



RUKMINI DEVI

Institute of Advanced Studies

App. by AICTE, HRD Ministry, Govt. of India & Aff. to G.G.S. I.P. University, Delhi

- Category 'A' Institute
- High Grading 81.7% by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.

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Presentation on Research Papers

Topic :	<p>A session on Presentations was conducted on the following research papers by the students of management</p> <ul style="list-style-type: none">• Study on Consumer Buying Behaviour During Purchase of a Second Car• Kellogg's Indian Experience
Date of event :	March 18, 2011
Aim of the Event	<p>Presentation is a way to communicate to the audience your knowledge. Giving an effective presentation is a skill. It is imperative to have good communication skills, persuasive skills and thorough subject knowledge to give a good presentation. This activity has two purposes:</p> <ul style="list-style-type: none">• To improve the confidence level and communication skills of students• To enhance their knowledge level on certain important issues
Description of the event	<p>A group of students was assigned research papers in advance so that they can come prepared for the presentation.</p> <p>Students were told that they will be judged on the following parameters: Content, body language, presentation skills, query handling and team playing ability.</p>

The students understood that the factors influencing the consumer buying behaviour during purchase of a second car are different from that during purchase of a first car. The factors are:

- Efficacy
- Image Equalizer
- Experienced Maven
- Social Appreciation
- Favourite Fondness
- Family First
- Inclination towards Marketing Efforts

The presenters analysed the various managerial implications of the same. The presenters gave a marvellous presentation which led to a lot of analytical discussion in the class.

The inception of Kellogg's in Indian market and reasons why this company failed in the beginning was presented.

The main components of the case were:

- Introduction of Kellogg's company
- Initial failure of the Indian Company in Indian Market.
- Success of the company after extensive market research of Indian Market
- Present growth and expansion plans
- Few products of the company

The students analysed the facts and after the presentation handled the queries of the students from different dimensions.