



# RUKMINI DEVI

## Institute of Advanced Studies

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### PRESENTATION BY MBA (I A) STUDENTS ON CURRENT NEWS

<b>Topics :</b>	<b>News Digest</b>
<b>Date of event :</b>	September 02, 2011
<b>Aim of the Event :</b>	Presentation is the way of communicating ideas and information to a group. This event is aimed at collecting the latest news on Information Technology, Human Resource Management, Marketing, Finance, International Business, and etc and discussing the same in the class room by group of so that students become aware of current events and they should also improve their body language and presentation skills.
<b>Event Report in brief:</b>	<p>Students were divided into groups in advance and all the groups were given themes for news digest. The following themes were assigned to them:</p> <ul style="list-style-type: none"> <li>• Finance</li> <li>• Marketing</li> <li>• International Business</li> <li>• General</li> <li>• Aviation</li> <li>• I.T</li> <li>• Human Resource Management</li> </ul> <p>All the groups presented on their allocated themes. Twenty seven students were present in the class and the presented the news in groups. Some of the major news presented and discussed by the students is:</p> <ul style="list-style-type: none"> <li>• <b>MARKETING</b></li> </ul> <p><u>Co -Branding Of Bakery Products</u></p> <p>▶ <i>Hero –honda jv between hero group of india and honda of japan.</i></p>

- ▶ *The largest consumer product company Hindustan Unilever Limited (HUL) & the biggest Retailer Future Group partnered together to co-develop a new bakery brand.*
- ▶ *Brands exclusively developed by a retailer and sold from that retail store only.*
- ▶ *Customers can easily trust these brands as they are retailers own brand.*
- ▶ *priced reasonable using various policies.*
- ▶ *Tasty Treat, Care Mate, Fresh n Pure are some private labels of Future Group*
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- ▶ *Benefits of CO-Branding are Less expenditure for marketing new product, Increase in profits and brand image of the company in the market, Exposure to new markets and increase in new customers, Risk of introducing the new product will be less, and Innovation of new products with advanced features of technology.*
- ▶ *After analyzing what the co-branding is and what will be its advantage to both the brands we can say that this partnership of bakery products will surely be fruitful for both the leading companies.*

#### **Reasons for relaunching of product**

- ▶ *Earlier Maruti Suzuki India Ltd. is known as Maruti Udyog Ltd. and is subsidiary of Suzuki Motor Corporation, Japan.*
- ▶ *Features of Maruti Suzuki Swift 2011 are Design and Styling of New Maruti Swift, Interior and comfort features of New Maruti Swift, Engine Options In New Maruti Swift, Expected Mileage of 011 New Maruti Swift, Safety Features Of New Suzuki Swift, Comfort Features of New Maruti Swift.*

- ▶ *Reasons for relaunching of product are Demand of the existing product, Future aspect of the product, Product life cycle, Increase in the sale of the product, and To Stable in the market.*

- **INTERNATIONAL BUSINESS**

### **China Pips US as Largest Personal Computer Market**

- ▶ *China overtook US capital as largest personal computer market last quarter, after three decades of US dominance in an industry pioneered by Apple and IBM.*
- ▶ *Economic-China's economy will enhance with respect to US. It will effect indian economy also as india is a big market for US.*
- ▶ *Social-Due to competition between China and US in the PC market may the price of PC's will fell down.*
- ▶ *Political-It may effect the relation between US and China and the country whose relation is good with them like India will be also effected.*
- ▶ *After analysing the whole news we came to the conclusion that, after overtaking the auto market in 2009 China may overtake the electronics market also till 2012.*

### **SpiceJet buys 30 Q400 aircraft**

- ▶ *SpiceJet has acquired the new fleet of Q400 aircraft to expand its network and to connect more cities, including Bhopal, Indore, Mangalore and Tirupati. The airline is expected to launch its services to these new destinations from September 21.*
- ▶ *SpiceJet is a low-cost airline. Its headquarter is in Gurgaon, India. It began service in May 2005 and by 2008, it was one of India's largest low-cost airlines in terms of market share.*
- ▶ *Q400 AIRCRAFT also known as Bombardier Dash 8 or Q-Series requires less space for take-off and landing has Passenger seating range : 68-80, Speed can go up to 667 km/h and it is fuel efficient.*
- ▶ *The competition in the market will rise.*
- ▶ *Other airlines will look for attractive offers to retain their*

customers.

- ▶ *The addition of Q400 aircraft in spicejet will increase its market share and will give tough competition to other airlines.*
- ▶ *Will help aviation industry to rise.*
- ▶ *There will be more competition, which will result in more services for the customers at an affordable price.*

- **Human Resource Management**

**Jobs Move Cracks Door Open for Apple Rival Samsung**

- ▶ *The resignation of apple CEO i.e steve jobs has opened the door for rival samsung electronics at a crucial time in the battle for smartphones. More than any other firm samsung's fortunes are tied to apple, both as the competitor and supplier of components.*
- ▶ *The companies are fierce rivals, with Samsung's Galaxy range of smartphones and tablet computers running on Google's Android operating system seen as the main competitor to Apple's game-changing iPhones and iPads.*
- ▶ *Apple and Samsung are scrapping for top spot in the smartphone market, having overtaken the market leader for the past decade, Finland's Nokia, in the second quarter. Samsung's smartphone sales scored more than 500% in the second quarter, easily eclipsing Apple's 142% growth, though Apple sold about 1 million more units. Nokia sales fell 30%. News of Jobs' move helped Samsung shares rise 2.5%. The broader Korean market was up 0.6%.*
- ▶ *Samsung still trails badly in tablet sales, where Apple racked up 14 million iPad sales in the first half, versus analysts' sales estimates of about 7.5 million Samsung tablet products for all of 2011.*

- **GENERAL**

**RESERVATION: justified, IS IT ?**

- ▶ *Reservation will really help these marginalized people to lead successful lives, thus eliminating caste-based discrimination which is still widely prevalent in India especially in the rural areas.*
- ▶ *Reservation policies have been here for the last 50 years and it has not met its objectives to the extent it should have.*
- ▶ *Many students who come from economically weaker sections but do not fall in the reservation criteria do not get a fair opportunity too.*
- ▶ *The 60% of India that is rural needs schools, health care and infrastructure in rural areas, not reservation in urban institutions.*
- ▶ *Emphasis should be given to proper primary (and secondary) education so that groups under-represented in higher education institutes and workplaces become natural competitors.*
- ▶ *Propose reservation based on economic status.*
- ▶ *Provide opportunity for students to earn while they study.*
- ▶ *The number of seats should be increased in the prestigious higher education institutes (such as IITs).*

#### **Gentleman Game become Money Game**

- ▶ *Dhoni manage to say's pressure of expectation hs increased but it nothing to be scared of.*
- ▶ *Ganguly say's – time for nxt generation to prove them.*
- ▶ *The game of cricket has become more popular among all kinds of sports in India.*
- ▶ *Economic impact is huge government expenditure on coaches and foreign fitness trainer.*
- ▶ *The game become gambling in which the players are played for money not for the pride of the nation.*
- ▶ *Money has become the only purpose of playing game.*