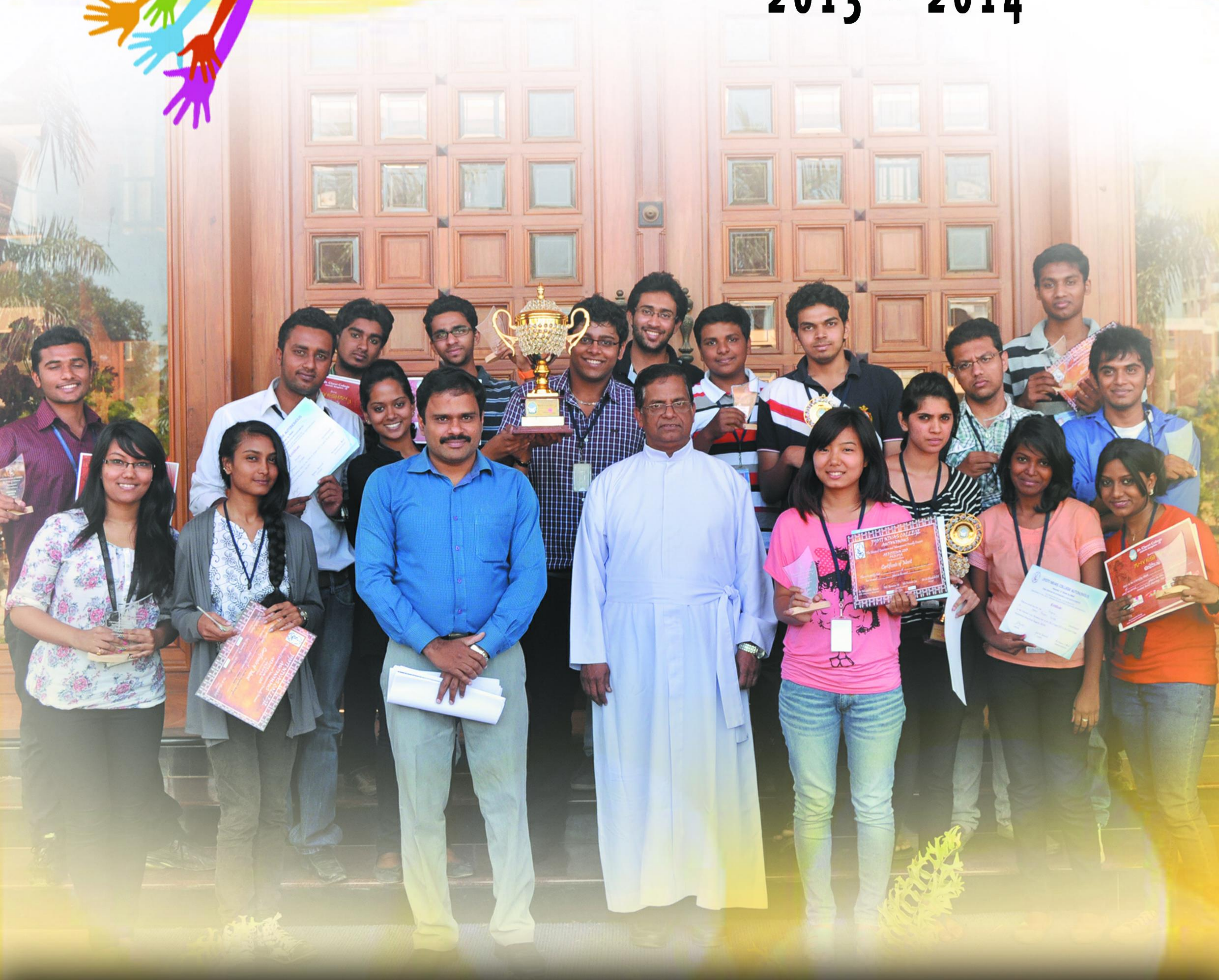


DEPARTMENT OF MANAGEMENT



# evolve

2013 - 2014



# Kristu Jayanti College

**AUTONOMOUS**

**Bangalore**

Accredited 'A' Grade by NAAC | An Institution Managed by CMI Fathers



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Student  
III BBM 'C'





# Bridge Program



The Bridge program was conducted on 21st & 22nd June 2013 to induce the first year students to the environment, creating awareness about the opportunities from the BBM program and making them acquaint with the new environment and BBM program. The students participated in all the events with full zeal and enthusiasm and the learning in each event was highlighted for the benefit of the students.

The program was well planned and executed by the faculty members of the management department. All the teachers played a vital role in conducting all the events with creativity and true Jayantian spirit. The program concluded on a positive note.



# Life Skills Training



Life Skills Training was conducted from 22nd to 29th June 2013 with an objective to impart life skills education to the students for better management of life. The ten life skills suggested by World Health Organisation like self-awareness, empathy, communication, inter personal relations, coping with emotions, coping with stress, critical thinking, creative thinking, problem solving and decision making, were imparted to students through lecture method, games, class room activities and case studies. The central point in each life skill was highlighted through activity which helped the students to understand the skills much better.



The 1st Semester BBM students participated in the program. The students actively participated in all the sessions and benefited from the training program.





# Virtuoso

Virtuoso is a workshop conducted for the first year students, organised by the final year students. The workshop is mainly conducted to give the first year students a feel of what exactly a management fest is all about. The students are exposed to various events like Human Resource, Finance, Business Quiz, Marketing and Best Manager.

Virtuoso 2013 was a three day event which was conducted from 8th – 12th July 2013. The program began with an inaugural function where Rev. Fr. Jose P.J (Financial Administrator) presided over the function. Various events such as Human Resource, Finance, Business Quiz, Marketing and Best Manager were conducted.

The workshop was very effective for as the students were able to get a complete understanding about the management fest. They also expressed their gratitude to the final year students for conducting the program. The program concluded on a positive note.





## Internship

The 4th Semester students underwent internship. The objective of the activity was to provide a platform for the students to gain knowledge about the manufacturing and service sector. The students were given the task of visiting any organisation in the manufacturing or service sector and to observe the various practices and compile information on the same. The students were asked to prepare a report and present their study. It was a great experience for the students as they had the opportunity to learn through direct observation.

## Organisational Study

Organisational Study was conducted for the 2nd Semester BBM students with an objective to enable the students to understand the functioning of an organisation and to gain knowledge about organisation. The students were given the task to collect information regarding the organisational structure, products, functional departments, latest developments and achievements of the respective company. The students were asked to prepare a report and to present the same. The activity provided a platform for the students to learn about the practices which are followed in the corporate world.

## Anveshan

The Paper Presentation competition was conducted on 8th August 2013. The students were divided into different groups of 3 members each. The students presented their papers on different areas related to management. The presentations were evaluated by the faculty members based on areas such as, communication, attitude, content, presentation and rebuttal. Finally two teams were selected as the best and prizes were given.

The competition helped the students to learn about the prerequisites, basic aspects and answering questions in paper presentation. Ultimately the competition benefited the students in many ways. A total of 93 students (31 groups) participated in the program.



# Acumen

The intra-collegiate fest conducted to train the first year and the second year students on various aspects of management from 30th July to 9th August 2013. The fest was inaugurated by Mr. Don McAvinchey, American Gandhi, USA. The events train them to work in a team and also on leadership skills. Acumen was conducted with the theme "Conquest" and the teams were named after the countries.

The competition featured 6 events namely, Human Resource, Marketing, Finance, Business Quiz, Best Manager and Entrepreneurship. There were altogether 22 teams with 15 members in each team. Around 330 students participated in the events. Team 'Romania' won the overall championship. The students actively participated in the fest and involved themselves in the competition and learned various skills and gained knowledge of preparing reports and making presentations on the stage. The fest concluded with a valedictory ceremony where, Rev. Fr. Jose P.J (Principal in-charge and Financial Administrator) presided over the session.



# Industry Institute Interaction



Industry Institute Interaction was conducted for the students of 1st Semester BBM 'A', 'B' & 'C' on 31st August 2013. Mr. Taffazul Hussain (Team Leader, Investment Banking, JP Morgan, Bangalore) addressed the gathering. The objective of the session was to give learning experience to students on various issues in banking sector. The resource person shared his own experience of handling the clients, developing business concept, managing funds and achieving the goals. Around 170 students benefited from the guest lecture. The session was beneficial to the students as they interacted and got information about business process at JP Morgan.

Industry Institute Interaction was conducted for the 2nd Semester BBM 'A', 'B' & 'C' on 1st March 2014. Mr. Mahesh (Business Development Manager, Amazon.in, Bangalore) addressed the gathering. The objective is to give learning experience to students on various issues in print media. The resource person shared his experience of working in Amazon and the various opportunities and challenges in the market. Around 170 students benefited from the program. The session productive as the students interacted and gained knowledge about the practices in print media.



The Industry Institute Interaction was conducted for the 2nd Semester BBM 'A', 'B' & 'C' on 18th January 2014. Mr. Krishnan (Media Officer, Times of India) addressed the gathering. The objective of the session was to sensitize students on various issues relating to the print media. The resource person shared his own experience of being a student of management, meeting clients, developing business, convincing the customers and career opportunities in the market. Around 170 students benefited from the guest lecture. The session was beneficial to the students as they interacted and gained knowledge about the practices in the print media industry.

Industry Institute Interaction was conducted for the 2nd Semester BBM 'A', 'B' & 'C' on 15th March 2014. Mr. Andrew Jayapal (Entrepreneur and Film Actor, Bangalore) addressed the gathering. The objective of the session was to enable students to learn about practices in entrepreneurship. The resource person had interacted with students on various issues related to entrepreneurship and given instances from his experience as an entrepreneur. Around 160 students benefited from the guest lecture. The session was interactive and beneficial to the students.





# Guest Lecture



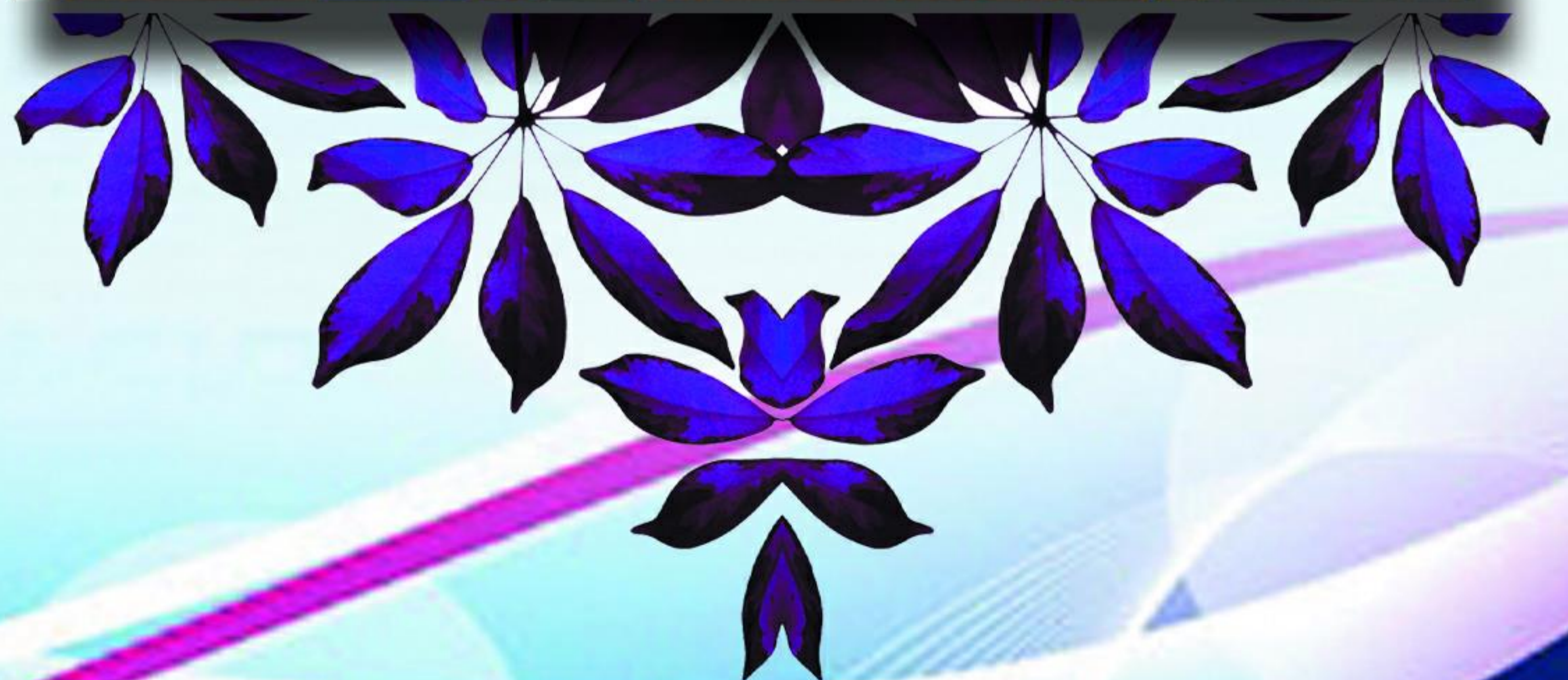
A Guest Lecture was conducted for the Students of 3rd Semester BBM 'A' & 'B' on 18th and 24th September 2013. Dr. Lalitha Appachu (Director and Training consultant, Centre for Training Excellence, Bangalore) addressed the students. The objective of the session was to give learning experience to students on various issues in business etiquettes. The session was conducted on body language, importance of space in corporate, power dressing, gestures and postures in the corporate world and role of right communication. Around 140 students benefited from the guest lecture.



# Social Responsibility Week

While the world continuous to progress technologically, faster than its growth in technology, it is retrogressing morally and spiritually. Today we have multiplied our profession but reduced our values; we talk too much, love too little and lie too often. Today we have two incomes but more divorces; we have fancier houses but broken homes. Today we stay up too late, read too little; we watch television too much and pray too seldom. Today we have more experts but more problems; drive too fast and get angry too quickly. We are heading toward all this because man is becoming more greedy and materialistic day by day and going away from his social responsibility.

In this regard, Department of Management has decided to observe 'Social Responsibility Week' from 21st – 27th September 2013. Various competitions such as Debate, Social Quiz, Poster Making and Useful out of Useless will be conducted during the week. All the competitions will be conducted with an objective to make the students socially responsible and connect them with the problems of the society. Students will also be encouraged to contribute money to sponsor a meal for the poor and needy.







# Industrial Visit

The final year BBM students visited Coimbatore as part of their Industrial Visit from 28th January to 2nd February 2014. Students visited CPC Limited, Aqua Engineering, Gangotri Textile, Barani Hydraulics India Private Limited and Versa Drives Private Limited.

During the visit, students got to learn the basic and best practices adopted in the industries by the manufacturers and also the implementation of methods and techniques in the process of converting raw materials into finished products.





# Prodigy



Prodigy is an inter-collegiate management fest which has been conducted for the last five consecutive years. This is an event conducted every year mainly with the view of inculcating managerial skills and nurturing the potentials of management students (BBM) participating from various colleges in and around Bangalore. Prodigy 2014, was a two day management fest, held on 18th & 19th February 2014. The fest was inaugurated by Shri. Praveen Kamath K (General Manager & Global Head, Talent Transformation, Wipro Limited, Bangalore) on 18th February, 2014 at 9.30 am. The fest was sponsored by Subway.

The fest was based on the theme of “Mystic City”. Therefore the events and rounds and promotions were all relative to tribal rage. The fest featured six events namely, Checkmate, Human Resource Event, Marketing event, Finance event, Business Quiz, and Best Manager. Seven colleges namely, Jyothi Nivas College, CMR College, New Horizon College, KLE College, Mount Carmel College, Indian Academy College and St. Joseph’s Evening College participated in the fest. The fest witnessed a very tough and thrilling competition. Mount Carmel College won the overall winner’s trophy along with the major individual events and KLE College won the overall runners trophy.



# Saviahkar

A one day Exhibition on Management concepts was conducted on 12th March 2014 with an objective to provide learning experience to the students about the management concepts. The students were divided into groups of five each and were assigned with a topic from various subjects such as Production Management, Financial Accounting, Environmental Studies and Organisational Behaviour.

Each group was given the task of making a model based on the topic given in a most innovative and creative manner. The students had exhibited their models and the Jury members evaluated and elected the best exhibits and prizes were awarded. All the students of 2nd Semester BBM actively participated in the program.





# Participation in Management Fest

Students participated in 10 management fest during the academic year which were organised by various colleges namely, St. Joseph's Commerce College, Jyothi Nivas College, MLA College, St. Claret College, Christ University, Mount Carmel College, Koshys College, Brindavan College, Alliance University and Government RC College. 9 first places, 8 second places and 1 third place were secured in various competitions. The students also managed to bag two overall championships at St. Claret College and Koshys College. The prizes were distributed by the Principal, Rev. Fr. Sebastian T A in the quadrangle.





## I Shop, therefore I am!

Syed Kazim

Today's society seems as though it is being taken over by consumerism. The term consumerism is defined as the tendency of people to identify strongly with products they consume, particularly of name brands and status-enhancing appeal.

With the marketing world growing larger day by day, it seems more and more people are attracted to the advertised products and feel the need to have them in order to keep in style with the rest of society. The term 'conspicuous consumption' applies to those people who show off their products in order to show their wealth; as per Maslow's need-hierarchy, he terms this an Esteem need. These people who show off their expensive clothing, jewellery or cars are trying to make an impression on people. Yet what does this impression hold?

In the past 100 years, world consumption has grown at a rate unprecedented in human history and especially the American economy is totally driven by the infection of consumerism. In 1900, a total of \$1.5 trillion was spent by public and private consumers. By 1975, it was estimated at \$12 trillion. By 1998, it doubled to \$24 trillion. It continues to grow rapidly.

20% of the world's people living in rich countries account for 86% of total global consumer spending. The US and Canada, with 5.2% of the world's population, are responsible for 31.5% of consumption. South Asia, with 22.4% of the population, is responsible for 2% of consumption. The average African household today consumes 25% less than 25 years ago. In 2005, China used 26% of the world's steel, 32% of rice, and 47% of cement. Though their per-capita resource consumption is low, with their large populations China and India look set soon to join the US and Europe as super consumers.

Today, the country's economic health is measured more according to how much we are willing to spend, our consumer confidence and less in how much we produce, the gross national product, or even how we invest. If previous leaders preached self-sacrifice and service, our so-called leaders today from the corporate world send the only signal which is to consume and consume and consume. Since 9/11, the American government has consistently told Americans that if they want to help the country, they must consume.



Thanks to the software companies for paying huge salaries to the software professionals. After earning so much, where are they to spend it? Even if they do not have the attitude of spending more money, the peer pressure stimulates them to do so. Also thanks to the credit card companies who have encouraged their customers to purchase more and more, even if they do not have any money in their bank account.

The last two decades have witnessed an over expanding interest in consumerism. The word consumerism has to be fully understood in its historical retrospect with reference to the consumer's position in common law, main areas of regulations, controls on advertising, labeling standards, etc. We are a society consumed by consumerism. It is sad to say that, but it becomes truer each day. Think of how much consumerism has grown over the last 20 years or so. It is horrifying to think. Now the million dollar question: where we will be in the next 20 years at this level of consumerism?



In the 21st century, pleasure is equated to consumption. Consumerism, has become no less than any cult or religion, it has the power to level individual difference and independence and render citizens into a homogeneous mass. Advertising companies, celebrity spokespersons, movies and TV shows conspire to render the consumer object, be it a Rs. 1 ice cream cone or a Rs. 15 lakh luxury sedan, into a fetish imbued with magical, if not downright divine powers.

Today, consumer is called the king of the market. He is at the centre stage of all market activities. It is constant endeavour of producers that the production of product must conform to the needs of consumer. In addition to the satisfaction of the consumer, it is also the endeavour of producer that their sale should be maximum. They, therefore, try to increase their sales by all possible means.

Today shopping has become a status symbol. You are considered as part of the society and you are considered up to date only when you do regular shopping. The question, “do you go for shopping?” has become a prominent question when a family goes to see a bride for their daughter, brother, etc. In a true incident a middle class family rejected a boy as a bridegroom for their daughters, saying: “The boy is earning just Rs. 50,000 per month and nothing can happen with Rs. 50,000 in today’s world.” It’s really shocking, isn’t it? Because of this corrupt consumerism mentality, the whole bride/ bridegroom selection criteria is now based on income and less importance is given to the character of the person. One of the important catalysts of consumerism is the greed to have more and more. A person should purchase a particular good/ service because he needs it, not because he has the capacity to own it!

Consumerism infantilizes us, alienates us from one another, and makes us apathetic as citizens. What’s ironic is that even if you base human worth not on social responsibility but on individual happiness, consumerism still fails us. But, given the global economic crisis and the rapid rate at which we are consuming Earth’s resources, how long can our little comforts last? It is just going to cause problems in the long run!

God has designed the world mechanism in such a way that it can satisfy every man’s need but not every man’s greed!





# STUDENTS CORNER

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

## OH! FACEBOOK OH! FACEBOOK

A blue banner with white look,  
After you coming in to my life, I forgot my textbook  
Your dad Mark Zuckerberg got you in to my life and you became my  
life.

You know all my friends, as you hold them in your friend list;  
You know all my feelings, as they become your status;  
You know what other people feel about me, as they become your  
comment;

You know how many like me, as they hit like in you;  
You keep getting me new friends to fill my slam book.

OH! FACEBOOK OH! FACEBOOK

I lost my outlook,  
I no longer spend time with my story book,  
I lost the originality of my look, as I stop spending time with the people  
I look,

OH! FACEBOOK OH! FACEBOOK

Are you a curse or a blessing in my life book,  
What's so ever you are dear facebook,  
You are the best book, I LOVE YOU FACEBOOK

- HELLAN CHANDRIKA  
vii Semester BBM 'A'

## HORSEMAN OF THE APOCALYPSE

He marched the night  
Clutching the blade of immortality,  
Chased by the light  
Without any accountability  
Uplifting his reach  
He cornered her,  
Only to breach  
The agreement there

-KIKAYANGLA  
II Sem BBM 'B'





# ASCI invites comments for new guidelines for fairness products

ASCI invites comments for new guidelines for fairness products  
Till June 15, 2014, stakeholders in the advertising industry can share their comments with ASCI.

The Consumer Complaints Council (CCC), a self-regulatory industry body that belongs to the Advertising Standards Council of India (ASCI), has drafted four new guidelines that pertain to the advertising of skin lightening and fairness products.

Presently, these guidelines have been drafted and displayed on ASCI's website. The objective is to invite comments from the stakeholders in the industry. These comments will be solicited till June 15th. Although ASCI code's Chapter III 1b already states that advertisements should not deride race, caste, colour, creed or nationality, given how widespread the advertising for fairness and skin lightening products is, the body felt the need to frame specific guidelines for this product category.

The following guidelines are to be used when creating and assessing advertisements in this category:

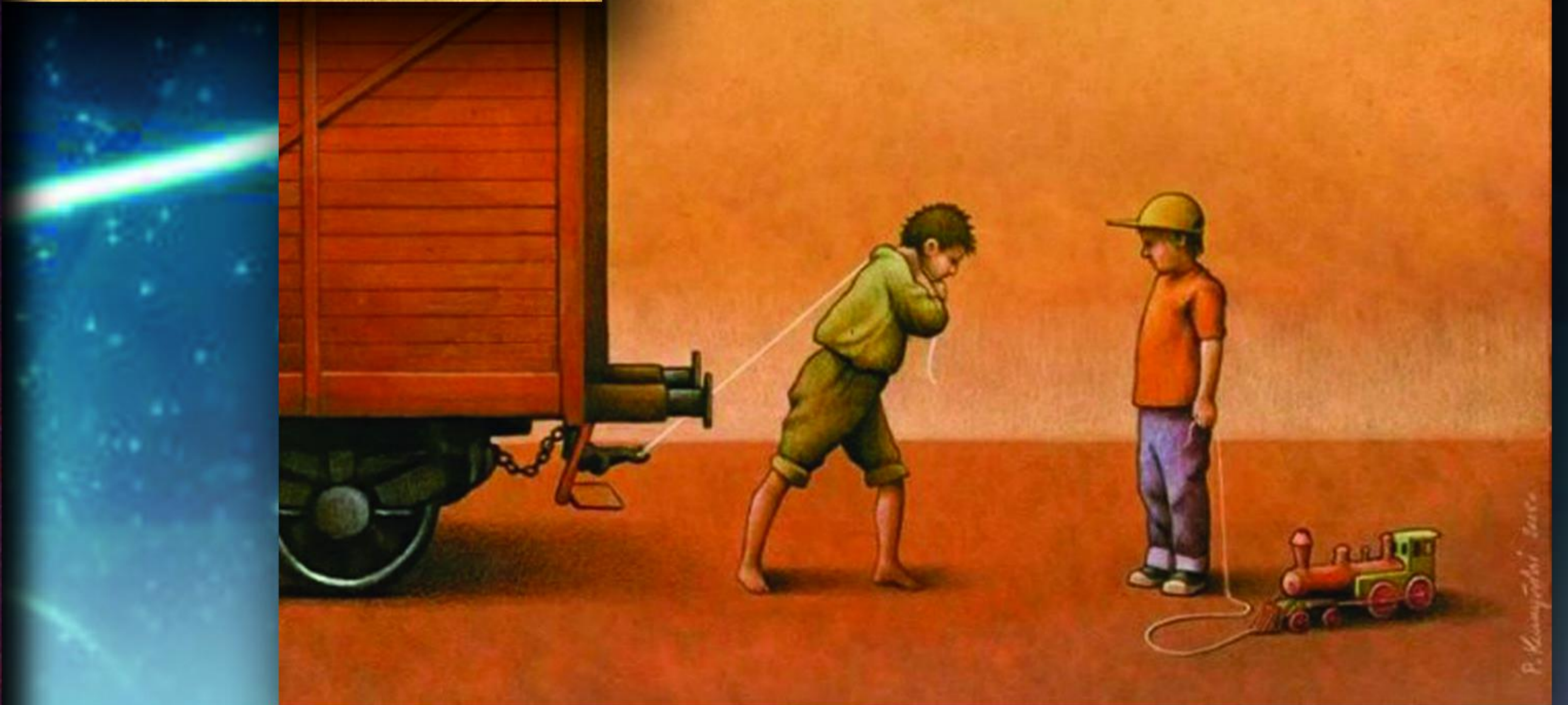
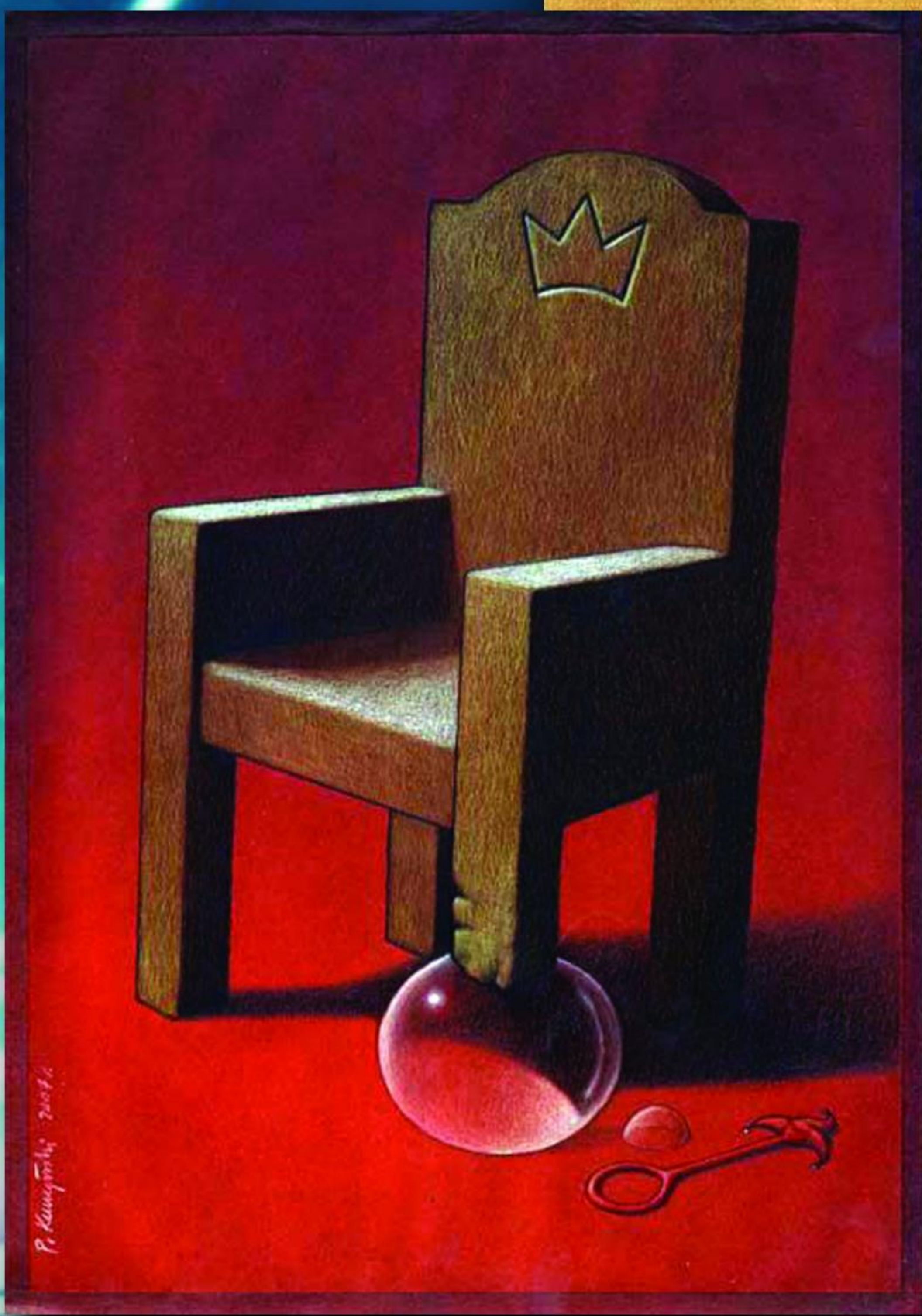
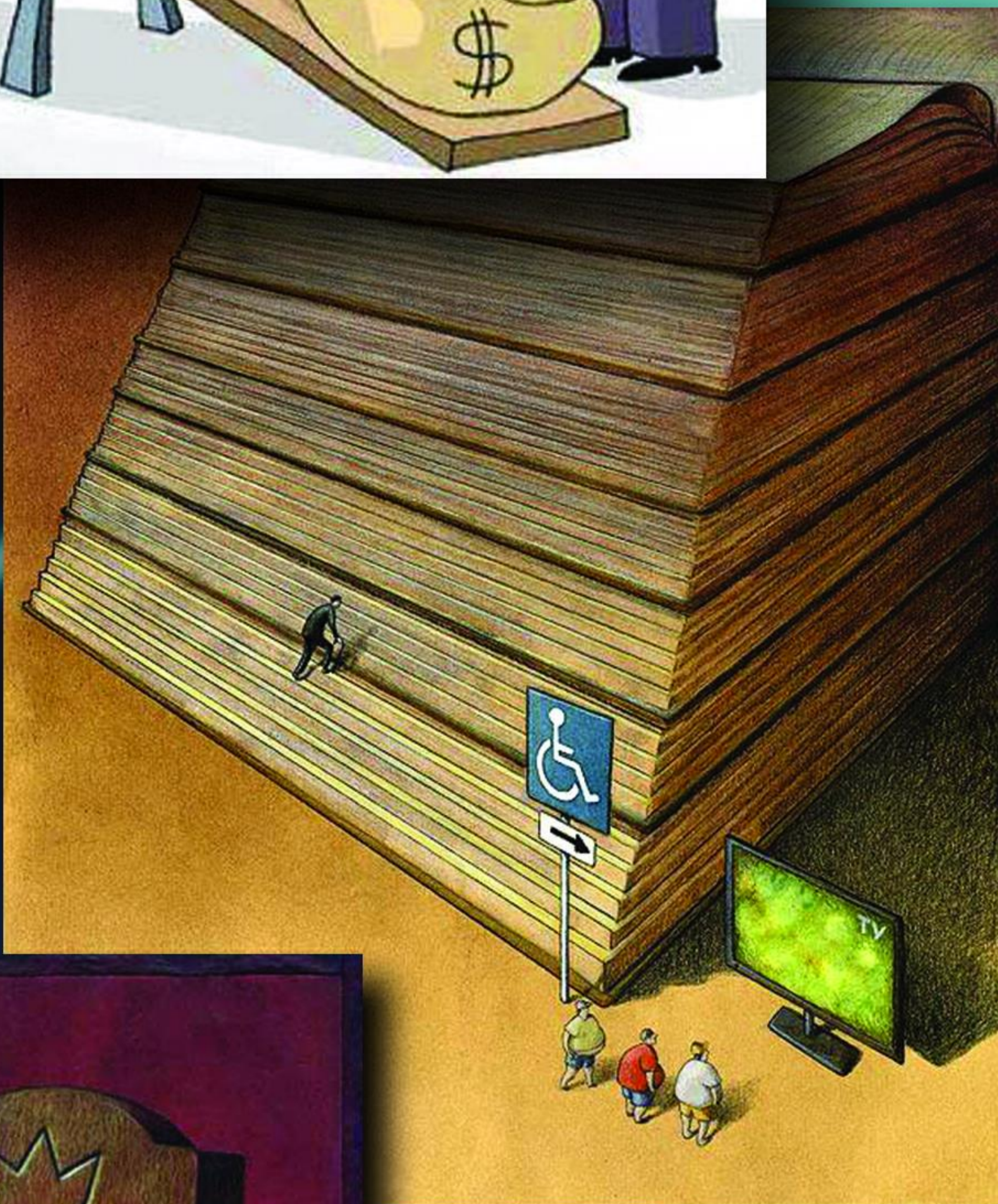
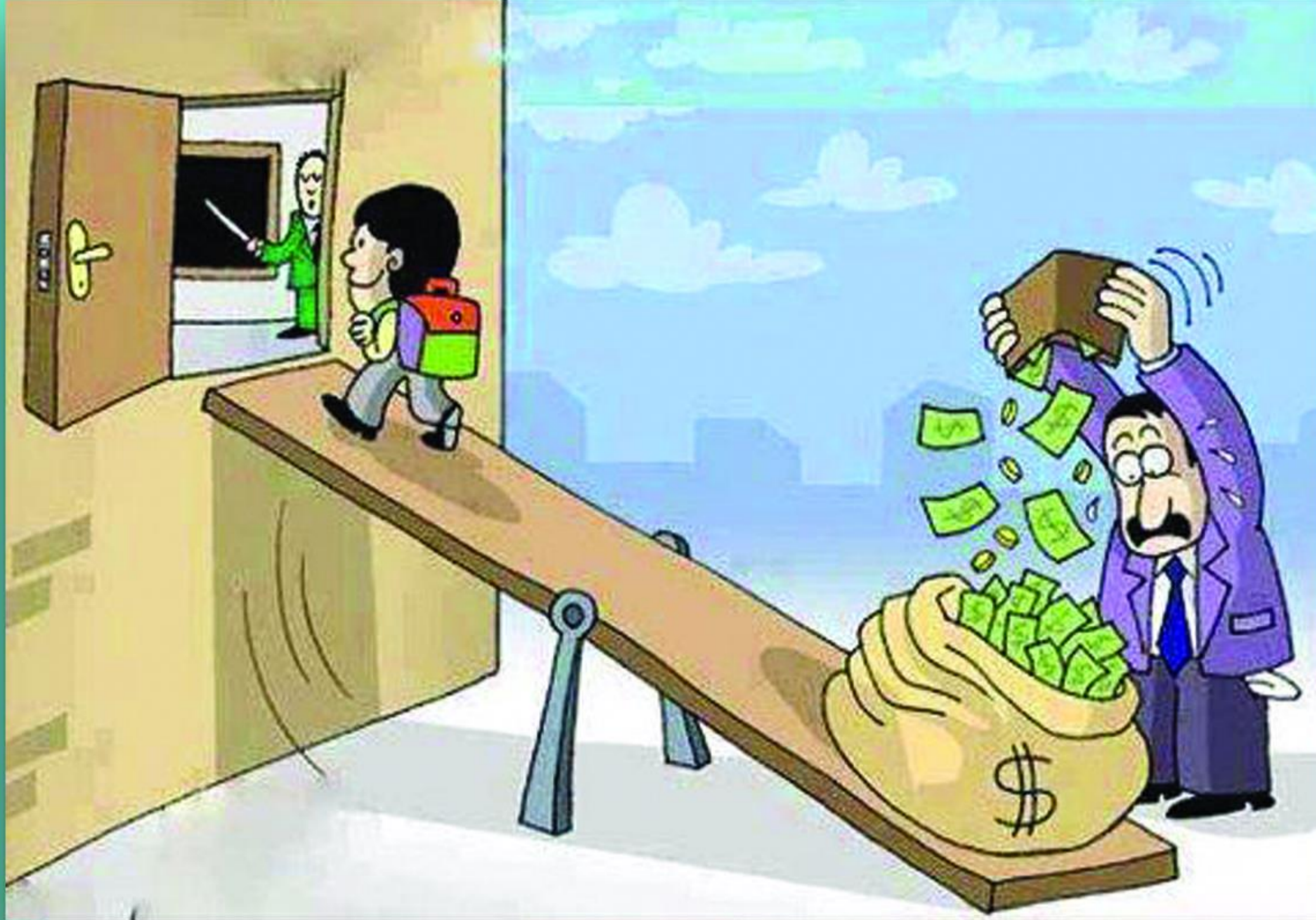
1. Advertising should not communicate any discrimination as a result of skin colour: These ads should not reinforce negative social stereotyping on the basis of skin colour. Specifically, advertising should not directly or implicitly show people with darker skin as unattractive, unhappy, depressed or concerned. These ads should not portray people with darker skin at a disadvantage of any kind, or inferior, or unsuccessful in any aspect of life, particularly in relation to being attractive to the opposite sex, matrimony, job placement, promotions and other prospects.
2. Advertising should not use post-production visual effects on the model/s to show exaggerated product efficacy: The pre and post product usage visuals of model/s using special effects should not be dramatised or exaggerated so that efficacy depicted is not drastically different than what can be delivered by the product. Further, the expression of the model/s pre and post usage of the product both, in the real and graphical representation, should be the same.
3. Advertising should not associate darker or lighter colour skin with any particular socio-economic strata, caste, community, religion, profession or ethnicity.
4. Advertising should not perpetuate gender-based discrimination because of skin colour.

All fairness products are licensed for manufacture and sale by relevant state Food & Drug Administrations (FDA) under the Drugs & Cosmetics Act.



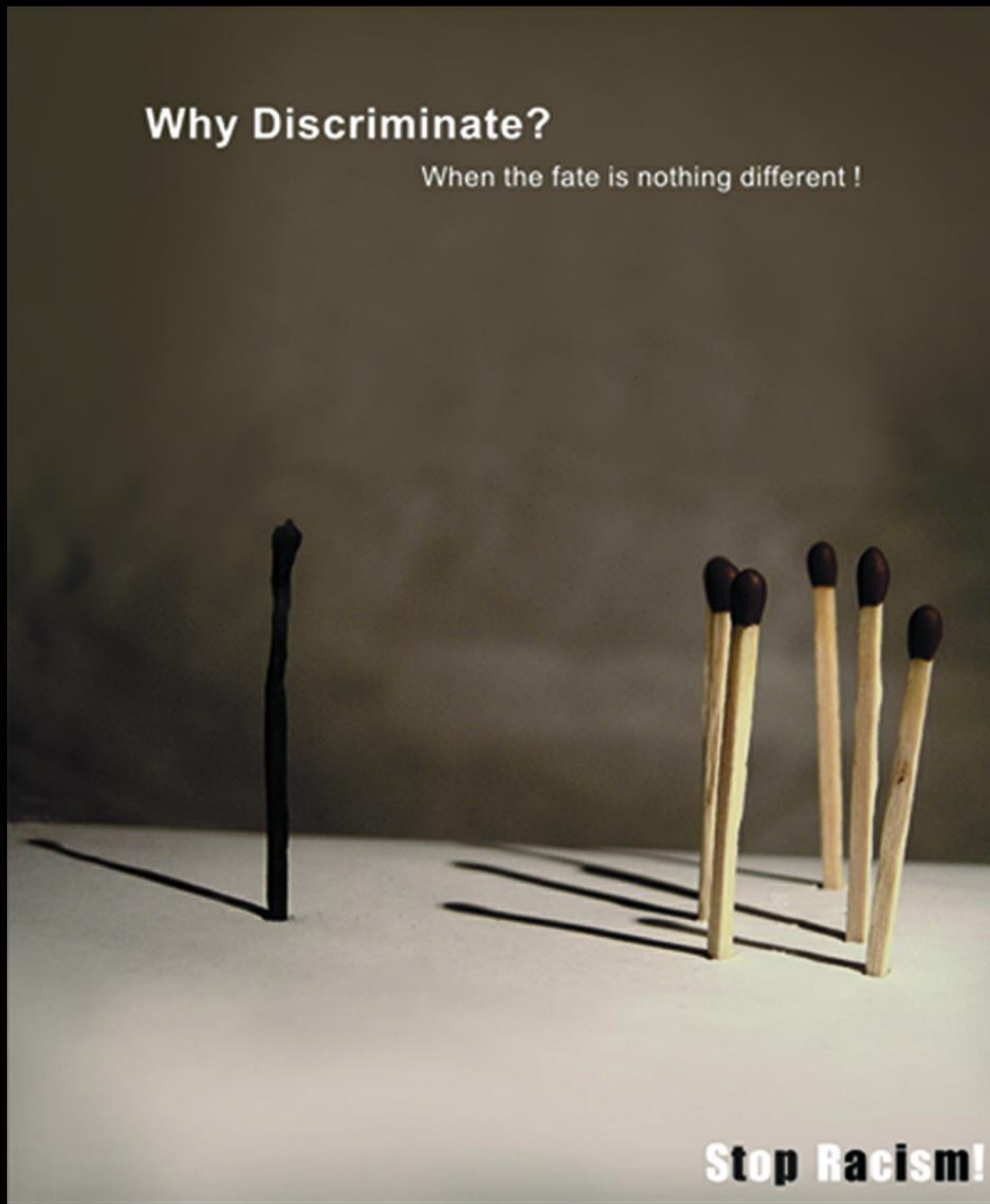


# Picture Speaks a 1000 Words





# Creative Social Advertisements







# Creative Billboard Advertisements







# Business Quiz

1. In recent times, which among the following blocks of countries is pushing for implementing the UN Security Council (UNSC) reforms?

- (a) G-7 (b) G-8 (c) G-20 (d) G-22

2. What is the objective of the Government behind setting up a Minimum Export Price (MEP) for a particular commodity?

- (a) To promote exports (b) To discourage exports  
(c) To check price rise (d) To provide subsidy to Producers

3. The “ Street art project “ is a cultural initiative of?

- (a) Microsoft (b) Google (c) Facebook (d) Wikipedia

4. Who among the following took over as the Central Information Commissioner?

- (a) Rajiv Mathur (b) Abhay Singh (c) Sathish Chandra (d) Rakesh sinha

5. Recently, the RBI has directed all the banks to make all ATMs installed from .....as talking ATMs with Braille keypads [Fill in the blanks]

- (a) July 1, 2014 (b) July 1, 2015  
(c) June 1, 2014 (d) June 1, 2015

6. “Russi Mody” who passed away recently was a former chairman of?

- (a) Tata steel (b) Larsen and Toubro  
(c) ITC Ltd. (d) Bajaj Auto Ltd.

7. Recently, which among the following countries has released postage stamps to commemorate the 100 years of Indian Cinema?

- (a) South Africa (b) Brazil  
(c) England (d) France

8. What is the name of Google’s new Project, which intends to provide high-speed broadband Internet connection in selected cities?

- (a) Google net (b) Google fiber  
(c) Google demo (d) Google connect

9. The “ Indian super league “ is related to?

- (a) Badminton (b) Football  
(c) Tennis (d) Hockey

10. What is the name of Indian’s own card payment network that has been dedicated to the nation, recently?

- (a) Money card (b) Rupay  
(c) Ind pay (d) Rupee card



11. According to the global information technology report 2014, which country was placed first in terms of leveraging information and communication technologies (ICT)?

- (a) Finland (b) Brazil  
(c) Sweden (d) Singapore

12. The 'ASIMO' or advanced step in mobile innovative mobility, is a humanoid robot designed and developed by?

- (a) Microsoft (b) Ford  
(c) Honda (d) IBM

13. Recently, which among the following leading confectionary manufacturer has been renamed as Mondelez India Foods Ltd.?

- (a) Cadbury (b) Nestle  
(c) Nilagiris (d) Mother Dairy

14. The Pulitzer Prize for fiction – 2014 has been awarded to Donna Tartt, for her novel.....?

- (a) The son (b) The women who lost her soul  
(c) The Gold finch (d) The secret history

15. As per the you gov poll survey, who among the following has been named as the most admired person in the world?

- (a) Sachin Tendulkar (b) Bill Gates  
(c) Barack Obama (d) Narendra Modi

16. The world's first Bitcoin storage service that insures deposits of the digital currency against loss and theft has been launched in...?

- (a) London (b) New York  
(c) Sydney (d) Beijing

17. With which one of the following countries has India signed a deal for super Hercules aircraft, recently?

- (a) Japan (b) USA  
(c) Russia (d) Italy

18. Who among the following has become the first woman to chair the United States central bank [Federal Reserve]?

- (a) American Grace (b) Aimee Jayne  
(c) Janet Yellen (d) Margaret Choe

19. The first mega food park in Uttar Pradesh would be set up in Jagdishpur of Amethi district. This mega food park would be developed by.....?

- (a) Reliance (b) Wipro  
(c) Aditya Birla Group (d) Parle

20. Which among the following is the largest foreign bank operating in India in terms of asset base?

- (a) StanChart (b) HSBC  
(c) Citibank's (d) DBS

1. G-4  
2. To check price rise  
3. Google  
4. Rajiv Mathur  
5. July 1, 2014  
6. Tata Steel  
7. Brazil  
8. Google Fiber  
9. Football  
10. RUPAY  
11. Finland  
12. Honda  
13. Cadbury  
14. The Goldfinch  
15. Bill Gates  
16. London  
17. USA  
18. Janet Yellen  
19. Aditya Birla Group  
20. Citibank

## ANSWERS



NEVER  
GIVE UP!



(For Private Circulation Only)

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