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CASE STUDY ANSWERS

ASSIGNMENT SOLUTIONS

PROJECT REPORTS AND THESIS

ISBM / IIBMS/ IIBM / ISMS/KSBM/ NIPM

SMU / SYMBIOSIS/XAVIER /NIRM/PSBM / NSBM / ISM /IGNOU/ IICT / ISBS / LPU /ISM&R
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ARAVIND

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ADVERTISING MANAGEMENT

1. There are 4 questions in paper
2. All Questions are compulsory
3. Each question carries 20 Marks

1. Define Advertising Copy? Please explain various ways of writing print advertising copy with examples?

1. Design an AD campaign for a construction engineering company? (Manufacturers of construction product)?

1. Write short notes on:
2. Illustrate positioning statement for:
 1. What is the best option, in your view, for DD?
 2. Analyse the SWOT factors the DD has.
 3. Why do you think that the proposed alternative is the best
 4. Identify and discuss briefly, the three themes of strategy implementation of activating strategies, managing change and achieving effectiveness in the case of Deepak Nitrite.
 5. picking up data from the case, demonstrate how formulation and implementation of strategy are interdependent
1. What does the purchase of a product like Nike mean to Sunder Singh?

2. What does the story say about our society and the impact of marketing on consumer behavior?
3. Why would some consumers have high-involvement levels in learning about this sales promotion?
4. Do you think such promotions are likely to influence the quality image of the retail store? Explain.
 1. You are the brand manager of a new line of light weight autofocus, economically priced digital cameras. Describe how an understanding of consumer behaviour will help you in your segmentation strategy and promotion strategy. What are the consumer behaviour variables that are crucial to your understanding of this market ?
 2. Gillette, an established market leader in shaving products, is planning a foray into skin care products for men. How can the company use stimulus generalisation to market these products ? Can instrumental conditioning also be applied in this marketing situation ? How ?
3. You have been asked to advise a mens wear apparel manufacturer, to help them suitably segment their market and identify the most appropriate target segment. The
 4. Discuss the components of an attitude. Taking the example of a consumer enable purchase decision, explain what functions do attitudes play in consumer decision making.
 5. How as a marketer of home appliances, would you use the knowledge of post purchase evaluation by consumer, to ensure that your consumers do not experience any dissonance ?
 6. "Consumers are always right, but not always" - Agree (or) Disagree, Support your arguments with and examples
 7. In what ways is Toyota's new-product development system designed to serve customers?
 8. In what ways is Toyota's manufacturing system designed to serve customers?
 9. How does Toyota personalize its cars and trucks to meet individual consumer needs?
 10. Think about your own Web surfing patterns. Write down the reasons you visit sites. Which of the marketing strategies discussed in the case do you find most (and least) influential? What behaviors are involved in online grocery shopping? How does online shopping compare with traditional shopping in terms of behavioral effort?
 11. What types of consumers are likely to value online grocery shopping from Peapod?
 12. Overall, what do you think about the idea of online grocery shopping? How does it compare with simply eating in restaurants and avoiding grocery shopping and cooking altogether?

1: Characteristics of the ideal print advertisement

2: AIDA Model

3: Medial planning tools

4: ATL / BTL

5: Ad agency organization structure

1: Maruti

2: Nirma washing powder

3: BOSCH

4: Harward business school

5: Apples

I

SUBJECT: Business Strategy

Case 1 (20 Marks)

Case 2

Answer the following questions:

a) What is SWOT Analysis?

(4 Marks)

b) What are the strength of PT?

(4 Marks)

c) What are the weaknesses of PT?

(4 Marks)

d) What kind of marketing strategy is PT using?

What else need to be done by Ringo so as to enlarge its market?

(8 marks)

i. What do you understand by the term Vision? What is the difference between 'Vision' and 'Mission'? What vision Dr. Sukumar has at the time of inheritance of Dey's lab? Has it been

achieved?

ii. For

growth

what business strategy

has been

adopted by

Dr.

Sukumar?

iii. What

is the

marketing strategy of Dr.

Sukumar

to overtake

its

competitors?

iv. In your opinion what could be the biggest weakness in Dr. Sukumar's business strategy?

Business Communication

Questions:

1. Comment on the appropriateness of the sender's tone to a customer.

Written by POORAB
Tuesday, 02 June 2015 06:28 -

2. Point out the old – fashioned phrases and expressions.
3. Rewrite the reply according to the principles of effective writing in business

Questions :

1. What is non – verbal communication ? Why do you suppose that this commercial relies primarily on non-verbal communication between a young man and a gorgeous woman ? What types of non – verbal communication are being used in this case ?
 2. Would any of the non-verbal communications in this spot (ad) not work well in another culture ?
 3. What role does music play in this spot ? Who is the target market ?
 4. Is the music at all distracting from the message ?
 5. How else are radio stations advertised on TV ?
-
1. Analyse the reasons for Arvind Pandey's dilemma.
 2. Does Arvind Pandey really face a dilemma ?
 3. In your view what should Arvind Pandey do ? Should he disclose it to his German Vice President ?

1. Comment on the terms and conditions placed by the corporation.
 2. What factors influenced the computer company's decision to accept the contract ?
 3. Was it a win – win agreement ? Discuss ?
-
1. Do you find Mr. Sinha's responses to various questions effective ? Give reasons for your view on each answer given by Mr. Sinha.
 2. Rewrite the responses that you consider most effective to the above questions in a job interview.
 3. Mr. Sinha has observed the norm of respectful behaviour and polite conversation. But, do you think there is something gone wrong in his case ? Account for your general impression of Mr. Sinha's performance at the interview.

BUSINESS MANAGEMENT

1. Discuss the various provisions WTO has made for the developing countries? Critically evaluate the impact of WTO on the India.
2. Discuss the present status of technology in India and Indian business organization. Discuss the role of technology in the development of India.

3. Briefly describe the process of formation of company according to the company law?
Describe the various modes of winding up of companies.

4. Describe the various approaches to international business. Discuss the reasons why organizations cross borders. Discuss the impact of MNCs on the host country.

5. Explore and explain the cross-culture dimension of international personnel management.

6. Compile stock market data for a few specific countries. Attempt a comparative trend analysis to throw light on nation-specific investment climate.

7. Would you accept the view that economic and non-economic variables interact each other on the domain of business environment? Explain.

8. In what sense, is 'India going global'? Develop some counter argument to conclude that it is a long way for India to go really global

CONSUMER BEHAVIOUR

QUESTIONS

1. Explain how the above-mentioned information is likely to benefit a marketer?
2. Which of the above mentioned types are likely to respond to sales promotion? Explain.
3. A manufacturer of personal care products in the premium segment starts frequent sales promotions. What is likely to be the impact on the above-mentioned types?
4. What is likely to be the decision process in case of choosing an airline?
5. Would this plan suggested by the vice president help in convincing the customers to use Star Airways? Give your reasons.
6. Has Shobha identified the best target market for Mouse-Rid? Why or why not?
7. Does Shobha have enough needed data on consumer behaviour? What type of consumer research should Shobha conduct?
8. What type of advertising can influence consumers for this type of product?
9. Discuss the nature of problem(s) in this case?
10. Suggest the kind of consumer research needed?
11. How should Golden Glow be positioned/ repositioned to bring about the desired change among consumers? Give your reasons.

2 Is a level of 75 per cent comprehension realistic among those who become aware of an ad? Why or why not?

CONSUMER BEHAVIOR

company manufactures both formal and casual wear, and has a stylish, upmarket range. You want or to apply the VALSII typology to help them identify

the target segments. Explain how would you utilise this approach and which segments would be the most appropriate for this manufacturer ?

Describe the response strategies you will follow

Question

(a) What

in

your

view are

the

consumer behaviour variables

that

the

company should

study

before

rolling

out its detailed marketing

effort

?

(b)Do

you

agree

with

the

company's identification

of the

college

going

students as

the

most

attractive

segment?

If the reference was specifically

to the Indian market,

which other segment would you suggest as being attractivefor

the company.

(c) Advise the company about appropriate

.promotional appeals to use for the product for the target segment of college student.

CONSUMER BEHAVIOR

1. Consider the e-mail campaigns discussed in the case. Why do you think these campaigns were successful? Discuss the attention processes that were at work. Do you see any potential drawbacks to this type of marketing?

2. During the 2000 Super Bowl, ABC invited viewers to visit its Enhanced TV website. Fans could play trivia, see replays, participate in polls and chat rooms, and view player statistics. The site received an estimated 1 million hits. Why? Frame your answer in terms of exposure, attention, and comprehension.

1. Identify and discuss some of the cultural meanings for Sony possessed by consumers in your country. Discuss how these cultural meanings were developed and how they influence consumers' behaviors (and affect and cognition). What is the role of marketing strategies in creating and maintaining (or modifying) these cultural meanings?

2. It is often stated that the world is becoming smaller because today people communicate relatively easily across time and distance. Discuss whether that has been beneficial for Sony. What are some marketing challenges it presents?

3. What do you think about Sony's tradition of region-specific or nation-specific marketing? Would Sony be better served by working to create a more uniform global image?

4. Why do consumers pay \$84 for a Pleasant Company doll when they can buy other dolls much more cheaply at retail stores?

5. Considering money, time, cognitive activity, and behavioral effort costs, are Pleasant Company dolls more or less costly than dolls that can be purchased at retail stores?

6. What recommendations do you have for Pleasant Company to increase sales and profits?

CONSUMER BEHAVIOR

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AND THESIS

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No. 1

The slogan for the movie Godzilla was “Size does matter.” Should this be the slogan for America as well? Many marketers seem to believe so. The average serving size for a fountain drink has gone from 12 ounces to 20 ounces. An industry consultant explains that the 32 – ounce Big Gulp is so popular because “people like something large in their hands. The large the better.” Hardee’s Monster Burger, complete with two beef patties and five pieces of bacon, weighs in at 63 grams of fat and more than 900 calories. Clothes have ballooned as well: Kick wear makes women’s jeans with 40 – inch diameter legs. The standard for TV sets used to be 19 inches; now it’s 32 inches. Hulking SUVs have replaced tiny sports cars as the status vehicle of the new millennium. One consumer psychologist theorizes that consuming big things is reassuring: “Large things compensate for our vulnerability,” she says. “It gives us insulation. The feeling that we’re less likely to die.” What’s up with our fascination with bigness? Is this a uniquely American preference? Do you believe that “bigger’s better?” Is this a sound marketing strategy?

NO. 2

Some die-hard fans were not pleased when the Rolling Stones sold the tune “Start Me Up” for about \$4 million to Microsoft, which wanted the classic song to promote its windows 95 launch. The Beach Boys sold “Good Vibrations” to Cadbury Schweppes for its Sunkist soft drink, Steppenwolf offered its “Born to be Wild” to plug the Mercury Cougar, and even Bob Dylan sold “The Times They Are A- Changin” to Coopers & Lybrand (now called price Waterhouse Coopers). Other rock legends have refused to play the commercial game, including Bruce Springsteen, the Grateful Dead, Led Zeppelin, Fleetwood Mac, R.E.M. and U2. According to U2’s manager, “Rock’ n roll is the last vestige of independence. It is undignified to put that creative effort and hard work to the disposal of a soft drink or beer or car.” Singer Neil Young is especially adamant about not selling out; in his song “This Note’s for you,” he croons, “Ain’t singing for Pepsi, ain’t singing for Coke, I don’t sing for nobody, makes me look like a joke”. What’s your take on this issue? How do you react when one of your favorite songs turns up in a commercial? Is this use of nostalgia an effective way to market a product? Why or why not?

NO. 3

Some market analysts see a shift in values among young people. They claim that this generation has not had a lot of stability in their lives. They are fed up with superficial relationships, and are yearning for a return to tradition. This change is reflected in attitudes toward marriage and family. One survey of 22 –24 year old women found that 82 percent thought motherhood was the most important job in the world. Brides' magazine reports a swing toward traditional weddings – 80 percent of brides today are tossing their garters. Daddy walks 78 percent of them down the aisle. So, what's your take on this? Are young people indeed returning to the value of their parents (or even their grandparents)? How have these changes influenced your perspective on marriage and family?

NO. 4

Does sex sell? There's certainly enough of it around, whether in print ads, television commercials, or on Web sites. When Victoria's Secret broadcast a provocative fashion show of skimpy lingerie live on the Web (after advertising the show on the Super Bowl) 1.5 million visitors checked out the site before it crashed due to an excessive number of hits. Of course, the retailer was taking a risk since by its own estimate 90 percent of its sales are from women. Some of them did not like this display of skin. One customer said she did not feel comfortable watching the Super Bowl ad with her boyfriend: "It's not that I'm offended by it; it just makes me feel inferior".

Perhaps the appropriate question is not does sex sell, but should sex sell? What are your feelings about the blatant use of sex to sell products? Do you think this tactic works better when selling to men than to women? Does exposure to unbelievably attractive men and women models only make the rest of us "normal" folks unhappy and insecure? Under what conditions (if any) should sex be used as a marketing strategy?

NO. 5

New interactive tools are being introduced that allow surfers on sites such as landsend.com to view apparel product selections on virtual models in full, 360 – degree rotational view. In some cases the viewer can modify the bodies, face, skin coloring, and the hairstyles of these models. In others, the consumer can project his or her own likeness into the space by scanning a photo

into a “makeover” program. Boo.com plans to offer – 3-D pictures that can be rotated for close looks, even down to the stitching on a sweater, as well as online mannequins that will incorporate photos of shoppers and mimic voice patterns. Visit landsend.com or another site that offers a personalized mannequin. Surf around. Try on some clothes. How was your experience – how helpful was this mannequin? When you shop for clothes online, would you rather see how they look on a body with dimensions the same as yours, or on a different body? What advice can give Web site designers who are trying to personalize these shopping environments by creating life – like models to guide you through the site

NO. 6

Religious symbolism increasingly is being used in advertising, even though some people object to this practice. For example, a French Volkswagen ad for the relaunch of the Golf showed a modern version of the Last Supper with the tagline, “Let’s us rejoice, my friends, for a new Golf has been born.” A group of clergy in France sued the company and the ad had to be removed from 10,000 billboards. One of the bishops involved in the suit said, “Advertising experts have told us that ads aim for the sacred in order to shock, because using sex does work anymore.” Do you agree? Should religion be used to market products? Do you find this strategy effective or offensive? When and where is this appropriate, if at all?

NO. 7.

Boots with six – inch heels are the latest fashion rage among young Japanese women. Several teens have died after tripping over their shoes and fracturing their skulls. However, followers of the style claim they are willing to risk twisted ankles, broken bones, bruised faces, and other dangers associated with the platform shoes. One teenager said, “ I’ve fallen and twisted my ankle many times, but they are so cute that I won’t give them up until they go out of fashion.” Many consumers around the world seem to be willing to suffer for the sake of fashion. Others argue that we are merely pawns in the hands of designers, who conspire to force unwieldy fashions down our throats. What do you think ? What is and what should be the role of fashion in our society ? How important is it for people to be in style ? What are the pros and cons of keeping up with the latest fashions ? Do you believe that we are at the mercy of designers.

CORPORATE LAW

1. How is the price fixed in a contract of sale? If price is not determined by the parties, what price, if any, is the buyer liable to pay?
2. On what principles and to what extent can a wife pledge her husband's credit (i) while she lives with him and (ii) while she lives apart from him.
3. When a pledger fails to redeem his pledge, what rights does the pledgee have in the pledge?
4. When the cheque shall be considered as dishonoured and what are the consequences of the dishonour of the cheques?
5. "Every shareholder of a company is also known as a member; while every member may not be known as a shareholder." Comment.
6. Discuss briefly the provisions of the Companies Act in regard to the appointment of and removal directors.
7. "A contract caused by mistake is void." Discuss fully the statement.
8. Discuss the legal aspects of 'liability of an agent for acts of sub-agent.'
9. What companies may dispense with the use of the word 'Limited' as part of their name, even though they are limited companies?
10. "A company cannot be party to a contract before it has come into existence." – Discuss.
11. Who is eligible to become a member of a society? How is membership acquired?
12. Under what circumstances can the order of attachment of property be passed by the Co-operative Court? What are the powers of sale where an attachment of property has been ordered?
13. Can a minor be admitted to partnership? If so, what will be the rights and liabilities during his minority and after he has attained majority?

E-BUSINESS SYSTEM

1. What do you understand by the E-Business strategy implementation across an organization's value chain?
1. What are the rationale and benefits associated with e-commerce
2. initiatives in an automobile company?

What are the Channel conflict arising from e-business initiative

Issues

1. Taking out the facts of the case , Bring out the importance of a customer-focused e-business strategy in the hospitality industry.
2. Establish the role of IT in integrating different business processes to make them more customer-oriented based on your understanding of the case.
 1. Bring out the facts of the case.
 2. Identify the various E-business initiatives.
 3. What are the strategies an organization to focus in order to excel in the E-business.
4. Apart from the facts provided in the case, what other initiatives you can project keeping in mind the success of an organization towards E-business.
 1. Why does Dell treat its stakeholders in a socially and ethically responsible manner?
 2. In your opinion, which of Dell's strategies makes the most impact on the environment? Explain your answer.
 1. Explain the importance of the "Energy Star" programme for consumers and businesses.
 2. Explain the advantages and disadvantages of ordering the products online.
 1. Use the Web site Evaluation Model and evaluate a couple of Web sites. Compare the results of the two evaluations.
 1. Compute an overall score to each of the sites along with reasons.

Issues

ISSUES

E-COMMERCE MANAGEMENT

Question :

1.What do you feel are the reasons for Mrs Kapoor above statement?

1. Explain packet switching
2. How does packet switching differ from a switched network.
3. Draw a simple diagram of hardware, network and software facilities utilized when an e-shop is accessed from a home PC.
1. List the facilities available on the web.

1. For each stage of the business trade cycle, list the stage specific advantages and disadvantages of using EDI.
2. What problems might be encountered in the above case with the implementation of EDI?
3. EDI is typically applied to trade exchanges, orders, invoices etc but it can also be used for non-trade purposes. Suggest how EDI might be used in this case?
 1. Explain the reasons for Mr Apte holding the above views.
 2. Explain what you mean by Internet banking?
 3. What do you feel are the advantages and disadvantages of E-Banking?
 4. How can the problems in Internet banking be resolved?
 5. Employee referral is the best approach to recruitment .What is your view?
 1. Why has "fun at work" been profitable at Hitech?
 2. Explain why the revised performance appraisal system at Wellstar Hospital is more efficient?
 3. Do you think the performance appraisal system at Wellstar is aligned with its corporate profile and appropriate for all levels of employees?
 4. Considering accreditation requirements which focus on employee development and education, what are your suggestions for changes in the performance appraisal format?
 5. How far do you agree with the management that performance appraisal should be discontinued?
 6. If you were the HR manager, how would you tackle the situation?
 7. What modifications would you suggest in the performance appraisal system of the company
 8. From the discussion of job analysis information and job design, what actions would you recommend to HR department?
 9. Given the problems associated with the second shift, what differences would you look for between first shift and second shift workers?
 10. Since the Canadian workers had considerable experience with the equipment but the workers particularly in second shelf in Brazil had very little experience, what implications do you see for the job design?
 11. What would you do if you were Mr. Khaitan?
 12. How do you think the company got into a situation like this in the first place?
 13. Would Enterprise's approach human resource management work in other industries?
 14. Does Enterprise face any risks from its human resource strategy?

15. Would you want to work for Enterprise? Why or why not?

16. But how should he see it through?

17. What routes of globalization has the Mayur group chosen to go global? What other routes could it have taken?

18. What impediments are coming in the Mayur group's way becoming a major and active player in international business?

19. Why is 'Made in India' not liked in foreign markets? What can be done to erase the perception?

20. Why did Arvind Mills choose globalization as major route to achieve growth when domestic market was huge?

21. How does lifting of Country-wise quota regime' help Arvind Mills?

22. What lessons can other Indian business learn from the experience of Arvind Mills?

23. What lessons can other MNCs learn from the experience of McDonald's?

24. Aware of the food habits of Indians, why did McDonald's err in mixing beef extract in the oil used for fries?

25. How far has McDonald's succeeded in strategizing and meeting local cultures and needs?

26. Which of the theories of International trade can help Indian services providers gain competitive edge over their competitors?

27. Pick up some Indian services providers. With the help of Michael Porter's diamond, analyze their strengths and weaknesses as active players in BPO.

28. Compare this case with the case given at the beginning of this chapter. What similarities and dissimilarities do you notice? Your analysis should be based on the theories explained in this chapter.

29. What is technology? How does it differ from science?

30. Describe the different phases of technology management?

31. Bring out the impact of technology on: (a) Society, (b) Economy, and (c) A plant.

32. What is technology transfer? What are the directions of such transfers?

33. Bring out the stages in technology transfer.

34. Explain the issues involved in international technology transfers.

1. Highlight the secrets of success of Alpha Telenet Ltd. in terms of technological advancements and service provided?

1. How far are the plans to improve the supply chain efficiency in the company feasible?

2. "Internal supply chain at the company can be characterized by the lack of it".

Comment.

3. What made SCL a leader in the logistics industry?

1. Discuss the strategies adopted by SCL for its survival in the competitive scenario.

2. Comment on the contributions of SCL to society.

3. What steps the company should take to globalize its network reach?

4. Discuss the importance of logistics outsourcing with reference to supply chain management.

5. Suggest strategies for further strengthening the supply chain of ISL.

6. The participants/students are expected to have a clear understanding of Supply Chain and Logistics Management concepts.

7. The issues involved in the case are Sales Forecasting, Strategic Sourcing, Selection of Warehousing Service Provider, Transportation Mode and other nuances in Logistics Management.

1. What is the objective of Dabur? Is it profit maximisation or growth maximisation? Discuss.

2. Do you think the growth of Dabur from a small pharmacy to a large multinational company is an indicator of the advantages of joint stock company against proprietorship form? Elaborate.

3. Try to identify various stages of growth of IT industry on basis of information given in the case and present a scenario for the future.

4. Study the table given. Apply trend projection method on the figures and comment on the trend.

5. Compute a 3 year moving average forecast for the years 1997-98 through 2003-04.

6. As money costs will decrease due to decision to outsource human resource, some real costs and opportunity costs may surface. What could these be?

7. Elaborate the external and internal economies of scale as occurring to Contract Counsel.

8. Can you see some possibility of economies of scope from the information given in the case? Discuss.

9. Is stock market a good example of perfect competition? Discuss.

10. Identify the characteristics of perfect competition in the stock market setting.

11. Can you find some basic aspect of perfect competition which is essentially absent in stock market?

12. What major pricing strategies have been discussed in the case? How effective these strategies have been in ensuring success of the company?

13. Is perceived value pricing the dominant strategy of major players?

14. Which products have reached maturity stage in audio industry? Do you think that product bundling can be effectively used for promoting sale of these products?

15. What elements of promotion mix would be more appropriate for the company to market blood pressure instruments, and why?

1. What should be the long run promotional strategy for the company?

2. In your Opinion, where is India on the trajectory of the changing operations management function? Discuss.

Environment Management

1. “Environmental law’ is the need of the hour”. Comment using suitable examples.

2. What is the use of conducting Environmental Impact assessment (EIA) ? Discuss briefly on its

assessment.

3. Which are the major industries that contribute to industrial pollution ? Analyze.

4. Suggest a plan of action for the NGO Non-Government organization to increase the awareness for SPCA

(Society for Prevention of Cruelty to Animals).

5. Explain Environmental Management system (EMS) and ISO 14000 standards.

6. How the companies control their pollution problems effectively?

7. “FCo-labelling and Green Procurement” – explain the meaning and also how it help the industries

protect the environment.

8. What does the term “Waste treatment” mean? Why is treatment important.

Human Resource Management

□

Human Resource Management

□

1. How relevant are the concepts of competencies to the jobs in a chicken-processing plant?
2. How might you try to improve the jobs in a chicken-processing plant?
3. Are dirty, dangerous, and unpleasant jobs an inevitable part of any economy?

1. Do you think that the Bangalore-based company had practised participative management?
2. If your answer is yes, with what method of participation (you have read in this chapter) do you relate the above case?
3. If you were the union leader, would your behaviour have been different? If yes, what would it be?
4. If the news is broken to Mahesh, how would he react?
5. If you were giving advice to the Chairman on this matter, what would you recommend?

□

INTERNATIONAL BUSINESS

INTERNATIONAL FINANCIAL MANAGEMENT

Q.1) What is exchange rate determination and forecasting?

Q.2) Explain financial management in a global context.

Q.3) Explain in detail:

a) Accounting implications of international activities

b) Tax implications of international activities

Q.4) What is forwards, swaps and interest Parity?

Q.5) Explain short-term financial management in a multinational corporation.

Q.6) Explain long-term borrowing in the global capital markets.

Q.7) What are different currency options?

Q.8) Explain currency and interest rate futures.

Q.9) Write a detailed note on the foreign exchange market in India

Q.10) What is balance of payme

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LOGISTIC MANAGEMENT

CASE I

A CASE OF ALPHA TELENET LIMITED

Questions:

1. □□□□ Give a critical analysis of the privatisation of telecom sector in India.?

CASE II

GEARING FOR GROWTH

Questions:

1. Comment on the upstream and downstream supply chain portions operating in the company.

CASE III

INTELLIGENT MOVEMENTS: ANYWHERE ANYTIME

Questions:

Discuss the strategies adopted by SCL for expansion.

CASE IV

LOGISTICS OUTSOURCING

Questions:

1.□□□ Analyze the case in view of the logistics outsourcing practices of the ISL.

MANAGERIAL ECONOMICS

□

CASE – 1□□ Dabur India Limited: Growing Big and Global

□

CASE – 2□□ IT Industry: Checkered Growth

CASE – 3□□ Outsourcing to India: Way to Fast Track

CASE – 4□□ Indian Stock Market: Does it Explain Perfect Competition?

Questions

CASE – 5□□ The Indian Audio Market

Questions

Marketing Management

CASE 1 : TRUST TOOTHPASTE

Questions

1. What marketing strategy should be designed by Mr. Sarin to be able to achieve the targeted 5% market share?
2. How should Deepa Products (P) Ltd. position Trust Regular and Trust Night to induce customers to buy it? What should be the key benefits of their toothpastes?
3. Should the company price its products economically, or should it aim for premium pricing?

CASE 2: THE CATERPILLAR TRACTOR COMPANY

Questions to be answered

1.□□□□□How important is new product development to Caterpillar?

□□□□□

2.□□□□□What sources of new product ideas might a company like caterpillar use?

□□□□

3.□□□□ Evaluate CAT as a brand name.

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4.□□□□ Evaluate each of the four points of CTC's strategy.

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CASE 3: ABC HANDLOOMS Ltd.

Questions:

1. How do you explain the present situation faced by the company?
2. Was it a good idea to enter into a three-year contract with the Cooperative Society? Why?
3. Is it possible to renew the contract with the Cooperative Society? If so, how? Suggest a detailed programme on a crash basis with the budget constraint of Rs. 50, 00, 000.

CASE 4: APEX ELECTRICAL COMPANY LTD.

Questions:

1. What decision would you take if you were in place of Mr. Nathan?

2. Do you feel the proposal of a new sub-office is economically justified against the stated policy of the company? If yes, why? If no, then how could it be made justifiable?

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Marketing management

Question : (Each question carries 10 marks)

. “Marketing research is the key to the success of a company.” Discuss the above statement, keeping in view an example of the recent past where application of market research helped in formulating the right marketing strategy.

. Identify the advertising medium which is more effective in terms of cost and reach in relation to other media available to the marketer. Illustrate your responses with a specific advertising campaign.

. As the marketing chief of a highly progressive herbal skin care company, poised to tap and penetrate the south Indian market, what kind of marketing organization you like to evolve?

. You are marketing manager of a medium sized manufacturing company. The president has

just made the following statement "The distribution activity is not a concern of the marketing department. The function of the marketing department is to sell the product ... let be rest of the company handle production and distribution."

. Define the term marketing. Discuss the scope and appropriateness of marketing function in satisfying human needs and wants. Given suitable examples.

. Are intermediaries and their functions necessary aspects of marketing channels? Give reasons

CASE STUDY (20 MARKS)

An electronic gadgets manufacturing firm wanted to market in India a small, hand-held electronic instrument for measuring blood pressure at home. The price of the instrument was fixed at around Rs. 3000 a piece. Being a specialty product, it was perceived to have only a limited clientele. As the firm had no established channel of distribution, it decided to take the direct-marketing route. The product was unique in the sense that it offered the convenience of constant monitoring of blood pressure at home, in office or anywhere, without having to visit the doctor. It could save a lot of time and inconvenience, especially for busy professionals, executives, businessmen and all those who had a hectic work schedule. Since it was a relatively expensive product, senior executives, professionals and businessmen above 45 years of age, having an income of more than Rs. 15,000 per month were expected to be the prospective buyers. The firm adopted the following procedure for identifying and enlisting prospects.

In order to prepare a cold list, an advertisement of the product, along with a coupon, was released in two leading business newspapers in Bombay. Interested individuals were asked to fill up the printed coupon and send it to the firm within 10 days to get a free booklet on management of blood pressure. Personal particulars relevant to identifying the 'qualifying prospects' Such as income, age, profession, residential address and details of any health-related problem were to be filled in the coupon. A majority of the people who responded

were found to be suffering from blood pressure, obesity or heart-related problems. A cold list of about 5,000 individuals was generated on the basis of filled-in coupons. This list was further scrutinized and names of individuals below 40 years of age and those who did not fulfil the income criteria were dropped, as were the names of apparently non-serious respondents who might have sent the coupon more out of curiosity. The residual list of about 3,500 respondents was treated as the hot list.

Another alternative to this newspaper ad approach, as suggested by the research agency was to obtain a list of credit card holders from reputed banks such as ANZ Grindlays Bank, Citibank, Canara Bank, State Bank of India and Bank of Baroda. The firm could then have sorted out the names of card holders who were above the age of 40 and occupied senior executive positions in private or public organizations. This would have formed the cold list. Next, the firm could have sent a brochure and a personal letter to them offering to arrange a free demonstration of the product at their residences. All those who responded would have formed the hot list. However, this approach was not taken due to some logistic problems. The respondents were then clustered into different segments on the basis of their health status : those who had only mild blood pressure but no other problem; those suffering from obesity and blood pressure both; those suffering from blood pressure and some cardiac problem; those who had blood pressure and diabetes with or without some cardiac problem; and so on. This database of all the listed people with their detailed health profiles helped the firm in identifying specific needs of the respondents.

Questions :**OPERATIONAL MANAGEMENT**

1. How are people important in an operations strategy? Discuss what needs to be done in your organization and in India, in general.

1. Suppose the average cost of maintenance for a piece of equipment is related to its life as follows:

Period	Cost, Rs.	Period	Cost, Rs.
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1	50	7	230
2	70	8	270
3	90	9	340
4	120	10	410
5	150	11	480
6	190	12	560

If the purchase price of the new equipment is Rs.1,600, what is the optimal life of the equipment (when replacement with new equipment is done)?

(Assume that there is no salvage value. The firm uses 10% discount rate per period.)

1. Read through the literature and find out what 'Technology Assessment' is? How is it useful to operations management?

1. What is organizational learning? Is it important for quality? Discuss.

1. How does one ensure that 'job evaluation evaluates the job and not the man'?

1. Discuss the importance of training in the context of job redesign.

1. 'Group Technology as applied to a operations system is a human relations technology.'

Would you agree with this statement? Discuss

1. Should cost be the primary criterion in operations planning? Explain.

1. What role for production and operations management do you foresee in another 15-20 years time in India?

1. What performance problems is the captain trying to correct?

2. Use the MARS model of individual behavior and performance to diagnose the possible causes of the unacceptable behavior.

3. Has the captain considered all possible solutions to the problem? If not, what else might be done?

4. Identify the stressors in John Breckenridge's life. Which ones could he have prevented?

5. What were the results of the stress? Would you consider these to be typical to stress situations and lifestyle choices John made, or was John Breckenridge unlucky?

6. Assume you are a career coach retained by John Breckenridge to guide him through his next decisions. How would you recommend that John modify his lifestyle and behavior to reduce stress? Should he change jobs? Do you believe he is capable of reducing his stress alone? If not, where should he seek help?

7. What type of team was formed here? Was it necessary, in your opinion?

8. Use the team effectiveness model in Chapter 9 and related information in this chapter to identify the strengths and weaknesses of this team's environment, design, and processes.

9. Assuming that these four people must continue to work as a team, recommend ways to improve the team's effectiveness.

10. Identify the different conflict episodes that exist in this case. Who was in conflict with whom?

11. What are the sources of conflict for these conflict incidents?

12. What conflict management style(s) did Lapierre, the international team, and Gushin use to resolve these conflicts? What style(s) would have worked best in the situation?

13. Contrast Hillton's earlier corporate culture with the emerging set of cultural values.

14. Considering the difficulty in changing organizational culture, why did Hillton's management seem to be successful at this transformation?

15. Identify two other strategies that the city might consider to reinforce the new set of corporate values.

16. What were the reasons for the sinking of the vessels?

17. How could they reorganize the businesses?

18. Why did the communication problem arise?

19. What do you suggest to prevent the communication problem?

20. How do you view the present fraud case: a human failure or a system failure?

21. What are the main issues in the case, and how can our present system of control prevent such fraud?

22. How would you manage the situation on detection?

23. What information should Mr. Lateef develop to evaluate foreign markets?

24. Where should he look for this information?

25. Develop a framework to help Mr. Lateef identify his best potential foreign markets.
 1. What alternatives are available to Mr Abdul?
 2. Other than purchasing higher technology machinery, in what ways might Mr Abdul increase the effectiveness and efficiency of the dyeing and stitching operations?
 3. What are the measures to be taken to avoid direct effect of heat?
 4. Design a quality improvement process for the bearings company.
 5. What are the qualities of a good leader? In this case, how were they applied?
 6. Which factors contributed to motivate the troops to go ahead for such a difficult task as recovering a damaged vehicle from such a difficult and treacherous terrain and getting it repaired in such a short time?
 7. Which incidents indicate the importance of good interpersonal relationships with juniors, peers and superiors and what is the importance of good interpersonal relationships?
 8. Is it appropriate to have the manager finish the check-out? Or, should the front desk agent just take the heat?
 9. Would you have handled the situation in the same manner?
 10. What would you have done differently?
 11. Communication improvement is required for both of the parties involved or any one of them? Justify your opinion.
 12. Assume you are working as an operator at a call centre in India and are receiving irate calls from Americans and Londoners. How would you handle such calls? Conceive a short conversation between you and your client, and put it on paper.
 13. "Keep your cool." What does this mean in term of conversation control?
 14. Do you agree with the view that such abusive happenings on the telephone do not have any impact on business? Justify.
15. What is ABL's strategy for good supply chain Management?
16. Give any two goals set up by ABL and list their implications on ABL.
17. What is the software being use at ABL? Apply that software to theoretical used and explain.
18. What is perfect order in this case?
 1. What should be the basis for sharing benefits between FEML and its suppliers?
 2. "Managing lead time is more important than reducing the inventory in a supply Chain". Defend the statement in the context of FEML.
 3. Explain the brief performance indicators at FEML and its suppliers end.
 4. List at least four factors on which suppliers of FEML needs to be evaluated.

ORGANIZATIONAL BEHAVIOR

Question:

Question:

□

CASE: III □ □ □ The Shipping Industry Accounting Team

Question

Question:

ORGANIZATIONAL BEHAVIOR

1. Identify several concepts and characteristics from the field of organizational behavior that this case illustrates?

2. What advice can you give Tony? How would this advice be supported or tempered by behavioral concepts and processes?

3. Is it possible to find an "ideal" place to work? Explain.

1. How successful do you think Helen Bowers's new plan will be?

2.What challenges does Helen confront?

3.If you were Helen's consultant, what would you advise her to do?

1. What mistakes has Alex already made in developing a team-based organization?

2. If Alex were to call you in as a consultant, what would you tell him to do?

3. Using the organization chart of Evans RV Wholesale Supply and Distribution, describe how you would put the employees together in teams.

1. What signs of stress was Larry Field exhibiting?

2. How was Larry Field trying to cope with his stress? Can you suggest more effective methods?

ORGANIZATIONAL BEHAVIOR

1. What factors do you think attributed to Suraj bhai's success? Was he merely "in the right place at the right time", or are there characteristics about him that contribute to his success?

2. How do you believe Suraj bhai would score on the Big Five dimensions of personality (extroversion, agreeableness, conscientiousness, emotional stability, openness to experience)? Which ones would he score high on? Which ones might he score low on?

3. Do you believe that Suraj bhai is high or low on core self-evaluations? On what information

did you base your decision?

4. What information about Suraj bhai suggests that he has a proactive personality?

Questions:

- 1) Of the three types of organizational justice, which one does workplace bullying most closely resemble?
- 2) What aspects of motivation might workplace bullying reduce? For example, are there likely to be effects on an employee's self-efficacy? If so, what might those effects be?
- 3) If you were a victim of workplace bullying, what steps would you take to try to reduce its occurrence? What strategies would be most effective? What strategies might be ineffective? What would you do if one of your colleagues was a victim of an abusive supervisor?
- 4) What factors do you believe contribute to workplace bullying? Are bullies a product of the situation, or are they flawed personalities? What situations and what personality factors might contribute to the presence of bullies?

Questions

- 1) If praising employees for doing a good job seems to be a fairly easy and obvious motivational tools, why do you think companies and managers don't often do it?
- 2) As a manager, what steps would you take to motivate your employees after observing them perform well?

3) Are there any downsides to giving employees too much verbal praise? What might these downsides be and how could you alleviate them as a manager?

4) As a manager, how would you ensure that recognition given to employees is distributed fairly and justly?

PRINCIPLE AND PRACTICE OG MANAGEMENT

Case I Questions:

Case II Questions:

Case III Questions:

Case IV Questions:

Case V Questions:

Case VI Questions:

Questions

1. How would you rate President George W. Bush on the four characteristics outlined at the beginning of the case? How would you contrast his reaction to Hurricane Katrina with his

reaction to the terrorist attacks of September 11, 2001? What do you think his handling of these two events says about his leadership?

2. Do you think leaders in other contexts (business', sports, religious) exhibit the same qualities of great or near-great U.S. presidents?

3. Do you think being in the right place at the right time could influence presidential greatness?

Questions

1. Do you think individuals can learn empathy from something like a 1-month CIP experience? Explain why or why not.

2. How could UPS's CIP help the organization better manage work-life conflicts?

3. How could UPS's CIP help the organization improve its response to diversity?

4. What negatives, if any, can you envision resulting from CIP?

5. UPS has 2,400 managers. CIP includes only 50 each year. How can the program make a difference if it includes only 2 percent of all managers? Does this suggest that the program is more public relations than management training?

6. How can UPS justify the cost of a program like CIP if competitors like FedEx, DHL, and the U.S. Postal Service don't offer such programs? Does the program increase costs or reduce UPS profits?

Principles and Practice of Management

Question 1 :- How communication crises arise?

Question 2 :- What Principal should do to calm down the angry parents?

Question 3 :- How school will regain its reputation? What services school should provide in order to maintain its reputation?

Question 1 - What message did the foundry workers and the new engineer convey to each other through their non-verbal behavior?

Question 2 - Mr. Vishwanath, the General Manager and President, was not often present at the foundry. What could this non-verbal behavior mean to the workers and the new engineer?

Question 3. How could the engineer, the foundry workers and Mr. Vishwanath be more effective, both verbally and nonverbally?

Question 4. What do you suggest that the engineer should do, after the hosing incident?

Questions

Question 1:- What advantages would accrue to CBS if it becomes a more diverse workplace?

Question 2:- Where would you have placed CBS on the organizational diversity continuum and where would you place CBS now? Why?

Question 3:- Which approach (es) to pluralism best sums up the diversity policy that is being developed at CBS? Explain

Question 4:- How do the attitudes of management at CBS as depicted in your case study affect the company's progress toward forming a more diverse workforce? Explain.

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Questions

Question1. Based on this case, develop guidelines for improving communication with each of different stakeholders, through better listening.

Question 2:- What are the essentials for the effective communication?

Question 3:- Write about McDonald marketing plan which they have implemented for the success?

Question 4:- Do the SWOT analysis of following:-

- McDonald
- Food Industry

□

PROFESSIONAL COMMUNICATION

QUESTIONS:

Questions:

Questions :

1. Do you find Mr. Sinha's responses to various questions effective? Give reasons for your view on each answer given by Mr. Sinha.
2. Rewrite the responses that you consider most effective to the above questions in a job interview.
3. Mr. Sinha has observed the norm of respectful behaviour and polite conversation. But, do you think there is something gone wrong in his case ? Account for your general impression of Mr. Sinha's performance at the interview.

Questions:

Supply Chain Management

- (a) Are the problems of moving people significantly different from the problems of moving goods or Services?

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Tuesday, 02 June 2015 06:28 -

(b) What are the benefits of public transport over private transport ? Should public transport be encouraged and, if so, how ?

(c) What are the benefits of integrated public transport systems ?

Questions:

(a) What, in your opinion, is the major reason for the failure of Kozmo?

(b) Do you think that Kozmo promised what its supply chain could not bear? What could have prevented its shut-down?

Questions:

Questions:

Q 5. "There are many possible structures for supply chain, but the simplest view has materials converging on an organisation through tiers of suppliers and products diverging through tiers of customers." Elaborate.

Q 6. Elaborate clearly the meaning of "World-Class" in World-Class Supply Chain Management (WCSCM). What are the features of World-Class Companies ? Give your answer highlighting different characteristics pertaining to management level, quality control, operations/production and technological advances.

Q 7. What are the essential differences in the Supply Chain Management of Products vs. Services? Discuss the application of Supply Chain Management principles in Financial Services.

RETAIL MANAGEMENT

Q 1–What is the difference between Wholesaler and Retailer ?

Q 2- Discuss the importance of Distribution Networks ?

Q 3- What kinds of information do retailer communicate to customers ?Explain ?

Q 4 –Discuss local example of retailer appealing to a mass market , a retailer appealing to a market segment , and retailer appealing to multiple segment.?

Q 5 What is retail and its role in marketing ?

Q 6 –What are the reason for emergency of supply chain management ?

Q 7- Should a small retailer plan a strategy differently from a large retailer? Why or why not? Explain.

Q 8 Explain the aspects taken into consideration while preparing retail proposal.

Q 9Discuss the importance and merits of Retail Market in India.

Q 10 You want to put up few hypermarket either in State Capital or Metropolitan Cities ? Explain how will you assess the whole issue ?

Q 11 Explain the principal of retailing in the case of consumer durable and FMCGs.?

Q 12 Describe the importance of retail Marketing ?

Q 13 “Advertise sell the product” Do you agree with this statement ? Give reason for your answer and explain function performed by advertising ?

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