



PRESENTATION ON CASE STUDY FOR STUDENTS OF MBA I

Topic	Presentation on case study for students of MBA I section A.
Date of the Event	October 21 , 2011
Aim of the Event	<p>The aim of the content of a presentation, is :</p> <ul style="list-style-type: none">• To introduce participants to the new topic• To give an opportunity for participants to analyse the given topic.• To provide participants with feedback on their performance so that they can improve in various aspects.
Description of the Event	The session comprised of presentation on case study which was given to various groups and they were supposed to give presentation on the

various case studies given to them.

Following three case studies were discussed in a span of two hours.

- Emerging trends in rural marketing
- Green Marketing
- Emergence of private insurance players in India.

Emerging trends in rural marketing

Students discussed the concept of emerging trends in rural market. The emergence of rural markets as highly untapped potential emphasizes the need to explore them. Surge in the publications on rural marketing is an indicator of the interest in this emerging domain of knowledge. However, studies have been widely fragmented and time has come to consolidate the knowledge that has evolved over the past years.

Consumer culture, spurred by rapid economic growth, is spreading to the vast rural areas where two-thirds of

India's 1.1 billion people still live. The trend is creating new opportunities not just for big business, which has long focused on the urban middle class, but also for some of India's poorest citizens.

Some impulses to go RURAL:

- Large Population

The rural Indian population is large and its growth rate is also high. Over 70% India's one billion plus population lives in around 627,000 villages in rural areas.

- Rising Rural Prosperity

India is now seeing a dramatic shift towards prosperity in rural households. To drive home the potential of rural India just consider some of these impressive facts about the rural sector.

- Growth in Market

The purchasing power in rural India is on steady rise and it has resulted in the growth of the rural market. The market has

been growing at 3-4% per annum adding more than one million new consumers every year and now accounts for close to 50% of volume consumption.

- Impact of Globalization

The impact of globalization will be felt in rural India as much as in urban. But it will be slow. It will have its impact on target groups like farmers, youth and women.

Many of the leading companies are driving their Ad Campaigns strictly focusing on the rural consumer. Hindustan Lever is not alone in recognizing the vast potential for profits in rural India

Conclusion- As urban markets become saturated, more businesses are retooling their marketing strategies, and in many cases their products, to target rural consumers with tiny incomes but rising aspirations fueled by the media and other forces, and this has led to an increase in rural

marketing .

Green Marketing

The concept of green marketing which the students discussed comprised of :

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way.

The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product - an assumption that, in my opinion, has not been proven conclusively.

Conclusion- Green marketing should not be considered as just one more approach to marketing, but has to be

pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal.

Emergence of private insurance players in India.

Students were well equipped with the insurance industry of India they discussed It is quite popular saying that Insurance is not for the person who passes away; it is for those who survive. That means an insured promises that any eventuality in his life will not hamper the life of his family and they will have same standard of living which they were having when the insured person was alive.

Insurance sector came into existence in India with the establishment of the one single company in 1818 and since then this sector has evolved from being an

open competitive market to a nationalized one. Many insurers have come into the country including many international companies also. Traditionally only health insurance was very common but today the width and depth of life insurance companies in India is far higher than that of general insurance companies. There are around about twenty private life insurance companies in India. Though nationalized insurance companies have done a commendable job in extending the volume of the business but opening up insurance sector to private players was necessity in the context of globalization of the financial sector.

The introduction of private players has added up the colors to the dull insurance industry. The initiatives taken by these players are very competitive and have given immense competition to the monopoly of the insurance market. These players have taken quite innovative steps and they have improved the quality of the service. These companies position themselves as being customer friendly and with wider array of products. Innovative products, aggressive

ANALYSIS

distribution and smart marketing have enabled private insurance companies to sign up the Indian customers faster than anyone ever expected. Indians have always seen life insurance as a tax saving device and they are now turning to private life insurance companies to snap up the new innovative products on offer. They are coining money in new niches that they have introduced. The annuity and pension products the private players have wrested over thirty three percent of the market.

Conclusion- Today, more and more people invest their money in insurance plans and there are numerous private insurance companies that offer income generating investments

The whole session was highly informative and useful to students. The whole session was highly informative and useful to students. It also helped in improving the communication skills

	<p>and analytical abilities of the students. Also, after the presentation the students giving the presentation handled the queries of the audiences.</p>
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