

DEPARTMENT OF MANAGEMENT

ODD SEMESTER 2014 - 15



Kristu Jayanti College

AUTONOMOUS

Bangalore

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6TH SEMESTER BBM B

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4TH SEMESTER BBM C







## Acumen 2014

Acumen, the intra collegiate management fest or management workshop for the first and the second years, this year, had the theme 'A Realm Reborn' and the students were divided into 18 groups with team leaders and assistant leaders.

The fest was organised by the final year BBM students and the participants were the first and second year BBM students. Acumen 2014 was inaugurated on 23<sup>rd</sup> September, 2014 at the Blessed Kuriakose Elias (BKE) auditorium at 9:30 AM sharp with Danny Loyall, Senior Operations Manager, TESCO as the chief guest.

Various events like ADZAP, FLAGSHIP, HEAD HUNTERS, BRAIN SQUEEZERS, RETAIL REVOLUTION, REINVENTING, BEST TYCOON, SHAPE SHIFTERS, I-SHARE & INCUBATORS were conducted. More than 300 students benefited from the program.



Shri Danny Loyall

Rev Fr Joseph



# Virtuso 2014

**V**irtuso is a workshop conducted by the department of management for the first year students, organised by the final year BBM students. The workshop is mainly conducted to give the first year students an understanding about management fest is. The students are exposed to events based on the management domains of Human Resource, Finance, Business Quiz, Marketing, EDP and Best Manager. Virtuso has been conducted by the department of management (KJCMA) for the past ten years.

Virtuso 2014 was conducted by the students of V semester BBM students for I semester BBM students under the leadership of the management association headed by Prof. Surendranath Reddy. Every event had prelims and finale. The first day, the students were briefed about Virtuso, its objective and outcomes. The students were divided into different groups. The prelims were conducted on the 5<sup>th</sup> of July and finale was conducted on 8<sup>th</sup> and 9<sup>th</sup> of July. Various events such as Human Resource Management, Marketing, Finance, Business Quiz, Entrepreneurship and Best Manager were conducted.

Virtuso 2014 was formally inaugurated by the Principal, Rev. Fr. Josekutty PD. The valedictory was presided by the head of department, Prof. Surendranath Reddy.





## Guest Lecture - 1

The 5th of July, 2014 had Mr. Safwan Erooth, the Co-founder and CEO of Tridz Technologies, Bangalore as the resource person for the Industry Institute Interface (III) interacting with the BBM third semester students. The topic of the talk was "David and Goliaths of the software industry". He gave the students an insight on how the pioneers like Steve Jobs, Bill Gates, Richard Stallman, Mark Shuttleworth and Jimmy Whales by storming the industry with 'innovations' and not inventions if you look carefully, are halting the industry to move forward with innovations and creativity due to various issues and egos and restrictions. He also spoke on the Davids of the industry, Aaron Swartz, founder off RSS, Co-founder of Reddit and the founder of 'Demand Progress' which had launched the campaign against the Internet censorship bills. Furthermore, the students were briefed on Copyright and Copy left, showed us the two sides of the industry, spoke about his emerging Company and ended the session answering questions from the students. 170 students of 3<sup>rd</sup> semester attended the program.



## Guest Lecture - 2

The guest lectured was conducted on 28<sup>th</sup> June 2014. Lt. Vishnu Naidu is an alumnus of Kristu Jayanti College addressed the gathering. He is a part of the 16<sup>th</sup> regiment and has 32 people under him. Through his session, he shared his various experiences regarding college, his trainings at the Indian Army. He also motivated the students to aim high. Lt. Naidu shared how army life is synonymous to management and how it has impacted his life.

A young motivated and determined lad as he is, he lifted the spirits of the students with his experiences and his advices regarding various aspects of life. He showed the eager students pictures of his army life at camp and cleared doubts and enlightened us when the question and answer time arrived. The session was attended by the 3<sup>rd</sup> semester BBM students. Around 170 students benefited from the program.



# Cultural Exchange Presentation

The Cultural Exchange Programme was conducted on 27<sup>th</sup> September 2014. It was all about the diverse cultures of different countries and their different and interesting impacts on business. The session was taken up by individuals and groups of students coming from different countries with presentations and informative videos. The section 'A' students presented about six beautiful varied cultures. First we had the foreign exchange students from France- Etienne, Augustine, Orlane, Hortense and Loius presenting about their country's culture, economy and globalization impacts. Then we had Chantal and Nancy talking about Congo's political, social, historical and economical aspects. The next country we got an insight into was the beautiful and tempting Maldives presented by

Fathumath followed by Arun Frederick with Oman and Jeren Varghese with UAE. Last but not the least, Daniel Rosario, Deepthi Dilip and Isaac Mathew Varghese made their presentation by letting the world know how proud we are to be Indians.

The initiation done by the students of 3<sup>rd</sup> semester, section 'A' students provided valuable insights and information and was well appreciated by all the students and the teachers of the Management Department.



## Video Presentation

On 26<sup>th</sup> July 2014 a video presentation about the inception and life of "Amazon.com" was shown to the 3<sup>rd</sup> semester BBM students. The video content included how Jeff Bezos started the company initially to the acquisitions and to the success and threats of Amazon. This session proved vital and a source of information to the students in the coming days to come. Around 170 students benefited from the program.





# Anveshan 2014

**A**nveshan-2014 is an intra- class paper presentation competition, started in the year 2010 and opened for only final year BBM students. The students were made different groups of each consisting of 2 students for paper presentation and the topics were given in different areas related to management.

The topics chosen by the students were ranging from finance to marketing and from modern techniques in business to globalisation. Some of the topics include like brand management, cybercrime, digital marketing, career management, social networking etc.

The competition was held on 23<sup>rd</sup> September, 2014. 60 students participated in the program. The presentations were evaluated by the faculty members based on the areas like communication, attitude, content, presentation and rebuttal. Finally two teams were selected as the best and prizes were given. The students were benefited from the competition by learning the skills to prepare and present a paper and presentation skills.





# The True Face behind the Make-up

- Syed Kazim

According to a report by 'Times of India' on Dec 24, 2013, the India retail beauty and cosmetics industry, currently estimated at \$950 million, is likely to almost treble to \$2.68 billion by 2020, experts said. Annual growth in the Indian beauty and cosmetics markets is estimated to remain in the range of 15% to 20% in the coming years, twice as fast as that of the US and European markets. Demand for skin whitening products by men as well as women, is driving the trend but other beauty products are not far behind. Over the last five years, cosmetics products have seen a growth of 60%. Companies like Pond's and Fair & Lovely top the list in this segment.

Companies like Lakme, Revlon, Procter & Gamble, L'Oreal, Unilever, Johnson & Johnson, Oriflame, etc., have played a very important role in promoting the seemingly magical lightening qualities of their products in ubiquitous advertising. The number of salons has also gone up. Its growth rate is 35 percent. Cosmetic treatments are also growing at the rate of 5%. The hair and beauty industry is seeing a per capita annual spend of \$1.2 which is expected to grow to \$ 6.2 by 2015. The spa and body treatment segment is estimated to grow approximately \$772 million over the next five to eight years. Seeing the growth of the cosmetics market in the country, the International Beauty Mart (IBM) was planned to be organized in India. There will be a gathering of brands, companies and experts showcasing their products, trends and services before a niche and exclusive professional audience. In order to popularize them, many companies sponsor various fashion related events.

Let's go back to the history; After Aishwarya Rai and Sushmita Sen won the Miss World and Miss Universe contest respectively in the year 1994, it drastically contributed to the popularity and sales of cosmetics across the country. The cosmetic industry took a strong hold in India especially after the Miss World pageant which was sponsored by Godrej and was held in India in the year 1996. According to Amitabh Bachchan, Miss World, which is a British Company, after four years of Sun City, they wanted to move out and they were considering India and Amitabh Bachchan Corporation Limited (ABCL). And after this, beauty contests were held every month in different parts of the country. Two back to back awards in 1994, hosting Miss World in 1996, and then the cosmetic industry took



over. Was it just a coincidence or an event to promote the cosmetic industry?

The two huge wins in one year also had a huge psychological impact on the Indian public, especially the girls and women. They began to think that even Indian girls are considered beautiful across the globe and it has become much more honorable when the west has recognised it. And then the promotion and sales of cosmetics reached new heights in India.

After a gap of 17 years in 2013, the strategy was repeated and now it was Indonesia, a country with a very poor economy and a population of 246.9 million. A country which has the largest number of Muslims in the world, they contribute to 87.18% of the total population. People strongly protested against the Miss World pageant which was going to be held as it was against the principles of Islam to exhibit women in such a manner. This forced the Indonesian Government to change the venue to Bali and also scrap the normal "Swimwear" competition, replacing the same with less revealing postures. Now it's the job of the cosmetic industry to take things forward. What better event could the west think of, to promote the cosmetic industry in Indonesia?

The industry also comes with a lot of side effects. The cosmetic industry has become increasingly popular because of Bollywood actresses being roped in and being used extensively in video and print advertisement. When women look at the advertisements in the magazines and billboards, they expect that they would also look so fair and gorgeous if they use cosmetics, but they fail to realise that it is not the effect of cosmetics, but it is the Photoshop which has done the trick. It also develops a particular kind of mentality among the girls that they will only look beautiful when they have some make-up on.

And when the bachelor men look at these advertisements, they admire them and expect their dream girl to look the same way and when they don't get it, they are disappointed and go in search of such beauty which does not exist. But the bitter truth is that it is not possible to look like that as it is the handiwork of the editing software. Thus, the Cosmetic Industry is playing the role of a mask, where people are using these products to hide their reality and natural beauty.

On the other hand, the cosmetic industry which was only known for women also did not spare the men. Indian cosmetics giant Emami launched the first skin whitening cream for men in 2005, called 'Fair and Handsome' and advertised Bollywood superstar Shahrukh Khan in it. It came 27 years after the first cream for women. Emami is poised to expand its 'Fair and Handsome' brand to include products such as shaving cream and foam. In five years, 'Fair and Handsome' has become a Rs. 100 crore brand, growing at 45% per annum and contributing 15% of Emami's revenues. After this product was launched, even men have become more conscious about their image than ever before, resulting in sales on male grooming products and they are also expected to increase by 18% globally between 2006 and 2011. First, it was only women who were conscious about their fairness but now even men have begun to take this issue seriously.

The cosmetic industry started with something small but over time it has grown leaps and bounds. In order to increase the sales, earn more profit and exploit more customers, the industry has introduced different products for different parts of the body. Skin care cream, lotions, powders, perfumes, lipsticks, lip gloss, lip liner, lip plumper, lip balm, lip conditioner, nail polish, toe nail polish, hair colour, hair gel, hair sprays, deodorants, hand sanitizer, eye liner, eyebrow pencil, waxes, setting spray, false eyelashes, contact lenses and what not.



The company's manufacturing fairness creams are not behind. Most of the time the fairness creams are in some or the other controversy. The Advertising Standards Council of India (ASCI) already has a code in place that states that advertisements should not openly discriminate against any particular "race, caste, colour, creed or nationality". Yet, given the appalling and alarming portrayal of dark skin in advertisements, and the widespread reach of fairness products, it felt the need to frame guidelines in more specific way, particularly for this category.

Thus, in June 2014 the organisation broadly released four points that it wants manufacturers of fairness and skin lightening products to follow. Firstly, advertising should not communicate any discrimination as a result of skin colour. Secondly, advertising should not use post production visual effects on the models to show exaggerated product efficacy. Thirdly, advertising should not associate darker or lighter colour skin with any particular socio-economic strata, caste, community, religion, profession or ethnicity. Fourthly, advertising should not perpetuate gender based discrimination because of skin colour. There are no laws to ensure these regulations are implemented strictly. Whether these regulations will be adhered to be blatantly ignored remains to be seen.

According to the consumer complaints council, misleading or false advertising is most rampant in the personal care sector, accounting for more than half the total number of advertisements to have been banned by ASCI. The self-regulatory organisation reckons that as of 2013, there has been a significant rise in the number of cosmetic ads failing the Advertising Standards council of India's compliance norms and code of conduct. To date the council has upheld complaints on 148 ads for being misleading, false or not having adequately or scientifically substantiated claims. "Out of 218 complaints registered with the Advertising Standards Council of India (ASCI) during this period, 148 were upheld and 52% of these were from the healthcare and personal care sector", says ASCI chairman Arvind Sharma.

According, to ASCI, marketers have often exaggerated or made tall claims and it is particularly consumers of personal care products that buy not just out of need but for the aspirational value they add to their lifestyle as well. It is not an issue that such ads are all completely misleading. But more of issues that they tend to conceal more than they reveal. Technically they are correct but morally they cannot be called right. Such claims need to be substantiated with necessary scientific support, past records, research or clinical data or market research and analysis. Consumers in smaller markets tend to get influenced by such claims and the volume of such ads in the regional media is very high.

The Cosmetic Industry might have generated employment, might have contributed to the tax for the Government but has done more damage to the nation and a significant amount of income of the middle class families is spent on purchasing these cosmetics. It was a product that was not in the bracket of 'necessity' but the hype which was given to the industry has made these products an integral part of a girl's life. Today a girl will think twice before leaving her house without any make-up. We fail to realise that all these cosmetics can only contribute to the external beauty and only for a short duration but what we fail to realise that it is the inner beauty which will help us live our lives peacefully and successfully.



# On the Threshold of Greatness

- Daniel Rosario

3rd Semester BBM A

Bright and sunny as it was, another day at Kristu Jayanti College had begun. My mind was in a conflicting mood on whether or not to attend the first hour. Weighing out the fruitfulness of my intended choices, I decide to skip the first hour and contemplate on the purpose of my existence in the fortress of a large, yet untapped scripted knowledge, The Library. This was way more exciting than working out an accounts problem or penning down some boring lecture notes. So there did I venture to, a casual stroll into the passage way following the entrance of the library, flashed my ID card to the librarian. There I stood in the middle I stood. Then locating a small isolated corner, which obviously had to be vacant since it was the first hour, I speedily took possession of the coveted corner. I sat down with pen and paper to make the librarian think that I was studiously engrossed in an analytical study which concerned my project. After achieving this by scribbling gibberish onto my paper for a few minutes, I sunk into an alternate dimension of thought. I for a long time tried to understand why the good lord would endow such a vast measure of skill in a single iota of his creation. Was it just fate? Was it meant to be? Was I to be the savior of mankind? As narcissistic as all of this sounds, it was what passed my mind. Was I wound intricately with the life giving thread into a pattern so complex and yet so grand. Why? What is my purpose? To get my mind of these self-loving thoughts I paced to and fro through the passageways in search of



an interesting book to feast my eyes on. In this search of mine I stumbled upon an odd arrangement of books. Entrepreneurship was placed next to public and governmental management. This seemed rather odd to me as I thought that only topics relating to each other would be arranged side by side, like in a dictionary. Well the more I pondered upon this thought the more idiosyncratic the arrangement of the topics of the books became. How could Capitalism and Socialism exist on the same shelf? The ideas of nobility and profitability amalgamated. Well as idiotic as I am, I decide

to have a chat with the librarian and give him a piece of mind. On the way I realized the possibility of the confiscation of my ID card, this made me come to a grinding halt. I decided to return to the origin. I stood there. In front of that shelf, a juicy topic to brainstorm upon arose. Would I pick up the entrepreneurship book and make the same choice in life. Go down the road of a businessman who started out with a meager investment, doubled it in the stock market. Then invest it in a hotel, the booming industry. The success of this would propel me to greater profitability after which I would invest in building a warehouse near the sea in Chennai or probably Vishakapatnam. Start small, gain contacts and learn the trick of the trade take the market by storm. Then start a chain of warehouses, get into the exporting business. Capitalize, Internationalize, Globalize. Earn big. Work hard and party harder. Earn millions and own a beachside house near a cove somewhere in a small village in Italy or Sicily. Live my life in peace, retire when I am forty five. Live big yet unnoticed. All this achieved through my idea but executed by many a



common man working for a salary of hand to mouth or from paycheck to paycheck. The returns were great but then there was something very wrong, living on the efforts of many. Wouldn't it be like I was the evil king, but there was the peace, profitability and serenity.

Then again, there was a second topic to read on governmental management. Working a regular governmental job in life, I know what you're thinking, but I'll be an honest official. Working day in and day out, tirelessly. Striving towards my next promotion. Climbing slowly up the ladder, with a small and steady pay. The monotony and boredom would be squeezing the life out of me. Finally I would make it to the top after maybe thirty if years at the earliest. I would waste my entire life. But what the heck, I am serving the country. I am being the change instead of asking for it. At the least my conscience would be clear. I would have gained another type of peace and serenity. Walking down the road of the unsung heroes, a hero nonetheless. I would have to sacrifice my dream of making it large, the beachside house and even the early retirement. Who said the power of thought and a conscience is always a boon, it's a pain at times. There at half past nine I stood at a road which was, but now forked into two. The idea of profitability or of nobility. I was torn between these two decisions. For it was profitability and nobility that raised the great city of Atlantis up together, but what was it that razed it? Which choice would lead me to my doom. Both the ideas seemed gratifying in their own sense, had their own merits and demerits. There at half past nine I stood. There stood I.... you might be thinking this story revolves only around its author, what a waste of my time but then you are mistaken. The title wasn't to describe my experience, its to describe yours after reading this article. There you are either sitting or standing....there you are, standing at The Threshold of Greatness...

## Beyond That Line

- Godwin  
3rd Semester BBM A

As I look deeper into the sky  
When I see the birds that fly  
And makes me wonder what does lie  
Out of my mind, beyond that line...

When the stars in their course, shine so bright  
And when the heavens declare His name so high  
And makes me wonder what does lie  
Out of my mind, beyond that line...

There is hope, joy, unending love  
Grace abounding, mercy astounding  
Out of my mind, beyond that line...  
There is no sorrow, no worry of tomorrow

When the mysteries ever known fail to show  
When the truth itself ignited, glows  
And makes me wonder what does lie  
Out of my mind, beyond that line...

When we lose what we want  
Cling to something that's of naught  
The source of our grief is the source of our comfort  
When pain itself controls the temper  
And makes me wonder what does lie  
Out of my mind, beyond that line...



# WHAT MUST BE DONE?

-Isaac Mathew V

3rd Semester BBM A

**D**ecision making is a prime aspect in one's life. Decision what is taken now determines your present and future and can never change your past. Let's take a small inside over decision making. This can be tricky because your completely unaware what is the impact that takes place what you think is a simple decision.

People make decisions about many things. They make political decisions, personal decisions, romantic decisions, career decisions and financial decisions, which may also include some of the other kinds of decisions and judgments. Quite often, the decision making process is fairly specific to the decision being made. Some choices are simple and seem straight forward, while others are complex and require a multi-step approach to making the decisions.

I would like to give you major 3 measures before taking decision.

- **Avoid anger based decision:** This is the area where everybody falls short. As a wise man one said "Decisions taken during anger will always end up either bad or very bad". Decision taken when your angry will cause negative impact where you may think that at that very moment that was a right move to place but only in the near future you will regret and that will affect your further future decision
- **Have an alternative choice:** "Play safe" if this is your moto whenever decisions you're about to take. Always consider the other choices that are available so that way you can always foresee what the possible outcomes for the decisions you made. But after the decision is made learn to take responsibility for it. Because there will come a time where you can't blame anybody.
- **Leap of faith:** Few decisions made may not be in favour of you or it may have a bad outcome which you will regret in future. But then few decisions which you may not like to make have faith and pray all should be in favour of what you expected or greater than the expectation.

The above report on decision making is a small aspect which should not be forgotten while making decision in the near future that will help you understand. Now there are many other articles that may talk differently on what is to be done, how it is to be done considering the above aspects also during decision making.



# Procrastination - “The Real Villain in Time Management”

-Manish Sasidharan

3<sup>rd</sup> semester BBM B

**A**re you always short of time? Do you wish you had more than 24 hours in a day? Well, if you make a list of things which leads to your poor time management, you will find a monster in it - Procrastination!

Procrastination has become one of the biggest challenges for professionals and individuals alike in managing time. The word procrastination comes from the Latin word, 'Pro' meaning "in favour of" and 'Cras' meaning "tomorrow". It is defined therefore as "the act or the habit of delaying or putting things off". No doubt it is a one way ticket to stress guilt and overwhelm.

Let me share a funny story I read which can be linked with procrastination and its impact. It's the story of a turtle family. The family consists of a father, mother and a baby turtle. The baby turtle was very lazy and always postpones anything and everything assigned to him.

One day they decided to go on a picnic. When they arrive at the park, it appears that it's about to rain. The mother turtle asks the baby turtle to run home and get an umbrella so that they can enjoy the picnic as planned, rain or shine.

The baby turtle as always said, "No I can't go, why don't you go and get it?". The father gets annoyed and gives the Baby turtle an angry look. With a pale face Baby turtle finally said, "If I go home and get the umbrella, do you promise you won't start lunch without me?" The mother turtle assures him that they will wait for him to come back & only then would the start for lunch.

With this confirmation, the baby turtle leaves. Ten minutes go by and Baby turtle has not returned. Many hours pass and he still has not returned, neither mother nor the father turtle have eaten anything and start to feel hungry. They wonder what is taking baby turtle so long, and hope he is okay.

Finally, the mother turtle says to the father turtle, "Well, he hasn't come back yet. We might as well eat something." At that point of time, the baby turtle pokes his head out from behind a tree and screams, "If you eat, I won't go! I know you would do this, that's why I was hiding and watching what you will do!" Now, I know this is a silly story, but there is an important message in this story. The lesson is the fact that baby turtle reminds many of us and our habit of procrastination. His mother told him they would wait for him, but he chose to hide behind a tree and take rest. He wasted everyone's time, and ruined the picnic that was planned, all because he was lazy and did not take the action required of him.

The question is how can we stop procrastination? If procrastination is a problem for us, it is important that we learn tools to handle our procrastination. Procrastination occurs when we are faced with too many decisions and are unable to complete matters of importance. There are many reasons why we avoid doing things, sometimes it seems strange that, we know what we have to do to be successful but we end up not doing it.

Mark Twain once said that, if the first thing you do each morning is to eat a live frog, you can go through the day with the satisfaction of knowing that it is probably the worst thing that is going to happen to you all day long! In his best seller book, "Eat That Frog", Brian Tracy talks about several ways to stop procrastination. He says, our "frog" is our "biggest & most important task", the one we are most likely to procrastinate on if we don't do something about it. It might be the one task that can have the greatest positive impact on our life and results.



Hence the first rule of frog eating (don't take it in the literal sense) is this: if you have to eat two frogs, eat the ugliest one first! This is another way of saying that if we have two important tasks before us, start with the biggest, hardest, and the most important one first. The second rule of frog eating is: if we have to eat a live frog at all, it doesn't pay to sit and look at it for very long!

The key to happiness, satisfaction, great success and a wonderful feeling of personal power and effectiveness is for us to develop the habit of eating our frog first thing each day when we start work. Brian Tracy says this is a learnable skill and we can acquire it through practice. According to him the greatest ways to stop procrastinating and get more things done faster is as follow:

1. Set the Table: Decide exactly what we want. Write out our goals and objectives before we begin.
2. Plan every day in advance: Think on paper. Every minute we spend in planning can save our five or ten minutes in execution.
3. Apply the 80/20 rule to everything: 20% of our activities will account for 80% of our results. Always concentrate our efforts on that top 20%.
4. Practice creative procrastination: Since we can't do everything, we must learn to deliberately put off those tasks that are of low value so that we have enough time to do the few things that really count.
5. Focus on key result areas: Identify and determine those results that are absolutely positive to get to do our job well, and work on all day long.
6. The law of three: Identify the three things we do in our work that account for 90% of our contribution, and focus on getting them done before anything else.
7. Prepare thoroughly before we begin: Have everything we need at hand before we start. Assemble all papers, information, tools, work materials etc. we might require so we can get started and keep going.
8. Take it one oil barrel at a time: We can accomplish the biggest and most complicated tasks if we just do it one step at a time.
9. Leverage our key skills: The more knowledgeable and skilled we become at our key tasks, the faster we start them and the sooner we get them done.
10. Identify our internal or external key constraints: Determine the bottlenecks or choke points, that set the speed at which we achieve our most goals, and focus on alleviating them.
11. Put the pressure on ourselves: Imagine that we have to leave town for a month, and work as if we had to get all our major tasks completed before we leave.



12. Motivate ourselves into action: Be our own cheer leader. Look for the good in every situation. Focus on solution than problem.

13. Get out of the technological time sinks: Use technology to improve the quality of our communications, but do not allow yourself to become a slave to it.

14. Slice and dice the task: Break large, complex tasks down into bite-sized pieces, and then start doing one small part of the task at a time to get started.

15. Develop a sense of urgency: Make a habit of moving fast on our key tasks. Become known as a person who does things quickly and perfectly.

I am sure you must have come across several articles teaching us how to stop procrastination. Sometimes, we follow it, and at times we lose track after a period of time. It's all about being disciplined and strong willed regarding managing this crucial aspect of our life in an efficient way. The best way to do it is just start the new regime with immediate effect. Once we are successful in overcoming procrastination - "the villain in time management ", we will find more time at our disposal and we will emerge as a winner in every phase of our life.

So unlike the Baby turtle, I'm on my way to get that umbrella, as I can't wait to feast with those who I love. I better get on it, as they are hungry and waiting for me!

How about you?





# Companies Say No to Having an HR Department

EMPLOYERS COME UP WITH NEW WAYS TO MANAGE HIRING, FIRING AND BENEFITS.

- Kikayangla

3<sup>rd</sup> Semester BBM

**S**ometimes the only thing worse than having an HR department is not having one.

When Laboratory Response Network (LRN) Corporation, which helps companies develop ethics and compliance programmes, restructured a few years ago, the 250-employee business abolished most job titles and department names. It also did away with its human resource department which had dealt with recruiting and compensating issues, among other things.

"We wanted to force the people issues into the middle of the business," said David Greenberg, Los Angeles based LRN's executive vice president.

Companies seeking flat management structures and more accountability for employees are frequently taking aim at human resources. Executives say the traditional HR department, which claims dominion over everything from hiring and firing to maintaining workplace diversity stifles innovation and bogs down diversity with inefficient policies and processes. At the same time a booming HR software industry has made it easier than ever to automate or outsource personnel-related functions such as payroll and benefits administration.

Some workers say that they feel the absence of an in-house HR staff acutely, especially when it comes to bread-and-butter HR responsibilities

such as mediating employee disputes and resolving pay problems. LRN and other companies that are going it alone say they are working out the glitches as they go.

Ruppert Landscape Incorporation, an 11-year old landscaping company with 900 employees, has never had a traditional HR department. Instead, managers must balance renewing contracts and ensuring that a client's grass is cut to the proper height with hunting down talent at college recruiting sessions and teaching employees about the company's plan.


"I just have a hard time understanding how somebody in an office two or four states away can do a better job of solving an employee problem than someone who has a vested interest in the employee," said CEO Ruppert.

In 2012, U.S. employers has a median of 1.54 HR professionals for every 100 employees, up slightly from a low of 1.24 in the recession year of 2009, according to the Society for Human Resource Management.

Start-ups usually launch without personnel teams but SHRM advises that companies bring on a human resources staffer once they reach 15 employees, the point at which personnel issues become complex enough to require specialised skills.

"Whenever you consider eliminating portions of HR you have to think of the financial risk, the strategic risk," said Steve Miranda, the managing director of Cornell University's Centre for Advance Human Resource





Studies and a former HR executive at Lucent Technologies.

Managers often lack specialised knowledge that is crucial for keeping a company competitive and on the right side of the law, he said. If they don't understand the latest rules under the Family and Medical Leave Act, for example, they can open their company up to lawsuits; if they don't know where to find qualified engineers, they can end up behind in the battle for talent.

Outback Steakhouse, a unit of Bloomin' Brands Incorporation, had no HR department before 2008 but created one not long after the Equal Employment Opportunity Commission sued the restaurant chain for gender discrimination. In 2009, Outback paid \$19 million to settle the case and agreed to add an executive-level HR position. Interpersonal issues must be handled differently when HR isn't around to mediate. Klick Health, a Toronto based marketing agency focused on health care, has foregone a human-resources department partly in favour of two 'concierges', employee with customer service backgrounds whose job is to create what CEO Leerom Segal calls a 'frictionless' work experience for employees.

For the concierges, that means chores ranging from setting up mentoring sessions and career development paths to picking up a birthday gift for a worker's spouse.

When co-workers can't stand each other or employees aren't clicking with their managers, Mr. Segal expects them to work it out themselves. "We ask senior leaders to recognise any potential chemistry issues", early on, he said and move people to different teams if those issues can't be resolved quickly.

Former Klickemployees applaud the creative thinking that drives its culture, but say they sometimes felt like they were on their own there. Neville Thomas, a program director at Klick until 2103, occasionally had to discipline or terminate his direct reports. Without an HR team, he said, he worried about liability.

"There is no HR department to coach you", he said. "When you have an HR person, you have a point of contact that's confidential".

And though managers sometimes perceive personnel departments as slowing a company down, doing without them can lead to stagnation, according to a former LRN employee.

The company's hiring process, for example, became a lengthy and convoluted ordeal as employees laboured to figure out what skills and salary a new worker should have. And the company's executives became "the ultimate decision makers for everything," she said, creating a bottleneck.

Mr. Greenberg from LRN said the company "is definitely a work in progress," and that its own metrics show it must do more to foster trust among workers. He added that the company has just brought in an employee to focus on all things related to people at LRN. But she isn't called a human resources executive- she has no title at all.



# The Science of Management

-Jonathan John K.

1st Semester BBM C

Once upon a time I was a science student. It has been three months now since I have undertaken my BBM course at KJC and all I can say is, so far so good. To adapt to a new branch of study is not an easy task. I had to and am still in the process of changing my study patterns, my answering techniques and most importantly, my handwriting (it ain't pretty). But, above all, I am finally understanding the purpose of the course and its implications, and that is what I call The Science of Management. All of us, doing our BBM want to become top-notch managers, entrepreneurs of awesome start-ups; basically, people with a huge bank balances. Getting there, to that pedestal of success and reaching our goals is a long and hard journey whose first step, starts right here in college. The theoretical knowledge that is taught to us, is only a fraction of the learning process. The actual learning consists in the using of, or the practical application of the right knowledge in the right situation i.e. wisdom. To illustrate this let me tell you two small stories my mom told me.....

A boy had a pet parrot named Polly. He used to let Polly fly in the jungle sometimes, but, before that, he used to warn her and make her repeat 'When the fowler comes, fly away'. Polly being a very smart parrot had memorised this phrase. Once, out in the jungle, she saw a fowler. Instead of flying away, she only said, 'When the fowler comes, fly away'. The poor boy did not see his beloved Polly after that.

True Story: An auto driver wanted to check the amount of fuel left in the night. He opened the gas cap, struck a match stick, and then intro-

duced it into the fuel tank. After that he saw a blinding light. This is a perfect example of using knowledge without wisdom. Fire gives light, true, but petrol is combustible. The auto driver forgot this last bit. His knowledge was incomplete. If we do not start implementing what we learn, we too will end up like the auto driver or Polly, probably dead, or in a cage somewhere. I don't think that is where any of us wants to be! Application should start now, and since you're in KJC you've already started it, subconsciously. With all the assignments, the vivas, the internal tests, the deadlines etc., management has already been initiated, although you're not aware of it..... until now. To be a successful manager, you've got to manage yourself. The five functions of management: Planning – Organising – Staffing – Directing – Controlling, have to be applicable to you. Start practising them now in your life. Manage yourself, only then will you be an effective manager. It's that simple.

I'm no management guru, I'm a first year. And, if you missed what I was trying to say in the first four paragraphs, get this: What we're being taught in college isn't sufficient for us to reach our goals. We need to apply it. The Science of Management is being handed over to us, it's what we do with it that counts. Learning through application of this science will get us to those positions we long for. In all honesty, I'm trying to practice what I'm preaching. It's difficult. But, if we keep at it, I know I'll see you at the top! One last thing..... DON'T BE POLLY or THE AUTO GUY!



# The Glass House

- Simon Jason

1st Semester BBM

The glass house

Simon Jason

The glass house

So meaningless ,pointless and fragile

It has no sense to it

It is not half as durable

Or as comfy as a regular

House

But yet beautiful to the

Eyes, so elegant and unique

And that is good enough for

One of this day , for one

To fall into a pit

A good example is the

House where I spend my

Time from about 8 am to 4 pm

Of my daily life

The glass house looked

So beautiful and elegant on

The outside and that was enough

It led me to fall into the pit

Now my everyday life

I am to 4 pm ; I spend

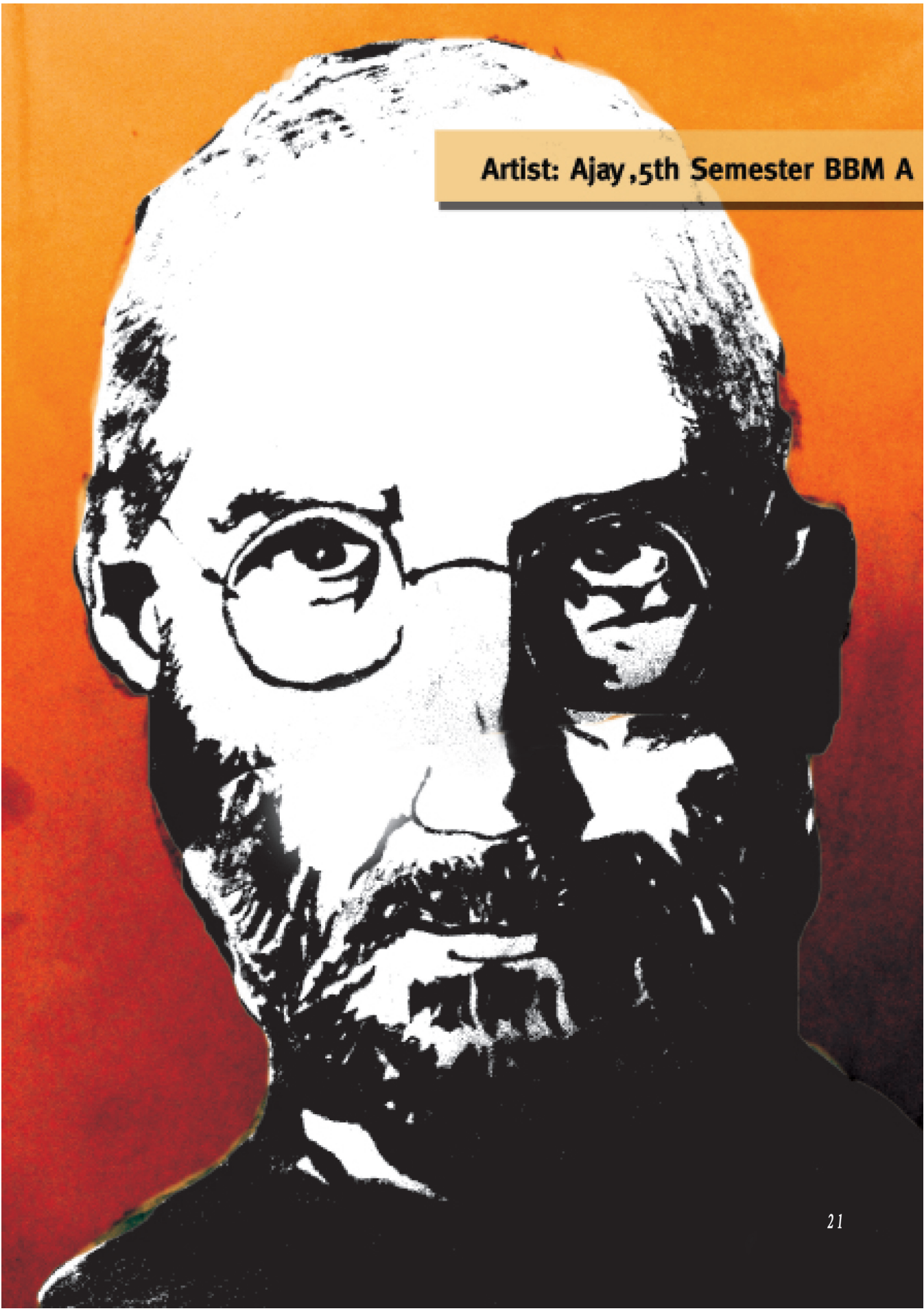
My time in captivity

An indirect prison

Where I loose my freedom

And the right to be myself





Artist: Ajay ,5th Semester BBM A



# Steps of Life

-JUNAID AHMED

3<sup>rd</sup> SEMESTER BBM B

Rekindle your smile  
Rejuvenate your happy liquid  
Redecorate your isle  
Wake your cupid  
And reset your style  
Speak a million words  
Walk on it run on it or  
Even sleep on it  
Atleast do something on it  
Like the ocean surface  
Like old man's figure  
Like the unflavoured taste  
Like the plentiful meager  
There is no perfection





# Amazon India trolls Flipkart by buying bigbillionday.com domain

Clearly, Flipkart's Big Billion Day did not turn to be the bonanza online sale that it hoped it would be. It was riddled with problems, and now Amazon is cashing on the bad publicity that Flipkart is receiving. In an attempt to troll Flipkart, Amazon has bought the bigbillionday.com domain, which is now redirecting to Amazon's India homepage.

The online retail battle is on in India and it is fierce. Flipkart and Amazon over the past few months have been trading blows.

In the lead up to Jeff Bezos' visit to India Flipkart took trolling to another level by having bombastic hoarding for the Big Billion Day sale on the routes of the Delhi and Bangalore International Airports. This meant that Flipkart's hoardings were the first things Bezos saw when he landed in India while he was travelling from the airport.

This form of trolling is not restricted to Flipkart and Amazon as even Snapdeal trolled Flipkart as it took its big ad on the Times of India. It claimed sales like the Big Billion Day were all in a regular days work for it.

amazon

vs



flipkart.com



# Fairplay guidelines for fairness products

Guidelines issued by ASCI may put a stop to companies flogging formulaic before-after ads to sell fairness creams

New Delhi: For years now, companies have flogged formulaic before-after ads to sell fairness creams (read: creams that make one fair), India's largest cosmetics category, accounting for a Rs.3,036 crore slice of a skin-cream market worth Rs.9,641 crore in annual sales. Guidelines issued on Tuesday by the Advertising Standards Council of India (ASCI), a self-regulatory organization of advertisers, may put a stop to that.

ASCI claims the new guidelines will not allow ads for fairness creams and other fairness products to depict people with dark skin as inferior to those who are fair. They should not depict

people with dark complexions as "unattractive, unhappy, depressed or concerned", the guidelines said. Nor should they be depicted as being at a disadvantage when it comes to "being attractive to the opposite sex, prospects of matrimony or job placement and promotions".

ASCI has also said that the advertising should not as-



sociate darker or lighter colour of skin with any particular socioeconomic strata, caste, community, religion, profession or ethnicity, nor perpetuate gender-based discrimination because of skin colour. According to Partha Rakshit, chairman, ASCI, the "...new guidelines...will help advertisers

comply with ASCI code's Chapter III 1 b, which states that advertisements should not deride any race, caste, colour, creed or nationality". ASCI saw the need to set up specific guidelines for this product category given the widespread advertising of brands in this segment, Rakshit said.

Hindustan Unilever Ltd's skin-lightening cream Fair and Lovely and Emami Ltd's Fair and Handsome are widely advertised. Former ASCI chairman and consultative committee member Bharat Patel said that the

feedback to the draft guidelines was positive. "Advertisers have reconciled to the fact that they cannot show dark-skinned people as depressed or disadvantaged in any manner. Fairness brands cannot deride any skin colour," he said.

TV ads will have to comply with the guidelines, as the



Cable Television Networks (Regulation) Act makes it mandatory for all television commercials to abide by ASCI rules, Patel said. "We expect 92% compliance in print also, as most large advertisers will follow the guidelines," he added. TV is the primary advertising medium for fairness creams. Fairness and skin-lightening products are also popular in Japan, China and Thailand, although they do not deride dark skin in their advertising, Patel said. "So while we cannot wish away advertising of skin-lightening products, communication strategies of brands in India will change after these guidelines."

The sheer size of the market in India has meant that even multinational corporations that entered the cosmetics business with lofty notions of selling sophisticated formulations have quickly changed their plans and launched

whitening or brightening creams. L'Oréal India Pvt. Ltd, for instance, launched whiteness creams under the Garnier brand. Responding to the new guidelines issued by ASCI, Mohan Goenka, director, Emami Ltd, said: "We welcome the new advertising guidelines of ASCI for the skin whitening products category which address the concerns raised by various quarters



including industry, society and consumers at large. The aim of an advertiser should be to ensure that viewers are not misguided about the efficacy of any product or promote discrimination of any sort, without compromising the creative licence to portray product attributes. We believe that consumer is the king...and it should finally be his choice to use any product that is advertised."

Darshan Patel, chairman and managing director of Vini Cosmetics Pvt. Ltd, the company that manufactures powder under the White Tone brand name, said that although White Tone does not have "fairness" as a product promise, his firm will abide by the ASCI rules. "We talk of looking good as it is a make-up powder. We also have Glam-up, a foundation cream, that makes you look special.

However, we sincerely hope that companies that were crossing the line in advertising their fairness products will stay within limits after this ruling." ASCI and its consumer complaints council deal with complaints received from consumers and industry against advertisements which are considered false, misleading, indecent or leading to unsafe practices. ASCI currently monitors over 80% of the new print and television ads released every month.

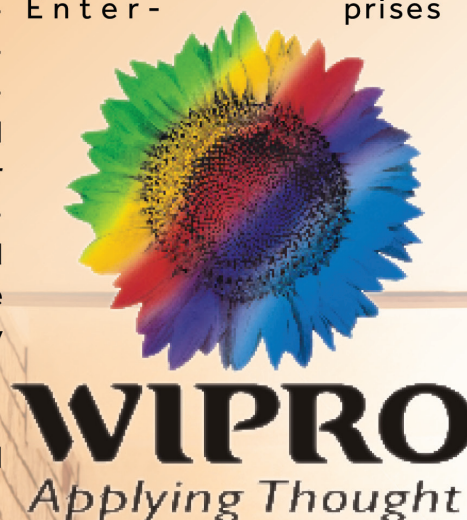


# WIPRO LIMITED: Story of a prosperous company and its poorly paid workers

Wipro Limited was incorporated in December 1949 as Western India Vegetable Products Limited under the Indian Companies Act (New Companies Act, 1956). It is a public limited Company, having its registered Office in Bangalore, Karnataka. Wipro first began as a vegetable oil manufacturer and later expanded in to manufacture of soaps and other consumer care products. The Company further expanded in to Information Technology industry on a full scale since 1990. The Company has spread its business tentacles to North America, Europe, Africa, Latin America and Asia. Needless to say Wipro Limited is a very prosperous Company. According to the recent press reports Wipro Chairman, Sri Azim Premji's annual compensation is \$ 1.7 Million, that of the Chief Executive Officer, Sri T.K. Kurien

has crossed \$ 1 million mark. Other top Executives of the Company have received substantial increase in salary.

The Consumer Care and Lighting, Infrastructure Engineering and other non-IT segments were demerged in to Wipro Enterprises



Limit-

ed w.e.f. 31.03.2013. Wipro Limited established a factory at Tumkur, Karnataka in the year 1987 which is engaged in the manufacture of consumer care products. At Tumkur Plant, the Company produces soaps under the brand name "Santoor". The Company has acquired brands like "Yardley", a premium product. Consequently, the consumer care segment has grown ahead

of the market and has gained substantial market share in India. Wipro Limited has established a factory at Mysore which is engaged in the manufacture of lighting products. The Consumer Care and Lighting Division has recorded fabulous growth of 27% for the financial year ending 31.03.2013 and has earned Rs. 5,012 million as Profit Before Tax. While IT services contributed enormously to the profits of WIPRO Limited, Consumer Care and Lighting Division has also contributed in fair measure to augment the Company's profits.

The Consumer Care plant, Tumkur has a workforce of 124 workers and these workmen have been organized in to a trade union called Wipro Employees Association, affiliated to All India Trade Union Congress (AITUC). Similarly, the 125 workers of Wipro Lighting Plant at Mysore have organized themselves as a unit of Mysore Division Industrial



General Workers Union, which is also affiliated to the All India Trade Union Congress, a National level premier trade union centre. The wage and other conditions of service of the workmen are determined through bilateral negotiations and settlement. However, wage negotiations are deliberately protracted by the Management and wage levels are kept very low. As a result, in Tumkur Plant, 63 months have been lost to the workmen without any wage revision benefits, except some adhoc payment.

In Mysore plant the Management of Wipro Limited forced a settlement on the workers with a package increase of Rs.2,400/- pm on cost to the Company basis. The direct benefit is just about Rs. 2,000/-. At Tumkur plant, the previous wage settlement expired on 31.05.2012. The union presented charter of demands seeking wage increase of around Rs. 8,000/- per month per worker. However, the Management offered just Rs. 2,600/- increase on cost to the Company basis. The direct monetary increase offered works out to just around Rs. 2,200/- per month.

Wipro Limited (including Wipro Enterprises) has been earning huge profits as could be seen from the following table.

Sl. No.	YEAR	NET PROFIT (IN CRORES)
1	2008-09	2,973.80
2	2009-10	4,898.00
3	2010-11	4,843.70

4	2011-12	4,685.10
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5	2012-13	5,650.20
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Now compare the gross wages earned by the workers at Tumkur plant. Gross monthly wages range between Rs. 9,500/- to Rs. 10,200/- per month in respect of workmen in service ranging from 22 years to 26 years. Similar is the case of workers in Mysore plant. Hence it is a case of an affluent and prosperous Company paying poor wages to its workers, although it has enormous paying capacity. This indeed is a classical case of labour exploitation by a mighty Management. Now the workers of Tumkur plant are before the Industrial Court dissatisfied with the offer of Rs. 2,600/- pm as wage increase. In the course of their experience, the employees of Wipro Limited and its group companies have realized that a united platform is the need of the hour so that a concerted effort to improve their wage and service conditions could be made at all its plants. This includes their IT Industry employees. The workers of the Tumkur plant and Mysore plant have formed a Federation called Wipro Industries Employees Federation so as broad base their struggle for justice. The employees from IT industry have expressed their support for the Federation. The Federation has resolved to take up the issue of contract labour employed by Wipro Enterprises Limited at their plants at Tumkur and Mysore. In the next stage, the Federation is contemplating to take up the issue relating to contract labour employed in Wipro Limited.



# Budget

## Budget Highlights

**BUDGET**  
2014-15

■ Personal Income-tax exemption limit raised by from ₹ 2 lakh to ₹ 2.5 lakh; exemption limit for senior citizens raised from ₹ 2.5 lakh to ₹ 3 lakh

■ Investment limit under Section 80C raised from ₹ 1 lakh to ₹ 1.5 lakh

■ Annual investment ceiling in PPF enhanced from ₹ 1 lakh to ₹ 1.5 lakh

■ Fiscal deficit to be reduced from 4.6% in 2013-14 to 4.1% of GDP in 2014-15

■ FDI cap increased from 26% to 49% in insurance and defence sectors

■ Excise duty on cigarettes increased from 11% to 72%, on pan masala from 12% to 16% and on gutkha and chewing tobacco from 60% to 70%

■ ₹ 7,060 crore for developing one hundred 'Smart Cities'

■ 'Swachh Bharat Abhiyan' to cover every household with sanitation facility by 2019

■ Target to achieve a sustainable growth of 4% in Agriculture

■ A corpus of ₹ 10,000 crore for encouraging new start-ups by youth

■ Pan-India programme 'Digital India' to be launched for bridging the digital divide

■ AIIMS like institutions in Andhra Pradesh, West Bengal, Maharashtra and Uttar Pradesh; 12 new govt. medical colleges to be set up

■ A national programme in 'Mission Mode' to deal with deteriorating malnutrition situation

■ ₹ 2,037 crores provided for setting up Integrated Ganga Conservation Mission called 'Namami Gange'

■ ₹ 500 crore for setting up 5 more IITs in Jammu, Chhattisgarh, Goa, Andhra Pradesh and Kerala

■ 5 IIMs to be set up in Himachal Pradesh, Punjab, Bihar, Odisha and Rajasthan



KBK Infographics

## Relief to the Individual Taxpayer

**BUDGET**  
2014-15

Exemption limit raised by ₹ 50,000

**Basic Slabs** For all Individuals under the age of 60 years

Earlier	Now	TAX RATE
Upto ₹ 2,00,000	Upto ₹ 2,50,000	Nil
₹ 2,00,001 to ₹ 5,00,000	₹ 2,50,001 to ₹ 5,00,000	10%
₹ 5,00,001 to ₹ 10,00,000	₹ 5,00,001 to ₹ 10,00,000	20%
Above ₹ 10,00,000	Above ₹ 10,00,000	30%

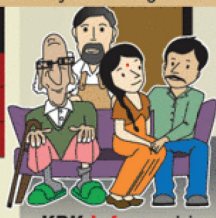
**Slabs for Senior Citizens** Between the age of 60 to 80 years

Earlier	Now	TAX RATE
Upto ₹ 2,50,000	Upto ₹ 3,00,000	Nil
₹ 2,50,001 to ₹ 5,00,000	₹ 3,00,001 to ₹ 5,00,000	10%
₹ 5,00,001 to ₹ 10,00,000	₹ 5,00,001 to ₹ 10,00,000	20%
Above ₹ 10,00,000	Above ₹ 10,00,000	30%

**Slabs for 'Very' Senior Citizens** Over 80 years of age

No change in exemption limit	TAX RATE
Upto ₹ 5,00,000	Nil
₹ 5,00,001 to ₹ 10,00,000	20%
Above ₹ 10,00,000	30%

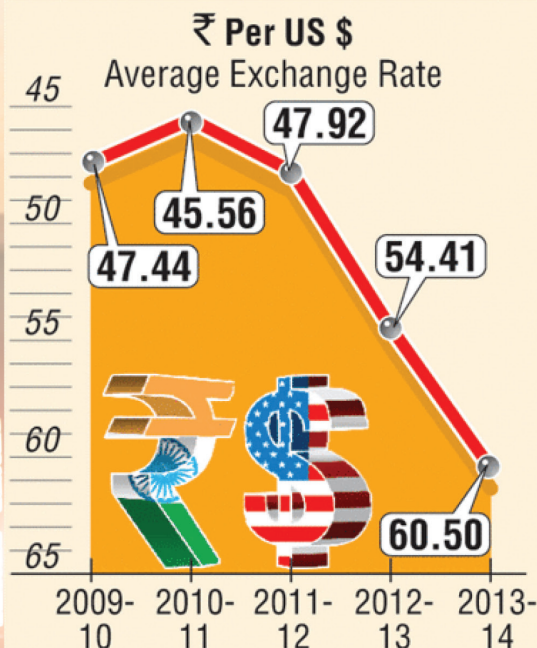
Investment limit under Section 80C raised from ₹ 1 lakh to ₹ 1.5 lakh



KBK Infographics

## Economic Survey 2013-14

## Rupee vs Dollar



(Inverted scale)

Source: Economic Survey 2013-14

KBK



## GREAT JUSTICE BY A KIND JUDGE



An old lady was held guilty of shoplifting at a grocery store. The case was presented in front of the judge. In her defence, the lady confessed her crime and said she had stolen grocery items like rice and some pulses as she was very poor and her only son had died in an accident leaving behind his wife and three children who were dying of hunger.

The owner of the grocery store insisted that she be punished so that others learn a lesson not to shoplift.

The judge who was a very kind and honest man, after going through the documents looked up and told the poor lady, "I am sorry you have committed a crime no matter what the situation. A crime is a crime so you are liable to criminal charges.

The poor lady had to pay a fine of \$100 and if she could not pay she would be sent to jail for 1 year according to the law.

The judge then took his hat off and put \$10 in it, turned towards the audience in the court and said, "Each of you present here is fined \$5 for letting a whole family starve until this poor old lady is forced to steal to feed her daughter-in-law and her grandchildren. The clerk will now collect the fines from all of you present."

The clerk brought the collection which was about \$300 to the judge including the fine from the owner of the store. The fine of \$100 was paid off and the judge gave the old lady the remaining money so she could take care of her family until she got a job somewhere.

Have you ever seen such a thing happen in our courts? How many of our judges are so wise, kind and compassionate?

### MORAL OF THE STORY:

Justice is human right and kindness is humanity. So always be kind and compassionate along with being just.



## Fun Time...







1. AFTER BRAZIL AND INDIA ,WHICH COUNTRY HAS THE MOST ORKUT USERS?
2. WHO WAS THE ONLY FINANCE MINISTER TO BECOME THE PRESIDENT OF INDIA?
3. WHICH COMPANY STARTED BASHAINDIA.COM TO PROMOTE INDIC LANGUAGE COMPUTING ON THE NET?
4. ON WHICH INDIAN LUXURY TRAIN CAN YOU FIND TWO RESTAURANT CARS NAMED MAHARAJA AND MAHARANI?
5. IN 2007, INDIA ALLOWED THE IMPORT OF HARLEY DAVIDSON BIKES FROM THE US IN EX-CHANGE FOR THE EXPORT OF ?
6. BY WHAT NAME WAS TATA STEEL EUROPE FORMERLY KNOWN?
7. WHICH INDIAN FINACE MINISTER PRESENTED TWO BUDGETS ON HIS BIRTHDAY?
8. THE FAMOUS EUROPEAN CASE AWARDS INSTITUTED AN AWARD FOR EXCELLENCE IN CASE WRITING AFTER WHICH INDIAN?
9. WHICH COUNTRY PRODUCES THE MOST CURRENCY NOTES?
10. DABUR ONCE MARKETING THE DRUG PLAGIN TO COMBAT?
11. WHICH AD GURU CAME UP WITH THE TAGLINE , "THE TYRE WITH MUSCLE"?
12. WHO HAS RESIGNED PREVIOUSLY AS THE CM OF KARNATAKA TO BE SWORN IN AS THE PM OF INDIA?
13. WHO CREATED ZOO ZOO FOR VODAFONE ?
14. WHICH IN THE FIRST STATE TO RESERVE 50% OF ALL POSTS IN LOCAL BODIES FOR WOMEN?
15. AFTER OVER 20K INDIAN REQUESTS , WHAT WAS ADDED TO FARMVILLE?
16. WHICH ORGANISATION IS INDIA'S LARGEST EMPLOYER?
17. WHICH CALCULATING TOOL AND PROGRAMMING LANGUAGE DESIGNED BY ALAN ELIASSEN IS NAMED AFTER A CARTOON CHARACTER?
18. TO PHYSICALLY TRANSMIT A MESSAGE , YOU SELECT A COMMUNICATION CHANNEL .THE CHANNEL IS A MEANS TO CONVEY THE MESSAGE.WHEN IS IT ADVISABLE TO USE AN ORAL MESSAGE?
19. WHAT DO YOU CALL A STOCK MARKET TREND THAT IS NEITHER BULLISH NOR BLARISH?
20. WHEN RABINDRANATH TAGORE WON THE NOBEL PEACE PRIZE FOR LITERATURE, HIS PRICE MONEY WAS DRAWN WHICH BANK?
21. IF BIG BLUE IS IBM, BIG BROWN IS UPS, THEN WHO IS BIG YELLOW?
22. NAME THE COMPETING BRAND FOR AMAZON'S KINDLE, DEVELOPED BY AN INDIAN COMPANY?
23. WHICH COMPANY INTRODUCED THE FIRST ANIMAL FAT FREE SOAP?
24. ACK MEDIA IS PRODUCING A STEREO SCOPIC 3D ANIMATION FILM OF A WELL KNOWN DESI CHARACTER .NAME THE CHARACTER?
25. NAME THE ORIGIN COUNTRY OF COMICS INDUSTRY?

**- Students are invited to answer the questions and have over the answer sheet to Payal (V Sem BBM) or Kiki (III Sem BBM) by 15/12/2014**

**- Students who give all right answers will get attractive prizes.**





(For Private Circulation Only)

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