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Master of Business Administration

LATEST UPDATE

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India to be among top-10 media markets by 2021: Study

India is expected to be among the top-10 entertainment and media markets globally by 2021 in terms of absolute numbers, according to a joint study by ASSOCHAM-PwC.

The country's per capita media and entertainment spending is likely to be capped at \$32 or Rs 2,080 by 2021, the study noted. By some estimates, India is among the fastest growing OTT markets in the world and will be one of the top-10 by 2022, it said.

The market size is expected to reach \$52.68 billion in 2022 from \$30.36 billion in 2017, it claimed. "It (India) is set to be in the top 10 entertainment and media markets globally by 2021 in terms of absolute numbers," the study said.

It attributed growth of OTT content to increasing penetration of smartphones in the country and continuous rise in data consumption. The OTT market (transactional video on demand and subscription video on demand) is set to grow at a compounded annual growth rate (CAGR) of 10.1 percent during the period 2017-2022.

"During the same period in India, the segment is expected to grow from \$297 million to \$823 million in 2022 at a CAGR of 22.6 percent. With increasing smartphone penetration and lower data tariffs, VoD is showing promising growth," the report said.

Globally, the industry has recently witnessed a shift in focus from content and distribution to user experience.

"India's per capita media and entertainment spend will be capped at USD 32 (about Rs 2,080) by 2021. The spend is much lower than that of China, which will stand at \$222 (Rs 14,430) for the same period, and that of the USA, which will have the highest spend at \$2,260 (Rs 1.46 lakh)," the study said. The large number of choices in the video-on-demand segment has spoiled consumers in India, the study noted.

"Hotstar has had a first-mover advantage in the OTT space in India. Other top players in the OTT ecosystem include Voot, SonyLIV, Netflix, Amazon Prime, Eros Now and ALTBalaji. Start-ups such as Arre and YuppTV are an additional presence," it added.

In India OTT players, including Hotstar, Amazon Prime and Eros Now, are not only competing among themselves but also also with DTH players and other means.

"With increasing traffic in metro cities, the time spent on viewing videos is also on the rise. Cab aggregators, such as Ola, have installed tablets inside their cabs with a wide range of curated content for passengers at no additional cost," the report said

Source: <https://www.avenuemail.in/jamshedpur/tata-steel-named-one-of-2019-worlds-most-ethical-companies/129783/>

SHRM is Called to Shape National Workforce Strategy

When it comes to the future of talent, America's prospects are in serious, if not critical, condition. There are currently more than 7.3 million unfilled jobs in the United States, in large part because we don't have enough American workers with the skills or training to fill them. Our nation's most valuable resource—our workforce—is ill-served by our current system of education and training for the in-demand jobs of the future.

The skills gap is a worldwide problem, and here in the U.S. it deeply impacts the economy and our prospects for global competition. The situation will only get worse as technology gives rise to new jobs that require skills that don't even exist yet.

That is why I am so pleased and honored to be appointed to the U.S. Department of Commerce's American Workforce Policy Advisory Board, along with other business leaders across the private, not-for-profit and public sectors.

Our job is to advise on and recommend ways the private sector and educational institutions can work together to combat the skills crisis by investing in and increasing demand-driven education, training, and re-training, including through apprenticeships and work-based learning opportunities.

This is a great opportunity to elevate SHRM as the voice of all things work. We will lead the conversation on creating better workplaces through sensible policies and a national strategy that will ensure America has a robust, highly skilled workforce prepared to compete globally for the emerging jobs of the future.

SHRM's invitation to participate in this Advisory Board is a testament to the importance of the HR profession and what we can achieve for the good of our country and our society. HR is leading the way in shaping a bright future for work, workers and workplaces across the country

Source: <https://blog.shrm.org/blog/shrm-is-called-to-shape-national-workforce-strategy>.

Asian stocks surge on China's factory comeback, trade talks progress

Asian stocks rallied on Monday as positive Chinese factory gauges and signs of progress in Sino-US trade talks supported sentiment, although another defeat for British Prime Minister Theresa May's proposed Brexit deal added to sterling's woes.

MSCI's broadest index of Asia-Pacific shares outside Japan added 1 per cent and the Shanghai Composite Index rallied 1.7 per cent. Australian stocks climbed 0.8 per cent, South Korea's KOSPI gained 1 per cent and Japan's Nikkei advanced more than 2 per cent.

The markets took heart after China's official purchasing managers' index (PMI) released on Sunday showed factory activity unexpectedly grew for the first time in four months in March. A private business survey, the Caixin/Markit PMI, released on Monday also showed the manufacturing sector in the world's second biggest economy returning to growth. If sustained, the improvement in business conditions could indicate that manufacturing is on a path to recovery, easing fears that China could slip into a sharper economic downturn.

"Our view is the impact of policy easing is gradually kicking in, pushing up sequential growth indicators such as PMI first," wrote China economists at Bank of America Merrill Lynch. "In particular, the larger-than-expected tax and fee cuts and improving financial conditions have likely helped boost business sentiment in the manufacturing space."

Stocks in Asia also took their cues from Wall Street, with the S&P 500 posting its best quarterly gain in a decade on Friday amid trade optimism. [N]

The United States and China said they made progress in trade talks that concluded on Friday in Beijing, with Washington saying the negotiations were "candid and constructive" as the world's two largest economies try to resolve their drawn out trade war.

"The ongoing US-China trade conflict has provided a steady stream of conflicting signals for the markets. But as a whole the negotiations appear to be headed towards a conclusion," said Soichiro Monji, senior strategist at Sumitomo Mitsui DS Asset Management. "Hopes that the United States and China would reach an agreement on trade as early as this month are enabling stocks to begin the first quarter on a positive tone."

In the currency market, the dollar index against a basket of six major currencies was little changed at 97.260 after going as high as 97.341 on Friday, its strongest since March 11. The greenback had benefited from the flagging pound, which was on track to post its fourth day of losses in the wake of the ongoing Brexit saga. Sterling took its latest knock after British lawmakers rejected Prime Minister May's Brexit deal for a third time on Friday, sounding its probable death knell and leaving the country's withdrawal from the European Union in turmoil.

The pound was down 0.1 per cent at \$1.3022. The Australian dollar advanced 0.4 per cent to \$0.7124. The Aussie is sensitive to shifts in the economic outlook for China, the country's main trading partner. The euro was a touch higher at \$1.1227 while the dollar rose 0.3 per cent to 111.17 yen. Safe-haven government bonds retreated as risk aversion in the broader markets eased. The benchmark 10-year US Treasury yield edged up to a six-day high of 2.444 per cent, pulling away from a 15-month low of 2.340 per cent brushed on March 25.

COLLEGE UPDATE

Electoral Awareness Campaign: 27th March 2019

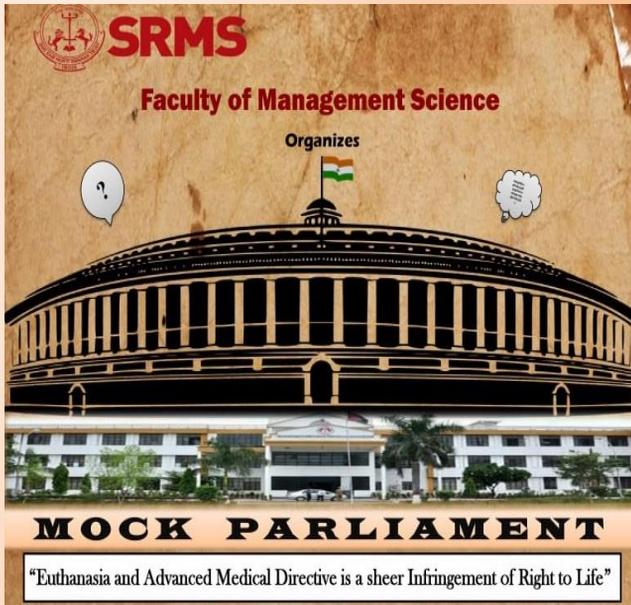


The Electoral Awareness campaign was held in the campus of Shri Ram Murti Smarak College Of Engineering and Technology, Bareilly on 26th March 2019 at 11am, under the campaign, various activities were conducted. The activities were poster making, slogan writing, Selfie point, Signature Campaign and express your views (speech and poetry) , addressed by Dean Academics, Dr. Prabhakar Gupta, Chief Proctor, Er. Sovan Mohanty, HOD (CS deptt), Dr. Laxmi Shankar Maurya and member of proctorial board, Er. K.K. Tiwari. Later on, at 2 o'clock, all the new voters and to-be-voters gathered for the guest lecture under the campaign, addressed by Chief Guest, IAS Officer, Mr. Satyendra Kumar and RJ Pankhuri from Radio Station 92.7 Big FM, Trust Secretary, Mr. Aditya Murti, Trust Administrator, Er. Subhash Mehra Dean Student Welfare, Er. Ashish Kumar, Dean Academics, Dr. Prabhakar Gupta, HODs of various deptt. , various faculty members and students from SRMS CET, SRMS Nursing, SRMS paramedical. The event started with the welcome address of the dignitaries, providing them a sapling as the token of love.

The event was further conducted by Chief Guest, Mr Satyendra Kumar. He told the budding voters and to-be-voters the process to register for enrolment in the voters' list and what the importance of voting is. He mentioned the online portal to get registered, NVSP (National Voters Services Portal) where a student can online register and also a help-desk number 1950 where he/she can clear his/her confusions, doubts and misunderstandings about the election process. An active participation was students as well as teachers was seen during the campaign. After knowing about the entire electoral process and its importance, RJ Pankhuri also encouraged to vote and to invoke others to invoke too. She asked senior faculty to conduct and organize electoral kitties where they will discuss and encourage their friends to vote. To conclude, the event was a success achieving the aim of its conduct and hoping the new voters and to-be-voters and become responsible citizens.

DEPARTMENTAL ACTIVITY

MOCK PARLIAMENT



On 6 th of March 2019 Management Club has organized Mock Parliament with the topic : "Euthanasia and advance Medical directive is a sheer infringement of right to life". Mock parliament has been organized to nurture the communication capabilities of the students. Students from MBA, MCA, B.Pharm, B.Tech has participated from both CET & CETR. Students had spoken actively on favor and against. Shivnandan Shukla from MBA has been appointed as a speaker and the major attraction has been taken by Humair Ali from MBA department who grabbed 2nd position by speaking against the motion. Event has taken the arena on fire by the exaggerating thoughts of students.



STUDENTS CORNER

Mission ASAT: Why India needs a satellite killer

Once an ASAT weapon system is operationalised, India's military will have the power to blind the enemy's reconnaissance satellite coverage, delivering a knockout punch before the guns open up on the ground.



India on Wednesday successfully tested an Anti-Satellite (ASAT) Missile against a live satellite in low-Earth

The success of Mission Shakti, in which an anti-satellite (ASAT) missile destroyed a satellite orbiting 300 km in space, demonstrates India's capability to protect itself from satellite surveillance in the event of war as well as the ability to cripple the enemy's space-based communications and navigation systems within the opening hours of a conflict.

Once an ASAT weapon system is operationalised, India's military will have the power to blind the enemy's reconnaissance satellite coverage, delivering a knockout punch before the guns open up on the ground. A coordinated attack on the adversary's space assets would hamper his ability to launch missiles or detect the launch of Indian strategic missiles. Without being able to communicate effectively with its military forces, the adversary would have no choice but to back off.

Bank of Baroda share price raises over 6% after govt. decides to infuse Rs 5,042 cr into lender

Bank of Baroda share price rose 6.21% to 129.10 compared to the previous close of 121.55 on BSE. The merger of Dena Bank and Vijaya Bank with BoB would be effective from April 1.

The Bank of Baroda share price rose in trade today after the government said it would infuse Rs 5,042 crore into the state-owned lender ahead of merger with two other public sector lenders Dena Bank and Vijaya Bank.



Bank of Baroda share price rose 6.21% to 129.10 compared to the previous close of 121.55 on BSE. The merger of Dena Bank and Vijaya Bank with BoB would be effective from April 1. Stock has been gaining for the last three days and has risen 8.54% during the period.

SBI to auction NPAs worth Rs 6,169 crore in next 10 days During last one year, Bank of Baroda share price has lost 9.77% and gained 8% since the beginning of this year. The finance ministry through its notification on Wednesday conveyed its decision to infuse capital of Rs 5,042 crore in BoB, the bank said in a regulatory filing.

"The capital infusion will be by way of preferential allotment of equity shares (special securities/bonds) of the bank during FY2018-19, as government's investment," it said.

According to the Scheme of Amalgamation, shareholders of Vijaya Bank will get 402 equity shares of BoB for every 1,000 shares held. In the case of Dena Bank, its shareholders will get 110 shares for every 1,000 shares of BoB.

The government in September last year had announced merger of Vijaya Bank and Dena Bank with Bank of Baroda, aiming to create the third-largest lender after SBI and ICICI Bank.

Source:- www.businesstoday.in/sectors/banks/vijaya-bank-dena-bank-merger-bob-effective-april-1-share-exchange-plan/story/320823.html?utm_source=recengine&utm_medium=WEB&referral_sourceid=331866&referral_cat=Company-Stock

OPINION

Digital Marketing Trends

In this article, I'll take an in-depth look at what I see as the most significant trends in digital marketing for the year ahead. But, it's not only my view, since I have 'crowdsourced' the importance of the different trends rated by the popularity of each trend.

For all members of Smart Insights, we also have a more detailed free download of the marketing megatrends for 2019, which are 9 digital marketing and martech megatrends will help give you an edge in 2019. In the download we discuss machine learning and artificial intelligence, which for me is the biggest trend in marketing right now. Machine learning techniques apply across many of the techniques we discuss in this post including Big Data, Marketing Automation, Organic Search and Social media marketing.

While this doesn't have a controlled sample of our free research reports like Managing Digital Marketing, it does canvas opinion widely. Note that these trends aren't necessarily the most important channel by volume of leads or sales, rather it is the tactic which will give the biggest increase in the year ahead, so it shows what is becoming more important. By asking for just one tactic, this helps shows the the top 3, 5 or 10 top-level trends.

To help the decision on which technique to choose, we expanded upon the short labels you see in the graph to help scope the response more carefully. For example, 'Big Data' is a nebulous term, but when we expanded the definition to include insight and predictive analytics, it shows the value of the specific marketing techniques for Big Data and this help explains why this is in position number two. Here is the full listing of digital marketing techniques:

- **Big Data** (including market and customer insight and predictive analytics)
- **Content marketing Communities** (Branded niche or vertical communities)
- **Conversion rate optimization** (CRO) / improving website experiences
- **Display** (Banners on publishers, ad networks social media including retargeting and programmatic)
- **Internet of Things** (IoT) marketing applications

- **Marketing Automation** (incl CRM, behavioural Email marketing and web personalisation)
- **Mobile marketing** (Mobile advertising, site development and apps)
- **Paid search marketing**, e.g. Google AdWords Pay Per Click
- **Online PR** (including influencer outreach)
- **Partnerships** including affiliate and co-marketing
- **Search Engine Optimisation** (SEO or organic search)
- **Social media marketing** including Social CRM and Social Customer Care
- **Wearables** (e.g. Apple Watch, activity trackers, augmented reality)

In our Digital Channel Essentials Toolkits within our members' area and we simplify digital marketing down to just 8 key techniques which are essential for businesses to manage today AND for individual marketers to develop skills.

Anmol Kumar Singh
MBA 2nd Year

THE EMPOWERED WOMEN

The Empowered Woman, she moves through the world with a sense of confidence and grace.

Her once reckless spirit now tempered by wisdom.

Quietly, yet firmly, she speaks her truth without doubt or hesitation and the life she leads is of her own creation.

She now understands what it means to live and let live.

How much to ask for herself and how much to give.

She has a strong, yet generous heart and the inner beauty she emanates truly sets her apart.

Like the mythical Phoenix, she has risen from the ashes and soared to a new plane of existence, unfettered by the things that once that posed such resistance.

Her senses now heightened, she sees everything so clearly.

Her needs and desires she has learned to express.

She has tasted bitter and savored the sweet fruits of life, overcome adversity and pushed past heartache and strife.

And the one thing she never understood, she now knows to be true, it all begins and ends with you.

Prabhjeet Kaur
MBA 2nd Year

Endorsement of JOY Personal Care

The Shades of Personal Care

Joy personal care is using a marketing strategy for targeting the different segment by endorsing different celebrities for their product line. They frame their tagline of product according to the actress just to make connection with the audience. As Bharti Singh & Mouni Roy was the brand ambassador for the Joy product.

Bharti Sharma was endorsing a product of lotion with a catchy tagline, i.e., why can't an overweight women be beautiful?

Mouni Roy was also endorsing a product of lotion with a catchy tagline, i.e., beauty with brain. It's just to create connection & build image of a product.

But now Joy is endorsing an actress which is not well known but is able to target the youth.

Rajiv Dhingra, Founder & CEO

Endorsing a celebrity is a great strategy but OTT is a space where you find people being leveraged as brand ambassador for niche marketing & helpful to make connection with the youth.

Jyoti Mishra
MBA 2nd Year

Integrated Marketing Communications

It is essential for organizations to promote their brands well among the end-users not only to outshine competitors but also survive in the long run. Brand promotion increases awareness of products and services and eventually increases their sales, yielding high profits and revenue for the organization.

To understand integrated marketing communication, let us first understand what does brand Communication mean?

Brand communication goes a long way in promoting products and services among target consumers. The process involves identifying individuals who are best suited to the purchase of products or services (also called target consumers) and promoting the brand among them through any one of the following means:

- | | |
|---|---|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Sales Promotion |
| <input type="checkbox"/> Public Relation | <input type="checkbox"/> Direct Marketing |
| <input type="checkbox"/> Personal Selling | <input type="checkbox"/> Social media and so on |

Sanjana Sonkar
MBA 2nd Year

FACULTY ARENA

Ways to Increase Sale ability of a Closing Business



Surviving in the tough competition requires great effort and competence from the companies. If a particular company topples in the race then it is eventually showed a way-out. Other than shutting the company, the business owner does not have any other option as the company fails to captivate customers in the market. “Business Failure” can happen with every type of company, irrespective how big or old the company is.

Taxi4sure, Videocon Telecom and Channel V are some of the for-profit business organizations which met their doom owing to the rigorous competition. Taxi4sure, an online car rental business, had come with a good business idea but the organization failed to create its own mark because of the excessive competition and unplanned future strategy. On the other hand, Videocon Telecom, a small telecommunication company could not afloat in the tight market as the onset of Jio, the Indian mobile operator, adversely affected its business and thus, decreased its network users. While Channel V, an international music channel, was closed down due to the decreased viewership.

In the aforementioned examples of business failures, there are distinct reasons that lead to the cessation of the business entities. Keeping that in mind, the small companies should accordingly plan out their departure so that the sale ability of their business would not be affected.

Important Things to Consider for Escalating the Selling Price

Selling the business is somewhat like selling one’s own house. One’s home is usually embellished with showpieces, furniture and other interior adornments.

Unlike the home, the office space cannot be decorated so elaborately, though, there are certain things that are must-haves in a company.

Similar to the “Curb Appeal” factor, there are certain strands which upscale or downscale the selling price of the business. In the context of selling a house, house’s location, surroundings and additional facilities entice the buyers and thus, these factors together come under an umbrella term, Curb Appeal.

While in the office, employment policies, premium policies and customer satisfaction are some of the mandatory norms that exhibit a company’s professionalism and, in turn, goodwill in the market. If a company does not constitute these underpinnings then it might be questioned on these by the visitors.

Aside from yearly profit, the buyers or visitors often scrutinize the office environment and workforce of the company. These two factors are common subjects to determine the growth prospects of a particular company.

A To-Do List for the Selling Businesses

While selling the business, there are a plethora of preparations that a businessman needs to do. For receiving a good price, it does not matter whether the company is small or large. The elements that are most important in the company valuation are financial reports, customer base and goodwill.

Failing to provide an apt report, the company’s buying proposal can be denied and thus, good buyers would not consider buying the specific company.

1. Show Profitability

Profit is a primary factor that the buyers check in a company’s reports. Adding the financial reports of the last three months is essential as it ensures that the firm is a smooth-running business. More so, the buyers should have access to all auditing reports and tax returns so as to go an extra mile.

2. Effective Senior Management

When a buyer decides to buy the company, he not only seeks the ownership of the business but also the employees working within it. Employees are indeed souls of the business and thus, should be committed to the organization, despite the change in the ownership of the business.

3. Satisfied Customers

Customers are an important indicator of a company’s background. Long customer rapports symbolize positive traits of the company whilst the shorter strength of the customers infers poor productivity and success of the company. Thus, it is vital to showcase good customer rapports to the buyers.

Follow these tips religiously in order to receive a good price for the business.

JYOTI PRAKASH DAS (Asst. Prof.)
MBA, SRMSCET

Motley

