



ST. ANNE'S DEGREE COLLEGE FOR WOMEN

Permanently Affiliated to Bengaluru City University
Recognized by UGC under Section 2(f), Accredited with 'A' Grade by NAAC
ISO 9001:2015 Certified Institution
#23, Cambridge Road, Halasuru, Bangalore- 560008



2.3.1 Student centric method such as experiential learning, Participative learning, and problem-solving methodologies used for enhancing learning experience.

INDEX

Experiential learning

1	Internship programme
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Participatory learning

1	Seminars and workshops
2	competitions
3	Product launch

Problem solving methodologies

1	Unit tests
2	Self-learning



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EXPERIENTIAL LEARNING

INTERNSHIP PROGRAMME

INTERNSHIP CERTIFICATES



The ದಿ ನಶೆಮನ್ ವೀಕ್ಲಿ
NASHEMAN
Weekly
India's Largest Selling Urdu Weekly



Ref.

Dated... 20/10/2021

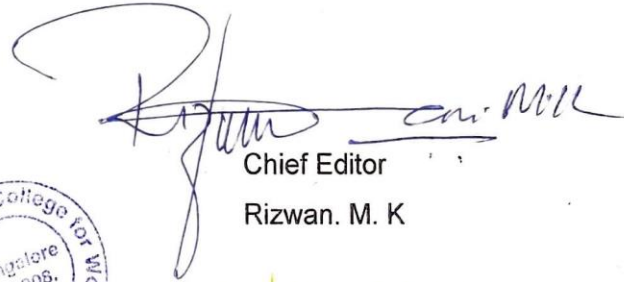
TO WHOM IT MAY CONCERN

This is to certify that ANTHONY MARY A, a student of second year 4th semester B.A, St. Anne's degree college for women, Bengaluru, completed her internship in NASHEMAN.IN, NASHEMAN MEDIA, Bengaluru, from September 20, 2021 to October 20, 2021. The student has done a tremendous job during the internship by submitting the interview, field reporting, Editing in Print, Electronic and Social media. She has completed the course successfully. Wishing her all the best for her future.


Chief of Bureau
Faizan Rizwan

THE NASHEMAN WEEKLY
21, LAZAR ROAD
FRAZER TOWN
BENGALURU - 560 005.




Chief Editor
Rizwan. M. K

THE NASHEMAN WEEKLY
21, LAZAR ROAD
FRAZER TOWN
BENGALURU - 560 005.

DATE: 13.10.2021

CERTIFICATE

This is to certify that Kum. Arthi Priya A M, student of 4th Semester
2nd Year BA Electronic Media at St Anne's Degree College for Women,
Cambridge Road, Halasuru, Bangalore – 560 008, has undergone
internship at Doordarshan Kendra, Bangalore from 28/09/2021 to
12/10/2021 in Programme Section.




(H.N.ARATHI)
PROGRAMME EXECUTIVE (CO)
For HEAD OF PROGRAMME

7

COMMISSION FOR BIBLE AND CATECHETICS DIOCESE OF MANDYA



Office: Maria Sadan, St. Thomas Forane Church, Christ School Road, Dharmaram College P.O.,
Bangalore-560029; Mob: 9916710071, Email: cbcmandya@gmail.com

Date: 15/10/2021

CERTIFICATE OF INTERNSHIP

This is to certify that Sr Jain Jose bearing Reg No A1919607, II Year BA (PJCE) Student of St Anne's Degree College for Women has successfully completed her internship in preparing Digital Video Classes for our students from 15th September 2021 to 30th September 2021

During the period of her internship program, she was found to be diligent, hardworking, inquisitive and was able to complete the project assigned to her to our satisfaction and on time.

We wish her all the best and every success in her life and career

For CBC Mandya,

Fr Dr Davis Panadan, CMI
Secretary
Commission for Bible and Catechetics
Diocese of Mandya



To Whom it Concerns

This is to certify that **Ms. K. TEJASHWINI**, Student of II Year IV Semester B.A (PJCE) from St.Anne's Degree College for Women, Halasuru, Bengaluru- 560008. Successfully completed her internship of 30 days from 15th September 2021 to 15th October 2021 in PVR Ltd, Forum Mall, Koramangala, Bengaluru- 560034.

She is a skilled individual who is creative and reliable. She has learnt the skill of Script Writing, understanding various genres and concepts of films, Researching and gathering information. She is an effective communicator who contributes ideas and applies theoretical knowledge into practice, she has also gained practical knowledge, the within functioning of PVR Cinemas.

Wishing her all the best for her future endeavors.

Regards,


Raghunandan A

General Manager - Sales



DATE: 13.10.2021

CERTIFICATE

This is to certify that Kum. Swathi R K , student of 4th Semester 2nd Year BA Electronic Media at St Anne's Degree College for Women, Cambridge Road, Halasuru, Bangalore – 560 008, has undergone internship at Doordarshan Kendra, Bangalore from 28/09/2021 to 12/10/2021 in Programme Section.


(H.N.ARATHI)

PROGRAMME EXECUTIVE (CO)
For HEAD OF PROGRAMME

DATE: 13.10.2021

CERTIFICATE

This is to certify that Kum. Valarmadhi M , student of 4th Semester
2nd Year BA Electronic Media at St Anne's Degree College for Women,
Cambridge Road, Halasuru, Bangalore – 560 008, has undergone
internship at Doordarshan Kendra, Bangalore from 28/09/2021 to
12/10/2021 in Programme Section.



(H.N.ARATHI)

PROGRAMME EXECUTIVE (CO)
For HEAD OF PROGRAMME





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PARTICIPATORY LEARNING

SEMINARS & WORKSHOP



St. Anne's Degree College for Women

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Halasuru, Bengaluru, Karnataka - 560008



Department of Business Administration
in collaboration with IQAC

organizes a

STUDENT WEBINAR ON

**"BRANDING OF EMPLOYER:
A PRAGMATIC APPROACH"**



Resource Person

Dr. R Sivakami

Asst. Professor & Co-ordinator

PG Department of Commerce

Mount Carmel College Autonomous

25 January 2022

11:00 AM



Rev. Sr. Margaret Fatima Mary
Administrator & Secretary

Prof. Nisha Joseph
Principal

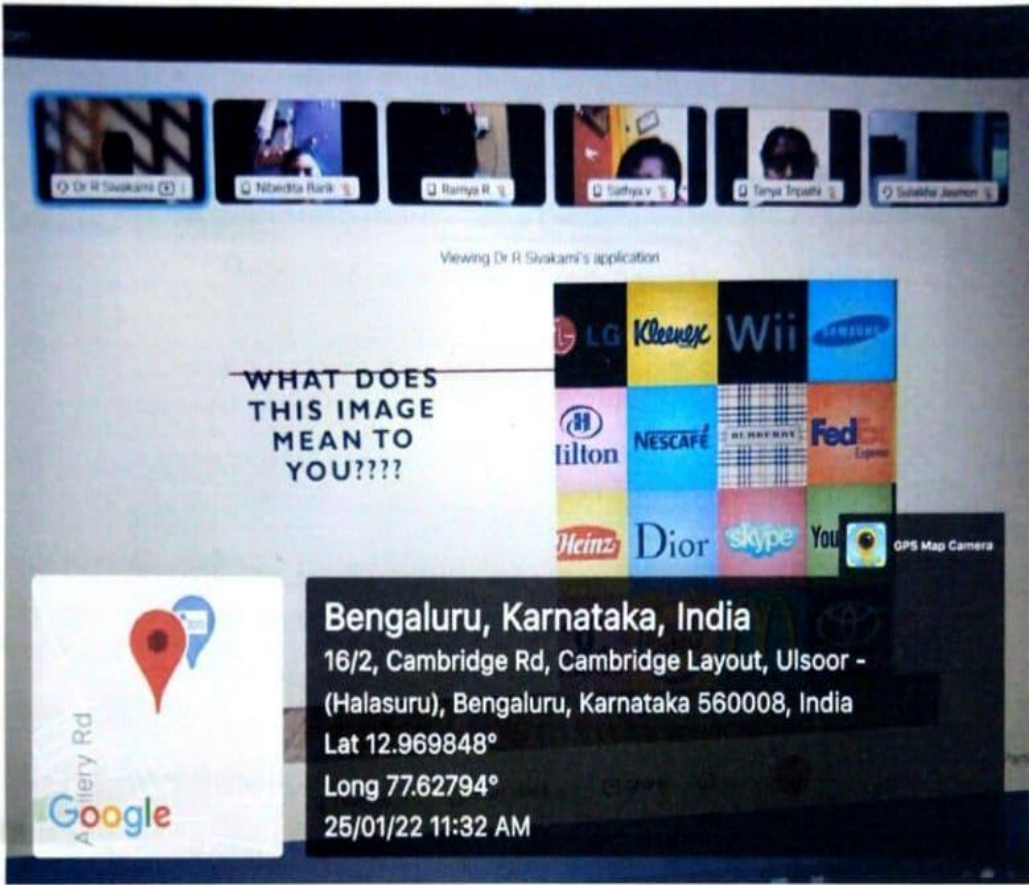
Dr. Lily Regina Arthi Moses
Head of the Department
Head of the Department

St. Anne's Degree College
For Women

23, Cambridge Road, Halasuru,
Bangalore - 560 008.

Dept. of Business Administration
St. Anne's Degree College for Women
#23, Cambridge Road, Halasuru
Bengaluru - 560 008

<https://mail.google.com/mail/u/0/#inbox/FMfcgzGmthwvFgNTPkSttNDokDj7projector=1&messagePart=1>



Arvind

HOD

Head of the Department
 Dept. of Business Administration
 St. Anne's Degree College for Women
 #23, Cambridge Road, Halasuru
 Bengaluru - 560 008



Nisla Joseph

Principal

PRINCIPAL

St. Anne's Degree College
 For Women
 # 23, Cambridge Road, Halasuru,
 Bangalore - 560 008.



St. Anne's Degree College for Women

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Halasuru, Bengaluru, Karnataka - 560008



Certificate of Appreciation

We appreciate the contribution of Dr. R Sivakami, Asst. Prof. & Co-ordinator, Mount Carmel College, Autonomous, Bengaluru for sharing her valuable knowledge as a Resource Person for the Student Webinar on "Branding of Employer: A Pragmatic Approach" organized by the Department of Business Administration in collaboration with IQAC on 25th January 2022.



Rev. Sr. Margaret Fatima Mary
Secretary & Administrator


Prof. Nisha Joseph
Principal


Asst. Prof. Lily Regina Arthi Moses
HOD, Business Administration



Head of the Department
Dept. of Business Administration
St. Anne's Degree College for Women
#23, Cambridge Road, Halasuru
Bengaluru - 560 008



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Halasuru, Bengaluru, Karnataka- 560008



Department of Business Administration
in collaboration with IQAC
organizes

An Expert Lecture on

"WOMEN ENTREPRENEURSHIP: PROSPECTS AND CHALLENGES"



Resource Person

Dr. PRIYA VINOD

MBA, MPhil, PhD

Assistant Professor

Post Graduate Centre

Jyothi Nivas College Autonomous

10:00 AM - 11:00 AM

06 JUNE 2022

ROOM NO : 63



Rev.Sr.Dr.Margaret Fatima Mary
Secretary

Prof.Nisha Joseph
Principal

Dr. Lily Regina Arthi Moses
Head of the Department

**Gallery: An Expert lecture on “Women Entrepreneurship:
Prospects and Challenge”**



Arthi
Head of the Department
Dept. of Business Administration
St. Anne's Degree College for Women
#23, Cambridge Road, Halasuru
Bengaluru - 560 008



Nishe Joseph
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COMPETITIONS

NO 19,3RD CROSS, CSI COMPOUND, MISSION ROAD, BANGALORE -27
AFFILIATED TO BENGALURU CITY UNIVERSITY NAAC RE-ACCREDITED



Certificate Of Participation

THIS IS TO CERTIFY THAT MR / MS JESSICA PRIYA .A

OF ST. ANN'S DEGREE COLLEGE FOR WOMEN

HAS PARTICIPATED IN GOLD MINERS

AT THE EVENT, 'CONSORTIUM'- MILLENNIUM, ORGANIZED BY E-EVOLVE

ON 5TH JULY, 2022.

Principal
Dr. D Revina Rebecca

E-cell Co-Ordinator
Ms. Suriya Naaz





Managed by- Shree shikshan Mahaveer Jain
#84 K R Road Shankarapuram Bangalore-560004

This is certify that ✓

Priyanka Kumari P

Of ST Annes degree college for women participated
in Treasure hunt competition which was held as a
part of confluence 2022.

8/7/2022

DATE

DR ASHA GANESH
Principal



Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade
Office of the Controller General of Patents, Designs and Trade Marks

CERTIFICATE

This is to certify that, **MS. JESSICA PRIYA A** of **ST. ANNE'S DEGREE COLLEGE FOR WOMEN, BENGALURU** has successfully participated in IP Awareness/Training program under


NATIONAL INTELLECTUAL PROPERTY AWARENESS MISSION

on June 30, 2022

Organized by
Intellectual Property Office, India

Date: July 12, 2022




(Prof. (Dr) Unnat P. Pandit)
CONTROLLER GENERAL OF
PATENTS, DESIGNS & TRADE MARKS

Sacred Heart Degree College for Women

Jeevan Bhimanagar, Bengaluru - 560 075

Affiliated to Bengaluru North University

Smash 2022.....

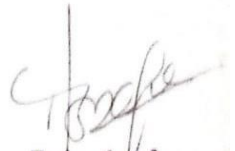
This is to certify that Ms. JAISHREE G
of St. ANNE'S DEGREE COLLEGE FOR WOMEN
is the Winner / ~~Runner~~ of **SMASH** 2022....., Inter
Collegiate Throw Ball Tournament held on 8 July 2022.



Physical Ed. Director



Secretary



Principal





ST. ANNE'S DEGREE COLLEGE FOR WOMEN

Affiliated to Bengaluru City University

Recognized by UGC under 2(f), Accredited by NAAC A Grade

Halasuru, Bangalore - 560008



Certificate of Participation

This is to certify that **Ms. Shekinah** of **St. Anne's Degree College for Women** has successfully attended the Student Webinar on "Branding of Employer: A Pragmatic Approach" organized by the Department of Business Administration in collaboration with IQAC on 25th January 2022.

Rev. Sr. Margaret Fatima Mary
Secretary & Administrator

Prof. Nisha Joseph
Principal

Asst. Prof. Lily Regina Arthi Moses
HOD, Business Administration



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PRODUCT LAUNCH



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DEPARTMENT OF BUSINESS ADMINISTRATION

MANAGEMENT DAY – ASPIREZ REPORT

2021-2022

Every year, The Department of Business Administration organizes Aspirez - Management fest. It aims at creating a platform for the brightest minds of the Department to showcase their skills through a variety of events that are uniquely challenging, as well as highly entertaining. It was held with the objective of encouraging the B.B.A Students to test their Managerial skills.

Aspirez 2021 was organized by the Department of Business Administration on 11th to 18th November 2021 for I,II & III Year BBA Students consisting Five On-Stage Events i.e. Mad Ads, Best Manager, theme Dance, Cosplay, Open Stage & Five Off-stage Events i.e. Lets fly paper planes, Blind Artist, photography, Smartphone Movie Contest, Creative Designing.

With the unanimous contemplation of all the Faculty Members to make the Fest successful with the joint activities of all our Students who were guided by the Faculty- team to chart-out the activities to be conducted in a planned manner to effect it. The Inaugural Function was anchored by Ms. Noor NiharZaman – III year BBA Student. There was a colorful welcome started by invoking lord's presence through Invocation Song & Invocation Dance followed by lighting of the lamp. It was accompanied by a melodious start. It was followed by welcome speech by the Principal Prof. Nisha Joseph, the valuable deliverance by Rev.Dr.MargaretFathima Mary – Secretary & Administrator then addressed the gathering with her inspiring words and she also gave the knowledge on differences between wisdom and intelligence, being interactive with the students, who emphasized the significance of the maintenance of attendance & scoring 100% percent in the University Examinations. She ended up with a note of appreciation to the Department & Students. Later during the commencement of the events the student Co ordinators were batched & honored. Ms. SulaikhaJasmon was announced as the Department Co-ordinator, Ms. Noor NiharZaman as the Department Secretary and Ms. Varshini Ganesh as the Assistant Department Co-ordinator, Then Dr.Lily Regina Arthimoses Head, Department of Business Administration presented on the overview of the BBA Department & gave a brief introduction about the fest. Seminars Guest

Add-on programmes and placements. The inauguration ceremony was concluded by wishing good luck to all the participants for the events.

The vote of thanks was given by Asst.Prof.Sheetal G

Winners & Participants Commencement of on-stage events

OFF STAGE EVENTS

SL NO	NAME OF EVENT	NAME OF PARTICIPANT	CLASS	POSITION
1	LET'S FLY PAPER PLANES	GANAVI M	III BBA	PARTICIPATED
		MUSKAN S		
		THASLEEM NAZREEN		III PLACE
		KEERTHANA R		
		SATHYA V		PARTICIPATED
		HEMASHREE S		
		PREETHI CH		
		RAMIZA BEGUM		
		P AISHWARYA		
		VIJAYALAKSHMI P		
		RACHEL VERONICA		
		AISHWARYA R	II PLACE	
		SUJATHA S	III PLACE	
		RAKSHITHA M	PARTICIPATED	
		BRINDA CR	I PLACE	
		CHARULATHA	PARTICIPATED	
		KAVYA R		
CHANDANA				
TANISHAA S				
MARIA SHEKINAH	I BBA			
2	BLIND ARTIST	AISHWARYA - SUJATHA	III BBA	PARTICIPATED
		VIJAYALAKSHMI - RAKSHITHA		III PLACE
		PREETHI - GANAVI	II BBA	PARTICIPATED
		SHINEY - HANISH		
		BRINDA - CHARULATHA		
		KAVYA - VAISHNAVI		
		VARSHREENI - PAVITHRA		
		MARY SOPHIYA - SHAKTISHWARI		
		RAMYA - PAVITHRA S		
		T. DEVIKA - ASHMITA		
		AYESHA - HANNAH		
		REBECCA - SALMA JOSEPHINE	I BBA	I PLACE
		CHANDANA - ASHWINI		
RAMYA - ANANYA	PARTICIPATED			

		JAISHREE - PRIYANKA		II PLACE
		TANISHAA - SHEKINAH		PARTICIPATED
		TRISHA - NAMRATA		
		REYASON BASILICA - JEROLIN		

SL. NO	NAME OF EVENT	NAME OF PARTICIPANT	CLASS	POSITION
3	PHOTOGRAPHY	NOOR NEHAR ZAMAN	III BBA	I PLACE
		SULAIKHA JASMON		PARTICIPATED
		HANISH JACOB	II BBA	II PLACE
		SHAKTISHWARI B		PARTICIPATED
		AKSHAYA B	I BBA	III PLACE
		JESSICA		PARTICIPATED
		KAVYA SD		
4	SMARTPHONE MOVIE CONTEST	HANNAH RENATA	II BBA	I PLACE
		AYESHA KHANUM		II PLACE
5	CREATIVE DESIGNING	VERONICA SJ	III BBA	PARTICIPATED
		RAKSHITHA - VIJAYALAKSHMI		II PLACE
		BRINDA - CHARULATHA	II BBA	III PLACE
		RAMYA - PAVITHRA S		PARTICIPATED
		KAVYA - HANNAH		
		JANNET - VAISHNAVI		
		VARSHREENI GANESH		I PLACE
		PAVITHRA S	I PLACE	
		NIBEDITA - DEEPA	I BBA	PARTICIPATED
		REBECCA - ANANYA		
		FIZA - PREETHI		
		CHANDANA - MARIA SHEKINAH		
		AKSHAYA - KAVYA		
		JAISHREE - PRIYANKA		
		PAVANI - AMULU		
		TANISHAA S		
		TRISHA - RAMYA		
REYASON BASILICA - JEROLIN				
FAREEN - UZMA				

ON STAGE EVENTS

SL. NO	NAME OF EVENT	NAME OF PARTICIPANT	CLASS	POSITION
1	OPEN STAGE	THASLEEM NAZREEN	III BBA	III PLACE
		LEEMA S		III PLACE
		SHINEY SUNITHA	II BBA	PARTICIPATED
		MARY SOPHIYA		
		RAMYA M		

		PAVITHRA S		II PLACE
		KAVYA SD	I BBA	PARTICIPATED
		TRISHA		
		NAMRATA		
		SALIHA SALMAN		I PLACE
2	COSPLAY	NOOR NEHAR ZAMAN		III BBA
		TANISHAA S	I BBA	II PLACE
3	MAD - ADS	P AISHWARYA	III BBA	I PLACE
		SATHYVA V		
		RAKSHITHA M		
		PREETHI CH		
		GANAVI M		
		TEJASWINI DR		
		VIJAYALAKSHMI P		
		THASLEEM NAZREEN		
		AYESHA KHANUM	II BBA	II PLACE
		ASHMITA RAI		
		SALIHA SALMAN	I BBA	
		FAREEN		
		UZMA		
		FIZA ANJUM		
		PREETHI KUMARI		
		NIBEDITA		
		PAVANI PAVITHRA		
		DEEPA		
		AMULU		
		HEMAVATHI		
RAMYA				
ANANYA				
REYASON BASILICA	I BBA	III PLACE		
JEROLIN MERCY				
REBECCA				
				PARTICIPATED

SL. NO	NAME OF EVENT	NAME OF PARTICIPANT	CLASS	POSITION
4	BEST MANAGER	SADIYA TASNEEM	III BBA	PARTICIPATED
		TEJASWINI DR		III PLACE
		PREETHI CH		I PLACE
		RAKSHITHA M		PARTICIPATED
		P AISHWARYA		
		BRINDA CR		
		VARSHENI GANESH	II BBA	
		PAVITHRA S	III BBA	PARTICIPATED
KEERTHANA R	II PLACE			
THASLEEM NAZREEN				

	HEMASHREE S		
	P AISHWARYA		
	SATHYA V		
	RAMIZA BEGUM		
	MUSKAN S		
	SHINEY SUNITHA	II BBA	I PLACE
	SHAKTISHWARI B		
	MARY SOPHIYA		
	HANISH JACOB		
	HANNAH RENATA		
	CHARULATHA		III PLACE
	KAVYA R	I BBA	PARTICIPATED
	FAREEN		
	UZMA		
	FIZA		
	JAISHREE		
	PRIYANKA		
	PREETHI KUMARI		
	SALIHA SALMAN		

The valedictory program was anchored by Asst.Prof. Kavya , followed by the prize distribution ceremony being hosted Ms.Noor Nehar Zaman. The Department HOD & Faculty members presented the certificates to the winners

The Faculty members and student coordinators' who worked relentlessly to make event successful were highly praised.This marked the conclusion of celebrated and precious event Aspirez - 2021-22.



Archi S

HOD

Head of the Department
Dept. of Business Administration
 St. Anne's Degree College for Women
 # 23, Cambridge Road, Halasuru
 Bengaluru -

Nisla Joseph

Principal

PRINCIPAL
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PROBLEM SOLVING METHODOLOGIES

UNIT TESTS



St. Anne's Degree College

Halasuru, Bangalore - 560 008

Mid Sem / End Sem

Reg No. : B2024201

Class : II Year, BBA

Exam :

Subject : CCS

Total Marks

3 1/2
HO

Ashmita Rai

Signature of the Student

Jelo

Signature of the Invigilator

- a) → Non-verbal communication is the communication through symbols like posture, eye contact, etc. In this type of communication oral communication is not done.
- b) → Internal communication is the communication done between employee and employer and between employees.
- d) → According to MV Rodrigues, "listening is the process of receiving, interpreting and reacting to the communication of sender."
- f) → Skimming is the fast-reading technique where the reader covers a vast material within a short-time.
Eg. Telegram.
- c) → Communication is the exchange of thoughts, ideas, opinions, knowledge between two or more persons.
Communication is always not only done orally but also by symbols.



St. Anne's Degree College

Halasuru, Bangalore - 560 008

Mid Sem / End Sem

Reg No. : B2024219

Class : II BBA

Exam : Mid-term Exam

Subject : C.C.S.

Total Marks

37/2
40

lakshmau.s.m.
Signature of the Student

Signature of the Invigilator

Section-A

Answer any Five Sub-Questions:-

- Non-verbal communication is a communication through symbols or actions like facial expression, eye contact, smile, posture, pictures, graphs & so on. Humans mostly communicate through non-verbal means.
- Internal communication is a written, spoken, & non-verbal communication between employees & employers among employees. It is focused on some business strategic issue.
- Communication is an exchange of an information, ideas, views, facts, opinions etc between two or more people and the other people. It is more effective only when business one is able to understand the messages sent by the others.
- Two objectives of communication:
 - To communicate effectively for strong decision making.
 - To share and understand the information.
 - To improve the morale of employees to achieve the goals of an organisation.
- Skimming is a speed reading process which enables a reader to ~~fast~~ complete vast amount of material very rapidly. It is a process of reading a text very fastly so that to get main ideas about particular topics.



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Halasuru, Bangalore - 560 008

Mid Sem / End Sem

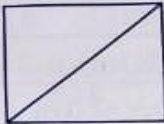
Reg No. : B2024209
Exam : Mid Sem

35

Class : BBA
Subject : CRM

Total Marks

35



Signature of the Student

Signature of the Invigilator

Section - B

Q No.

Better Communication

Increase Revenue

Customer Appreciated

BENEFITS OF CUSTOMER LOYALTY

Saves Money

Attract New Customer

Valuable Data

Increase Sales

* Increase Revenue :- Customer loyalty helps to increase revenue. When existing customers repeat the brand there will be increase in sales. This increase in sales helps to increase profit and revenue.

* Saves Money :- Customer loyalty helps to save money. Than finding out new customer existing customer helps to save money. Investing more on new customer can bring the company to loss. But existing customer can save money.

Increase Sales :- Customer loyalty helps in increasing



St. Anne's Degree College

Halasuru, Bangalore - 560 008

Mid Sem / End Sem

Reg No. : 012024216

Exam : Mid-Sem

Total Marks

36
40

Class : II BBA, II Sem

Subject : C.C.S

Signature of the Student

Signature of the Invigilator

Answer any five sub-questions:-

(5x2=10)

a-ans: Non-verbal communications refers to the symbols like facial expressions, eye contact, pictures, graphs, etc. It is mostly used for human-human interactions. And it is also an important for human interactions.

b-ans: Internal communication refers to written, interactions and non-verbal, pictures communication that between the employer, employee and among the employees.

c-ans: Communication refers to the process of exchanging or passing information or understanding from one person to another.

e-ans: (*) To exchange information:

(*) To convey messages and ideas in simple and clear.

(*) To decision making.

(*) To ~~provi~~ ~~pas~~ delegate the work to the sub-ordinates.

-ans: Skimming refers to a particular process of searching a particular word in a particular approach.

For example: If you wanted to find a word meaning for the word "virtuous". First you search for 'V' than 'I' and 'R'. By then you would have found the word. This is called skimming.



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SELF-LEARNING

CASE STUDIES

CASE – I

CHEMCO CASE

Started in 1965, ChemCo is a leading manufacturer of car batteries in the U.K. market. Since then, it has been under the charge of Mr. Jones, the founder-owner of the firm. In 1999, the company decided to go for a diversification by expanding the product line. The new product was batteries for fork-lift trucks. At the same time, Mr. Marek was appointed the Senior Vice President of marketing in the company. However, soon after its successful diversification into fork-lift batteries, the sales in this segment began dropping steadily.

At this juncture in 2002, the firm is losing heavily in the fork-lift batteries business and its market share in car batteries is also on a decline. Mr. Jones has asked Mr. Marek to show a turnaround in the company within a year. What steps should Mr. Marek take to take the company out of its troubles?

Q1. What is this Case about ?

This case is about marketing management.

Q2. Facts of the Case.

- Based on prices and Quality.
- Chemco is a quality in the U.K. Car Batteries market
- Losing heavily in folk-lift truck batteries
- Customer purchases battery in the Automobile market are highly seasonal.
- Old fashioned Owner resistance to change.

Q3. What are the Key issues or problems in the Case ?

- The products are old fashion, losing heavily on batteries
- product is based on pricing and quality.
- Advertising in the market based on products.

Q4. What are the Causes for the problems ?

Mismanaged products diversification in a price sensitive market.

Q5. List the Options available with pros and cons of each option.

CASE II

NAKAMURA LACQUER COMPANY

The Nakamura Lacquer Company (NLC) of Kyoto, Japan, employed several thousand men and produced 500,000 pieces of lacquer tableware annually, with its Chrysanthemum brand becoming Japan's best known and bestselling brand. The annual profit from operations was \$250,000. The market for lacquerware in Japan seemed to have matured, with the production steady at 500,000 pieces a year. NLC did practically no business outside Japan. In May 2000, (much to your chagrin!) the ambitious and dynamic, Mr. Nakamura (Chairman, NLC) received two offers from American companies wishing to sell lacquer ware in America. The first offer was from the National China Company. It was the largest manufacturer of good quality dinnerware in the U.S., with their "Rose and Crown" brand accounting for almost 30% of total sales. They were willing to give a firm order for three years for annual purchases of 400,000 sets of lacquer dinnerware, delivered in Japan and at 5% more than what the Japanese jobbers paid. However, Nakamura would have to forego the Chrysanthemum trademark to "Rose and Crown" and also undertake not to sell lacquer ware to anyone else in the U.S. The second offer was from Sammelback, Sammelback and Whittacker (henceforth SSW), Chicago, the largest supplier of hotel and restaurant supplies in the U.S. They perceived a U.S. market of 600,000 sets a year, expecting it to go up to 2 million in around 5 years.

Since the Japanese government did not allow overseas investment, SSW was willing to budget \$1.5 million for the next two years towards introduction and promotion. Nakamura would sell his "Chrysanthemum" brand but would have to give exclusive representation to SSW for five years at standard commission rates and also forego his profit margin toward paying back of the \$ 1.5 million.

What should Mr. Nakamura do?

Q1. What is this case about?

This case is about production management.

Q2. Facts of the case?

- The Nakamura lacquery Company (NLC) is a Japan's best known and the best selling brand.
- The Nakamura lacquery Company based in Kyoto, Japan was one of the many small handicraft shops making lacquery for the daily table use of the Japanese people.
- Nakamura named his brand "Chrysanthemum" after the national flower of Japan, which showed his national pride.
- The product is based on good quality, Middle Class and dependable.

Q3. What are the key issues or problem in the case?

- To meet the number requirement of the orders, Nakamura would either have to expand capacity or internal market trading is the supply and demand of goods, services and securities.
- If he cut down ^{on} the internal market, the danger was of losing out on a well established market.
- To expand into the U.S. market — chandra's

CASE III

BACKGROUND CHECK FOR JOB CANDIDATES

Background assessments are a difficulty faced by many companies; as sensitive statistics are now extra public than ever. Office Drop was no exception, as the corporation scans paper into digital files; along with personal medical history and minister sermons; most of which require a trustworthy person who can take care of documents discreetly.

Many third-party companies provide quick, superficial checks; however, Prasad Thammineni, the proprietor of Office Drop was not satisfied, and he needed more accurate statistics.

He found a company that would allow researchers to delve into several different sources and perform a more comprehensive search. There was an opposition from other business owners pointing out that alternative to using Google to perform a historical check; he should have requested their enterprise network who they were using. They also endorsed that he take advantage of free resources; which include on-line searches and checking out social media websites to learn more about job candidates

01. What is this case about

This case is about Human Resource management.

02. Facts Of the Case

- * Back ground check of a Candidate is to know more about their work history or education when the person is selected.
- * Background checks include a report of the job candidates employment history.
- * A list of all the Companies you've worked for, your job titles and date of employee
- * The most common background checks for employers are criminal record searches.
Example: Criminal history checks (National, federal, Country etc.)

03. What are the Key issues or problems in the Case

- The company may face some issues while back ground check for job candidates because hiring a new employee is a big investment for the company
- The company require a trustworthy person.
- Difficulty faced by many companies in Background assessments:
 - Extracting quality information.