

Together

Volume - 4

No. – 66

20TH SEPTEMBER, 2014

visit us at : www.imis.ac.in

For Private Circulation only

Editor in Chief:

DR. USHA KAMILLA

Published by the Director,
Institute of Management
& Information Science

Swagat Vihar, Bankuala

Bhubaneswar-751002

Odisha, India

Tel.: +91-674-6542256/ 57

E-mail: usha@imis.ac.in

Contributing Editors:

Sagnika Samantaray (13DM029)

Aditya Agarwalla (13DM065)

Layout Design:

Mr. Arjun Ojha

THIS ISSUE

2

THE EDIT PAGE –
Issues & Insights



3

COMPANIES &
COMMODITIES



6

FINANCIAL &
ECONOMIC
AFFAIRS



9

QUICK TAKE-
Graphs & Tables



11

MARKET
TRACKERS-
Vital Indices



12

MAGANAGEMENT
QUIZ NO.5-
Task Ahead



13

MANAGEMENT
STORY –
Food for Thought



“For the overall economy to grow, India needs to do unpopular things-do things that are good for the country. What good is a mandate if you can’t do unpopular things.”

- Bill Gates, Founder of Microsoft and The Bill and Melinda Gates Foundation

Strengthening India's IPR Regime **- A new Initiative**



India is soon going to have a national Intellectual Property Right (IPR) Policy in place which will not be restrictive in nature but promote national interest and bring clarity to existing laws. India already has well-established IPR laws, but there is need to spell it out in the form of a policy for the entire world to see.

Even though the Indian government maintains that its intellectual property laws are consistent with WTO rules, the real problem is absence of a proper, well defined framework. Commerce & Industry minister, Nirmala Sitharaman recently remarked that, “India does not have an IPR policy. This is the first time we are coming out with an IPR policy. IPR policy issues have been hanging for quite a long time. India has become a brand in terms of pharmaceuticals, automobiles etc. We are very strong in IPR and we certainly want to protect our interest. Just because we do not have a policy, they are picking holes in our IPR regime,”

Since assuming office, some typical IPR related issues have been bothering the new government. The developed countries, particularly, the US & China have been critical of India's intellectual property laws. Differences over the patents issue widened after India denied a patent to Swizz drug maker Novartis for its anti-lukemia drug Glivec. The US also is threatening to downgrade India's intellectual property environment in an out-of-cycle review expected shortly. US drug makers have been lobbying hard with their government over taking action against India's IPR regime,

which they regard as being lax. A Special 301 report by the US earlier this year was sharply critical of India's judicial and subsequent policy interpretation of the controversial Section 3(d) provision in the Indian Patents Act that deals with so called ever greening of patents and compulsory licensing.

With regard to the new structure of the IPR policy, government sources said that the ministry will soon have a think tank for IPR related issues. The experts in the think tank will keep government updated about the international developments in terms of IPR and advice on various issues. The Department of Industrial Policy & Promotions, as part of the Commerce Ministry, is strengthening the country's IPR infrastructure by increasing the number of people assigned to such issues.

In the future anyhow a favorable balance of trade is in the offing for India when India ushers into its new IPR policy regime. For example, both India and China are expecting lots of announcements of future investments in the last two quarters in the current fiscal. For reducing the wide trade deficit which India has with China, a memorandum of understanding with China has been signed for setting up dedicated industrial parks in India. A well laid down Indian IPR Policy has the potentiality to give the new government a clear cut roadmap to tackle balance of payments deficits with many of its trading partners.

usha@imis.ac.in



Difficult to Do Business in India, Says Vodafone

World's second largest telecom firm Vodafone, which is facing taxation issues in India, on Thursday said it is difficult for foreign companies to do business in the country because of slower government clearances. "Yes, it is difficult to do business in India, that's the general perception I think of foreign companies and that is not just in telecom," one of the head said speaking at Economist India Summit here.

ET Bureau | 11 Sep, 2014

M&M Studying US Entry for Ssangyong Auto Unit

Mahindra and Mahindra Ltd, India's largest utility vehicle maker, is conducting early-stage studies on selling cars in the United States made by its wholly owned South Korean unit Ssangyong Motor Co, a senior executive said.

Reuters | September 11, 2014

FDI in Online Retail Will Help in Aggressive Growth: Amazon

Global retail giant Amazon today said allowing foreign direct investment in e-Commerce will help in accelerating further growth in the \$3 billion Indian online retail market.

"We are already very successful but FDI would make possible to spin it more aggressively," said Amit Agarwal, Amazon vice-president and managing director India.

Press Trust of India | September 11, 2014

Tata Motors, Microlise Join Hands for Fleet Management Services

Auto major Tata Motors has joined hands with UK-based Microlise to launch advanced telematics and fleet management services in the Indian market.

Under the partnership, which is for an initial period of five years, both sides intend to utilise their respective strengths to deliver services through Tata Fleetman platform, a vehicle management and tracking system, which the Mumbai-based auto major had launched in 2012.

Press Trust of India | September 11, 2014

Titan commissions new plant in Tamil Nadu for its watch division

Tata group firm Titan Company today said it has commissioned a new manufacturing plant in Tamil Nadu for its watch division with an investment of over Rs 75 crore. In a BSE filing, the company said: "The Company's watch business has over the years excelled at product development as well as manufacturing achieving global standards.

Press Trust of India | 11 Sep, 2014

Hewlett-Packard buys cloud-computing firm Eucalyptus

Hewlett-Packard on Thursday announced a deal to buy business cloud-computing specialty firm Eucalyptus. HP did not disclose financial terms of the acquisition, which is aimed at ramping the California company's ability to help firms build computing homes in the Internet cloud.

AFP | 12 Sep, 2014

Amazon plans portal for wholesale merchants in India, first country outside the US

Amazon is preparing to launch a portal for wholesale merchants in India, the first country outside the US where such an initiative is being planned by the Seattle-based company. The wholesale portal could be launched early next year, according to two people with knowledge of the plans.

ET Bureau | 12 Sep, 2014

Ortel Communications Files Draft With Sebi for IPO

Ortel Communications, a regional cable television and broadband service provider, has filed draft documents with the Securities and Exchange Board of India (Sebi) for a public issue of up to 1.42 crore equity shares. This is the sixth company to file initial papers with market regulator Sebi this year to garner funds via IPO route.

Economic times | 15 Sept, 2014

Bharti Airtel Launches 3G Network in African Nation Tchad

Telecom major Bharti Airtel on Friday announced the launch of its 3G service in Tchad, an African country, following a recent award of licence for high speed internet services by the nation's government.

The company announced the launch at an event attended by Tchadian President IdrissDeby, Mauritanian Head of State Mohamed OuldAbdelaziz and President of the Republic of Nigeria Goodluck Jonathan, Airtel said in a statement released in Delhi.

Press Trust of India | September 15, 2014

Wipro Partners Adobe for Digital Marketing Services

Wipro, India's third largest IT firm, has partnered with software major Adobe for creating integrated marketing, commerce, analytics and customer experience solutions. Wipro has entered into a premier partnership with Adobe and is the first Indian global IT services company to attain this level of partnership, it said in a statement. The solutions created will help businesses to better understand and win customers, increase share of wallet and differentiate through targeted, relevant and consistent conversations across multiple devices and channels, it added.

Press Trust of India | September 15, 2014

Hero MotoCorp plans to invest Rs 1600 crore in new plant

Hero MotoCorp Ltd BSE -1.57 %, the country's top maker of motorcycles and scooters, plans to invest Rs 1600 crore (\$262 million) to set up a new manufacturing plant in southern India, a source directly involved in the matter said. Hero has signed a preliminary agreement with the Andhra Pradesh state government to set up the plant, to be spread across 600 acres, which can produce upto 1.8 million vehicles annually, the source said.

Reuters | 15 Sep, 2014

Yamaha launches Fazer FI at Rs 83,850

Two-wheeler maker Yamaha Motor India Sales today launched 149-cc motorcycle Fazer FI, priced at Rs 83,850 (ex-showroom Delhi). The new model comes with a newly designed air-cooled 149cc, single-cylinder fuel-injected engine which provides enhanced fuel efficiency and acceleration.

Press Trust of India | 17 Sep, 2014

Dabur launches wearable mosquito repellents under Odomos brand

FMCG firm Dabur today launched wearable mosquito repellent products, including wristbands and patches, under its Odomos brand. The company has also entered into an agreement with Pogo under which Odomos will use the image of Pogo's character ChotaBheem to adorn the wristband and mosquito repellent patches.

Press Trust of India | 17 Sep, 2014

Ericsson to Shut Modem Business, 1,000 Jobs to Go

Ericsson, the world's biggest mobile network equipment maker, is winding down its modem business, shutting a loss-making unit with the departure of about 1,000 staff. The decision comes amid falling prices of modems, rising demands on research and development and a shrinking market as more smartphone makers buy modems and processors, which Ericsson does not make, together.

Reuters | September 18, 2014

Alibaba debuts with a bang on Wall Street, stock lists at \$92.70/share

Alibaba Group Holding Ltd.'s shares surged in their first day of trading on Friday as investors jumped at the chance to get in on what looks likely to be the largest IPO in history and profit from China's growing middle class. It was an auspicious debut for the company, founded by Jack Ma in his apartment in 1999, which now accounts for 80 per cent of online sales in China.

Reuters | 19 Sep, 2014

Hindustan Unilever kicks off new operating framework of 'winning in many India's'

In what clearly highlights the hectic pace at which the Indian consumer is evolving and the urgency with which marketers are trying to decipher their needs and cater to them to stay ahead of the curve, leading FMCG company, Hindustan Unilever (HUL) has kicked off a new operating framework which deals in distinct consumer clusters that are expected to make the organization future ready.

Shubham Mukherjee & Namrata Singh, TNN | 19 Sep, 2014

Abhishek Ganguly appointed Puma India MD

Puma India today said that it has appointed Abhishek Ganguly as its new managing director, taking over the reins of the brand that recently launched the Forever Faster campaign. Abhishek previously had been spearheading the sales and retail functions for the brand and had joined Puma right at its inception in 2005 as a founding director, a company release said.

Press Trust of India | 19 Sep, 2014

ITC set to make foray in home workshop market

The ingredients are all there in this sacred space: a big consumer market that no large company has managed to dominate, the ongoing festive season, daily rituals to please the gods, and social media savvy youngsters as potential customers.

ET Bureau | 19 Sep, 2014

Coca-Cola India Launches Sugar Free Soft Drink

Beverages giant Coca-Cola on Friday expanded its product portfolio in India with the launch of a sugar free soft drink - Coca-Cola Zero. With its launch here, the Coca-Cola Zero brand is now available in all the top six markets of The Coca-Cola Company, the others being USA, Mexico, China, Brazil and Japan.

Press Trust of India | September 20, 2014



Now invest up to Rs 1.5 lakh in Public Provident Fund

The government has issued a notification raising the limit from annual PPF deposit limit from Rs 1 lakh to Rs 1.5 lakh in pursuance of the announcement made by Finance Minister Arun Jaitley. PPF is a 15-year investment scheme under which an investor enjoys tax exemption at the time of deposit, accrual of interest and withdrawal. The interest rate on deposit in PPF for 2014-15 fiscal is 8.7 per cent. Jaitley had increased the PPF investment limit in line with the hike in cumulative tax exemption limit under 80C Income Tax Act from Rs 1 lakh to Rs 1.5 lakh.

Economic Times /August 21th, 2014

RBI to Conduct Frequent Term Repos for Flexible Cash Management

The Reserve Bank of India (RBI) said it would conduct more frequent term repos but retained the overall borrowing limit for lenders, in a bid to make borrowing more flexible without injecting additional liquidity into markets. Term repos are loans the RBI extends to banks, for which government bonds act as collateral for a specified period of time. The RBI said it would conduct 14-day term repo auctions four times during a two-weekly reporting cycle, or every Tuesday and Friday, from September 5. The central bank will also conduct 3 to 4-day term repo auctions but only from September 5 to 12.

NDTV Profit/ August 22th, 2014

Government Notifies Increase in FDI Cap to 49 Per Cent in Defence Sector

FDI ceiling in the sensitive defence sector has been hiked from the current 26 per cent with the condition that a company seeking permission of the government for FDI up to 49 per cent should be an Indian company, owned and controlled by Indians. The move is aimed at boosting domestic industry of the country, which imports up to 70 per cent of its military hardware.

Times Of India /August 25th, 2014

Banks cut big-ticket home loan rate

With a view to grabbing bigger share of the big-ticket loan market in large cities, three of the country's largest lenders — SBI, ICICI Bank and Punjab National Bank — have reduced the rates at which they charge interest on home loans. SBI upped the ante by reducing the interest rate on home loans above Rs 75 lakh by 15 basis points to 10.15 per cent. Having done away with the slab system, the bank will now offer home loans at a uniform interest rate, irrespective of the loan amount.

Business Standard August 26th, 2014

India urges millions of poor to open bank accounts

Banks are expected to open about 70,000 accounts on the first day of launch of Pradhan Mantri Jan Dhan Yojana by Prime Minister Narendra Modi. The main features of the scheme include Rs 5,000 overdraft facility for Aadhar-linked accounts, RuPay Debit Card with inbuilt Rs 1 lakh accident insurance cover and minimum monthly remuneration of Rs 5,000 to business correspondents who will provide the last link between the account holders and the bank.

Economic Times /August 28th, 2014

Forex reserves down \$1.98 billion

According to RBI data, the reserves declined by \$810.7 million for the week ended Aug 22, while it was up \$43.3 million in the week ended Aug 15, \$643 million down in the week ended Aug 8 and \$573.5 million in the week ended Aug 1. The latest data showed that the reserves had declined by \$810.7 million to \$318.57 billion due to a decline in the currency assets for the week ended Aug 22.

Yahoo Finance / August 30th, 2014

RBI asks banks to set up time-bound mechanism for clearing loan proposals

In a bid to speed up credit decision-making, the Reserve Bank of India on Monday has asked banks to set up a time-bound mechanism for clearing loan proposals but at the same time, cautioned them in carrying out necessary due diligence.

The Economics Times / September 02th, 2014

Banking sector NPAs could rise in FY'15

Fresh non-performing assets or NPAs of public sector banks are estimated to be at 3.5% of advances during the quarter ended June'14, according to a study by ratings firm Icra. Their gross NPAs increased by 20 basis points (bps) to 4.6% during the quarter. Asset quality of private sector banks too continued to remain under pressure as their NPAs also increased by 20 bps to 2.0% during the quarter.

The Economics Times / September 04th, 2014

SBI launches savings accounts for children

State Bank of India (SBI) introduced personalised savings accounts for anyone below 18-year age. SBI allowing minors over 10 years to operate bank savings accounts independently and use facilities such as ATMs and cheque books. "'Pehli Udaan' is a singly operated savings bank account for a minor aged 10 years and above and who can sign uniformly, while 'Pehla Kadam; is a savings bank account for minor of any age operated jointly with his/her parent or guardian

The Economics Times / September 05th, 2014

RBI's new rules to help banks raise capital for Basel III

The changes in the rules for raising Basel III-compliant capital announced by India's central bank this month are "credit positive" as they make it easier for banks to raise funds and attract more investors. The Reserve Bank of India on Sept. 1 cut the minimum maturity for Tier 2 capital that banks can issue to five years from 10 years. It also allowed retail investors to buy Tier 1 capital. The new norms are credit positive for Indian banks, in particular public-sector banks

The Economics Times / September 08th, 2014

State Bank of India launches multi-currency travel card

State Bank of India and MasterCard today announced launch of a multi- currency foreign travel card that will be available through identified State Bank branches. The card is available in both retail and corporate variants will allow the consumers to pay conveniently in multiple currencies. It will initially be available in four currencies—USD, GBP, Euro and SGD and eventually be made available in all major currencies.

The Economics Times / September 08th, 2014

Private Equity investments touch \$7.7 billion

Private Equity deals worth \$ 526 million were sealed in August, taking the tally to \$ 7.7 billion for the first eight months this year, according to a global consultancy firm. As per the number of deals, pharmacy, healthcare and biotech attracted 6 deals worth \$ 23 million, followed by real estate which witnessed 4 deals worth \$ 82 million and the retail and consumer sector witnessed 3 transactions worth \$ 93 million.

The Economics Times / September 14th, 2014

Paytm allows digital wallet users to transfer money between them

Online payment service Paytm has added a facility to its digital wallet that allows users to transfer money between them, and integrated its wallet with online merchants like MakeMyTrip and BookMyShow. Paytm, run by mobile technology company One97 Communications, launched its mobile wallet in February, after it received a licence from the Reserve Bank of India.

The Economics Times / September 15th, 2014

Issue cards only if you roll out POS machines

RBI Deputy Governor H R Khan said that the central bank is mulling linking the debit card issuances to the number of point of sale (POS) machines it puts up at merchant establishments.

There is a huge number of cards, but card acceptance infrastructure has to be created. Few banks are putting POS machines, other banks should be putting POS machines, they are not putting in the manner they are issuing cards. There are only 1.1 million POS machines operational in the country at present, and even within those, there are some which do not accept other banks' debit cards.

The Economics Times / September 16th, 2014

SBI lowers long-term deposit rates to 8.75% & increase short term deposits rate to 7.25%

State Bank of India (SBI) has reduced interest rates on long-term deposits of one to three years by 25 basis points to 8.75 per cent with effect from September 18, mainly due to poor demand growth for loans. Same time increase the short term deposit rates by 7.25% from 7 % for keep them aligned with others.

The Economics Times / September 17th, 2014

Banks open 4 crore accounts under Jan Dhan Yojana; mobilise Rs 3,700 crore

Finance Ministry said 4 crore bank accounts have been opened under the Jan Dhan Yojana and banks have mobilised Rs 3,700 crore so far. Banks have opened 4 crore accounts so far. Banks have mobilised about Rs 3,700 as deposits (in the accounts)... So, per account about Rs 900 deposits have been collected.

The Economics Times / September 18th, 2014

SBI tops mobile banking chart with 50% market share

State Bank of India accounted for half of the total number of mobile transactions undertaken in June, while ICICI Bank became the first to surpass the Rs 1,000-crore mark albeit with only a fifth of the registered users as the country's largest lender. SBI's account holders undertook 52,27,782 transactions using their mobile phones involving Rs 546.34 crore in value in June.

The Economics Times / September 18th, 2014

Chinese lenders ink pacts with SBI, ICICI and Axis Bank

Export-Import Bank of China (China Exim Bank) and China Development Bank Corporation (CDB) today signed various agreements with SBI, ICICI Bank and Axis Bank to facilitate trade between the two countries.

The Economics Times / September 19th, 2014

India's reserves fall \$3 billion in two weeks

India's foreign exchange reserves fell for the second straight week as the country's central bank sold dollars to prevent currency volatility after the US Federal Reserve's said that it may withdraw monetary easing sooner than expected. Reserves fell by \$1.615 billion in the week to September 12 to \$315.698 billion.

The Economics Times / September 19th, 2014

QUICK TAKE-
Graphs and Tables



KEY INITIATIVES TOWARDS DIGITAL INDIA

Digital India AND

Broadband In 2.5 lakh villages by 2019

Wi-fi In 2.5 lakh schools, all universities

Wi-fi hotspots in public spaces in cities, tourist centres

4 lakh public Internet access points

Train people in smaller towns and villages for jobs in IT sector

Spend on current schemes ₹1 lakh crore

Spend on new schemes ₹13,000 crore

Other Key Initiatives

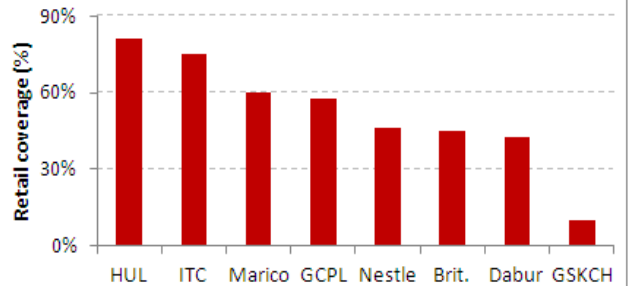
NATIONAL OPTICAL FIBRE NETWORK: Conceptualized in 2011, the programme plans to connect all 2.5 lakh gram panchayats in the country at a cost of ₹20,000 crore. The government set up the Bharat Broadband Network to execute the programme

NATIONAL DIGITAL LITERACY MISSION: Set up in 2012 by IT industry body Nasscom and companies like Intel and Microsoft, NDLM will complement the government's efforts and intends to make 10 lakh people digitally literate by the end of 2015



FMCG RETAIL PENETRATION

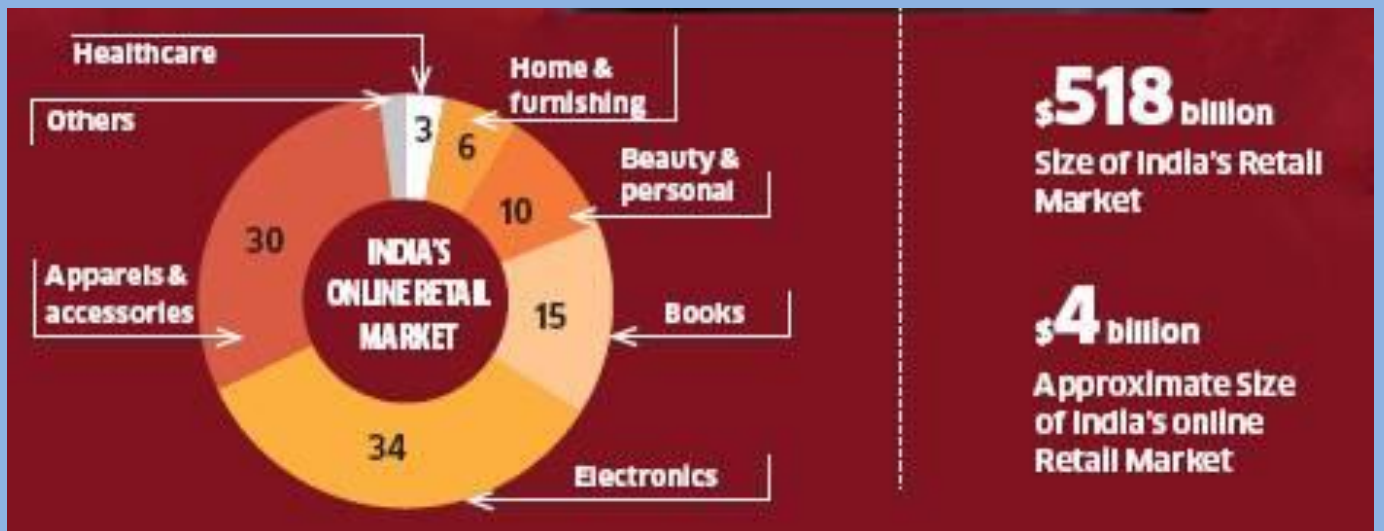
Organized FMCG is well penetrated



RETAIL INFLATION



CONTRIBUTORS TO ONLINE RETAIL



Source: The Economic Times

Chinese Menu

\$7 billion
Amount to be invested by China in Industrial parks in Pune and Gandhinagar



\$50 billion
Chinese investment in modernisation of Indian railways, bullet trains and hi-speed trains



\$50 billion
Chinese investment in roads, ports and river-linking plan



PUNE PARK for automobiles will employ 1 lakh and manufacture 1.5 lakh speciality vehicles

GUJARAT PARK will be for manufacturing power equipment

INDUSTRIAL PARKS in TN for textiles; another in food processing sector likely

BILATERAL PACTS on climate change, energy sector, food security, culture, tourism and film industry

TWIN CITIES and province cooperation projects between Shanghai and Mumbai, Ahmedabad and Guangzhou and Gujarat and Guangdong province

CHINESE PRESIDENT arrives with over 100 business heads, including those from China Harbour, China Railway Construction Group and Huawei

HEADS OF 4 Bank of China, Industrial & Commercial Bank of China, China Construction Bank and Agriculture Bank of China part of delegation

XI TO ADDRESS business gathering of over 400 Indian CEOs in Delhi

Source: The Economics Times

TOP 5 GAINERS AND LOSERS



CAPITAL RAISED BY COMPANIES



BROAD MARKET INDEX AS ON 18/09/2014

Index	Current	Change	%change	Index	Current	Change	%change
NIFTY Pre Open	7,950.65	-24.85	-0.31%	CNX 500	6,560.00	117.50	1.82%
CNX NIFTY	8,114.75	139.25	1.75%	CNX MIDCAP	11,803.05	226.60	1.96%
CNX NIFTY JUNIOR	17,484.20	354.30	2.07%	CNX SMALLCAP	5,255.10	125.00	2.44%
CNX 100	8,065.70	142.20	1.79%	INDIA VIX	12.3250	-0.62	-4.81%
CNX 200	4,148.70	73.30	1.80%	LIX 15	3,687.55	66.50	1.84%
Source: NSE INDIA				NIFTY MIDCAP 50	3,316.80	82.50	2.55%

MARKET TRACKERS- Vital Indices



BSE AND NIFTY INDEX (As on 20 September, 2014)

S&P BSE SENSEX **27,090.42**
-21.79 -0.08%



NIFTY 5 **8,121.45**
6.70 0.08%



GLOBAL MARKET INDICES (As on 20 Sept, 2014)

Name	Current Value	Change	% Chg	Open	High	Low
Nasdaq (Sep 19)	4,579.79	-13.64	-0.3	4,606.13	4,610.57	4,563.44
FTSE 100 (Sep 19)	6,837.92	18.63	0.27	6,819.29	6,876.00	6,819.29
DAX (Sep 19)	9,799.26	1.13	0.01	9,849.43	9,891.20	9,799.24
Nikkei 225 (Sep 19)	16,321.17	253.6	1.55	16,177.94	16,364.08	16,170.86
Hang Seng (Sep 19)	24,306.16	137.44	0.57	24,334.65	24,419.85	24,155.62
KOSPI (Sep 19)	2,053.82	6.08	0.3	2,057.56	2,062.37	2,053.66
Dow Jones Futures (Sep 19)	17,335.00	120	0.7	17,342.50	17,370.00	17,330.00
S&P 500 Futures (Sep 19)	2,019.00	9.75	0.49	2,020.25	2,022.25	2,017.75

Source-moneycontrol.com

COMODITY PRICES (As on 20 Sept, 2014)

Commodity Prices (MCX)

Commodity	Rs	Chg	% Chng
Gold - 3 Oct	26496.00	163.00	-0.61%
Silver - 5 Dec	39626.00	1,308.00	-3.2%
Crudeoil - 20 Oct	5611.00	34.00	-0.6%
Naturalgas - 25 Sep	234.90	3.50	-1.47%
Aluminium - 30 Sep	118.90	0.20	-0.17%
Copper - 28 Nov	420.65	0.10	0.02%
Nickel - 30 Sep	1080.60	4.50	-0.41%
Lead - 30 Sep	126.70	0.90	0.72%
Zinc - 30 Sep	138.05	1.00	0.73%
Menthaoil - 30 Sep	681.00	8.00	1.19%
Cotton - 31 Oct	17200.00	210.00	-1.21%

Source: Money Control

EXCHANGE RATES (As on 20 Sept, 2014)

CURRENCY EXCHANGE RATE

Currency	Rupee ₹	US \$	Euro €	UK £
1 Rupee ₹ =	1	0.0164	0.0128	0.0101
1 US \$ =	60.8100	1	0.7794	0.6139
1 Euro € =	78.0216	1.2830	1	0.7877
1 UK £ =	99.0552	1.6289	1.2696	1
1 Aus \$ =	54.2851	0.8927	0.6958	0.5480
1 Japanese ¥ =	0.5578	0.0092	0.0071	0.0056
1 Singapore \$ =	48.0332	0.7899	0.6156	0.4849
1 Renminbi =	9.8564	0.1621	0.1263	0.0995
1 Taiwan \$ =	2.0148	0.0331	0.0258	0.0203

MANAGEMENT QUIZ-5

MAGANAGEMENT QUIZ NO.5 - *Task Ahead*



1. Name the country where multinational companies such as Coca-Cola are giving an allowance called 'environmental hardship allowance' to attract expatriates who want to leave this country due to smog?
2. Japanese auto firm Honda, towards the end of July 2014, launched the Mobilio priced between Rs. 6.49 lakh and Rs.10.86 lakh (ex-showroom Delhi) to take on the likes of Maruti Suzuki's Ertiga and Toyota's Innova, among others in this price range. It's Honda's first multipurpose vehicle in India. In which country, did the auto major develop the R&D for the Asian markets?
3. Recently, a retail store chain has started using the Narendra Modi tagline "Aache Din aa gaye hain" in its campaign? Name it.
4. Railway Minister DV Sadananda Gowda in the 2014 Railway Budget presented by him allocated Rs. 100 crore for one of the country's first trains. What is it?
5. Which is the oldest paint company in South East Asia that supplied paints for Rashtrapathi Bhavan and the Howrah Bridge?
6. When Sanjay Khosla took over as President, Developing Markets at Kraft Foods in 2007, he decided to focus on chocolates and biscuits across the multiple geographies that Kraft Foods was present in, resulting in profitability. Following which, it had acquired two companies. Name these.
7. Prime Minister Narendra Modi recently launched a people centric website, which aims to help citizens contribute in governance by giving their opinions and views on important issues such as clean Ganga or skill development.
8. Who said it? "I have never met a woman, or man, who stated emphatically, "Yes, I have it all". Because no matter what any of us has - and how grateful we are for what we have - no one has it all."
9. An e-commerce portal that sells fashion and casual lifestyle products, launched its latest campaign which is themed around selfies to promote the brand. Name the player and the campaign.
10. In one of the top global business schools, the world's first business research centre - the Industrial Research Unit - was established in 1921. Name the B-school.

HAPPY QUIZZING

Students are encouraged to send answers to 'Management Quiz NO.5, to the Email id: usha@imis.ac.in, latest by 30th Sept., to win attractive prizes, for all correct answers, under their respective club activities.

Answers to Management Quiz NO.4

(Together, Aug.20,2014, Vol.4, No.66, p-12)

1. 58
2. Ashok Verma
3. David Everard
4. Gelotophobia
5. Titli
6. Amazon
7. Li-Ning
8. Vardhman Textiles
9. Princess Cristina
10. Fox travellers

PUT YOUR BEST FOOT FORWARD
.....reap the benefits

MANAGEMENT
STORY – *Food for
Thought*



There are occasions when we do not put in our best little realizing that it may affect us in the long run. It is sometimes very important to maintain a positive attitude and go ahead in life.

This is the story of a very talented carpenter who had spent many years of his life building beautiful houses. Each of his creations was considered a masterpiece. Now he was tired of working and old age was catching up with him that he wanted to retire from his job. He went to the contractor whom he worked for and requested for retirement.

The contractor was too reluctant to let go of the carpenter but he realized that he was getting too old for the tough work. He requested the carpenter to build one house for the last time. The carpenter agreed to do so but he was not interested in the job. In contrast to all the excellent work he had churned out in the past, this job was very shoddy. The carpenter had lost all his motivation and was completing this just to keep up his word to the contractor.

On completion of the house, the carpenter was in for a surprise or more of a rude shock. The contractor handed over the keys to the carpenter and told him, "This is my gift to you for all the years of hard work that you put in." The carpenter was shocked as had he known it was going to be his, he would have put in his best effort.

This is perhaps a story to learn from especially when we tend to slacken in our work. All the tasks we do should be enjoyed and carried on with pleasure. More importantly, we should be able to inspire others to do the same which will help the organization grow together. These are the small nuances of life that make it worth living.

THE END