



RUKMINI DEVI

Institute of Advanced Studies

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PRESENTATION ON CASE STUDY FOR STUDENTS OF MBA I

Topic	Presentation on case study for students of MBA I section A & B.
Date of the Event	September 30, 2011
Aim of the Event	<p>The aim of any presentation is to communicate is to help to express ideas and get others to understand it.</p> <p>In simple terms, the aim of the content of a presentation was:</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 / case.• To provide participants with feedback on their performance
Description of the Event	<p>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.</p> <p>Following four case studies were discussed in 2 hour span.</p> <ul style="list-style-type: none">• Risk management• Telemarketing ideas• E-commerce for brand positioning• Nirula's the founder of fast food chain in India.

Risk management

Students discussed the concept of risk management , risk management is the practice of creating economic value in a firm by using financial instruments to manage exposure to risk, particularly credit risk and market risk. Other types include Foreign exchange, Shape, Volatility, Sector, Liquidity, Inflation risks, etc. Similar to general risk management, financial risk management requires identifying its sources, measuring it, and plans to address them.

Financial risk management can be qualitative and quantitative. As a specialization of risk management, financial risk management focuses on when and how to hedge using financial instruments to manage costly exposures to risk.

Conclusion- Financial risk management is therefore particularly pertinent for mega projects and special methods have been developed for such risk management. This suggests that firm managers likely have many opportunities to create value for shareholders using financial risk management.

Telemarketing ideas

In the topic telemarketing ideas students discussed Despite the bad rap telemarketers often receive, marketing research indicates that telemarketing remains an effective selling

technique and generates considerably more business than contacting leads through mailings. Many companies continue to use telemarketing for getting advertising details out to current and potential customers. In sharing advertisements, telemarketers have developed creative ways to keep the customer on the line and ensure that she receives the necessary information.

Cross-Selling and Up-Selling

Cross-selling is the process of sharing information with a customer about a product that is similar to what the customer already has purchased. This strategy lets customers know about other products in which they might be interested. Up-selling is the process of encouraging a customer to move into a higher category of a product. The same telemarketer might work on up-selling by encouraging customers to re-subscribe for two years instead of one.

Cost Selling

Cost selling can be described as focusing on the benefits of the price to try and win the customer interest. In focusing on cost, the telemarketer must present to the customer the value of the product and why the customer should want it for that price. At the same time, the telemarketer must feature the price and the urgency of getting the product or service at that price. To make this effective, the telemarketer must highlight the value of the subscription and what the customer will gain by it, in addition to the value of the price and how much the customer saves by signing up that day.

Polling

Sometimes, telemarketers can get a feel for later business by not doing any selling at all. They go through their list of leads and focus on asking a few questions. If the questions are simple and non-invasive, and if the customer has a couple of minutes to give to the telemarketer, the telemarketer can then gain information about the customer--and thus the lead list--that will be helpful in future advertising opportunities.

Conclusion- although telemarketing was considered to be one of the best methods of marketing but now a days it is being replaced by the increasing popularity of internet marketing which is less costly and more effective as the there is an increase in users of social networking sites and various sites for e commerce .

E commerce for brand positioning

Electronic commerce, commonly known as e-commerce, eCommerce or e-comm, refers to the buying and selling of products or services over electronic systems such as the Internet and other computer networks. However, the term may refer to more than just buying and selling products online. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services.

Positioning refers to creating value in the minds of customer now a days with help of internet companies are positioning their products in the market and some times it is also used as a medium for repositioning of products in the market.

Conclusion- Use of E-Commerce is increasing day by day and is helping in product positioning up to larger extent.

Nirula's the founder of fast food chain in India

Nirula's is India's oldest fast food restaurant chain based in North India and most popular in NCR Delhi. It started Delhi's first fast food restaurant in Connaught Place in 1977, today it has over 75 outlets in NCR Delhi, Punjab, Haryana, Rajasthan, Madhya Pradesh and Uttar Pradesh states, which includes family-style restaurants "Nirula's" specializing in "Desi version" of western fast food as well as offering Indian cuisine, casual dining "Potpourri restaurants", Pastry Shops and Ice cream parlours, and two hotels in Noida and Panipat.

Nirula's Corner House Private Limited was acquired in June 2006, by Malaysia-based private equity fund, Navis Capital Partners with its Managing Director, pankaj mahaja

CSR in Nirula's

As part of the vision at Nirula's, they have been continuously committed to improving the quality of life of workforce, their families, our local community and society at large. From time to time they have undertaken various CSR initiatives and carried out community projects. Nirula's stands for integrity,

best practices and most importantly for being a proactive agent of change.

□ In the past they have partnered with the NGO - Salaam Balak Trust and worked with homeless youth.

□ Nirula's Scholar's Award Club is an ongoing CSR exercise which happens every year between the months of April and May. Nirula's treats all the students who score 90% and above or get an 'A' grade in their final exams and rewards them with a Triple Sundae absolutely free. There are about 30,000 children who avail this offer every ten years.

□ Any kid below the age of 13 years registers with Nirula's Birthday Club, gets a free Ice cream and a cool discount on their birthday cake.

Conclusion – Despite the fact that fast food industry has changed our eating habits and are considered the main reason for obesity in children they are fulfilling their responsibility towards society so as to match up to societal marketing concept in the philosophies of marketing.

This session helped students in gaining insights of the various subjects and the current events associated with the subjects. The whole session was highly informative and useful to students. It also helped in improving the communication skills and analytical abilities of the students. Also, after the presentation the students giving the presentation handled the queries of the audiences. The whole session was highly

informative and useful to students.

