

# Together

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*“The rupee could gain as much as 6.5% , a low of Rs.57 to a \$ in the next 3months as international investors pump in dollars to buy stocks & bonds, hoping to benefit from a stable government they see headed by BJP’s Narendra Modi.”*

*- Economic Times poll of strategists & traders*

## Environmental ‘Sustainability’ – Can companies be **greener**?



No business enterprise functions in isolation. **Business is an integral part of the ecological and the social system.** Business firms depend on the ecology and the society for natural and human resources needed for production of goods & services. The world’s natural resources, particularly, the stock of non-renewable resources like fossil fuels & minerals to meet the energy needs of the world is finite. Such resources are free gifts to the society by nature & business firms use these for production and hence it sounds logical & ethical that, business decisions like, what to produce, how to produce, how much to produce, whether to expand business or not & so on,.. must be taken keeping in view the effects on the ecology and the society. In the recent decades, with the wave of globalization sweeping the economies world around, with increased competition, rapid industrialization & economic growth, there has been reckless use of non-renewable resources which has damaged the environment & has disturbed the ecological balance. Time has come to realize that growth that is unmanaged & unsustainable will lead to increased environmental degradation, ultimately to reduction in the level of human welfare, unless deliberate preventive strategies are taken worldwide. Thus, **it has been a cause of global concern today to adopt a strategy of economic growth that is environment friendly wherein it can be possible to achieve social & economic progress in ways that’ll not exhaust the earth’s finite natural resources.** Such type of integrated social, economic & business development strategy came into prominence as **‘Sustainable Development Strategy’** worldwide.

World Commission on Environment & Development, Bruntland Report, stated clearly the meaning of **‘sustainable development’** as **‘the development strategy that meets the needs of the present generation without compromising the ability of the future generations to meet their needs.’** It emphasizes on the fact that, ‘all generations, present & future deserve the opportunity to enjoy the same wellbeing’. The problem in this regard is many of the needs may seem to be conflicting with each other. For example, need for clean air might conflict with the need for a car for transportation or one country’s need for electricity resulting in acid rain damaging another country’s rivers or the objective of rapid industrial growth

## THE EDIT PAGE – Issues & Insights



in developing countries might conflict with the objective of preserving natural resources.

Sustainable development advocates that **‘everything in the world as being connected through space and time’**. For example pesticides sprayed in Chili have the potential to harm fish stocks off the coast of Japan. The air pollution emitted in Los Angeles affects the quality of air in Asia. On the flip side, clean air practices in one continent will certainly positively affect air quality across the ocean. The earth’s connection in time is demonstrated in how the economic choices we make and policies we endorse today will be the ones affecting our future generations.

**‘Taking as little from the earth as is humanly possible’,** being the motto, it becomes crucial to adopt **sustainable development practices** like eliminating dependence on non-renewable power resources (thermal & hydro power) by harnessing power from renewable resources such as wind power, solar power, geothermal energy and other green energy sources. Measures like organic farming, crop rotation, reducing global warming & global limits on carbon emission etc. are also useful. Responsible & sustainable



use of natural resources at present can only help ensure that there are resources available for sustained industrial growth far into the future.



Making the world a clean, comfortable and pleasant home would require a fundamental change of mindset. Every citizen, every business, every government department needs to work in partnership to increase prosperity and improve the quality of life while reducing overall pollution and waste. **Nature is inexhaustibly sustainable if we care for it. It is our universal responsibility to pass a healthy earth onto the future generation.**



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### **Facebook to buy mobile messenger WhatsApp for USD 19 billion**

Facebook Inc will buy the fast-growing mobile-messaging startup WhatsApp for \$19 billion in cash and stock in a landmark deal that places the world's largest social network closer to the heart of mobile communications and may bring younger users into the fold. The transaction involves \$4 billion in cash, \$12 billion in stock and \$3 billion in restricted stock that vests over several years.

*Economics Time | 20 Feb, 2014*

### **Tata Motors reduces prices by up to Rs. 1.5 lakh**

Auto major Tata Motors on Friday announced a cut in prices by up to Rs. 1.5 lakh across its product portfolio. The price reduction across passenger vehicles is in the range of Rs.6,300 to Rs. 69,000, depending on the model, while the cut in commercial vehicles portfolio is in the range of Rs. 15,000 to Rs.150,000, Tata Motors said in a statement.

*NDTV PROFIT | 21 Jan, 2014*

### **TVS Motor Company cuts two-wheeler prices by up to Rs. 3,500**

TVS Motor Company announced cutting prices by up to Rs.3,500 across its product portfolio following excise duty reduction announced in the interim Budget. The company sells various motorcycle models, including Star City and Apache RTR and scooter models like Jupiter and Wego. Other two-wheeler makers, Yamaha, Hero MotoCorp and Honda Motorcycle and Scooter India (HMSI) have also announced price cuts after the excise duty cut.

*NDTV PROFIT | 21 Jan, 2014*

### **Chevrolet Sail limited edition hatchback starts at Rs.4.21 lakh; sedan at Rs. 5.07 lakh**

General Motors India on Saturday launched limited edition versions of the Chevrolet Sail hatchback and sedan priced between Rs. 4.21 lakh and Rs. 7.45 lakh (ex-showroom, New Delhi). Both the sedan and hatchback models are available in diesel and petrol engines options.

*NDTV PROFIT | 22 Jan, 2014*

### **WhatsApp to add voice calls to its service**

The world's biggest messaging service WhatsApp, which Facebook has just bought for \$19 billion, will add voice calls to its product in the second quarter of this year, its chief executive Jan Koum said on Monday. With 450 million users worldwide, WhatsApp and its competitors South Korea's KakaoTalk and China's WeChat have punched a hole in telecom operators' revenue in recent years by offering a free alternative to text messaging.

*NDTV PROFIT | 24 Jan, 2014*

### **India's first electric bus launched in Bangalore**

The Bangalore Metropolitan Transport Corporation introduced the country's first electric zero-emission bus in the city on Thursday. The bus will run on a trial basis for the next three months. During this time, it will operate along various routes, beginning with one from Majestic to Kadugodi that is likely to cost Rs 80.

*The Indian express | 28 Feb, 2014*

### **RBI extends date of exchanging pre-2005 notes to Jan 1, 2015**

The Reserve Bank of India (RBI) on Monday granted an additional nine months for the public to exchange currency notes printed before 2005, including Rs 500 and Rs 1,000 denominations, and set a deadline of January 1, 2015.

<http://businesstoday.intoday.in/> | 03 March, 2014

### **Micromax launches Canvas Knight at Rs 19,999**

Domestic handset firm Micromax on Wednesday launched its first octa-core smart phone 'Canvas Knight' for Rs 19,999, which will be sold only through its website. The device has a MediaTek 2GHz tru octa-core processor with 2GB RAMS and has a 5-inch full high definition display.

[www.thehindubusinessline.com](http://www.thehindubusinessline.com) | 06 march, 2014

### **Flipkart hits \$1 billion in sales, a year ahead of schedule**

Indian ecommerce flag bearer Flipkart has hit \$1 billion in sales. This is a coming of age for Indian ecommerce as the market leader hits the target a year ahead of schedule. We are really proud and excited to announce that we have hit a run rate of \$1 billion GMV (gross merchandise value) one year before our target," said cofounders Sachin Bansal and Binny Bansal, in a joint message. The company is also opening up its logistics arm, eKart, which supplies to 150 cities, to other online retailers.

*NDTV PROFIT* | 07 March, 2014

### **LinkedIn completes \$120 million acquisition of Bright Media Corp**

Professional networking site LinkedIn has completed the \$120-million acquisition of online job search firm Bright Media Corporation in both cash and stock. US-based LinkedIn, which entered into an agreement to acquire Bright Media last month, had agreed to pay \$53.8 million in cash and 308,763 shares of Class A common stock. The deal, considered as LinkedIn's largest acquisition till date.

<http://www.businessworld.in> | 07 March, 2014

### **Nokia X Android smart phone launched in India at Rs 8,599**

Finnish mobile firm Nokia has launched first of three smart phones in its 'X' series in India. Priced at Rs 8,599, the Nokia X runs on Android Open Source Project. The Nokia X also comes loaded with Microsoft services such as Outlook, Skype, Here Maps, etc. The company will launch the remaining two smart phones in the 'X' series-Nokia XL and Nokia X+-in the next 60 days.

*Economic Times* | 10 March, 2014

### **All-women bank plans to open 55 more branches**

Bharatiya Mahila Bank (BMB), the first all-woman bank and a new entrant in the sector, has embarked on a mission to open 55 additional branches pan-India by the next financial year, a senior official said on Tuesday. Prime Minister Manmohan Singh had inaugurated the first branch of the bank in the presence of UPA Chairperson Sonia Gandhi on November 19 in Mumbai.

<http://businesstoday.intoday.in> | 11 March, 2014

### **Hyundai launches compact sedan Xcent at Rs. 4.66 lakh**

Hyundai Motor India Ltd (HMIL) on Wednesday sparked off a price war in the compact sedan segment with the launch of its new model, Xcent, at an introductory price ranging between Rs. 4.66 lakh and Rs.7.38 lakh. The Xcent will be available in two engine options of 1.2-litre petrol and 1.1-litre diesel.

<http://www.businessworld.in> | 12 March, 2014

### **IIM B to launch India's first aerospace management course**

The Indian Institute of Management Bangalore (IIM-B) and Toulouse Business School have signed an agreement to launch India's first executive general management programme in aerospace and aviation management. The Aerospace MBA will be the first of its kind in India and will be conducted by Toulouse Business School. Each year up to 75 students will be enrolled in the course.

*<http://economictimes.indiatimes.com> | 13 March, 2014*

### **Big Bazaar goes in for an image makeover**

Future Group's Kishore Biyani is making an effort to change the company's brand image with a new tagline 'Making India Beautiful'. With a 52-week long marketing campaign, the company will launch 52 advertisements, one each week, on 52 insights from the lives of the common Indian. The campaign, executed by DDB Mudra Group, will feature a different product in every advertisement.

*Business Standard | 14 March, 2014*

### **Degrees at IIMs likely to become a reality**

If all goes well, much-awaited degrees at Indian Institutes of Management (IIMs) would turn into a reality soon. Officials at the premier management institutes of India are eagerly waiting for the polls to get over as the decision on the proposed Bill in the Parliament is likely to be taken after the new government is formed. If passed, the bill would ensure that the post graduates and five-year (integrated programme in management) IPM pass-outs from the prestigious institute get a degree and not just diploma or certificate.

*<http://economictimes.indiatimes.com> | 14 March, 2014*

### **BMW rolls out locally made 3 Series Gran Turismo**

Consolidating its presence in the luxury segment, German carmaker BMW on Saturday rolled out its locally produced BMW 3 Series Gran Turismo, priced at Rs. 42.75 lacs. The car is produced locally at the BMW Plant at Mahindra World City in Singaperumal Koil, near Chennai. The vehicle is fitted with 2.0-litre BMW Twin power turbo four cylinder diesel engine combining common rail direct injection. The vehicle's top speed is 226 kmph and it can go from 0 to 100 kmph in 7.9 seconds, the statement noted.

*NDTV PROFIT | 16 March, 2014*

### **Indian Oil plans to invest Rs. 7,650 crore in petrochemical complex at Paradip**

State-owned Indian Oil Corp (IOC) plans to invest Rs. 7,650 crore in setting up a petrochemical complex at its almost complete Paradip refinery in Odisha in the next 3-4 years, a company executive said. The board (of IOC) will this month consider setting up a 700,000 tonnes per annum polypropylene (PP) plant at an estimated cost of Rs. 3,150 crore. The plant is to be built by 2017-18," the official said.

*NDTV PROFIT | 16 March, 2014*

### **Infosys wins application development contract from Volvo**

Infosys, India's second-biggest IT outsourcer by revenue, said on Monday it has won a multi-year contract from Volvo Cars to provide application development services for its global operations. Infosys will provide applications to support multiple operations, including marketing and sales, customer service, manufacturing, product development and corporate functions, it said in a statement.

*NDTV PROFIT | 17 March, 2014*



### **Tech brands lock horns with e-com firms over 'predatory' pricing**

According to a source privy to the final guidelines being decided, after a merger, companies will not be permitted more than 50 per cent market share in any circle on subscriber base as of December 31 or June 30 of each year and AGR as on March 31 of the preceding year.

***Business Standard | February 20, 2014***

### **CCI gives green signal to General Electric-Thermo Fisher deal**

Fair trade watchdog CCI has approved General Electric Company's proposed acquisition of businesses of Thermo Fisher Scientific, saying the deal will not have an adverse impact on competition in India.

***The economic times | February 21, 2014***

### **Trai pegs 800MHz base price 48% above previous auction price**

The Telecom regulatory Authority of India recommended the reserve price for 800MHz spectrum at Rs 2,685 crore for one MHz of pan-Indian airwaves. The regulator has kept the price 48 per cent higher than the base price for the previous auction of the band conducted in March 2013.

***Business standard | February 23, 2014***

### **Firms to pump in Rs. 28,000 crore in CSR activities in FY15: KapilSibal**

"According to the Indian Institute of Corporate Affairs, a minimum of 16,000 Indian companies fall under the ambit of the law and that entails approximately Rs. 28,000 crore of funds on Corporate Social Responsibility in the next financial year starting April 1."

***NDTV profit |, February 25, 2014***

### **Sluggish state auction exposes bond market reform hurdles**

The Reserve Bank of India (RBI) this month proposed to scrap a 14-year-old system under which state debt is valued at a fixed spread of a quarter-percentage point over government bonds, though it has told Reuters the recommendation is not final.

***Reuters | February 26, 2014***

### **Core sector growth slows to 1.6% in January**

Poor output of coal, petroleum refinery products and natural gas dragged down core sector growth to 1.6 per cent in January from 8.3 per cent in the same month a year ago.

***Zeebiz | February 27, 2014***

### **GDP up 4.7 percent in Dec quarter; data disappoints ahead of election**

India's economy grew a slower-than-expected 4.7 percent in the three months through December, dragged down by a contraction in manufacturing and mining, according to data . Achieving 4.9 percent for the full year looks challenging.

***Reuters | February 28, 2014***

### **Competition Commission plans pact with BRICS grouping**

Fair trade watchdog CCI plans to enter into a pact with the BRICS grouping to boost cooperation in areas including merger deals and global cartel probes that could have implications for competition in the Indian market.

*Zee news | March 01, 2014*

### **Depositors still bank on state-run lender**

With mounting bad loans and top-level exits public sector banks are in the news for all the wrong reasons. But they still remain the favorites with Indian depositors. Public sector banks hold 78 % of all deposits and lend 76 % of all the loans. In the last two years , about Rs. 14 lakh crore of incremental deposits flowed into public sector banks, while private banks could collect only a third of this.

*Business line | March 03, 2014*

### **Minor hike in post office FD returns**

Interest rates on one- and two-year fixed deposits have been increased from 8.2% to 8.4%, while those on three-year fixed deposits and five-year recurring deposits have been raised from 8.3% to 8.4%. Similarly, five year FDs in post offices will fetch 8.5% a year, instead of 8.4% earlier. The new rates are applicable from April 1, the government said.

*The times of India | March 05, 2014*

### **Forex reserves edge higher to \$294.36 billion as of Feb 28 – RBI**

India's foreign exchange reserves rose to \$294.36 billion as of February 28 from \$293.41 billion in the week earlier. Changes in foreign currency assets, expressed in dollar terms, include the effect of appreciation or depreciation of other currencies held in its reserves.

*Reuters | March 6, 2014*

### **The manufacturing sector displayed a considerable improvement in its profit performance in the December 2013 quarter**

Net profits of about 2,000 manufacturing companies (excluding petroleum products) listed on the Indian bourses, grew by 22.4% .Profits grew because of an expansion in the net profit margin to a five-quarter high of 5.1% .

*Centre for Monitoring Indian Economy Pvt. Ltd | 07 Mar 2014*

### **SBI to sell its bad loans; no more credit to power sector**

SBI has said it has seen a little easing of stress on power sector loans on the back of fuel linkages, but is not looking for any fresh exposure to this sector immediately. The public sector lender's gross NPAs stood at R67,799.3 crore at the end of December last year, up from R53,457 crore in the year-ago.

*The financial express | March 09, 2014*

### **Montek calls for lifting of restrictions on renewable energy**

Deputy Chairman of Planning Commission Montek Singh Ahluwalia addressing a conference on 'Financing Renewable and Energy Efficient Technologies' in New Delhi has said that getting a revenue model that can be financed is the biggest problem in our country for restrictions on green energy related factors.

*ZEE News | March 11, 2014*

### **India to miss exports target of \$325 bn in current fiscal: official**

Attributing the fall in February exports to decline in outbound shipments of gems & jewellery and petroleum. India's exports declined 3.67 per cent to \$25.68 billion in February .Besides, imports fell 17.09 per cent to \$33.81 billion, resulting in a trade deficit of \$8.13 billion.

**NDTV PROFIT | March 12, 2014**

### **Private Banks at risk of losing clients to PSUs**

Private sector banks are at a higher risk of losing customers to state-owned banks as compared to public sector banks due to non-satisfactory customer services, says a survey commissioned by IBM.

**The Times of India | Mar 13, 2014**

### **Budget likely to make hedging of ECBs must**

The government and the Reserve Bank of India (RBI) are considering making currency hedging mandatory for companies availing external commercial borrowings (ECBs), officials told FE. ECBs are the most popular instrument for Indian companies raising debt overseas.

**Financial express | Mar 14, 2014**

### **WPI-inflation cools to 9-month low in Feb as food, fuel prices fall**

Food inflation cooled to 8.12% in February from 8.80 per cent in the previous month. WPI-based inflation — until recently the main gauge of inflation — came in at 5.05 per cent for January.

**Business Line | March 15, 2014**

### **Exchange traded fund of 10 PSUs to aid government's disinvestment target**

With the launch of much-awaited central public sector enterprises-exchange traded fund (CPSE-ETF) on Tuesday, the government is expected to meet the lowered disinvestment target of Rs. 16,027 crore for the ongoing fiscal year (2013-14) that ends in March.

**NDTV profit | March 16, 2014**

### **FDI in pharma doubled during Apr-Dec 2013-14**

Foreign direct investment in the pharma sector has more than doubled to USD 1.26 billion during the April-December period of 2013-14 fiscal amid concerns over increasing acquisitions of domestic firms by multinational.

**ZEEBIZ | March 17, 2014**

### **Indian companies' credit profiles improving: S&P**

Indian companies are improving their credit profiles by selling equity and assets, or using free operating cash flows to reduce debt. Infrastructure companies with high leverage are also considering selling assets or stakes in subsidiaries to cut down on their debt levels.

**NDTV PROFIT | March 19, 2014**

### **Rupee could gain as much as 6.8% in the next 3 months**

The rupee, which has turned around dramatically after being the worst performing emerging market currency, is poised to climb to a high as 57 against the dollar, in the next three months as international investors pump in dollars to buy stocks & bonds, hoping economic recovery & to benefit from a stable government they see headed by BJP leader Narendra Modi.

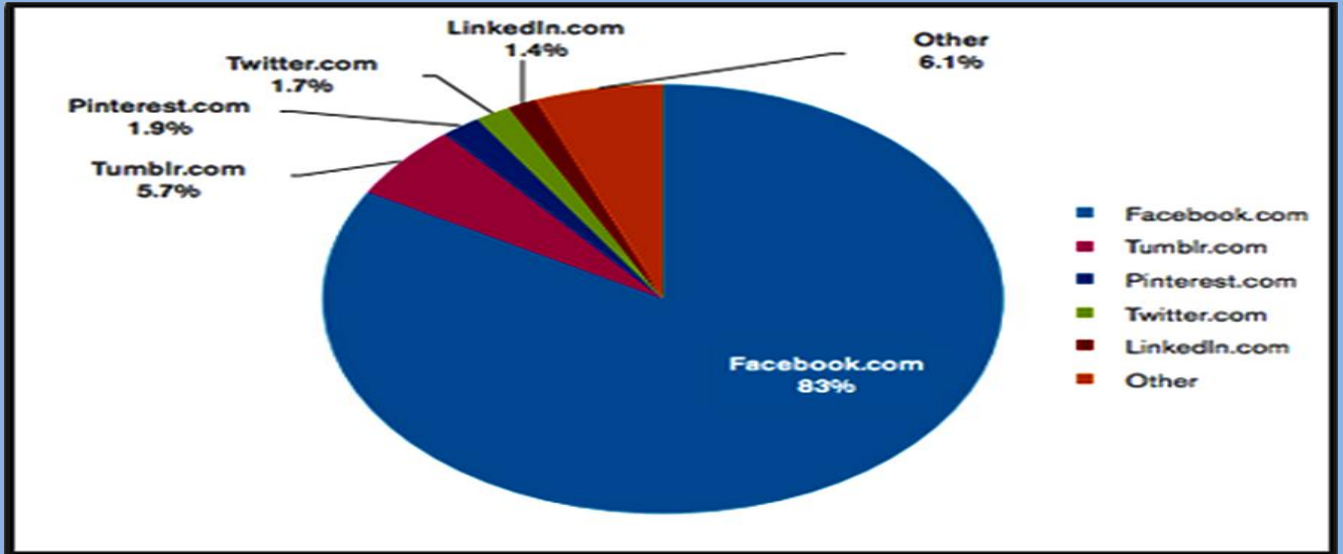
**Economics times | March 20, 2014**



**QUICK TAKE-**  
*Graphs and Tables*

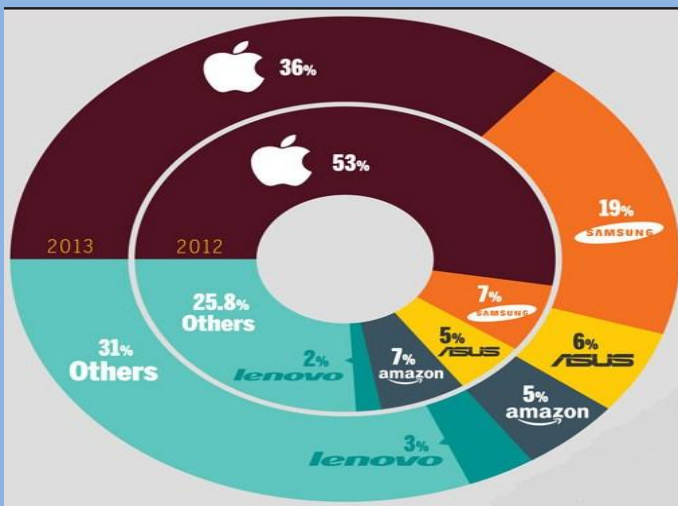


**TIME SPEND ON SOCIAL NETWORK IN 2013**

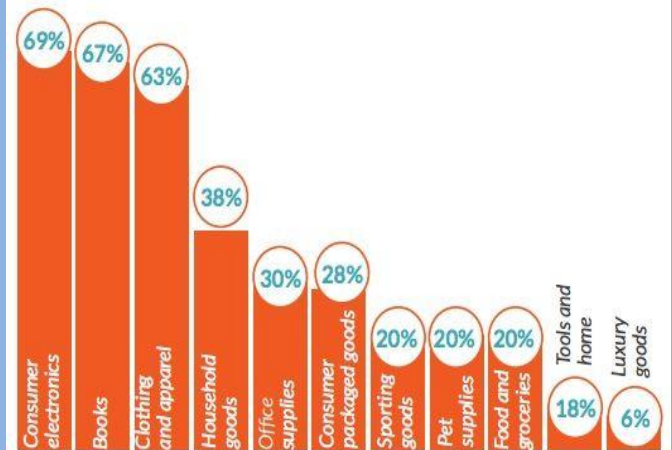


SOUREC - <http://socialmediatoday.com>

**GLOBAL MARKET SHARE OF TABLETS IN 2013**



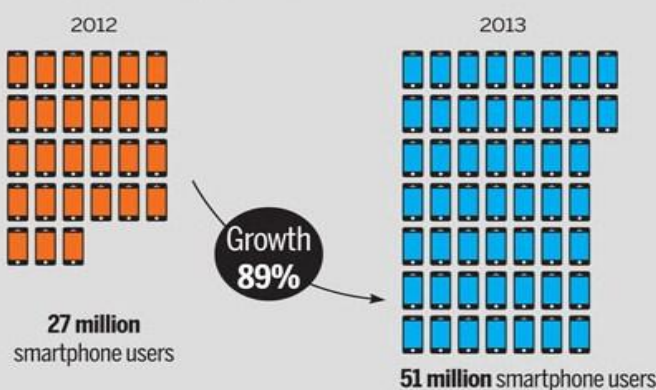
**The Most Common Types of Products Purchased Online**



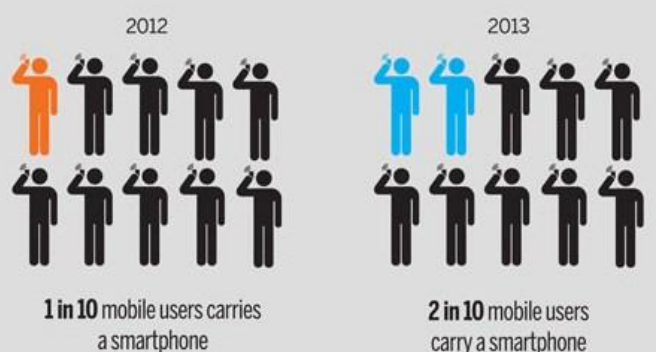
Source: Walker Sands' 2014 Future of Retail Study

**INDIA DOUBLES ITS SMARTNESS IN 2013**

89% rise in user base...

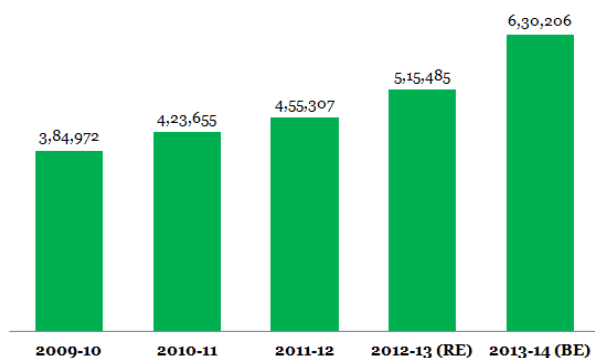


...doubled the no. of smartphones



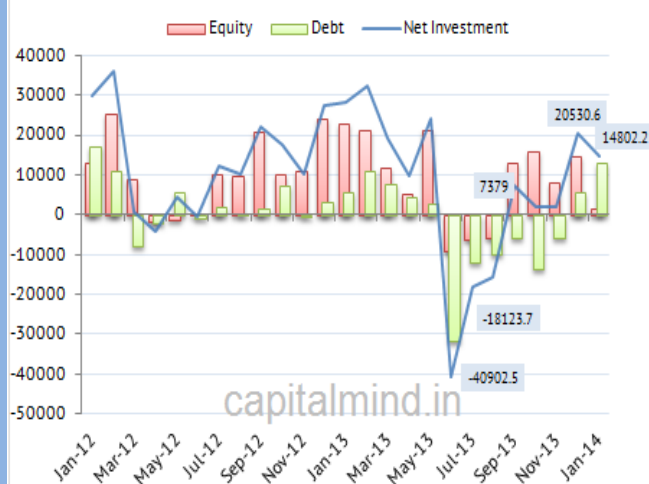
SOURCE- Nielsen Survey

### Ministry Of Finance Budgetary Allocations & Expenditure 2009-10 To 2013-14



Figures In Rs cr; RE: Revised Estimates, BE: Budget Estimates  
Source: Union Budget 2013-14

### Net Monthly FII Investment (Rs. Cr.)



Source-capitalmind.in

### TOP 5 GAINERS (BSE) from 20 Feb,2014 to 20 March,2014

Company	Gain (%)	LTP(₹)	Prev Close(₹)	52 Week Range
<a href="#">Hindalco</a>	23.04↑	119.9	97.45	83.05 - 119.90 126.75
<a href="#">BHEL</a>	22.75↑	185.35	151	100.35 - 185.35 207.90
<a href="#">ICICI Bank</a>	19.76↑	1207.7	1008.45	758.80 - 1207.70 1241.25
<a href="#">Larsen &amp; Toubro</a>	19.62↑	1234.55	1032.1	678.10 - 1234.55 1267.00
<a href="#">Axis Bank</a>	17.79↑	1362.55	1156.75	764.00 - 1362.55 1549.00

Source-bseindia.com

### TOP 5 LOSERS (BSE) from 20 Feb, 2014 to 20 March ,2014

Company	Loss (%)	LTP(₹)	Prev Close(₹)	52 Week Range
<a href="#">NTPC</a>	11.79↓	116	131.5	110.90 - 116.00 162.80
<a href="#">Infosys</a>	11.02↓	3304.35	3713.7	2190.00 - 3304.35 3847.20
<a href="#">TCS</a>	6.08↓	2059.55	2192.85	1364.00 - 2059.55 2384.20
<a href="#">Sesa Sterlite</a>	5.07↓	176.1	185.5	119.45 - 176.10 213.05
<a href="#">Sun Pharma Inds.</a>	4.59↓	590.9	619.35	405.50 - 590.90 653.10

Source- Bseindia.com

**MARKET TRACKERS- Vital Indices**



**BSE AND NIFTY INDEX (As on 20 March, 2014)**

**S&P BSE SENSEX** **21,755.95**  
-76.91 -0.35%

**NIFTY 50** **6,493.05**  
-31.00 ▼ -0.48%



Source: BSE and NSE

**GLOBAL MARKET INDICES (As on 19 March, 2014)**

Name	Current Value	Change	% Chg	Open	High	Low
<b>US Markets</b>						
Dow Jones Industrial Average (Mar 19)	16,222.17	-114.02	-0.70	16,335.71	16,363.32	16,126.29
Nasdaq (Mar 19)	4,307.60	-25.71	-0.60	4,331.46	4,334.30	4,283.54
Dow Futures (Mini) (Mar 19)	16,093.00	-46.00	-0.29	16,136.00	16,153.00	16,086.00
Nasdaq Futures (Mar 19)	3,663.00	-11.25	-0.31	3,675.50	3,675.50	3,663.00
S&P 500 (US) (Mar 20)	1,860.77	-11.48	-0.62	1,872.25	1,874.14	1,850.35
S&P 500 Fut (Mar 20)	1,846.30	-5.90	-0.32	1,851.50	1,853.70	1,846.00
<b>European Markets</b>						
FTSE 100 (Mar 19)	6,573.13	-32.15	-0.49	6,605.28	6,609.46	6,566.85
CAC 40 (Mar 19)	4,308.06	-5.20	-0.12	4,313.43	4,329.48	4,295.06
DAX (Mar 19)	9,277.05	34.50	0.37	9,262.71	9,325.93	9,221.59
<b>Asian Markets</b>						
Nikkei 225 (Mar 20)	14,265.02	-197.50	-1.38	14,548.76	14,548.76	14,207.83
Straits Times (Mar 20)	3,069.05	-11.70	-0.38	3,065.28	3,079.57	3,063.06
Hang Seng (Mar 20)	21,320.93	-247.76	-1.16	21,352.49	21,475.48	21,281.21
Taiwan Weighted (Mar 20)	8,589.03	-100.43	-1.17	8,638.59	8,638.59	8,585.95
KOSPI (Mar 20)	1,920.31	-17.37	-0.90	1,934.15	1,934.63	1,920.11

Source-moneycontrol.com

**COMODITY PRICES (As on 19 March, 2014)**

**Commodity Prices (MCX)**

Commodity	Rs	Chg	% Chng
Gold - 5 Apr	29981.00	224.00	-0.74%
Silver - 5 May	45673.00	167.00	-0.36%
Crudeoil - 21 Apr	6063.00	8.00	-0.13%
Naturalgas - 26 Mar	273.10	0.40	-0.15%
Aluminium - 31 Mar	104.00	0.20	-0.19%
Copper - 30 Apr	406.50	4.45	1.11%
Nickel - 31 Mar	994.10	4.20	0.42%

# MANAGEMENT QUIZ-2

## MAGANAGEMENT QUIZ NO.2 - *Task Ahead*



1. Which business person said this “I am unfortunately a person who has often said, you put a gun to my head and pull the trigger or take the gun away, I won’t move my head”?
2. What is common to Henry Ford, Abraham Lincoln, Walt Disney and Caleb Bradham the inventor of Pepsi Cola?
3. What is the term used to describe the science of hiding data in seemingly innocuous formats such as graphics, visual images, audio or video?
4. This endowment was established in the 1960s by a couple to support reproductive choice and petitioning for a reduction of nuclear weapons. Name the couple.
5. The concept of “Random Access Memory” (better known as RAM) emerged in the 1950s at IBM. A technology that transformed the computer Industry. Who was the first commercial user of this technology?
6. What is the business of the firm Burson-Marsteller and why it is in news currently in India?
7. Which brand designed a watch in the mid 50s to meet the demands of the scientific community to withstand magnetic fields of up to 1000 Gauss? It was tested at CERN before being put out in the market for sale.
8. This company was first named Hybo Hindusthan and later was renamed after a famous electromagnetic scientist by its founders who were both electrical engineers.
9. Name the company and the brand for which it is famous.
9. You don’t need to be at your desk to need an answer, You can make money without doing evil, You can be serious without a suit. These are 3 out the 10 beliefs based on which a company operates. Name it.
10. The founder of this company bred earthworms in his backyard when he was 9-year old. He wanted to become the number one worm seller in the world. When he was in High School he was hired as a video game tester for Lucasfilm and got paid \$6 an hour. At Harvard University, he sold pizzas to fellow classmates in the dorm. Name him.
11. What is the term used for the permission granted to a beverage manufacturer / bottler to control beverage distribution at a venue or an event, such as a sports tournament?
12. Name the person who conceived the Capability Approach, also referred to as the Capabilities Approach to welfare economics.
13. Who had founded these erstwhile failed brands Pizza King in the mid 80s and Shilton Hotels in the late 90s?
14. Whose baseline reads “Knowledge that delivers”?
15. Which company is transforming light field technology from a scientific theory into a reality and a consumer product that can be used by everyone?

**HAPPY QUIZZING**

**(Students are encouraged to send answers to ‘Management Quiz NO.2, to the Email id: [usha@imis.ac.in](mailto:usha@imis.ac.in), latest by 30<sup>th</sup> March, to win attractive prizes, for all correct answers, under their respective club activities)**

### **Answers to Management Quiz NO.1 (Together, Feb 20, 2014, Vol.4, No.65, p-12) ---**

1. General Motors, Chevrolet Travera
2. Richard Branson & David Sainsbury
3. Product placement
4. Hired from IIT Bombay on the opening day of campus placements this season
5. Coca-cola purchased Columbia pictures for \$692 million that it sold the movie studio to Sony for \$3 billion in 1989
6. They are founders of the online social networking site, Twitter
7. Foodiebay.com
8. David Ogilvy
9. The anvil, Wharton School
10. Chevrolet Suburban, a SUV from Chevrolet.

# MANAGEMENT QUOTES

RECENT  
MANAGEMENT  
QUOTES - *Food  
for Thought*



***“No one in the history of world has ever done something like this. This deal was more than what Google paid for Motorola, Microsoft for Skype and Oracle for Sun Microsystems. I am here to build something for long term, anything else is a distraction.”***

(Mark Zuckerberg, Facebook Chief Executive, on Facebook’s recent purchase of Whatsapp Message Service for \$19bln.)

***“We want to enter new categories every day. We want to be the destination of choice for everything, from clothes to scooters, even being the website of choice when a consumer is looking to paint his house. We want to be the destination of choice for everything”.***

( Kunal Behl, 31 yr. old Wharton Business School graduate, a former Microsoft employee, co-founder of ‘Snapdeal’ , New Delhi based online marketplace, which expects to sell goods worth of \$1bln by the end of next financial year & to host 1 lakh merchants in 2 yrs. )

***“Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma – which is living with the results of other people’s thinking. Don’t let the noise of other’s opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”***

(Steve Jobs, Former Chairman Microsoft, when he talked about his experience of being diagnosed with pancreatic cancer, in his 2005 commencement address at Stanford University)

***“India is the monster market for messaging apps.... India is important as the country’s Smartphone market growth is surging. We want all Smartphone users in India to be on Whatsapp”***

(Jan Koum, Co-founder of Whatsapp, at the recent ‘Mobile World Congress’ in Barcelona)

***“In our agency relationships, we’ve always placed a huge premium on flexibility of views and turnaround times. However, we would like to see greater, more proactive input on strategy and account planning”***

(Praney Chulet, CEO Quikr.com, India’s largest online and mobile classified portal, on the company’s preparation for the next phase of growth after a slew funding)

***THE END***