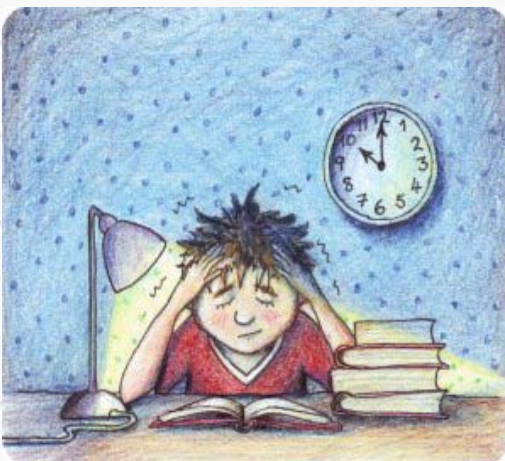
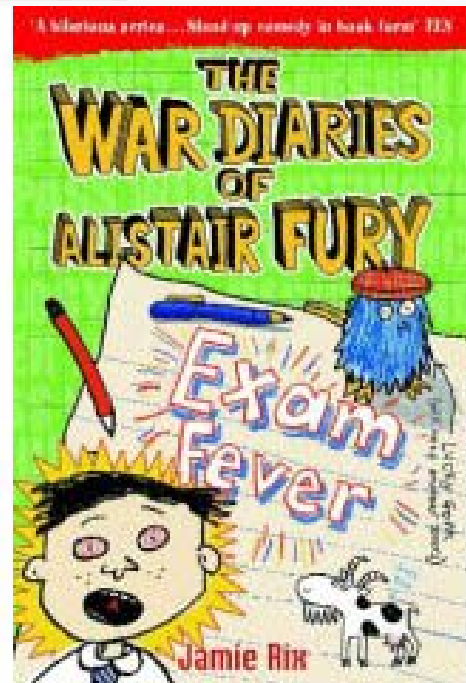




# XPRESSIONS

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# The Editorial Team

Dear All,

It gives us a great pleasure to interact with you guys again. This new academic year has been more inspiring for ISBS just like the fresh rain replenishes the earth with life & vitality. Similarly fresh set of faces with energy and enthusiasm have taken yet again to bring the omnipresent change and get true value of their education.

The last month has been very important for every citizen of this country, as the long awaited Ayodhya Verdict was declared. People had various views and opinion on the verdict. But as a responsible citizen of our country, we feel that there is nothing more important than protecting the mankind and helping the underprivileged.

So let it be, my friends. Lets take the torch from the elder generation with a word of gratitude, for all their failings, they have managed to keep the torch alight, and learning from them and heeding their advice set out to make new roads and conquer new world...

"According to the law of Aerodynamics

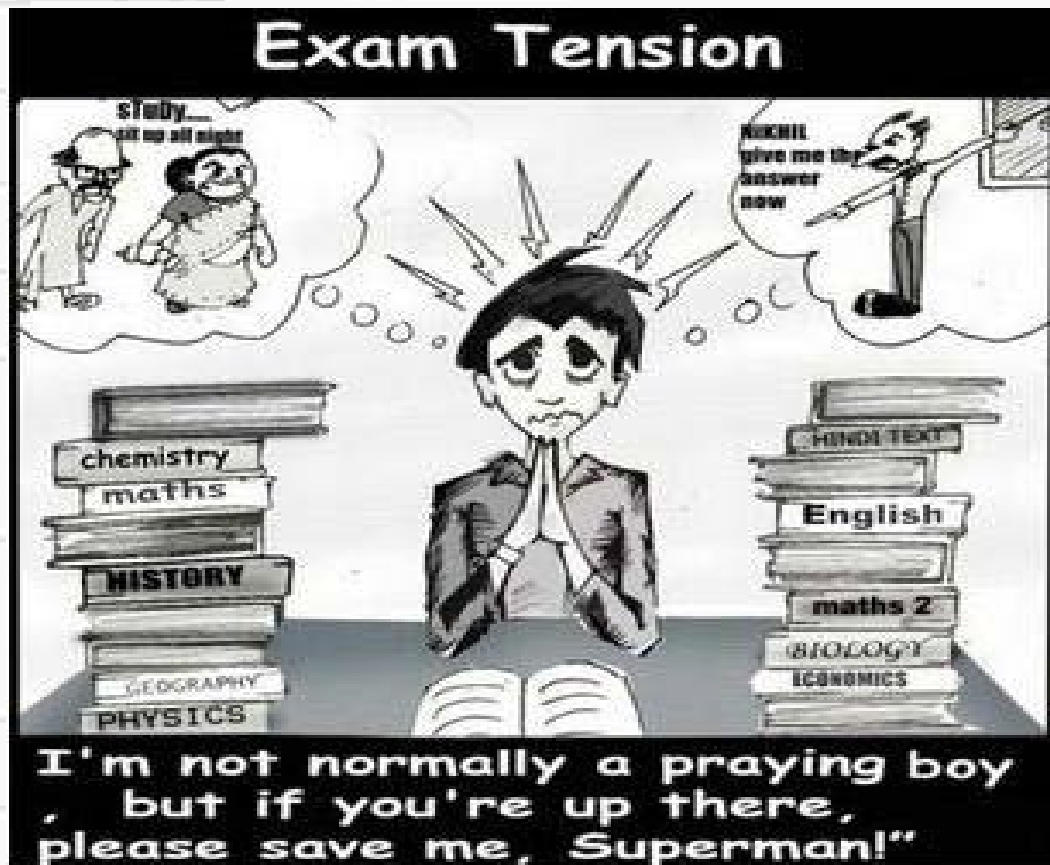
A bumble bee cannot fly.

But the poor illiterate bee, ignorant of such facts does fly

And manages to make some honey too..."

So my dear readers here we are back with the second edition of  
"XPRESSIONS".

Hope you all enjoy this edition as much as we enjoy the festivity time  
which is around the corner with full of life happiness & enthusiasm...





# Initiatives at ISBS

Fun at work -

With exams around the corner, the entire atmosphere was filled with stress, fatigue & exhaustion...



UDAAN - Cultural wing at ISBS, broke this monotony & boredom by celebrating Navratri & Diwali festival by organizing an intercollegiate event i.e Rangoli & Dandiya Competition & last but not the least Dandiya Dance for the students of ISBS.



DANDIYA



Rangoli

## Rangoli by Faculty



1<sup>st</sup> Prize



2<sup>nd</sup> Prize

## Rangoli by Students



1<sup>st</sup> Prize



2<sup>nd</sup> Prize

(Rasika Desai & Sayali)

Following are the winners of the same:

**1) Rangoli Competition:**

- a. Faculty - 1<sup>st</sup> prize ICCS college - Nirmala Guldagad & Raksha Manjrekar
- b. 2<sup>nd</sup> prize - ISBS - Nutan Karnik, Shraddha Kulkarni, Lakshmi Nair, Girija Shirurkar & Jyoti

**2) Students -**

- a. 1<sup>st</sup> prize - Heena Shekhawat, Chetan Dhande, Sandeep Sharma, Majary Kholya, Nikita Chourasia & Richa Chimalwar
- b. 2<sup>nd</sup> prize - Divya Bagla, Prateek Agrawal, Ashish Malik, Umang Arora, Payal Gupta & Sakshi Zutshi

**3) Dandiya Decoration - Rashmi Gupta & Vandana Jain**

**4) Winners of Best dressed Male & Female:**

- a. Ankit Tiwari
- b. Ashit Kumar
- c. Swapnil Karwade
- d. Dinesh Jain
- e. Deepak Patni
- f. Ajeet Singh
- g. Lalit Patidar
- h. Rohit Heda
- i. Samir Dhuri
- j. Vivek Singh
- k. Daebolina



**Date: 13<sup>th</sup> October**

**Venue : ISBS campus**

**Congratulations to all winners!!**



# SPORTS



## 1) Students Sports:

- a. Football Winner - DIV E
- b. Runner up - DIV C, Date - 1/10/2010, Venue - INS
- c. DIV C & DIV B - have qualified for Volleyball finals  
Date - 1/10/2010, Venue - INS

## 2) Faculty Sports

- a. Table Tennis - Single, Prof Kumendra Raheja
- b. Runner up - Prof Pravin Dange
- c. Table Tennis Double - Prof Rajesh Bharate & Prof Manmohan Vyas
- d. Runner up - Prof Kumendra Raheja, Aditya Deshpande
- e. Female, Table Tennis - Single, Prof Girija Shirurkar
- f. Runner up - Prof Sabeena Deshpande
- g. Carrom Winner - Prof Yogesh Baviskar & Prof Aditya Deshpande
- h. Runner up - Prof Rajlakshmi Pujar & Prof Girija Shirurkar

Date - 9<sup>st</sup> Oct 2010

Venue - ISBS Sports Room



# ACCOLADES

## – You made us proud

- Akhil Jain has won 3<sup>rd</sup> prize (Rs 5,000 cash) in MITCON Summer Project Competition.
- Vivek Thusu & Dipika Tiwari have won consolation prize (Rs 1,000 cash) in MITCON Summer Project Competition.
- Rakesh Maheshwari & Nisha Dhar have won certificate of excellence in Suryadutta Summer Project Competition.
- Ajinkya P & Rohit Chhabra have won 2<sup>nd</sup> prize in Business Quiz in Khushagra - Cummins College Event.

**CONGRATULATIONS TO ALL THE WINNERS!!!**

▪ Prof Bidyut Gogai has completed his PH.D -

- Subject: Management
- Title of Thesis: "A Study of Retail Market Scenario and Analysis of Consumer Buying Behavior in Organized Retailing in Pune(2003 - 2007)"
- Place of Research: Department of Management, Tilak Maharashtra Vidyapeeth, Pune
- Result Declaration Date: 28/09/2010.

***Congratulations Dr. Bidyut Gogai***

## Students placed till date in ISBS 09 - 11 batch

NAME	SPECIALIZATION	COMPANY
Danish Nadeem	Marketing	Air Tel
Manish Bhute	Marketing	Atlas Cpoco India Ltd.
Richa Jain	Marketing	Radisson Hotel
Priti Wankhede	Marketing	ICON Adv.Pvt.Ltd.
Prerna Punjabi	Marketing	Stratecent Consultants
Ankit Dwivedi	Marketing	Edeweiss Financial Services
Rohit Kumar	Marketing	Edeweiss Financial Services
Kapil Dolani	Marketing	Citi Bank
Swapnil Mahajan	Marketing	Sany Heavy Industry India Pvt. Ltd.
Nripesh Dhatarwal	Marketing	Sany Heavy Industry India Pvt. Ltd.
Nilesh Tapase	Marketing	Sany Heavy Industry India Pvt. Ltd.
Ashwarya	Marketing	Sany Heavy Industry India Pvt. Ltd.
Amol Kokate	Marketing	Beacon
Anam Fatima	Marketing	Deutsche Bank
Ankita Awasthi	Marketing	Deutsche Bank
Jinal Doshi	Marketing	Citi Bank



# News ISBS

## Research initiatives at isbs

Name Of the Faculty Members	Topic of Research Paper	Published in Referred Journal
Prof. Sachin Napate	India- An Emerging Destination for Knowledge Process Outsourcing	Research Paper presented in International Seminar on Innovations in Strategic Management for Organizational Excellence organized at Sinhgad Institute Of Business Administration & Research, Pune, on 8th & 9th October 2010.
Prof. Lakshmi Nair, Prof. Deepshikha Satija & Prof. Sunita Shukla	Franchising: Opportunities & Challenges for budding entrepreneurs in India	Research Paper Presented at National Conference Entrepreneurship-The Future of Today held at PGRC, Indira Institute Of Management, Pune.14th to 16th October 2010.
Dr. Renu Bhargava, Prof. Lakshmi Nair & Prof. Deepshikha Satija	Social Media Marketing a conceptual framework and an emperical research on the influences of the youth in Pune region	Research Paper Published in National Conference Journal on Correlation between modern management practices & Information technology trends held at Sinhgad business school, Erandwane, Pune in October 2010.

**\*\* Note: Research Published of Faculty Members for the Month of October 2010**



**Director's Team was the winner of Football Match held on 20<sup>th</sup> Sep at INS campus... And the Runner-Up was ISBS Team...**

### **CORPORATE INTERACTIONS AT ISBS -**

**ISBS believes in holistic development of its student. The curriculum at ISBS is a blend of academic input & practical implications of the same. In this direction, ISBS continuously organizes various talks, seminars, workshop for the students, where they interact with the corporates. This gives the students an opportunity to keep them abreast with the current trends in Industry.**

Dates	Topic	Resource Person
18th September	Workshop on "How to apply Human Resource Management Theory"	Mr Sachin Bhide
18th September	Curtain Raiser of the PI training Workshop	Mr. Shantanu & Mr. Srinivas
25 th September	Career Oppunity in IT sector	Mr. Swapnil Shukla
27th September	Soft Skills Training	Prof. Kingshuk Bahadury.
30th September	Performance Management	Ms. Shikha Chaurasiya
27th September to 5th October	Innovation Matrix	Mr. Roger La Salle
All mondays and tuesdays	Six Sigma	MR. Narayana Srinivasan
18th & 25th September	Soft Skills Training	Prof. Kingshuk Bahadury.
18th September	Curtain Raiser of the PI training Workshop	Mr. Shantanu & Mr. Srinivas
19th & 26th September	Logistics	Mr. Yadunath Sathe, Logistics Expert
25th September	Supply Chain Management	Mr. Milind Patil Supply Chain Expert, TCS
26th September	Careers in Marketing of Financial Services	Mr. Shubhomoy Standard Chartered Bank
18 <sup>th</sup> and 19 <sup>th</sup> September 2010	Advance Excel Training	Mr. Saurabh Jog, Corporate Trainer from Shubham Corporate Training
18th September	Curtain Raiser of the PI training Workshop	Mr. Shantanu & Mr. Srinivas
25 <sup>th</sup> September 2010	ETF & Indexing	Mr.Dharmendra Rai , Corporate Trainer
29th September	Soft Skills Training	Prof. Kingshuk Bahadury.



Dates	Topic	Resource Person
27th September to 5th October	Innovation Matrix	Mr. Roger La Salle
6th, 8th & 9th of October	Workshop on Financial Planning	R. Nand Kumar Gangwani , IMS Prosch
8th & 9th October	Competency Development Program	Mr. Shantanu Sensharma & Mr. Srinivas
All mondays and tuesdays	Six Sigma	MR. Narayana Srinivasan
27th September to 5th October	Innovation Matrix	Mr. Roger La Salle
19th, 25th & 26th September	Statistic using Microsoft Excel	Prof. S.P. Singh.
26th September	Business Ettiquittes	Mrs. Aruna Ravi Chandran, Personality Development Trainer
Every Tuesday	Vedanta	Mr. Ronan
All mondays and tuesdays	Six Sigma	MR. Narayana Srinivasan
8th & 9th October	Competency Development Program	Mr. Shantanu Sensharma & Mr. Srinivas
1st October	Life cycle of HR	Mr. Abhijeet palikar
7th October	Performance Management	Ms. Shikha Chaurasiya
8th October	Soft Skills Training	MR. Dhanmadan
9th October	Career planning	Vikram Sathe
9th October	Industrial relation and laws	Abhijeet palikar
12th October	How to apply the Labour law concepts and Industrial law in practice	Mr. Sachin Bhide
8th & 9th October	Competency Development Program	Mr. Shantanu Sensharma & Mr. Srinivas



# Guru Vani



## Portion for Success in Examinations

*"Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome while trying to succeed"- Booker T. Washington*

In Asia, India in particular, the academic year is all set to begin from the month of June. This is the time, to be eager and anxious to go to school/ colleges. Eager to know which class you are going to be placed in, who your class teacher is, who are the friends you have with you in your class and the list goes on. This is also a great time for your parents, in terms of mounting expenses and setting expectations for their children.

For those who are going to prepare themselves to face board examination, this is a crucial year to plan, organize, implement, concentrate and prioritize their needs and activities. Listed below are few tips that you may follow as guidelines:

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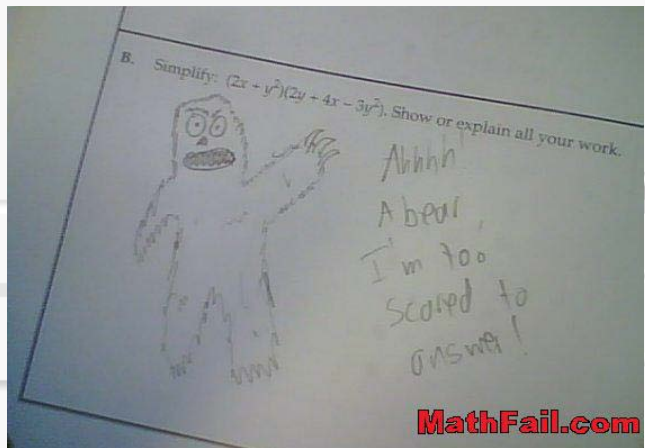


## 1. Plan

It is said, if you are failing to plan, then you are planning to fail. I am sure you are not planning to fail or even perform not so well but; you have an ambition to perform well. Set your clear-cut plan first. Plan in minute details like time to study, time to sleep, time to have your food, time to enjoy some sort of entertainment etc. Plan, each day, each week and each semester. Plan the best study plan you can make for yourself. You can always change your plan to improvise it, but only if you have made one already. A proper plan is behind any success story.

## 2. Concentrate

Concentration can be one of the biggest problems you have while hitting your books. Earlier, television was treated as distraction to those children who were to face board examination during the academic year. Today, we have by our side internet, mobile, ipod, the list are many in numbers knowing or unknowingly to get distracted. You will have to have the will power /courage in you to say 'NO' to this, from your heart without a second thought to all distractions. You may log off your internet connection, switch off your mobile phone and be away from distractions once you sit to study. Learn to say 'NO'. Ask yourself, the following questions: Will these distractions help me in my life? Will these distractions help me in my career? Will these distractions help me in my studies? Sometimes, some of your dear friends too would be a direct or indirect source of distractions. You will be wise to choose what you need to do.



### 3. Schedule

With the term schedule, what I mean is time management. I do not want to scare you with the jargon 'time management'. Schedule your activities in the most practical way with flexible options in case the need to amend arise. After listing your plan, priorities and goals, ask to yourself: Why am I doing this? What is my goal? What happens if I choose not to do it? Why will I succeed? Being successful doesn't make you manage your time well but managing your time makes you successful.

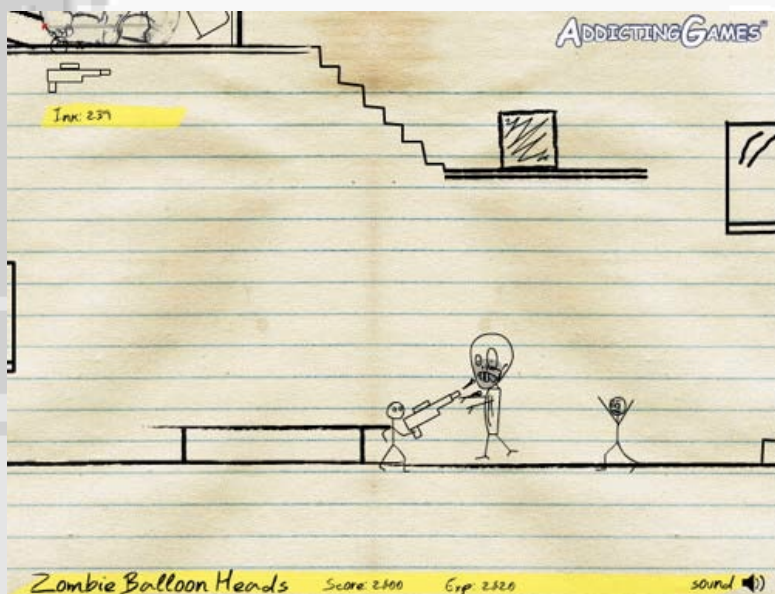
### 4. Prioritise

You must know your priorities for the academic year. Unless you prioritise, you cannot meet your schedules and plans. Break bigger tasks into smaller ones. Accomplish them. Try to do the ugliest/toughest things first. Make a four quadrant to-do list. The first one being: very important and which are due soon. The second being: important but not due soon. The third: not important but due soon, and the fourth: not important and not due soon. This quadrant would help you prioritise for success.

## 5. Take good care of yourself

This is a term used while bidding good bye in the western region. Though, this term may sound as a casual statement, it has great meaning in itself. Take care may set as a warning to be careful against anything that is not right or that need attentions and perhaps that needs to plan. Your health is also of a factor that needs good care. Hydrate yourself well avoid eating junk food in any form during the year. While studying do not fill your tummy to its optimum capacity but in a lesser quantity such that you do not fall asleep (that's distraction) or feel hungry (again distraction). Have calcium rich and vitamin C rich food. This would help you to feel better and away from illness to great extent. Try to distress yourself with sufficient amount of sleep so that you are recharged to perform well. Be deaf to those people who tell you, that you are not going to fulfill your dreams. Examination is not a problem to be solved but a reality to be experienced.

Be positive and work positively for meritorious success in your examination to bring positivism in life.



By

Prof. Lakshmi Nair



## EFFECT OF RECESSION ON INDIAN RETAIL INDUSTRY

### **Abstract**

The retail scenario is one of the fastest growing industries in India over the last couple of years. India retail sector comprises of organized retail and unorganized retail sector. Traditionally the retail market in India was largely unorganized; however with changing consumer preferences, organized retail is gradually becoming popular. Unorganized retailing consists of small and medium grocery store, medicine stores, subzi mandi, kirana stores, paan shops etc. More than 90% of retailing in India fall into the unorganized sector, the organized sector is largely concentrated in big cities. Organized retail in India is expected to grow 25-30 per cent yearly and is expected to increase from Rs 35,000 crore in 2004-05 to Rs109,000 crore (\$24 billion) by 2010.

That slowdown had got to the domestic retail trade became evident when one of the earliest players, budget-retail chain Subhiksha, went bust. Not long after, north Indian chain Vishal Retail went for corporate debt restructuring. Others such as Mukesh Ambani-run Reliance. Retail and Kishore Biyani- led Pantaloon went slow on expansion or even downsized operations.

**Keywords:** Organized & Unorganized Sector, Infrastructure Market Potential, Effect on Market

**By: Prof. Sachin Napate**

## Sharpen Your Saw!!

*A woodcutter got a job at a timber merchant. The woodcutter liked his new job. He was determined to do his best. His boss gave him an axe and showed him the area where he was supposed to work. The first day, the woodcutter brought down 18 trees. The Boss was very impressed. The woodcutter tried harder the next day, but he could bring down only 15 trees. The third day, he could bring down only 10 trees. Day after day he was able to cut less and less trees. "I must be losing my strength", the woodcutter thought to himself. He went to the boss and apologized, saying that he could not understand what was going on.*

*"When was the last time you sharpened your Axe?" the boss asked.*

*"Sharpen? I had no time to sharpen my Axe. I have been busy cutting trees."*

Let's look at the world around us today. Greed, one of the seven sins, has led us to this current sorry state where every-thing seems moribund. The crisis brings with it a tsunami disguised under the garb of bankruptcy, unemployment and suicides. It is in these times we are haunted by this ghost called —stress||. It is nothing but our reaction to these situations owing to

the various things at stake. But surely, stress is not the solution.

The perpetuality of these economic cycles is long-since established. It's strange then, that we have not yet adapted to it in-line with Darwin's Evolution Theory. It almost always succeeds to catch us unaware. This is the time to press the pause button and think where we are headed. We merely bide our time struggling to survive or is there some-thing more constructive that can be done? If we contemplate, we will gather the fact that it is the right time to un-

dergo a self renewal. We can actually use this time to our advantage - to sharpen our saw!

The idea is to take some time off for self-development. Yes, we already recognize the need to keep abreast with the progress to maintain the lead. The fault lies in our review system. Our measure of success is limited to money, position and social-status. Similar to the 4-legs of a balanced score-card used to understand the performance of a company, self renewal must include balanced progress in all four dimensions--physical, spiritual, mental and social/emotional. Practicing this art every day is called — *the daily victory*||. Neglecting any one area negatively

impacts the rest. Following is the way we cater to all our dimensions:

**Spiritual:** Broaden your success parameters. Know your goals in life. You are better immune to the ups and downs in the journey, when you know you are on the right path.

**Social/Emotional:** Your relationship with others is your Emotional Bank account. Nourish it for a rainy day. When things are not going your way, a compassionate friend is perhaps the best comfort.

**Mental:** Blow the dust off the old classic you always wanted to read, reach out for that old guitar, or buy a new one - this is the time to learn. Lean phase is to pursue your interests, hone your skills.

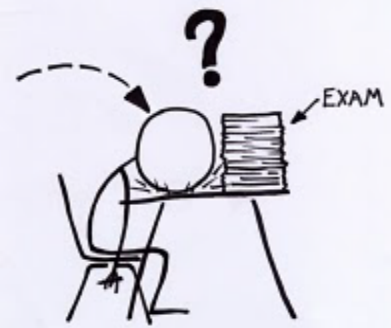
**Physical:** A healthy body harbors a healthy mind. You are more optimistic, enthusiastic and active, when you are fit. Now is the time to work on your health regime.

It is said —*Empty mind is a devils work-shop*|| which I humbly revise to "*A Stressed mind is a sick workshop*". Don't stress out in a downturn. You have perhaps already over-stretched yourself trying to make the most while the sun shines. Take it as a welcome break then, and use it to sharpen your saw!

**By: Prof. Lakshmi Nair**



## College... Exams...; Are You Serious...??!!



- The more studying you did for the exam, the less sure you are as to which answer they want.
- 80% of the final exam will be based on the one lecture you missed and the one book you didn't read.
- Every instructor assumes that you have nothing else to do except study for that instructor's course.
- The night before the English History mid-term, your biology instructor will assign 200 pages on planaria.
- If you are given an open-book exam, you will forget your book.
- You can lead a boy to college but you can't make him think.
  - Of course there's a lot of knowledge in universities: the freshmen bring a little in; the seniors don't take much away, so knowledge sort of accumulates....
- A college is a place where pebbles are polished and diamonds dimmed.



## 10 Tasty, Easy and Healthy Breakfast Ideas

You get up in the morning, you rush to get ready for work, and you rush out the door without a breakfast. Perhaps you grab a bagel and cream cheese, perhaps a muffin, perhaps an Egg McMuffin. If you're lucky, you get a pastry, a hearty breakfast of pancakes and sausage and eggs, or an English fry-up.

Unfortunately, when it comes to being healthy, none of these options is a great way to start your day.

Several readers asked about healthy breakfast ideas, and in truth, it's a dilemma that many of us face each day. Either we don't have time for breakfast, or we don't have many healthy options.

The first problem is a problem, because it means that you start the day with an empty stomach. That means that by the time you are getting into the swing of work, your blood-sugar levels are dangerously low. The result: you need an instant sugar fix, which usually means a donut or pastry or some other unhealthy choice.

The second problem is also a real problem, because traditional breakfasts don't usually come in healthy flavors. Here are the options that most people think of as breakfast:

1. **Oatmeal, flaxseed, blueberries & almonds:** To me, this is the perfect breakfast. Steel-cut oatmeal is probably the healthier choice, but if you are in a hurry, the instant kind will do fine (it doesn't have as much fiber, but the other ingredients make up for that). After microwaving the oatmeal, add ground flaxseed, frozen blueberries, sliced almonds. You can add a little cinnamon and honey (not a lot) if you're using the non-instant oatmeal. That's four power foods, full of fiber and nutrients and protein and good fats, with only a couple of minutes of prep time. And very tasty!
2. **Kashi Golean Crunch:** Actually, any whole-grain, high-fiber cereal is a good choice. It has a high amount of protein and fiber, low sugar. Add low-fat milk or soy milk (which has 1/3 the saturated fat of 1% milk), perhaps some berries if you like.
3. **Scrambled tofu:** Healthier than scrambled eggs. Add some onions, green peppers or other veggies, some light soy sauce or tamari, maybe some garlic powder, and black pepper, stir-fry with a little olive oil. Eat with whole-grain toast. Fast and delicious
4. **Fresh berries, yogurt, and granola:** Get low-fat yogurt (not non-fat, as it often has too much sugar) or soy yogurt, cut up some berries or other fruits, and add some healthy cereal.
5. **Grapefruit with whole-wheat toast & almond butter:** Add a little sugar on top of the grapefruit, and it's actually pretty good. The almond butter is healthier than peanut-butter, with lots of good protein to fill you up.

6. **Fresh fruit salad:** Cut up some apples, melons, berries, oranges, pears, bananas, grapes any or all or whatever your favorite fruits are. Add a little bit of lime or lemon juice. Perfect.
7. **Protein shake with extras:** Use soy protein powder. Blend up with low-fat milk or soy milk, some frozen blueberries, and perhaps some almond butter or oatmeal. That may sound weird, but it's actually pretty good, and pretty filling. A little ground flax seed works well too.
8. **Eggs with peppers:** Egg whites are healthier than whole eggs. Scramble with a little olive oil, red and green bell peppers, maybe broccoli, onions, and black pepper. Goes well with whole-wheat toast.
9. **Cottage cheese and fruit:** Get low-fat cottage cheese. Add any kind of fruit. Apples, citrus, berries.
10. **Gibb's muffins & jam:** While most muffins you buy at a coffee shop or grocery store are just empty carbs with lots of fat (basically, cake), this is a delicious recipe with lots of fiber and nutrition. Bake them the night before, and they're perfect in the morning (and for days to come). A little honey or jam makes them perfect.

**By:**

**Prof. Sunita Shukla**

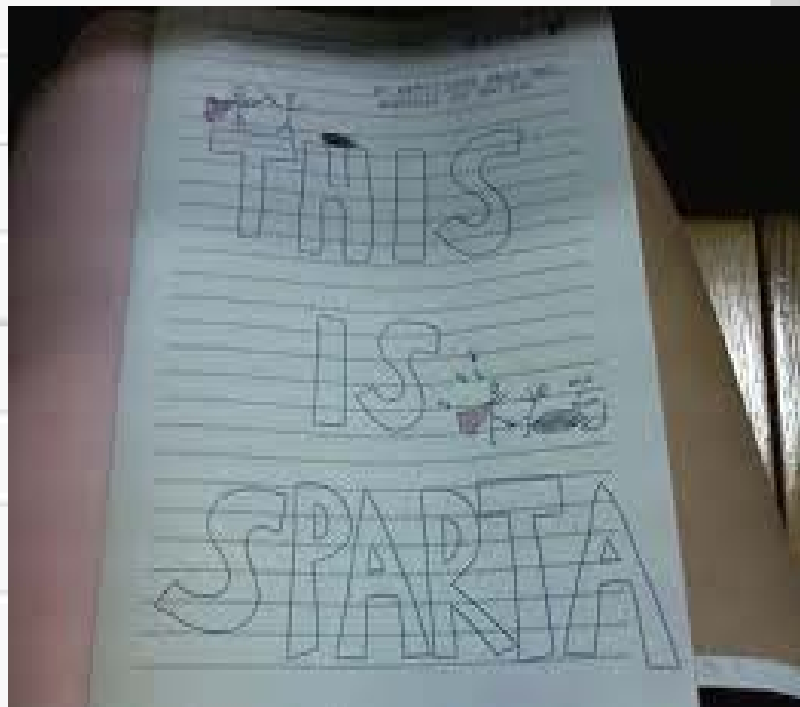


## Maintaining Competitive Edge

In today's fiercely competitive business environment it has become imperative for any organization to remain competitive to have an edge over its competitors. Being a market leader or a first mover is no longer considered a competitive advantage because companies do not have longer time frames to hold on to their market shares. Also, since technology proliferates quickly competitors can introduce products similar to those of the first mover company in a short time frame to gain market share. In such a scenario the following will offer competitive advantage to any company:

### Speed of Innovation

Being BIG is just not sufficient but being agile is very important. Hence speed of innovation to a large extent will determine how competitive a company will remain in future. Innovation need not be in just product offering, it could be also in business processes, organizational structure, alternate distribution channels, human resource practices or customer service. The idea is to delight the various stake holders on a continuous basis to retain their loyalty. Also innovations will have to be orbit shifting innovations which



## Quality of Human Resource

Hiring and retaining the best talent is the biggest challenge for any organization. An organization needs to have managers who can adapt to local markets and at the same time have a global outlook. This is especially important for companies who are market leaders in their categories but are still traditionally managed and do not have high quality human resource which can effectively manage competition in a global economy.

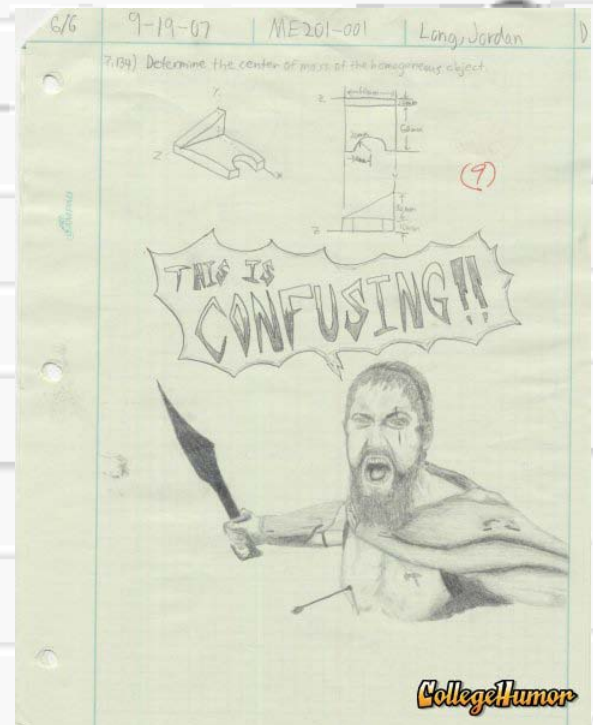
## Focusing on core competence and strengthening it

Companies will have to continuously maintain their core competencies. Core competency can be either of the follows:

- **Introducing innovative products** eg: Nokia keeps on introducing new mobile handset models which has become one of its core competency
- **Brand management strategies** eg: The brand management strategies of companies like Vodafone and Unilever have become one of their core competencies over a period of time
- **Distribution channel strength** eg: HUL has an enviable distribution strength which helps it distribute its products to the most interior parts of India.
- **Business processes** Eg: McDonalds has excellent processes in place all over the world which ensures that their customers are served in the same fashion in any corner of the world.
- **Quality of human resource hired** Hiring and retaining the best talent in turn helps the companies churn out the best strategies in each area of business management.

### Think what's next

Organisations will have to get into the consumer's mind to understand what does he expect in future from the brand he is consuming? Is it a new product feature or a new brand association? Hence companies need to carry out research on consumer behavior with increased frequency to analyze consumer's evolving needs. And most importantly companies will have to know what is it that is going to hit them next? Eg: It could be a total shift in technology which can make its products outdated.



### Customer Centric Approach

Organisations will have to treat its customers and consumers in a better fashion to avoid losing them to its competitors. As consumers move from "just consuming" a product or a service to "experiencing the brand" companies will have to increasingly adopt a customer centric approach which will have to be ingrained in the company's DNA. This is especially imperative for companies operating in the service sector where the frequency of interaction between the consumer and the company is higher than that for physical products.

By: Prof Vishal Desai

## Brain Teaser

Source: SIAM, 2007 &

<http://www.tvsmotors.in/pdf/annual-report-2008.pdf>

**\*Note1:** We invite solutions to the below case study.

Last date for submission of the solution is 15<sup>th</sup>

November 2010. The best Solution will be awarded certificate of excellence.

Please mail your solutions to:

[xpressions@indiraisbs.ac.in](mailto:xpressions@indiraisbs.ac.in)

**\*\*Note2:** Consider Motor Cycle, Scooters and Mopeds as independent SBUs.

- Mr. Aayush is Marketing Manager in the TVYES Motor Company Ltd is having Rs. 300cr at his disposal to be invested in one of the existing SBUs (Strategic Business Unit). Help him decide which Business Unit he should invest using BCG model as an analysis tool. Also suggest strategies to him for all the three units based on your analysis.



## Data for Brain Teaser...

Market Share			
Company	Motor Cycle (%)	Scooters (%)	Mopeds (%)
BAL	31.7	2.1	0
HHM	48.1	9.8	0
HMSI	2.5	56	0
KEL	0.1	0	4.1
KML	0	5.5	0.8
LML	0	0	0
MAL	0	0	2.1
REM	0.5	0	0
YML	3.2	0	0
TVYES	12.9	26.6	93
SML	1	0	0
Total	100	100	100
Market Growth (%)	15	6	7
TVYES Total Sales (in Cr Rs )	1706.54	613.18	617.54

*Whether you like Bill Gates or not...this is pretty cool. Here's some advice Bill Gates recently dished out at a high school speech about 11 things they did not learn in school. He talks about how feel-good, politically correct teaching has created a full generation of kids with no*

## 11 Rules of life – Bill Gates



### **RULE 1**

**LIFE IS NOT FAIR - GET USED TO IT.**

### **RULE 2**

**THE WORLD WON'T CARE ABOUT YOUR SELF-ESTEEM. THE WORLD WILL EXPECT YOU TO ACCOMPLISH SOMETHING BEFORE YOU FEEL GOOD ABOUT YOURSELF.**

### **RULE 3**

**YOU WILL NOT MAKE 40 THOUSAND DOLLARS A YEAR RIGHT OUT OF HIGH SCHOOL. YOU WON'T BE A VICE PRESIDENT WITH CAR PHONE, UNTIL YOU EARN BOTH.**

### **RULE 4**

**IF YOU THINK YOUR TEACHER IS TOUGH, WAIT TILL YOU GET A BOSS. HE DOESN'T HAVE TENURE.**

### **RULE 5**

**FLIPPING BURGERS IS NOT BENEATH YOUR DIGNITY. YOUR GRANDPARENTS HAD A DIFFERENT WORD FOR BURGER FLIPPING THEY CALLED IT OPPORTUNITY.**

#### **RULE 6**

**IF YOU MESS UP, IT'S NOT YOUR PARENTS' FAULT, SO DON'T WHINE ABOUT YOUR MISTAKES, LEARN FROM THEM.**

#### **RULE 7**

**BEFORE YOU WERE BORN, YOUR PARENTS WEREN'T AS BORING AS THEY ARE NOW. THEY GOT THAT WAY FROM PAYING YOUR BILLS, CLEANING YOUR CLOTHES AND LISTENING TO YOU TALK ABOUT HOW COOL YOU ARE. SO BEFORE YOU SAVE THE RAIN FOREST FROM THE PARASITES OF YOUR PARENT'S GENERATION, TRY DELOUSING THE CLOSET IN YOUR OWN ROOM.**

#### **RULE 8**

**YOUR SCHOOL MAY HAVE DONE AWAY WITH WINNERS AND LOSERS, BUT LIFE HAS NOT. IN SOME SCHOOLS THEY HAVE ABOLISHED FAILING GRADES AND THEY'LL GIVE YOU AS MANY TIMES AS YOU WANT TO GET THE RIGHT ANSWER. THIS DOESN'T BEAR THE SLIGHTEST RESEMBLANCE TO ANYTHING IN REAL LIFE.**

#### **RULE 9**

**LIFE IS NOT DIVIDED INTO SEMESTERS. YOU DON'T GET SUMMERS OFF AND VERY FEW EMPLOYERS ARE INTERESTED IN HELPING YOU FIND YOURSELF. DO THAT ON YOUR OWN TIME.**

#### **RULE 10**

**TELEVISION IS NOT REAL LIFE. IN REAL LIFE PEOPLE ACTUALLY HAVE TO LEAVE THE COFFEE SHOP AND GO TO JOBS.**

#### **RULE 11**

**BE NICE TO NERDS. CHANCES ARE YOU'LL END UP WORKING FOR ONE.**

**Dr. Ujala Dwivedi**

## Exams..?! Why So Serious..!!

### 1) Special offer.....

Bring a chit on exam day, scratch and show it to your nearest teacher and win free trip to Principal's office and enjoy 3 years vacation at home. Hurry offer valid until exams only....

2) It takes 15 trees to produce the amount of paper that we use to write our exam once (excluding supplementary). Join us in promoting the noble cause of saving trees.

Say NO...

3) Student's declaration at the end of answer paper. It Reminds me of Disclaimer Notices!"I hereby declare that answers written above r true 2 the best of mine & my friend's knowledge & I claim no responsibility whatsoever 4 any mistakes. Whatever I have written is truly fictitious & any resemblance with the Subject Matter is purely Coincidental."

### Proof that girls are evil:

First we state that girls require time and money.

$$\text{Girls} = \text{Time} \times \text{Money}$$

And as we all know "time is money."

$$\text{Time} = \text{Money}$$

Therefore:

$$\text{Girls} = \text{Money} \times \text{Money} = (\text{Money})^2$$

And because "money is the root of all evil":

$$\text{Money} = \sqrt{\text{Evil}}$$

Therefore:

$$\text{Girls} = (\sqrt{\text{Evil}})^2$$

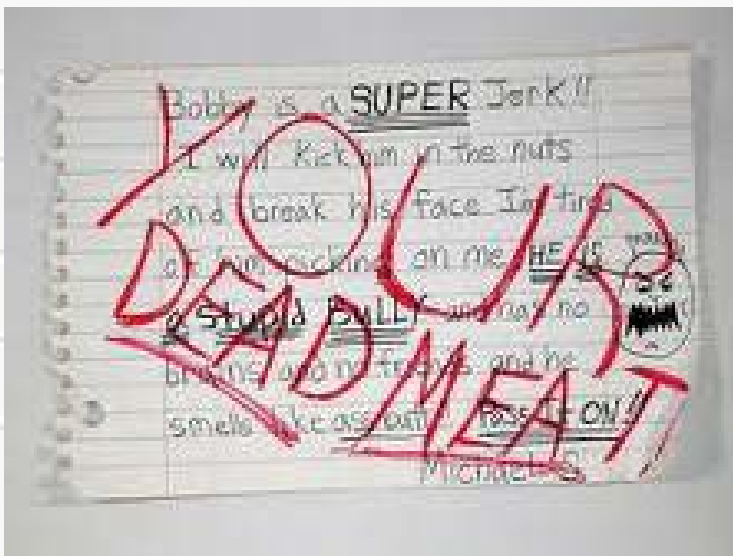
And we are forced to conclude that:

$$\text{Girls} = \text{Evil}$$





# Student chitchat



Koi umeed bar nahi atti  
nakal ki sorat nazar nahi ati  
staff room mai to khob ronak hai  
par teacher class mai nahi ati  
pahlay ati thee theek thak english  
M.B.A karnay kay baad zara nahi ati  
jantay hain parhai hai zawar  
par tabyat udhar nahi ati  
parhnay batho to neend ati hai  
cable lagao to nahi ati  
canteen hi hai duniya apni  
wahan bell ki awaz nahi ati  
teacher mujh ko kahtay hain  
tum ko fail hottay sharam nahi ati...

*Thanx*

*sumit jain*

*PGDM General*

*Div-B Roll no 58*

## EXAM FEVER-CRICKET SESSION

EXAM EKE CRICKET HA  
TEACHER HA PITCH TO, SUBJECT WICKET HA,  
ADHIK SCORE KARNA, YA HI NIIM HA EXAM KA  
EXAM KHATAM HO JANA, KHATAM HONA HA  
CRICKET

SESSION KA

100 OUT OF 75 LANA

DISTINCTION KAHLATA HA,

DEPART HO JANA

MATCH SA BAHAR HONA KAHLATA HA,

PAD H KAR BHI FAIL HO JANA

DURBHAG PUN RUN OUT HA,

EXAM MAI LATE SA PAHUCH NA

HOW IS THAT KI SHOUT HA,

AAGAY BARD H KAR STUMP HO JANA  
KOSHISH PURE DEKHANA HA,  
BOUNDARY PAR CATCH MAT HO JANA  
KYUNKI PLACEMENT PANA HA,

HARD WORK NAHI SMART WORK  
KARNA MAI HA CHATURAIE ,  
PAISE LAKER MATCH

HAAR JAO  
MATCH FIXING HA BHI ,  
MEHNAT KAR KAI EXAM DO  
KAM KARO JO BEST HA,  
PAR YAAD RAHE ONE DAY HA  
NA SAMJHO YA TEST HA,

-AMIT SINGH(DIV C)



## Innovative Style of Teaching

A Professor at one of the IIM's (INDIA) was explaining marketing concepts to the Students:-

1. You see a gorgeous girl at a party. You go up to her and say: "I am very rich. Marry me!" - That's Direct Marketing
2. You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you says: "He's very rich. Marry him." - That's Advertising
3. You see a gorgeous girl at a party. You go up to her and get her telephone number. The next day, you call and say: "Hi, I'm very rich. Marry me." - That's Telemarketing
4. You're at a party and see gorgeous girl. You get up and straighten your tie, you walk up to her and pour her a drink, you open the door (of the car) for her, pick up her bag after she drops it, offer her ride and then say: "By the way, I'm rich. Will you marry me?" - That's Public Relations

5. You're at a party and see gorgeous girl. She walks up to you and says: "You are very rich! Can you marry ! me?" - That's Brand Recognition

6. You see a gorgeous girl at a party. You go up to her and say: "I am very rich. Marry me!" She gives you a nice hard slap on your face. - That's Customer Feedback

7. You see a gorgeous girl at a party. You go up to her and say: "I am very rich. Marry me!" And she introduces you to her husband. - That's demand and supply gap

8. You see a gorgeous girl at a party. You go up to her and before you say anything, another person come and tell her: "I'm rich. Will you marry me?" and she goes with him - That's competition eating into your market share

9. You see a gorgeous girl at a party. You go up to her and before you say: "I'm rich, Marry me!" your wife arrives. - That's restriction for entering new markets

From :

**Promesh Chouriwar Div - C**

# What exactly An Exam Answer is...

## Pre-Assessment for Ecology

1. What is ecology?

The study of environment. close...

2. List 5 ways (or more) that animals interact with each other:

1. eat each other
2. fight each other
3. talk to each other
4. chase each other
5. do each other's HW

3. List 5 ways that plants interact with each other:

- 1.
- 2.
- 3.
- 4.
- 5.

4. Where do living things get energy?

FOOD

5. What happens to that energy?

used

YOUNUS

Roll no - 420

Q1 Explain digestive system?

ans Its a process that start with right hand & ends with left.

Q2 What is the chemical formula for water?

ans  $H_2O$  (H to O)

Q3 Till when second world war was fought?

ans from page no 26 to page no 43.

Q4 Who was Bhagat Singh?

ans Ajay Deyagan, Bobby Deol, Manoj Kumar etc

Q5 Who was Adolf Hitler?

ans  this person

$\frac{0}{10}$



## Transparency Worksheet 23 Hard and Soft Water

1. Briefly explain what hard water is.

ice

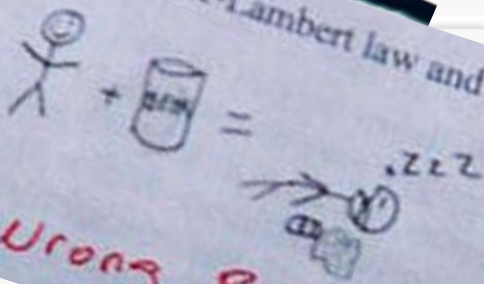
What is a fibula?

A little lie

Name six animals which live specifically in the Arctic.

Two polar bears  
~~Three~~ Four Seals

6. Write the Beer-Lambert law and define all quantities.

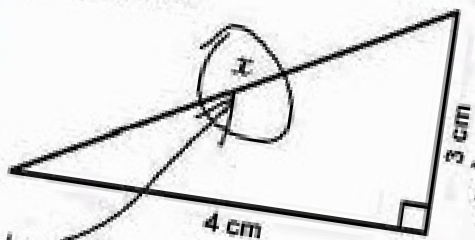


Wrong Beer LAW

What is a vibration?

There are good vibrations and bad vibrations. Good vibrations were discovered in the 1960s


3. Find  $x$ .



Here it is

Joanna works in an office. Her computer is a stand-alone system. What is a stand-alone computer system?

It doesn't come with a chair



$(\sqrt{2} + \sqrt{8})$  is an irrational number  
 $(\sqrt{2} + \sqrt{8})^2 = 18$   
 I think that if you square an irrational number you always get a rational number.

Tracey is wrong.  
 Use an example to show that Tracey is wrong.

*She's a woman*

Solving equation by

$$\frac{1}{n} \sin x = ?$$

$$\cancel{\frac{1}{n}} \cancel{\sin} x =$$

$$six = 6$$

What did Mahatma Gandhi and Genghis Khan have in common?

*Unusual names*

Explain the phrase 'free press'.

*When your mum irons trousers for you.*

Steve is driving his car. He is travelling at 60 feet/second and the speed limit is 40 mph. Is Steve speeding?

*He could find out by checking his speedometer.*

Give a reason why people would want to live near power lines.

*You get your electricity faster.*



India is the land of varied cultures and traditions, where each month in the year comes with assortment of different festivals and fairs, celebrated with different regional styles and traditions but with a common feeling of humanity. The month of October opens a world of some major Festivals like the festival of nine divine nights - Navratri, sacred occasion for married women - Karva Chauth, holy festival of Mother goddess- Durga Puja, celebration of victory over evil - Dussehra and also some folkloristic fairs like the famous Marwar festival held in Rajasthan, Pinjore heritage Festival, Rajgir Dance Festival etc.

Apart from the popular fairs & festivals the month gives tribute to some legendary Indians by observing Gandhi Jayanti as a National holiday and Maharshi Valmiki Jayanti in memory of Adi Kavi Valmiki. According to the Hindu calendar October covers the holiest months of Ashwin and Kartik (Damodar Mass). The practice of "Kartik snan" - the holy dip in Ganga, during this month is considered highly auspicious.



With so much of fun, masti & sanctity around, XPRESSION launches the theme of its next edition "CELEBRATIONS".

We invite articles, jokes & any other contribution that can enrich XPRESSIONS with its each launch.

Faculty members & students can send in their entries latest by 15<sup>th</sup> November 2010 to:

[xpressions@indiraisbs.ac.in](mailto:xpressions@indiraisbs.ac.in)

XPRESSIONS wishes all its viewers a happy, safe & prosperous Diwali!!

May god Lakshmi & Saraswati fill each one of our lives with Knowledge, health & wealth!!!

Looking forward for support and co - operation from students & faculty members to make learning at ISBS truly inspiring and beneficial for everyone.