

BUSINESS QUIZ

1) which one of the following may be classified as FMCG?

- A. Printing machines
- B. Tobacco products
- C. Life saving drugs
- D. Coin vending machines

2) Which companies mobile phone are marketed with the slogan-Big inside. Small Outside?

- A. Nokia
- B. Sony
- C. Samsung
- D. Motorola

3) Mass communication with customers or potential customers, usually through paid public media is known as.

- A. Publicity
- B. Sales Promotion
- C. Advertising
- D. Public Relations

4) Which of the following is not a method to calculate the Gross Domestic Product (GDP)?

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- A. Product method
- B. Income law
- C. Expenditure method
- D. Diminishing cost method

5) Which company is represented by the below Logo?



- A. Fire Fox
- B. Internet Explorer
- C. Microsoft World
- D. Chrome

6) Electrical Goods such as TVs, Videos, Stereo systems etc. used for home entertainment are known as-

- A. White Goods
- B. Green Goods
- C. Red Goods
- D. Brown Goods

7) KYC means-

- A. Keep your customers cool
- B. Keep your credit card
- C. Know your customers


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D. keep your cool

8) The collective perception and impressions people have formed about an organisation , its products and/ or its services , is known as its-

A. Brand value

B. Brand Asset

C. Brand Architecture

D. Brand Image

9) Which of the following institutions releases the "World Economic Outlook Report"?

A. World Bank

B. Federal Reserve Bank

C. International Monetary Fund

D. International Finance Corporation

10) 'Eat Healthy, Think Better' is the Slogan of-

A. Amul

B. Britannia

C. Cadbury

D. Vadilal

11) Which company is represented by the below Logo?

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Phone: 011-65933302



- A. Citi Bank
- B. Yes Bank
- C. Deutsche Bank
- D. None of the above

12) Name the first Indian businessman who found place in the cover story of Forbes magazine.

- A. Anil Ambani
- B. Dr Reddy
- C. Azim Hasham Premji
- D. Narayan Murthy

13) Ayush Ayurvedic health and beauty care products were launched by

- A. Nestle
- B. Dabur
- C. HLL
- D. Ponds

14) The solution for all business needs is-

- A. RBI
- B. SCM
- C. ERP
- D. EDI

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Phone: 0674-2531111
Fax: 0674-2531112
Website: www.sci.edu.in

15) Which of the following companies is associated with the punchline 'The power to change'?

- A. Sun Microsystems
- B. Cisco
- C. Novell
- D. Sify

16) Which company is represented by the below logo?



- A. BHEL
- B. Nalco
- C. Coal India
- D. Sail

17) A form of business that can have many owners and issue stock:

- A. corporation
- B. Sole-Proprietorship
- C. Partnership
- D. Cooperative

196
www.bhel.com
BHEL
Bharat Heavy Electricals Limited
BHEL
BHEL

18) Which is India's Largest BPO (Business Process Outsourcing) Company?

- A. Piogeon
- B. Spectramind
- C. Technovate
- D. None of these

19) "Let's make things better" is the punchline of-

- A. Philips
- B. Nokia
- C. Canon
- D. Blue Star

20) Which country is the fourth-largest economy in the world in terms of nominal GDP?

- A. Germany
- B. Birtain
- C. Japan
- D. Russia

21) Which company is represented by the below logo?


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- A. Hot Beverage
- B. cafe Coffee day
- C. Coffee Day
- D. Java


22) Which company has partnered with a not-for-profit organisation, SEEDS to launch a community covid-19 vaccination drive and set up COVID care centres?

- A. Samsung
- B. Amazon
- C. PepsiCo
- D. Apple Inc

23) The Famous slogan, 'India's Gateway to the world ' belongs to-

- A. Air India
- B. BSNL
- C. VSNL
- D. Wipro

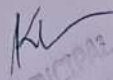
24) Which Sector contributes the most income to India's economy?


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- A. Primary sector
- B. secondary sector
- C. Tertiary sector
- D. None of the above

25) What is the full form of 'AMFI' ?

- A. Annual Market Forecasting institute
- B. Association of Mutual Financial Institute
- C. Association of Mutual Federation in India
- D. Association of Mutual Funds in India


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2015 Marketing paper (case study)

Introduction :-

For many years that coca-cola is known as the world leader in carbonated soft drink especially in Europe & South America. But in some Asia markets including Thailand coca-cola still trail biggest rival, Pepsi co.

The company is recognised by the importance of adaption localisation in overseas by responding to each target market's needs & wants, focusing more on the market, Economy, culture & region. Moreover, coca-cola tries to approach the target consumer by decentralization the operation & marketing, trusting more on the ideas & decision made by individual local outfit not from its Atlanta head quarter. These are the ways to reach every target consumer in the world as the mantra of CEO & chairman of the company, Doug daft opines "To be within an arm's reach of desire Always, Everywhere coca-cola" "Think local act local" people don't buy drinks globally "we need to make our advertising as relevant as possible to local markets"

With mixing these two components (Global & localisation) coca-cola is still found to lose connection with the consumers. According to Sasie vadhanapenich, a chief ideation officer of a

marketing research company in Thailand, Thai's expectation for coca-cola brand is that's it stands for youthful spirit 'cool' & 'hip' But for many years now the company had not excited the market @ consumers anymore weather through new product innovation @ impactful break-through campaign. Although many attempt were made to reconnect with young consumers, the impact was short-lived.

coca-cola said it has applied adaption/localization strategy but their advertising campaign in Thailand before 2007 still were global advertisement. The company still adapt one global advertisement & does not develop Thailand specific appeal product development was not considered for the local market.

Analysis

Strength:-

For many years that coca-cola is known as the world leader in carbonated soft drinks especially in Europe & South America.

The company is recognised by the importance of adaptation localisation ~~to~~ to each target market's need & want, focusing more on the market economy, culture, region

Weakness :-

In some asia markets including Thailand Coca-cola still trail it's biggest rival, pepsi co. The coca-cola still found lose connection with the consumers.

Oppurtunities :-

coca-cola tries to approach the target consumer by decentralizing the operation & marketing trusting more on the idea & decision made by individuals local outfit not from its atlanta head quarter. These are way to reach every target consumer in the world as the mantra of cto & chairmen of company

Effects :-

coca-cola said it has applied adaption/ localization strategy but their advertising campaign in Thailand before 2007 still were global advertisement. The company still adapt one global advertisement & does not develop Thailand specific appeal. product development was not considered for the local market.

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Questions & answers.

Q1

The coca-cola company acted as a local. It only focus on to Reach target. They tried to attract the youth's only But it doesn't worked. It loses connection with The consumer.

The company still adapt one global advertisement and does not develop. Thailand Specifically appeal. product development was not considered for the local market.

The coca-cola planning was not properly made.

The coca-cola company have to adopt norms.

~~The~~

Q2

- It has to target on all the customer's
- They have to introduce offers & discounts
- They should do market Research before launching new product
- They have to understand customer needs & wants
- They have to do proper market planning
- They have to create advertisements about the product

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Google Classroom



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CS
MCom 1

11 students

MOB
MBA 1st semester

81 students

BRM
MCOM 2

12 students

TQM
MBA 4

53 students

Industrial relations and hr audit
MBA 4 sem

117 students

International business
Mcom 1

11 students

HRM

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MCA 6th sem

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29 students

VI sem MCA Project

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MCA final year

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6 students

BCA VI Sem project

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BCA 6Th sem

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51 students

MCA 4th sem
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3 students

BCA VI Sem project

50 students

BCA 6Th sem

56 students



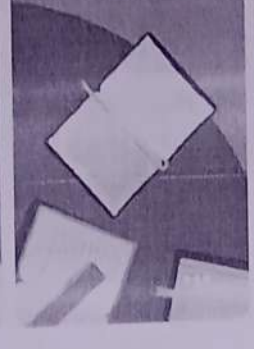


BCA 5TH Sem
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42 students

MCA 3RD sem
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<p>A</p> <p>50 students</p> 	<p>0 students</p> <p>BCA IV Sem</p> 	<p>0 students</p> <p>BCA ii Sem</p> 	<p>A</p> <p>Ankita chat</p> <p>1 student</p> 	<p>II SEM BCA general English</p> 
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Amalambika Engineering & Technology College
 20/1, 20/2, 20/3, 20/4, 20/5, 20/6
 20/7, 20/8, 20/9, 20/10, 20/11, 20/12
 20/13, 20/14, 20/15, 20/16, 20/17
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2 nd sem Bcom, 2 nd inter...



8 students

Bcom 4th sem, 2 nd intern...

28 students

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4th sem BBA 2nd test, new

50 students

B.B.A sem 4

15 students

B.Com sem 4

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10 students

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3 students

BCA 4th sem. Kannada

8 students

Bcom 4th sem kannada

17 students

4th SEM BBA KANNA

4 students

BBA Malayalam II sem

Bcu aviation, global and logistics

81 students

BBA malayalam IV sem

62 students

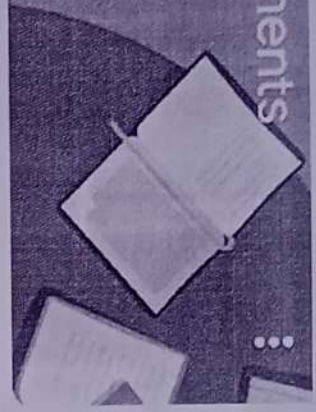
B.com malayalam IV sem

3 students

BCA MALAYALAM IV sem

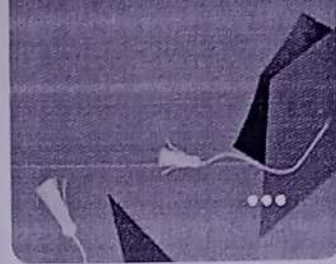
VI BBA assistantments

29 students



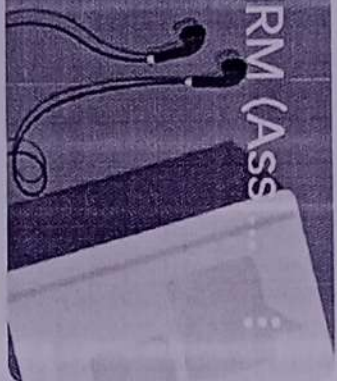
II BCom (assignment)

6 students



II BBA aviation-SHRM (Ass

15 students



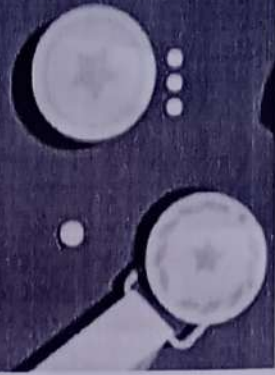
4th BBA assistantme



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III sem BBA -BA
A and B

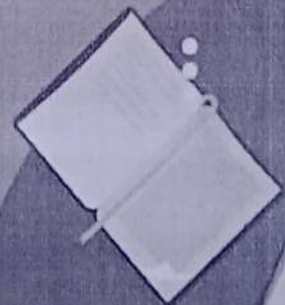


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Kannur University
Kannur
2022

III Sem BBA-CFM
A and B



4th sem BBA

A & B

81 students

4th sem bba aviation

31 students

ii bba...

A&B

64 students

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Details about Industrial visits

Date	Name of the company	Students	Name of the Accompanying Faculty
25/10/2017	Unibic factory	VI B.com	Prof.Gopi G
28/03/2018	L&T Construction Equipment, Bangalore, Karnataka.	IV BBA	Prof. Ajathashatru Samal
4/5/2018	Sindhu Cargo Services Private Limited, Hunasamarnahalli, Bangalore.	IV BBA	Prof.Akshatha
9/8/2018 and 10/8/2018	Sindhu Cargo Pvt. Ltd	BBA and B.Com	Prof. Gopi G
14/11/2018	Kempegowda International Airport	II MBA	Prof Arpita
7/3/2019	Unibic factory	VI B.com & BBA	Prof.Manasa
8/10/2019	Akshayapathra Iskcon temple, Rajiji Nagar	II B.com	Prof.Rajeshwari
17/10/2019	Volvo India Pvt.Ltd	II MBA	Prof Siba Prasad
11/11/2019	L&T Construction Equipment, Bangalore, Karnataka.	VI BBA % VI Bcom	Prof.Gopi G

REPORT OF THE INDUSTRIAL VISIT

Sambhram Academy of Management Studies organized Industrial visit on 25/010/2017 for the students of **6th Semester BBA Section (A&B) to Unibic Factory, heggadadevanpura village, hoskur road, Bangalore, Karnataka.**

The day started with all students assembling at Sambhram Academy of Management Studies at 11.30 pm. One bus departed with 45 students along with 1 faculty members (Prof. Manasa).

At sharp 1.30pm we reached **Unibic Factory**, We met The Representative **Mr. Shiva Kumar, In charge of product development**. He took us to the auditorium and he gave us all the details about the company along with a colourful video. There after he explained about their company's history, products being manufactured and the manufacturing process.

After that session he accompanied the students to the manufacturing department and he gave us an explanation on the practical context of manufacturing of the products in an enthusiastic manner to students. After a wonderful lecture, students started asking questions and he never said no for any doubts and clarified it all.

Mr. Shiva kumar felt very happy with our knowledgeable and enthusiastic students. The students enjoyed a lot by taking group snaps and exploring around company site.

We started back to Sambhram Academy of Management Studies at 4 p.m. The bus reached Sambhram Academy of Management Studies at 5.30 pm. Students were delighted about program and they gave a positive feedback.

Organizers of the program take this opportunity to thank the Principal, Management team, and student co-ordinators for the support they extended for the success of this program.

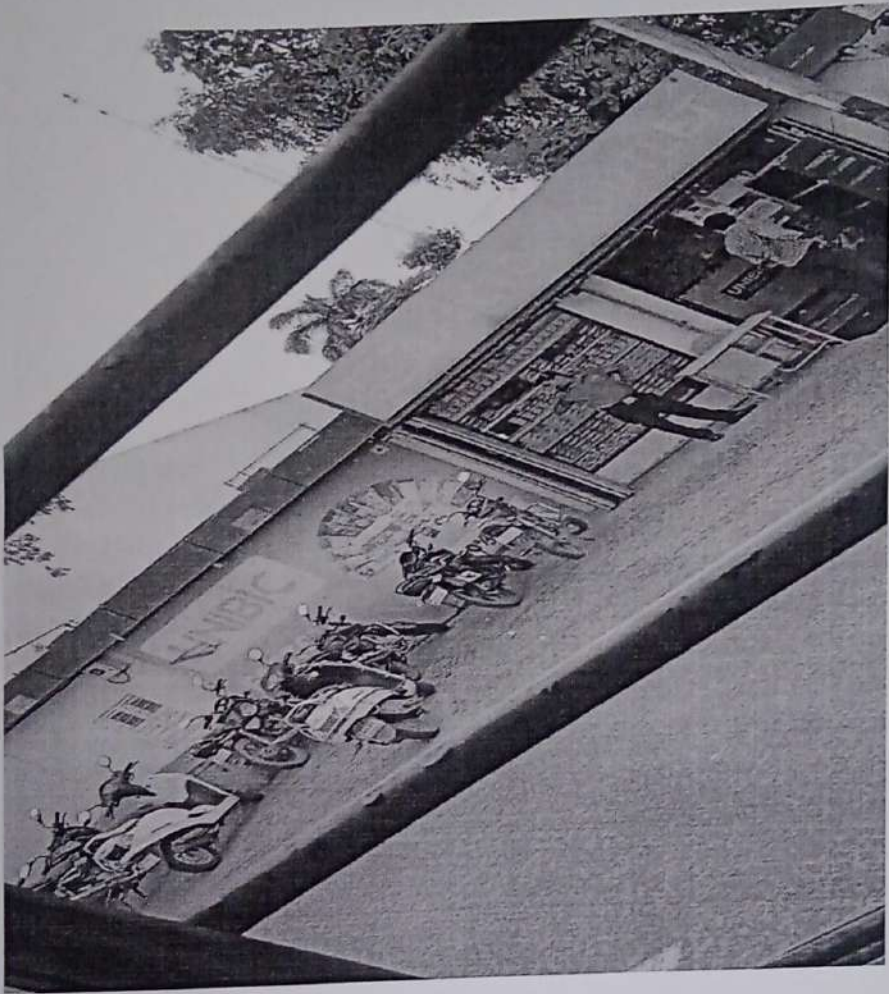
Organizing Team

Prof. Gopi

Prof. Manasa

Ken
Sambhram Academy of Management Studies
Bangalore
25/010/2017

PHOTOGRAPHIC ILLUSTRATION OF THE INDUSTRIAL VISIT



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PHOTOGRAPHIC ILLUSTRATION OF THE INDUSTRIAL VISIT
DATE: 20/10/2023
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REPORT OF THE INDUSTRIAL VISIT

Sambhram Academy of Management Studies organized Industrial visit on 28/03/2018 for the students of **2nd Semester BBA Section (A&B) to L&T Construction Equipment, Bangalore, Karnataka.**

The day started with all students assembling at Sambhram Academy of Management Studies at 12.30 pm. One bus departed with 25 students along with 2 faculty members (Prof. Gopi & Prof. Ajatha Samal).

At sharp 2.00pm we reached L&T Construction Equipment. We met The Representative **Mr. Bharath.R.M from Human Resource Department of L&T Construction Equipment Company.** He took us to the auditorium and he gave us all the details about the company along with a colourful video. There after he explained about their company's history, products being manufactured and the manufacturing process.

After that session he accompanied the students to the manufacturing department and he gave us an explanation on the practical context of manufacturing of the products in an enthusiastic manner to students. After a wonderful lecture, students started asking questions and he never said no for any doubts and clarified it all.

Mr. Bharat R.M felt very happy with our knowledgeable and enthusiastic students. The students enjoyed a lot by taking group snaps and exploring around company site.

We started back to Sambhram Academy of Management Studies at 4 p.m. The bus reached Sambhram Academy of Management Studies at 5.30 pm. Students were delighted about program and they gave a positive feedback.

Organizers of the program take this opportunity to thank the Principal, Management team, and student co-ordinators for the support they extended for the success of this program.

Organizing Team

Prof. Gopi

Prof. Ajatha Samal

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PHOTOGRAPHIC ILLUSTRATION OF THE INDUSTRIAL VISIT



Kesh


Sambhram Academy of Management Studies
Report of the Industrial Visits by BBA and B Com Students

Sambhram Academy of Management Studies has organized Industrial visit on 4/5/2018 for the students of IV Semester to Sindhu Cargo Services Private Limited, Hunasamarnahalli, Bangalore. The day started with all students assembling in the campus at 10 Hours. The bus departed with 40 students along with one faculty member Mr. Gopi. This sojourn was filled with discussions on current affairs, customs and about logistics sector.

At sharp 10.45am we reached Sindhu Logistics and met the Company Representative Mr. Vijay Kumar from the Training Department of Sindhu Logistics. He took us to the conference hall and he gave all the details about the company . There after Mr. Kumaresh explained the history of logistics and how logistics works. Mr. Shivaraj divided the students into two groups. Mr. Kumaresh took the first group to the plant side and explained about customs, imports and exports and final dispatch of cargo.

After that session he escorted the second group to the general and custom warehouse and he explained about cargo dispatch, packing, labelling, invoice bill of the cargo in an enthusiastic manner to students. After a wonderful lecture students started asking quires randomly, he clarified all the doubts.

Mr. Rajesh Nagarajan felt very happy about our curious and enthusiast students. After the session he led the students to the canteen and all had nice and sumptuous lunch. Next session was Management Games and students enjoyed a lot. The students enjoyed a lot by taking group snaps with management.


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Hunasamarnahalli, Bangalore
Date: _____
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We started returning to Sambhram campus and reached at 4 pm; eventually students were delighted to have attended this kind of exposure and gave positive feedback. Organizers of the program take this opportunity to thank the Principal, Management team and student co-ordinators for the support they extended for the success of this program.



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Next visit was organized on 04/07/2018 for the students of Fifth Semester, BBA to UNIBIC Biscuit India Private Limited Heddadadevnapura, Bangalore.

The day started with all students assembling in the Institute campus at 9.30am; the bus departed with 43 students along with 2 faculty members (Ms Akshatha and Ms Jyoti). At sharp 11.30pm we reached Unibic Company and met the Representative Mr. Shivakumar from Research and Development Department. He took us to the auditorium and gave all the details about the company through colourful video and audio media. There after he explained the manufacturing process, products and marketing strategies of **Unibic** and also productivity and profitability of the company.

After that session he escorted the students to the manufacturing department and explained about manufacturing of all types of Biscuits in an enthusiastic manner to the students; the students enjoyed a lot seeing and experiencing the practical part of the India Inc.



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On the same day (04/07/2018) another visit was organized for the students of Fifth Semester BBA Section (A&B) & Third semester Bcom to Sindhu Cargo Services Private Limited, Hunasamarnahalli, Bangalore.


The students assembled in the campus at 10am and the bus departed with 46 students accompanied by two faculty members MS.Akshatha & Ms.Jyothi.

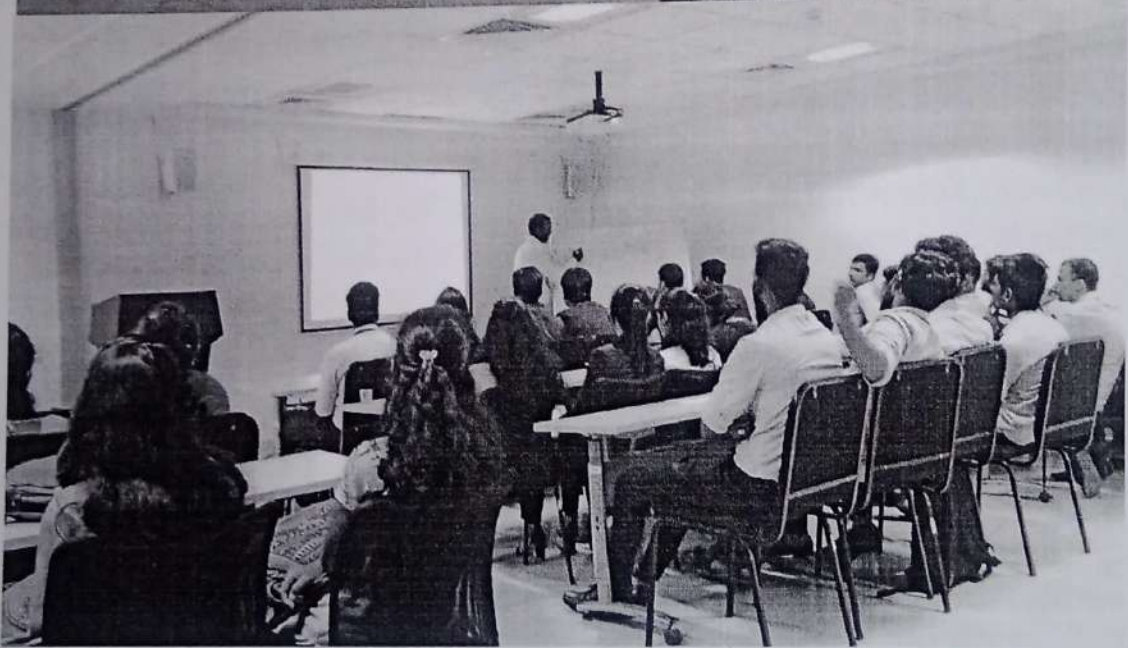
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Mr. Rajesh Nagarajan led the students to the canteen and all had nice and sumptuous lunch. Next session was Management Games and students enjoyed a lot.

We came back to Sambhram campus at 4 pm. students were delighted to have attended this kind of exposure and gave positive feedback. Organizers of the program take this opportunity to thank the Principal, Management team and student co-ordinators for the support they extended for the success of this program.


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Fax: 011-2637 2223

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On receiving the confirmation for a industrial visit on **9th & 10th August 2018** a visit was planned and all the students BBA&B.COM were taken to the Sindhu Cargo Pvt. Ltd, Bangalore, factory get the real time exposure on logistics and shipping, lean principles and standards as per norms. The initiative was taken to help the students understand the different aspects of logistics and shipping, warehouse and inventory management and the challenges associated with it.

Ms. Chaithra received us, she briefed us about logistics and shipping business, he conducted a session on supply chain in the conference hall where we spent around 30mis. To understanding and learning about various aspects related to the industry followed by a visit to the plant.

Students got to know about the operation flow of the plant, it was very kind of her, for conducting the session and offered his valuable time to the students and answer all their queries related to import/export customs and duties in India which surely benefited them and enhanced good knowledge the visit ended at 2:30pm.

It gave the students very good idea about production and control we would like to express over thanks to our honorable principal Dr. K C Mishra who permitted us to go on the visit and the faculty members who accomplished the students and also the whole team of Sindhu Cargo Pvt. Ltd for their hospitality.



Sambhram Academy of Management Studies
Institute-Industry Interaction Program/Practical Exposure
First Semester MBA Students, 2018
November 14, 2018
Kempegowda International Airport

Any Higher Education Program should have practical applicability directly benefitting the society in solving numerous problems. MBA Program is purely a practical professional course for the budding managers to handle rudimentary managerial problems and come out with practical solutions.

The Civil Aviation Industry in India has emerged as one of the fastest growing industries in the country during the last three years. India is currently considered the third largest domestic civil aviation market in the world. India is expected to become the world's largest domestic civil aviation market in the next 10 to 15 years. India is also expected to displace the UK to become the third largest air passenger market by 2025. It's an important contributor towards economic development of the nation, increased trade activity, enabled faster easier passenger movement and providing employment to a large number of Management Graduates.

Our First Semester MBA Students of 2018 batch visited Kempegowda International Airport [KIA], Bangalore on November 14, 2018 aimed at exploring the crux of Aviation Management professional opportunities for them alongside their MBA Program. They chanced to see various airport operations like passenger and cargo handlings. They also experienced a new operation called "Self Baggage Drop Facility" which is the first of its kind in the country to be started at Bangalore Airport. They practically did these operations at the Airport by performing a trial exercise to check the process flow and note the shortcomings as well to improve upon the process by giving feedback on the entire system. Along with 100 students fifteen faculty members of the Management Program also visited the KIA.

K. P. E. S.
14/11/18
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REPORT OF THE INDUSTRIAL VISIT

Sambhram Academy of Management Studies organized Industrial visit on 07/03/2019 for the students of **6th Semester B.com Section to Unibic Factory, heggadadevanpura village, hoskur road, Bangalore, Karnataka.**

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At sharp 1.30pm we reached **Unibic Factory**, We met The Representative **Mr.Shiva Kumar, In charge of product development** .He took us to the auditorium and he gave us all the details about the company along with a colourful video. There after he explained about their company's history, products being manufactured and the manufacturing process.

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We started back to Sambhram Academy of Management Studies at 4 p.m. The bus reached Sambhram Academy of Management Studies at 5.30 pm. Students were delighted about program and they gave a positive feedback.

Organizers of the program take this opportunity to thank the Principal, Management team, and student co-ordinators for the support they extended for the success of this program.

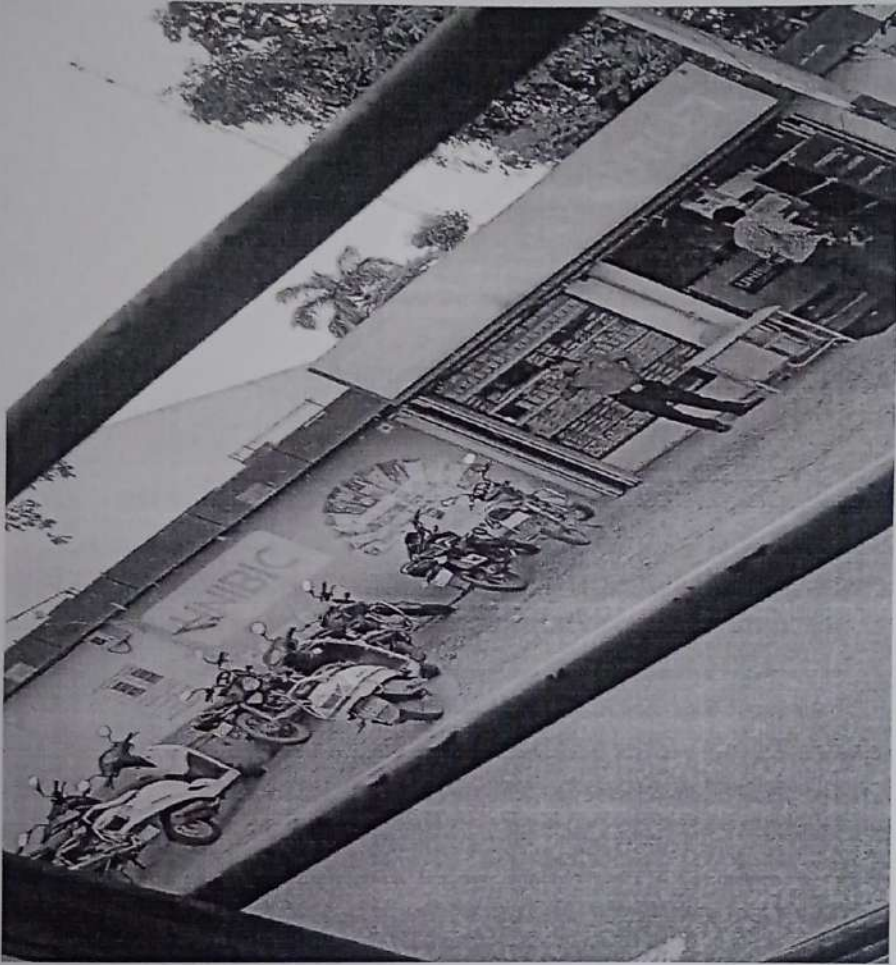
Organizing Team

Prof.Gopi

Prof. Manasa

[Handwritten signature]
Sambhram Academy of Management Studies
Hoskur Road, Bangalore
Date: 07/03/2019
Page No: 003/004

PHOTOGRAPHIC ILLUSTRATION OF THE INDUSTRIAL VISIT



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PHOTOGRAPHIC ILLUSTRATION OF THE INDUSTRIAL VISIT
DATE: _____
BY: _____



Kesh

PRINCIPAL
Sambhram Academy of Management Studies,
Ambika Eshwari Temple Road,
Ivoini Nagar, Vidyanarayana Post,
Bangalore 560 097
Phone 080 6590 3382

REPORT OF THE INDUSTRIAL VISIT

Sambhram Academy of Management Studies organized Industrial visit on 08/10/2019 for the students of 2nd Semester B.com to Akshayapathra

Iscon temple, Rajiji Nagar Bangalore, Karnataka.

The day started with all students assembling at Sambhram Academy of Management Studies at 11.30 pm. One bus departed with 50 students along with 1 faculty members (Prof. Rajeshwari).

At sharp 1.30pm we reached **Unibic Factory**, We met The Representative **Mr.Shiva Kumar, In charge of product development** .He took us to the auditorium and he gave us all the details about the company along with a colourful video. There after he explained about their company's history, products being manufactured and the manufacturing process.

After that session he accompanied the students to the manufacturing department and he gave us an explanation on the practical context of manufacturing of the products in an enthusiastic manner to students. After a wonderful lecture, students started asking questions and he never said no for any doubts and clarified it all.

Mr.Pawan felt very happy with our knowledgeable and enthusiastic students. The students enjoyed a lot by taking group snaps and exploring around company site.

We started back to Sambhram Academy of Management Studies at 4 p.m. The bus reached Sambhram Academy of Management Studies at 5.30 pm. Students were delighted about program and they gave a positive feedback.


Organizers of the program take this opportunity to thank the Principal, Management team, and student co-ordinators for the support they extended for the success of this program.

Organizing Team

Prof.Gopi

Prof.Rajeshwari

PHOTOGRAPHIC ILLUSTRATION OF THE INDUSTRIAL VISIT


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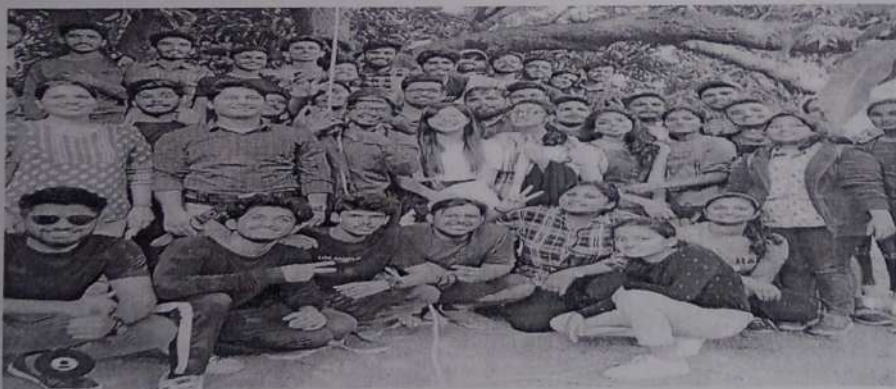
SAMBHRAM ACADEMY OF MANAGEMENT STUDIES

Sambhram Academy of Management Studies organized different industrial visits for students as a part of academic excellence and to give practical exposure of the India Inc to the students, a industrial visit was planned on date **17 October 2019** to **Volvo India Pvt. Ltd** for MBA students.

Volvo India Pvt. Ltd was established in 1998 as a fully owned subsidiary of Volvo Sweden. The company has its manufacturing plant at Hoskote near Bangalore, where it assembles heavy commercial vehicles set up with an investment about 70million, the plant today operates at 1000 units capacity in one shift operation.

Firstly, we visited the warehouse where various parts for manufacturing the bus were imported and kept. Then, we were taken to the metal cutting section where the process of cutting and moulding of metals according to the shape of the bus take place. Next in the structure assembly unit the basic skeleton structure of the bus made by welding various metals pieces, in the paneling and fitting selection metal sheets are placed to the sides of the bus using sealant. The rear side, front side and roof top are covered by fiber reinforced plastic, after this the engine board dash boards are placed, next the bus painted accordingly to the needs of customers to avoid corrosion of metal after the painting is done AC is installed. Finally the side window glasses, luggage racks, seats, door and wind shields are placed.

Students were benefited with this industrial visit since they could understand in detail about manufacturing and assembly of vehicles.



REPORT OF THE INDUSTRIAL VISIT

11/11/2019 Sambhram Academy of Management Studies organized Industrial visit on ~~11/11/2019~~ for the students of 6th Semester B.com & BBA to L&T Construction Equipment, Bangalore, Karnataka

Bangalore, Karnataka.

The day started with all students assembling at Sambhram Academy of Management Studies at 11.30 pm. One bus departed with 50 students along with 1 faculty members (Prof. Gopi G).

At sharp 1.30pm we reached L&T Construction Equipment, Bangalore, Karnataka We met The Representative **Mr.vijay Malya, In charge of product development** .He took us to the auditorium and he gave us all the details about the company along with a colourful video. There after he explained about their company's history, products being manufactured and the manufacturing process.

After that session he accompanied the students to the manufacturing department and he gave us an explanation on the practical context of manufacturing of the products in an enthusiastic manner to students. After a wonderful lecture, students started asking questions and he never said no for any doubts and clarified it all.

Mr.Vijay Malya felt very happy with our knowledgeable and enthusiastic students. The students enjoyed a lot by taking group snaps and exploring around company site.

We started back to Sambhram Academy of Management Studies at 4 p.m. The bus reached Sambhram Academy of Management Studies at 5.30 pm. Students were delighted about program and they gave a positive feedback.

Organizers of the program take this opportunity to thank the Principal, Management team, and student co-ordinators for the support they extended for the success of this program.

Organizing Team

Prof.Gopi

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PRINCIPAL
Sambhram Academy of Management Studies
11/11/2019
Bangalore Post
11/11/2019

PHOTOGRAPHIC ILLUSTRATION OF THE INDUSTRIAL VISIT



KEEL

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