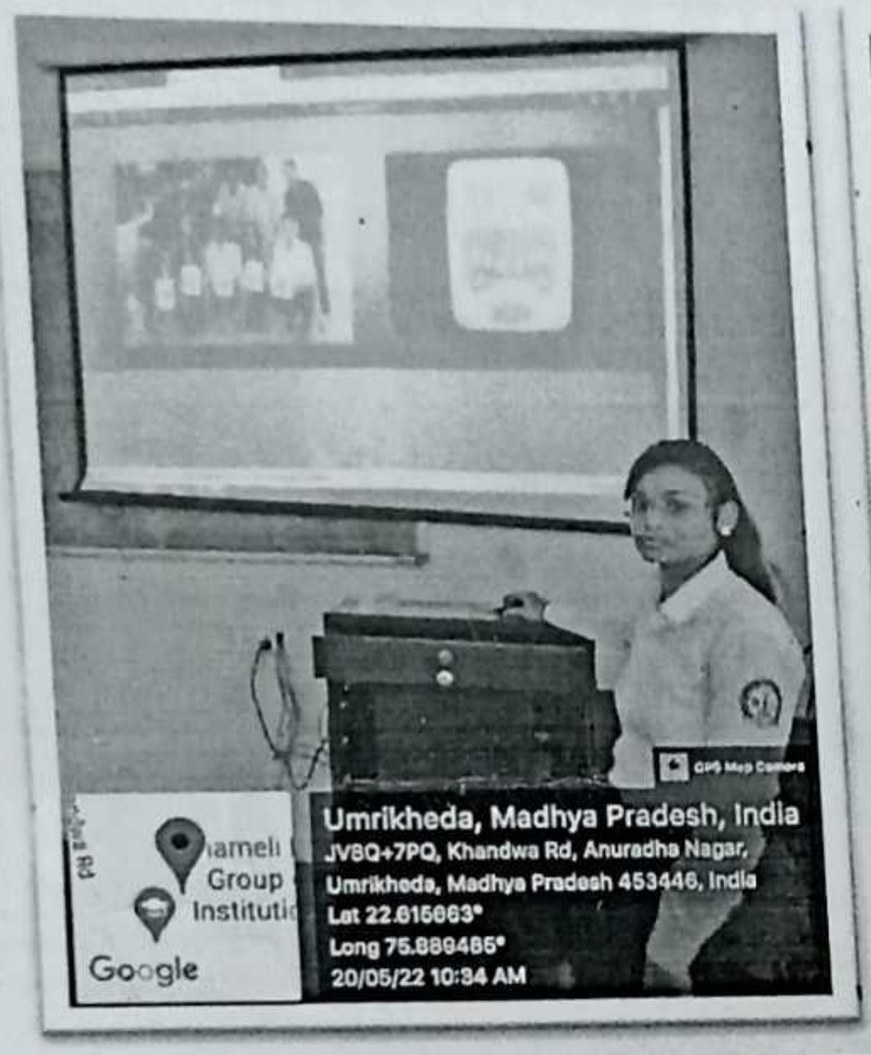
PHOTOS:



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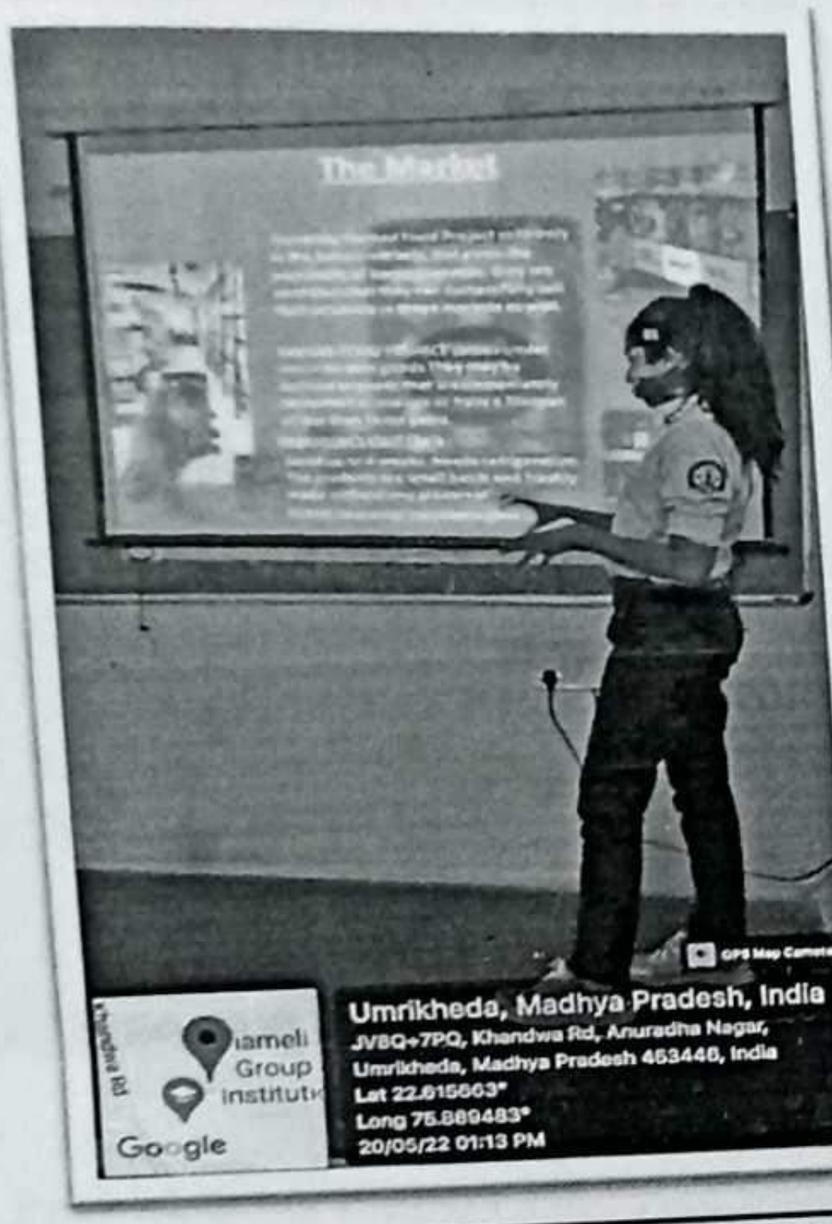

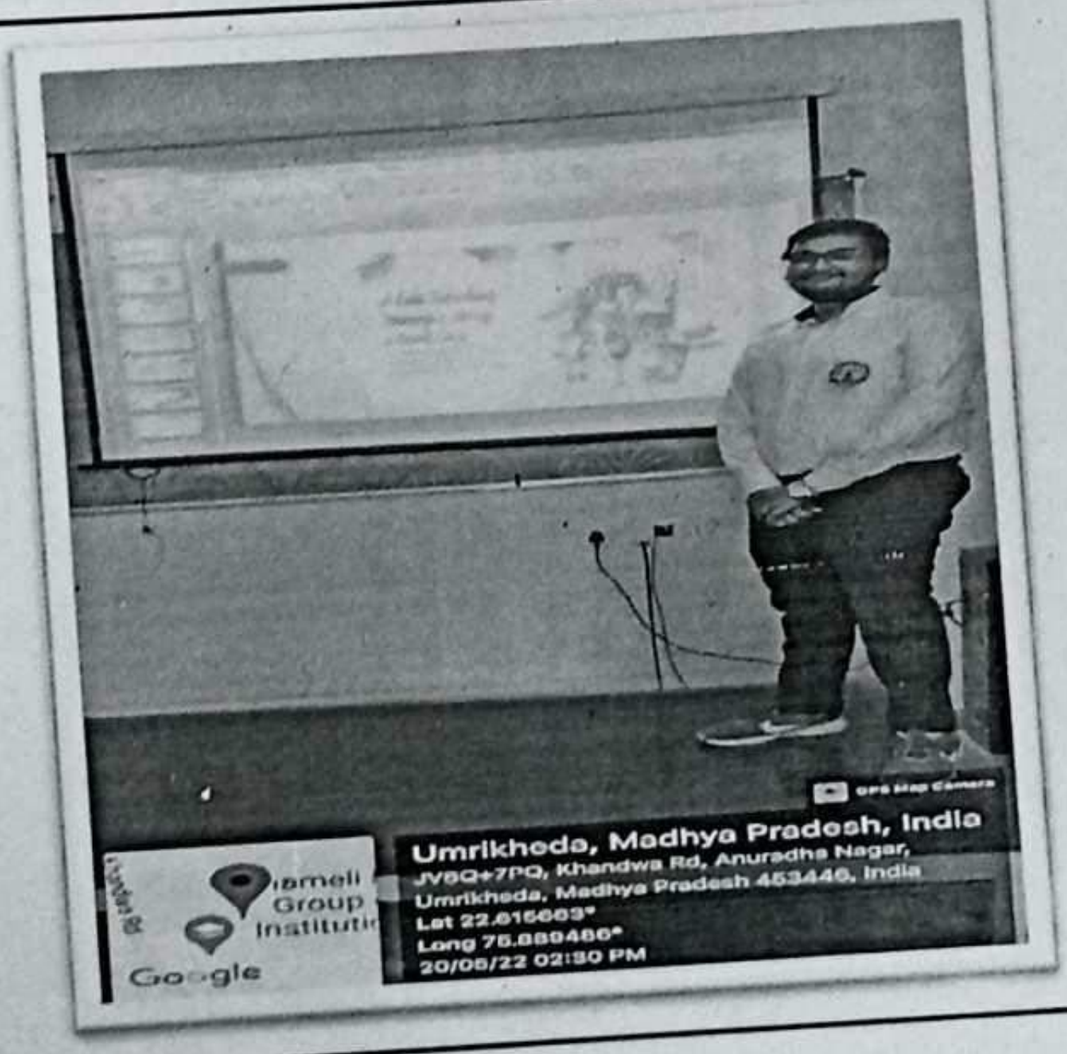

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Learning Outcomes of the Activity:

On completion of the presentation Students were able to understand that:
Startups may be small but it requires lots of planning and understanding of market and economy, very small detailing and intricacies of the market are required to be focused on. Here are the ways startups disrupt the economy and force it to evolve:

1. Advance Technology
2. Open New Markets
3. Boost Production of Goods and Services
4. Increase Employment
5. Direct Local Impacts
6. Startups are a Driving Economic Force.

Prof Mahesh Kumar NS

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QUIZ

About the Activity:

This activity was conducted by Prof. Dr. Arvind Malviya during the class in MBA FT IV SEMESTER. Under this activity of Service and Retail Marketing Management MCQ based Quiz was conducted for students and the questions were further discussed in class. It was a surprise activity for the students. Questions in the quiz were all subject based. Quiz competitions are always interesting and informative, which provide excitement among the Students. The main objective of this activity was to make students aware of recent general knowledge related to Service and Retail Marketing and in its need in current corporate world.

Purpose of the activity:

The general idea of the activity was to check the take away of the students from the classes and also for them to learn to explore and gain knowledge.

Objective of the activity:

As we know Service and Retail Marketing has a very important place in Marketing Management. It helps management in taking various decisions and also helps in policy making.

Service marketing is the marketing and selling of intangible products (non-physical products). Services comprise all of those personal facilities which we require from time to time like; medical care, education, renting of living spaces and vehicles, hair cut, spas, musical concerts, dance classes, etc. The purpose of service marketing is to utilize the effective method of communication to create demand for service among customers like advertisement, promotional deals or offers.

Retail is the sale of goods and services to consumers, in contrast to wholesaling, which is sale to business or institutional customers. A retailer purchases goods in large quantities from manufacturers, directly or through a wholesaler, and then sells in smaller quantities to consumers for a profit. Retailers are the final link in the supply chain from producers to consumers.

For the improvement and understanding the knowledge of Service and Retail Marketing this quiz was organized.

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There are 15 Questions in this quiz and 15 minutes given to students for solving Questions on paper.

SERVICE AND RETAIL MARKETING
Quiz Topic- Service and Retail Marketing
Time- 15 Minutes
- 15
:

Marks

1) Q 1. Services marketing become difficult because of

a) No demand b) Complex market c) Intangibility d) Competition

Q 2. Which of the following is not an element of physical evidence?

a. Employee dress b. Employee training Equipment d. Facility design

Q 3. How many Ps are used for service marketing

a) 5 b) 4 c) 7 d) 8

Q 4. How many Is are for services

a) 3I b) 4I c) 5I d) 6I

Q 5. How many Ps are added in traditional marketing mix for services

a) 1 b) 2 c) 3 d) 4

Q 6. Service sector is---------- sector of economy

a) Primary b) Secondary c) Tertiary d) *quaternary*

Q 7 . .....is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customer's point of view.

a. Front end planning b. Service blue printing c. Service standardization d. None of the above

Q 8. How much service sector contribute to GDP in India

a) 23% b) 58% c) 15.4% d) 30%

Q 9. Service sector is changing very fast because

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a) Political factor b) Technological factor c) Social factor d) None of the bove

Q 10. The characteristic of being produced and consumed simultaneously is known as

a) Inseparability b) Intangibility c) Perishability d) Homogeneity

Q 11. Tickets to a concert that never get sold are an example of _____ type of service.

a) Heterogeneity b) Intangibility c) Perishability d) Homogeneity

Q 12. Charging customers for sitting on different location in a movie is example of

a. Supply and demand b. Price discrimination c. complementary d.substitute

Q 13 The service quality is determined on the basis of……

a) Employee involvement. b) Customer involvement.
c) Top management involvement d) Employee and customer involvement.

Q 14 Buying process of services becomes complicated because
a) Difficult to assess and compare. b) No direct sales available.
c) Many product lead to confusion. d) Door delivery is not possible.

Q 15. Co-production of services is made possible due to _____ inherent in the production of services.
a). Homogeneity. b) Intangibility. c) Heterogeneity. d) Inseparability.

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Photos:

Result Analysis:

S.No.	Name	Marks
1	AANAL BOTHRA	7
2	ADARSH KASHYAP	13
3	AKASH VERMA	12
4	AMAN SINGH	8
5	ANJALI SONI	12
6	ANSH HARDIYA	8
7	ANSHUL BHERWE	10

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8	AYUSH JAIN	9
9	BILAL AHMED	11
10	DEEPESH KHATRI	9
11	DEEPESH MEHRA	14
12	FAIZAN AHEMAD ANSARI	6
13	HARSHITA BHANDARI	13
14	JAYA RATHOD	12
15	JAYESH JOSHI	12
16	JAYPRAKASH PATEL	10
17	MANISH UDIWAL	9
18	MANISHA YADAV	9
19	MEENAL DAVE	8
20	MOHD OWAIS	11
21	MUKESH YADAV	9
22	NIKITA KAROLE	11
23	NITYA THAKUR	12
24	OM PIPLIYA	11
25	POOJA SAREL	9
26	PRATIBHA SUNHARE	9
27	PRINI PATIDAR	9
28	RANU SHAKYA	10
29	RISHABH KHABIYA	9
30	RITESH VERMA	11
31	ROHIT YADAV	5
32	SAGAR JAISWAL	10
33	SAHIL KHAN	9
34	SAMARTH SHUKLA	5
35	SHAIFALI BHALSE	11
36	SHASHANK MODI	10
37	SHIKHA MISHRA	10

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38	SHRADHA SINGH	11
39	SHRASHA JOSHI	13
40	SHRUTI SHARMA	8
41	SONALI RAJWANI	11
42	SOURABH PAWAR	10
43	SURBHI JOYA	11
44	TAHA KHAN	12
45	TARUN BHATI	11
46	VAIDEHI GUPTA	12
47	VIPIN RAGHUWANSHI	9
48	VISHESH SINGH PARIHAR	12
49	VISHVAS BORANA	9
50	VIVEK SONI	12
51	YASH DUBEY	9
52	YASHASWINI HOLKAR	9
53	YOGESH RATHORE	10

Outcome of the activity:

This activity is one of the most commonly used techniques to create competitiveness amongst the students. It was very informative and knowledge enriching competition for the participants.

Result- Deepesh Mehra scored 14/15 marks.
Other than this student learned to regularly attend the class and be attentive in the class.

Note: Question papers with answers are attached here with.

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PARTICIPATORY LEARNING ACTIVITY

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DEPARTMENT OF MANAGEMENT

MBA FT IV SEM

Quiz of Service and Retail Marketing

a) Employee involvement b) Customer involvement.
c) Top management involvement d) Employee and customer involvement.

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PARTICIPATORY LEARNING ACTIVITY

CHAMELI DEVI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT
MBA FT IV SEM
Quiz of Service and Retail Marketing

Max marks 15 Time: 15 minutes

Name of Students- Aman Singh (8) 15

Q 1. Service marketing become difficult because of
a) No demand b) Complex market c) Intangibility d) Competition

Q 2. Which of the following is not an element of physical evidence?
a. Employee dress b. Employee trainings c. Equipment d. Facility design

Q 3. How many Ps are used for service marketing
a) 5 b) 4 c) 7 d) 8

Q 4. How many Ps are for services
a) 3 b) 4 c) 5 d) 6

Q 5. How many Ps are added in traditional marketing mix for services
a) 1 b) 2 c) 3 d) 4

Q 6. Service sector is ——— sector of economy
a) Primary b) Secondary c) Tertiary d) quaternary

Q 7. ____is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customer's point of view.
a. Front end planning b. Service blue printing c. Service standardization d. None of the above

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a) 23% b) 58% c) 15.4% d) 30%

Q 9. Service sector is changing very fast because
a) Political factor b) Technological factor c) Social factor d) None of the bove

Q 10. The characteristic of being produced and consumed simultaneously is known as
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(5)

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PARTICIPATORY LEARNING ACTIVITY

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DEPARTMENT OF MANAGEMENT
MBA FT IV SEM
Quiz of Service and Retail Marketing

Max marks: 15 Time: 15 minutes

Name of Students: Rahul Yadav

Q 1. Services marketing become difficult because of
a) No demand b) Complex market c) Intangibility d) Competition

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(9)

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MBA FT IV SEM
Quiz of Service and Retail Marketing

Max marks: 15 Time: 15 minutes

Name of Students: Yogesh Kathoa

1) Q 1. Service marketing become difficult because of
a) No demand b) Complex market c) Intangibility d) Competition

Q 2. Which of the following is not an element of physical evidence?
a. Employee dress b. Employee training c. Equipment d. Facility design

Q 3. How many Ps are used for service marketing
a) 4 b) 6 c) 7 d) 8

Q 4. How many Is are for services
a) 4) b) 4) c) 5) d) 6)

Q 5. How many Ps are added in traditional marketing mix for services
a) 1 b) 3 c) 5 d) 4

Q 6. Service sector is ——— sector of economy
a) Primary b) Secondary c) Tertiary d) quaternary

Q 7. ——is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customer's point of view.
a. Front end planning b. Service blue printing c. Service standardization d. None of the above

Q 8. How much service sector contribute to GDP in India
a) 23% b) 58% c) 15.4% d) 26%

Q 9. Service sector is changing very fast because
a) Political factor b) Technological factor c) Social factor d) None of the hove

Q 10. The characteristic of being produced and consumed simultaneously is known as
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Dr. Arvind Malviya

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EXPERIENTIAL LEARNING ACTIVITY

DOCUMENTARY BASED ON MARKETING MANAGEMENT

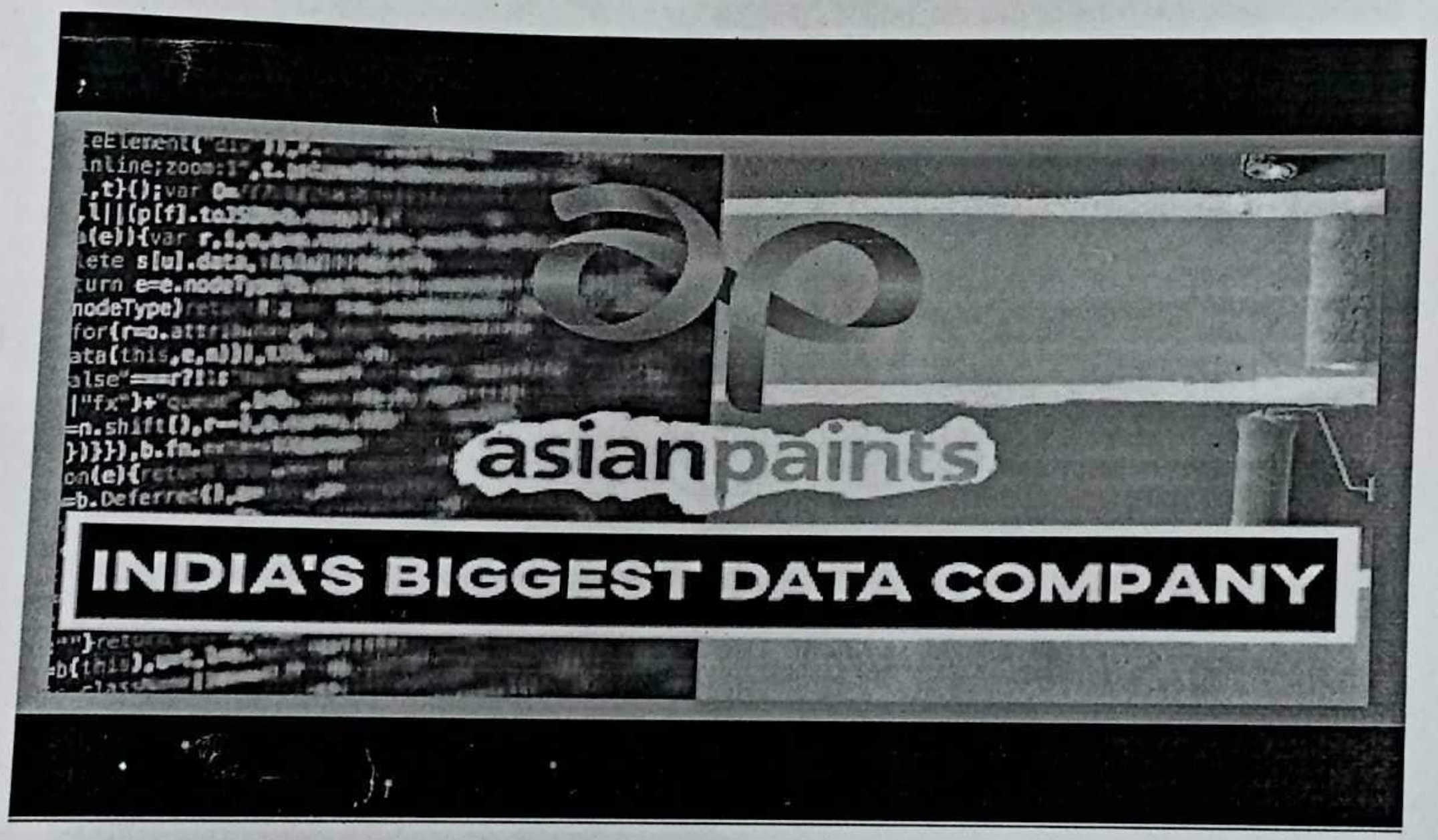
The activity was conducted by Mo. Suhail Khan in MBA FT II in Marketing Management Subject.

About the Activity:

A documentary video of **'Asian Paints'** was shown to the students of MBA FT II, and were asked to analyze the documentary in terms of Marketing Management.

The purpose of the activity was to make students aware of the Techniques of Marketing by which Asian Paints is being compared with Google which are totally apart companies with respect to Industry. A video case study was shown in class and then students were asked to share their views for the same.

Documentary Shown:



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OUTCOME:

After watching the documentary, the students were able to:

1. Know the market much better.
2. Power of Data warehousing and mining.
3. How data could be the next gold.
4. Why it is important to understand your consumer.
5. Supply chain management.

They also submitted their thoughts in writing too. Which is attached herewith.

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Activity Photos:

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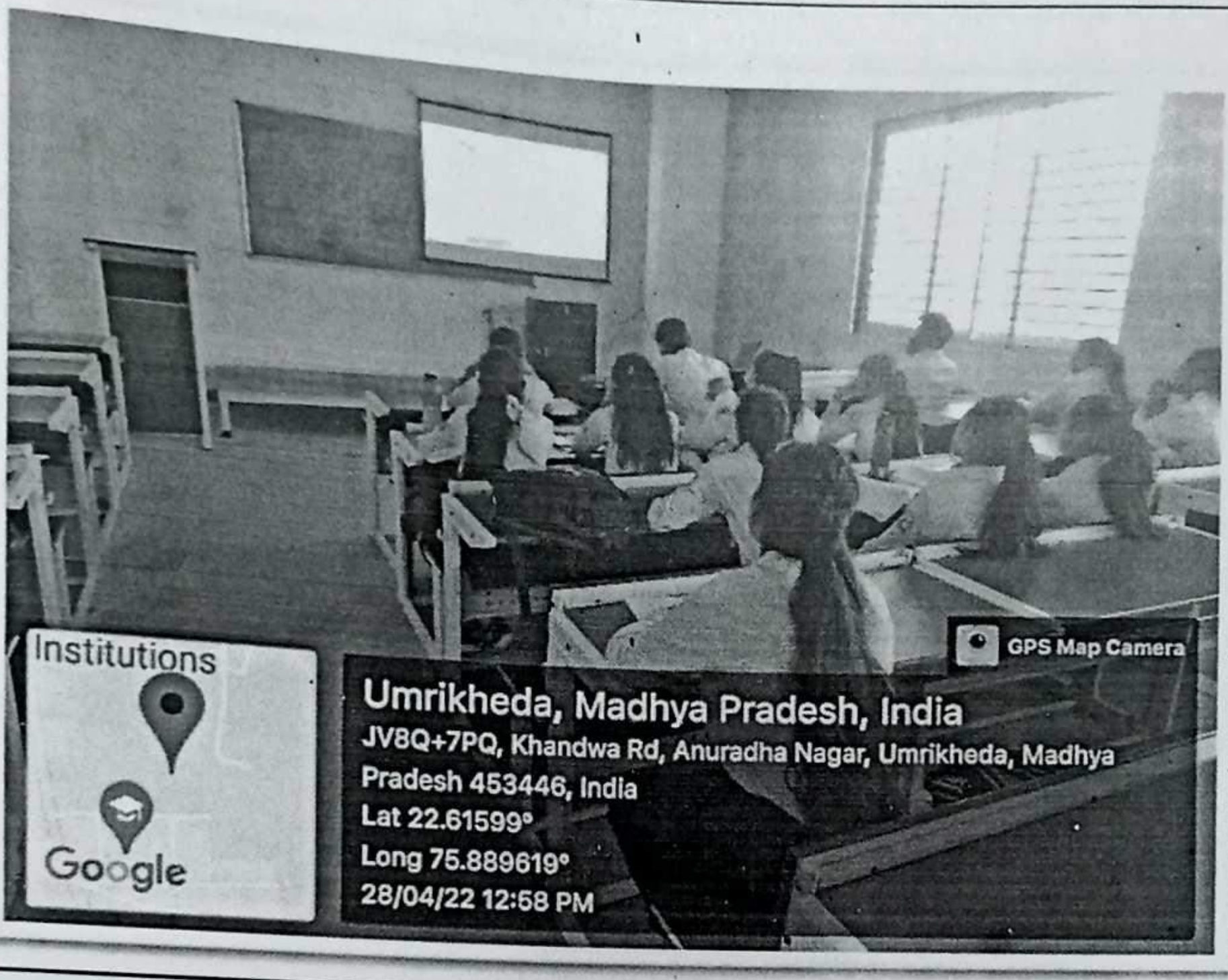

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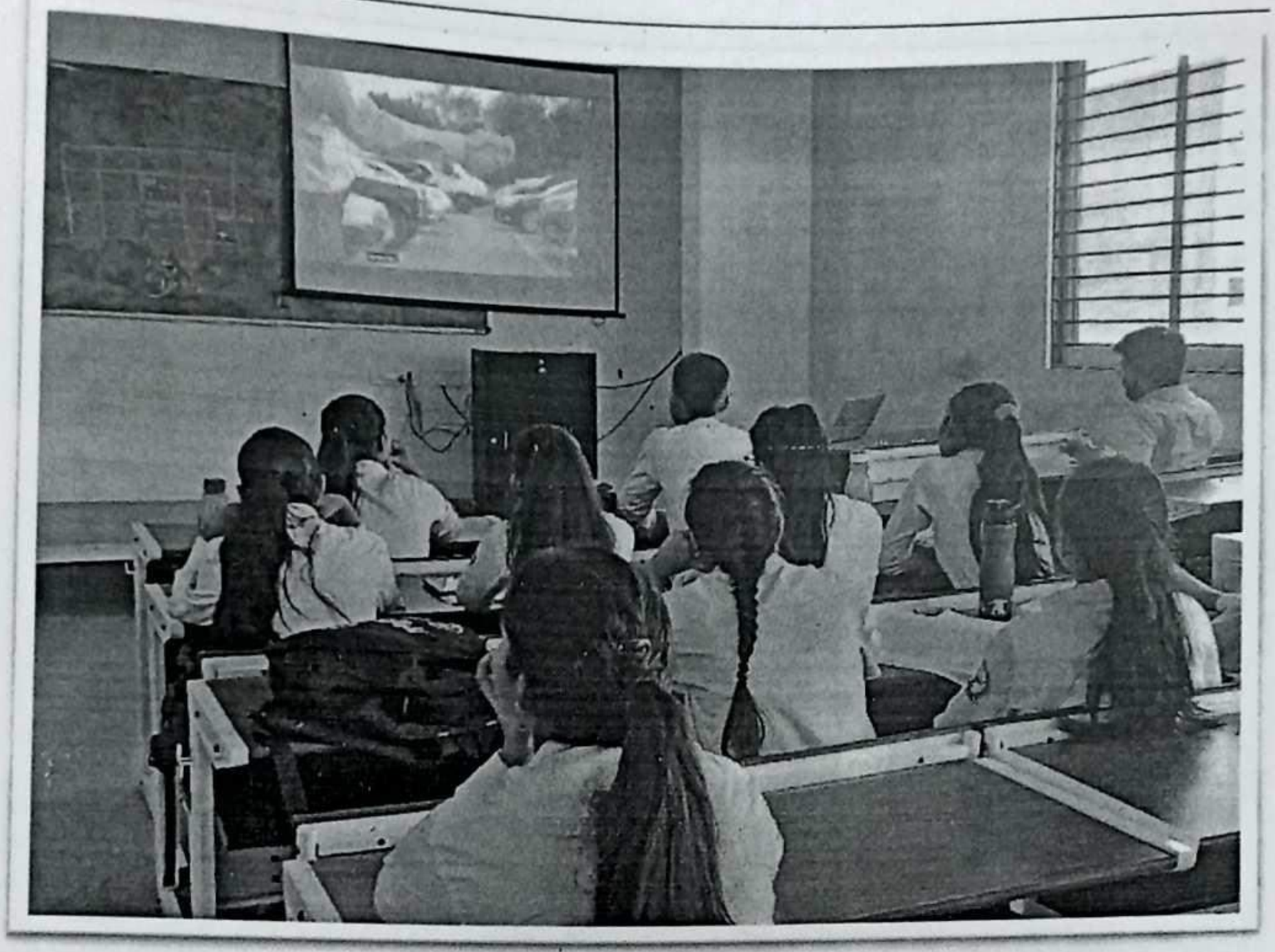

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EXPERIENTIAL LEARNING ACTIVITY

Name- Ruchi Patel , Class- MBAFT-B, CDGI
How Asian paint competing with google
Company- Asian Paint

Asian paint is the largest manufacturing company now a day. This company is founded in 1 February 1942 ; The founder of this company is Champaklal Choksey. It is headquarters is at Mumbai, Maharashtra. Now a days it

In 1942, when Indians were busy exhibiting civil disobedience via the quit India Movement 4 mumbaikar friends were busy laying a foundation to what would become India's biggest paint company. In this profile there are 4 friends Champaklal. Choksey, Chimanlal Choksi, Suryakant Dani & Arvind Vakil dared to turn the situation to their advantage & founded 'Asian oil & paint company private limited. Like Apple, microsoft , & a few other well known companies Asian paints was also started in a small garage in galiwadi, mumbai. The founders has rented the garage for Rs 750 month.

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EXPERIENTIAL LEARNING ACTIVITY

Name - Ayushi Mittal
Class - MBA FT Sec. 'A'
II nd Sem

Marketing Management

Case Study :- Asian Paints

① Colonial Rule had banned the imports of many products then it is a great opportunity for the companies to expand their business. This temperory banned will resulted in an opportunity to for domestic production.

② Competitors of Asian paints is - Berger and Nerolac.

③ Then after all Champaklal Choukesey identify the trends and patterns and make strategies

④ Their main focus is on quality improvement and cost effectiveness. which is one of the most important pillar of any product.

⑤ firstly, they started their business with small villages where they sell directly to the shopkeepers.

⑥ After that the company understands the consumption pattern because during the festivals of pola & pongal, the demand of colour paints is increased.

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ASIAN PAINTS CASE STUDY:

Presented →→→ By Adish Jain

→ In a general view, Asian Paints which share is currently priced at 3240 INR is India's leading paint company.

→ The company is focused on setting a high standard of operational efficiency, management, world-class innovation and technological vision for the last seven years.

→ Mr. Champaklal choukSey is the founder of Asian Paints and he focused on unique strategies to be followed in order to have sustainable growth.

→ The paint market segment is divided into two types namely: Decorative and Industry based.

→ Asian Paints Marketing strategy is offering different products of varying price points, according to the income groups of the consumers they are marketed towards.

→ The segment is based on demographic and geographic factors such as location, income levels etc.

→ The firm was established since 1942, apart from having the superior paint quality, they are known for winning the nations heart with advertisements.

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Asian paint Case study.

 # Overview

Asian paints is India's 1st largest Asian 3rd largest and the world 9th largest paint company. It has been setting a high Standard of operational efficiency management world-class innovation and technological vision for the last 7 year.

The paint industry is divided mainly two segments wiz. Decorative and Industry. The Decorative segment includes household paints.

Asian paint holds a Global presence by operating in 15 different countries and owning 26 paint manufacturing plant across the Globe in India. It has a robust distribution network of Supplier.

Startup History of Asian paint

Asian paint was started in 1942 by 3 choksey. Champaklal N. Chaksi Chimanlal N. Chaksi

Prof Mo. Suhail Khan

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