# MARKODYSSEY

## The Marketing Club

## ACTIVITIES' REPORT: 2023-2024

**Coordinator Marketing Club: Dr. Ankur Sabharwal, Associate Professor**
**Member Marketing Club: Dr. Anju Kumari, Associate Professor**
**Member Marketing Club: Mr. Manish Gulyani, Assistant Professor**

**ABOUT THE CLUB**

It is the Marketing Club of Department of Management Studies. Its name is derived from two words: Mark (abbreviated name for Marketing) and Odyssey (epic journey). For marketing students, it is an interesting way of learning, sharing, and pragmatic considerations of marketing related competencies via active participation.

Therefore, **Markodyssey** signifies the journey of learning practical marketing skills which its participants would go through. The objective of the Marketing Club is to offer right platform and resources in order to inculcate required skills to build career in marketing via organizing marketing activities like ad-mad, marketing campaign, new advertisement Development, marketing quiz, brands analysis


**OBJECTIVE OF THE CLUB**

The objective of the Marketing Club is to offer right platform and resources in order to inculcate required skills to build career in marketing via organizing various marketing activities.

# Marketing Club Office Bearers - MBA Batch 2023-25

The Marketing Club proudly presents the elected office bearers for the academic session, who were selected through a comprehensive and competitive process. These individuals demonstrated exceptional leadership qualities, enthusiasm, and a deep understanding of marketing concepts, making them ideal representatives of the club.

## Club Leadership Team

### 1. Mr. Dikshit - President

*Mr. Dikshit was elected as the President of the Marketing Club. His presentation highlighted his vision for the club, focusing on innovative marketing activities that engage all students.*

### 2. Ms. Tamanna - Marketing Club Counsellor

*Ms. Tamanna was chosen as the Counsellor for her ability to connect with her peers and provide guidance for club initiatives. She emphasized the importance of communication and collaboration in her role.*

### 3. Mr. Aman - Vice President

*Mr. Aman's presentation demonstrated strong organizational skills and a clear understanding of marketing strategies. His role as Vice President will be pivotal in executing the club's vision.*

### 4. Mr. Dhruv - Club Secretary

*Mr. Dhruv, with his meticulous planning and documentation skills, was selected as the Secretary. He will be responsible for managing the club's records and ensuring smooth communication across all activities.*

## Selection Process

The selection of the club office bearers was a rigorous process. It began with an open call for volunteers among the MBA marketing students. Each candidate then delivered a presentation in class, explaining why they were best suited for the position they applied for. Their presentations were evaluated on the basis of clarity, creativity, and leadership potential.

The evaluation panel, comprising Dr. Ankur Sabharwal and Dr. Anju, assessed the candidates based on their performance and potential contributions to the club. After careful consideration, the following students were selected to lead the club for this academic year

## DEPARTMENT OF MANAGEMENT STUDIES

**MBA 1st Year (2023-2025)**

**MARKETING CLUB ACTIVITY CALENDAR**

Dated: 23-08-23

| S. No. | Activity | Date | Activity In-Charge |
|---|---|---|---|
| 1 | CaseConvo | 23-08-2023 | Dr. Ankur |
| 2 | Marketing Trivia- A Quiz Adventure | 28-08-2023 | Dr. Anju |
| 3 | Marketing News Analysis | 04-09-2023 | Dr. Ankur |
| 4 | Poster Making | 11-09-2023 | Dr. Anju |
| 5 | Panel Meet | 13-09-2023 | Dr. Ankur |
| 6 | Ad Mad Show | 18-09-2023 | Dr. Anju |
| 7 | Movie Session | 20-09-2023 | Dr. Ankur |
| 8 | Questionnaire Designing | 04-10-2023 | Dr. Anju |
| 9 | Ted Talk Sessions | 09-10-2023 | Dr. Ankur |
| 10 | Best Out of Waste | 11-10-2023 | Dr. Anju |
| 11 | Label Creation & Designing | 16-10-2023 | Dr. Ankur |
| 12 | Advertising Breakdown | 16-10-2023 | Dr. Anju |
| 13 | Market Survey -1 | 23-10-2023 | Dr. Ankur |
| 14 | Marketing Gurus in India | 25-10-2023 | Dr. Anju |
| 15 | Market Survey -2 | 30-10-2023 | Dr. Ankur |
| 16 | Pitch Your Idea | 06-11-2023 | Dr. Anju |
| 17 | Group Discussion | 08-11-2023 | Dr. Ankur |
| 18 | Market Survey -3 | 27-11-2023 | Dr. Anju |

# MARKETING CLUB
# ACTIVITY 1

Date of Activity- 23rd August, 2023

Name of the Activity- **CaseConvo: Exploring Solutions Through Case Studies**

**Venue: Room 103**

## Objective:

The primary objective of the "CaseConvo: Exploring Solutions Through Case Studies" activity was to provide students of the Marketing Club with an opportunity to delve into real-world scenarios, analyze complex business cases, and collaboratively develop innovative solutions. By engaging in thoughtful discussions and presentations, students aimed to enhance their critical thinking, problem-solving, and communication skills.

## Event Highlights:

The activity took place on August 23, 2023, in Room 103. Organized by the Marketing Club, the event saw enthusiastic participation from students who were eager to tackle challenging business situations. The session was facilitated by esteemed faculty members, Dr. Ankur Sabharwal and Dr. Anju, who provided guidance and insights throughout the event.

## Proceedings:

The event began with an opening address by Dr. Ankur Sabharwal, who emphasized the significance of practical application of theoretical knowledge. He highlighted the importance of case studies in developing a holistic understanding of business dynamics.

Following the introduction, a series of carefully selected case studies were presented to the students. Each case study covered a unique challenge faced by businesses in various industries, such as market entry strategies, branding dilemmas, and customer engagement problems. The students were divided into groups and assigned different cases to analyze.

The groups were given time to thoroughly review the cases, identify key issues, and brainstorm possible solutions. This was followed by interactive discussions, where each group presented their findings, analysis, and proposed solutions. The presentations were well-structured and demonstrated the students' ability to apply theoretical concepts to practical scenarios.

Dr. Anju provided constructive feedback after each presentation, encouraging students to explore multiple dimensions of the cases and consider alternative perspectives. This feedback loop fostered an environment of collaborative learning and improvement.

**Outcomes:**

The "CaseConvo: Exploring Solutions Through Case Studies" activity successfully achieved its objectives. The participants showcased their analytical skills, critical thinking, and ability to work as a team. The event encouraged students to think beyond textbook knowledge and apply their learning to real-world situations.

The activity also provided a platform for students to enhance their public speaking and presentation skills. By engaging in open discussions and receiving feedback from peers and faculty, participants gained confidence in articulating their ideas effectively.

The students were guided about how to analyse a case. After briefing the students, they were divided 9 groups (2 students per group). Each group was provided with a case to study, understand, analyse and present the case.

| Participants List | | | |
|---|---|---|---|
| **Group No.** | **Roll No.** | **Name** | **Section** |
| 1 | 168 | Anish | B |
| | 165 | Rahul | B |
| 2 | 152 | Neeraj | B |
| | 196 | Prince | C |
| 3 | 246 | Yash | C |

| | | | |
|---|---|---|---|
| | 247 | Sohit | C |
| 4 | 199 | Dikshit | B |
| | 240 | Nitin | C |
| 5 | 233 | Meenal | C |
| | 223 | Sneha | C |
| 6 | 117 | Chahat | B |
| | 103 | Aryan | B |
| | 212 | Kush | C |
| 7 | 142 | Dhruv | A |
| | 148 | Aman | B |
| 8 | 113 | Neha | A |
| | 190 | Bhoomi | A |
| 9 | 238 | Surbhi | A |
| | 181 | Sakshi | C |

Each group was asked to submit a report of their presentation. The reports are attached below.

**Group No. -** 9
**Group Members -**   Sakshi, Sec-C, Roll No – 181
                      Surbhi, Sec –C,  Roll No – 238

 **SUMMARY**

**Case Study:  Accelerating Growth:  The Marketing Strategy of VehiTech Motors (Case Brief)**

As we all know that Indian Automobiles Industry is one of the largest industry in the world , which significantly contributing to the country GDP and employment. As mostly many popular prominent players comes and provide the quality along with innovative products to fulfilling the satisfaction level of consumers .

VehiTech Motors is one of the prominent player in the automobile industry and having reputation for its quality and innovation in the product from compact hatchbacks to premium SUVs . But the company is struggling to break free from the grip of stagnant sales figures despite its diverse product offerings . In today's world , **Customer's Satisfaction level** and their **Preference** give more importance and the Indian consumer are increasingly inclined

towards the fuel efficient , eco- friendly , technologically advanced vehicles . So industry have to produce the product which increase their revenue , less the cost and provide quantitative and quality according to the needs of the customers and also unique which compete the competitor and new entrants products .

## Learnings

From this case study the learning is that in the Indian automobile industry the online reviews on social media have great influence on the purchasing decision and also shifted the preference and dynamics of the customers. To face and address this challenges VehiTech Motors formulates a very comprehensive strategy: Innovative product lineup. As we know the customer preference is towards the eco – friendly, technologically advanced products so VehiTech Motors align towards the trends of eco – friendly transportation solution which is also technologically advanced that is Electric vehicles motors. VehiTech Motors through a eco-friendly websites significantly enhancing its digital presence and also give leverages to the customer data . The company also reconstructed its showroom to offer an immersive experience to customer engagement .

## Suggestion

By providing the products related to customer preference and satisfaction company can increase their turnover and also increases the satisfaction level . Products that reduce cost , increase revenue and increase efficiency with increase the satisfaction level and eco-friendly products is available to the customer which compete the competitor products also .

**GROUP NO.**— 5
**GROUP MEMBERS:**

Sneha Jindal (sec C) Roll No. 230223
Meenal Banga (sec C) Roll No. 230233

## SUMMARY

### CASE STUDY: BREWING SUCCESS

In this case study we have learned that Indian coffee market is as a arena of aromatic brews and caffeine Enthusiasts. Here we can see a fascinating change taking place in evolution and competition. In the presence of international coffee grains and indigenous brand **cafe sip** has arranged a journey which goes beyond Limitations. It is a story combined with brand management, brand personality and establishment of brand equity

### Challenges

1. Establishing identity: In a market controlled by large brands cafe sip established its identity which set it apart with authenticity.
2. Cultural relevance: Calf sip I'm bogged on a new journey where it tried to blend Global trends with Indian traditions.
3. Competition: Coffee market is a competitive place where calf sip introduced itself and fight for consumer loyalty with domestic and international brands.

**Learnings**
1. Cultural fusion branding- it combines Indian heritage and modernity and become a harmony of flavours, art and storytelling.
2. Authentic sourcing and messaging - Took genuine approach towards getting high quality Indian coffee beans with ethical and sustainable practices
3. Engaging store ambience- They Transform their outlets in Into impressive place where customers not only enjoy coffee but also become part of traditional Indian narrative.
4. Target marketing campaigns- They tapped the emotional courts and created a sense of belonging through their campaigns and advertising.
5. Brand personality traits -They have a authentic and inherent Indian traditional personality .They are more than just a Coffee provider aimed to be a friendly familiar companion.
6. Community engagement -Beyond Commerce Cafe is also created its brand communities through events workshops and collaborations and providing a sense of togetherness and loyalty.
7. Brand loyalty -best quality products authenticity and unique experiences gave birth to Loyalty and customers.
8. Brand recognition- Distinct personality and identity created strong brand recognition and trust.

**Suggestions**

1. A brand should always work in a cost-effective manual which will always increase their revenue and profits, also give maximum satisfaction to the customers.
2. Feedback loop should be there, where customers could give feedbacks about the product, so the brand could become more efficient.
3. Continue improvements Should take place and innovation should be consistent.
4. Continuity into sustainability.


**GROUP NO** -7
**GROUP MEMBERS** – Aman, (Sec B, Roll no. 230148)
                                    Dhruv (Sec A, Roll no. 230142)

**SUMMARY**

It is the case study of MOTOROLA a mobile brand company which has hired a company BIG for renovating and redesigning its logo and products and to promote to increase the customer base. In the case study of Motorola's redesign by Company BIG, several key learnings can be drawn from the activity:

1. **Strategic Branding:** The redesign of Motorola's logo and products by Company BIG showcases the importance of strategic branding. A well-thought-out logo and product design can effectively communicate the company's values, vision, and modernity, enhancing brand recognition and consumer loyalty.

2. **Market Relevance**: The redesign activity highlights the significance of staying relevant in a rapidly changing market. Motorola's decision to revamp its logo and product design demonstrates an understanding of the need to align with current design trends and consumer preferences to remain competitive.

3. **Consistency Across Touchpoints**: The case study underscores the importance of consistency across all brand touchpoints. When Motorola's new logo and product design are consistently integrated into advertising campaigns, packaging, and digital presence, it reinforces a unified brand identity and reinforces customer trust.

4. **Customer Perception**: The redesign's success also relies on understanding customer perception. Through consumer research and feedback, Company BIG likely gauged how the new logo and product design resonated with customers, ensuring it conveyed the desired message and resonated positively with the target audience.

5. **Effective Advertising Strategies**: The case study activity emphasizes the role of advertising in promoting the redesigned brand. By creating engaging and targeted advertising campaigns, Company BIG could effectively introduce the revamped Motorola to the market, generating buzz and driving consumer interest.

6. **Adapting to Change**: The entire redesign process illustrates the company's willingness to adapt to change. Embracing a fresh logo, product design, and advertising strategies demonstrates a company's flexibility in responding to market shifts and consumer demands.

7. **Measurable Impact**: Through data analysis and metrics, Company BIG can assess the tangible impact of the redesign. Monitoring factors like brand recognition, sales growth, and customer feedback can provide insights into the effectiveness of the changes made.

8. **Competitive Differentiation**: Redesigning Motorola's brand elements allowed the company to differentiate itself from competitors. By creating a distinct visual identity and messaging, the brand can stand out in a crowded marketplace.

In conclusion, the case study activity of Motorola's redesign by Company BIG offers valuable insights into the power of strategic branding, market relevance, consistency, customer perception, effective advertising, adaptability, measurable impact, and competitive differentiation. These learnings can be applied to various industries and businesses aiming to rejuvenate their brand image and capture the attention of their target audience.

- I would like to suggest that there should be price affect also because it's a major factor in increasing the demand. MOTOROLA can increase its stake in market by providing competitive prices like other companies like MI, REALME etc.

- At last, I would like appreciate the case study activity and especially Dr. ANKUR and Dr. ANJU for providing this opportunity to learn and present and exhaling stage fear and inculcating confidence in us.

**Overall, the reinvention of Motorola involved a combination of innovation, strategic partnerships, product differentiation, and a customer-centric approach. These efforts helped the company regain relevance in the competitive telecommunications market.**

**GROUP NO.**— 1
**GROUP MEMBERS:**

ANISH (SEC B) **Roll No.** 230168
RAHUL (SEC B) **Roll No.** 230165

**SUMMARY**

 **Case Study :** Reinventing Motorola

- In the case study of reinventing motorola, we have discussed about some important topics likewise,
  1. **Focus on quality**: Motorola shifted its focus towards producing high-quality smartphones with durable materials. This emphasis on durability resonated well with consumers looking for reliable devices.

  2. **Focus on innovation**: Motorola invested heavily in research and development to create innovative products that would stand out in the market. This led to the development of the iconic RAZR flip phone, which became a huge success.

3. **Simplified product line**: Motorola streamlined its product portfolio, concentrating on a few key products rather than a wide array of options. This allowed the company to allocate resources more effectively and deliver higher-quality products.

4. **Embracing Android**: In the smartphone era, Motorola recognized the potential of the Android operating system and decided to adopt it for their smartphones. The launch of the Motorola Droid, in partnership with Verizon, marked their entry into the Android market.

5. **Customisation**: Motorola introduced a concept called "Moto Maker," allowing customers to personalize the design of their smartphones. This unique feature helped differentiate their products from competitors.

6. **Strong Marketing Campaigns**: The company ran impactful marketing campaigns that highlighted the unique features of their products. These campaigns helped create buzz and attract customers.

7. **Competitive Pricing**: Motorola positioned itself as a provider of quality smartphones at more affordable prices compared to some of its competitors. This strategy appealed to price-conscious consumers.

8. **Lenovo Acquisition**: In 2014, Motorola was acquired by Lenovo, a Chinese multinational technology company. While Motorola continued to operate somewhat independently, the acquisition brought additional resources and global reach.

9. **Adapting to Change**: The entire redesign process illustrates the company's willingness to adapt to change. Embracing a fresh logo, product design, and advertising strategies demonstrates a company's flexibility in responding to market shifts and consumer demands.

**Glimpse of the Activity**
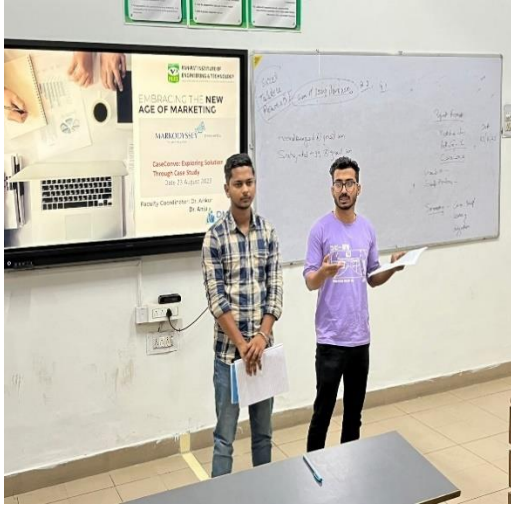
**Conclusion:**

"CaseConvo: Exploring Solutions Through Case Studies" proved to be a valuable learning experience for the Marketing Club students. The event effectively bridged the gap between theory and practice, fostering a deeper understanding of business challenges and solutions. The engagement and enthusiasm displayed by the students highlighted the success of the initiative in promoting active learning and collaborative problem-solving.

# MARKETING CLUB
# ACTIVITY 2

Date of Activity- 28th August, 2023
Name of the Activity- Marketing Trivia- The Quiz Adventure

The students participated in the quiz in 5 teams of 2 students each. The quiz was divided into 5 rounds. After Round 2 and 3, team with lowest score was eliminated respectively. Rules: +5 for correct answer, -5 for incorrect answer, +2 for correct pass/buzzer question, -2 for incorrect pass/buzzer question.

| Participants List | | | |
|---|---|---|---|
| Team No. | Roll No. | Name | Section |
| 1 | 93 | Dikshit | B |
|  | 234 | Beenu | B |
| 2 | 148 | Aman | B |
|  | 118 | Reena | A |
| 3 | 233 | Meenal | C |
|  | 223 | Sneha | C |
| 4 | 142 | Dhruv | A |
|  | 115 | Tammanna | A |
| 5 | 168 | Anish | B |
|  | 165 | Rahul | B1 |

| Members as Audience | | |
|---|---|---|
| Roll No. | Name | Section |
| 152 | Neeraj | B |
| 218 | Abhishek | A |
| 190 | Bhoomi | A |
| 238 | Surbhi | A |
| 117 | Chahat | B |
| 113 | Neha | A |
| 181 | Sakshi | C |
| 240 | Nitin | C |

**Winners:**
**1st Position – Dhruv & Tammanna**
**2nd Position- Beenu & Dikshit**

**Glimpse of the Quiz**

# MARKETING CLUB
## ACTIVITY 3
Date of Activity- 4<sup>th</sup> September, 2023

Name of the Activity- Introduce Yourself

The students were asked to prepare a formal introduction of themselves and present it before the class. 10 mins were provided to prepare the same. Students were briefed about what to include in the introduction, importance of body language, gesture etc.

| Participants | | | |
|---|---|---|---|
| **S. No** | **Roll No.** | **Name** | **Section** |
| 1 | 103 | Aryan | B |
| 2 | 218 | Abhishek | A |
| 3 | 142 | Dhruv | A |
| 4 | 181 | Sakshi | C |
| 5 | 113 | Neha | A |
| 6 | 223 | Sneha | C |
| 7 | 233 | Meenal | C |
| 8 | 165 | Rahul | B |
| 9 | 168 | Anish | B |
| 10 | 234 | Beenu | B |
| 11 | 102 | Aranya | A |
| 12 | 240 | Nitin | C |
| 13 | 204 | Shivam | C |
| 14 | 115 | Tammanna | A |
| 15 | 118 | Reena | A |
| 16 | 117 | Chahat | B |

Glimpse of the Activity

# MARKETING CLUB
## ACTIVITY 4

Date of Activity- 6$^{th}$ September, 2023
Name of the Activity- Draw, Act & Speak

The students were divided into 3 group, each group was asked to design a game. 1$^{st}$ group designed "Brands dumb charades", 2$^{nd}$ group came up with "Draw & Guess" brand logos and products and 3$^{rd}$ group designed "Extempore" on marketing related concepts and news. Each student was then randomly selected and asked to perform one of the designed activities within time limit of 1 minute.

| Participants | | | |
|---|---|---|---|
| **S. No** | **Roll No.** | **Name** | **Section** |
| 1 | 193 | Dikshit | B |
| 2 | 115 | Tammanna | A |
| 3 | 118 | Reena | A |
| 4 | 148 | Aman | B |
| 5 | 218 | Abhishek | A |
| 6 | 238 | Surbhi | A |
| 7 | 102 | Aranya | A |
| 8 | 181 | Sakshi | C |
| 9 | 113 | Neha | A |
| 10 | 190 | Bhoomi | A |
| 11 | 168 | Anish | B |
| 12 | 240 | Nitin | C |
| 13 | 204 | Shivam | C |
| 14 | 165 | Rahul | A |
| 15 | 142 | Dhruv | A |
| 16 | 234 | Beenu | B |

# MARKETING CLUB
## ACTIVITY 5

Date of Activity- 13th September, 2023
Name of the Activity- Marketing News Analysis

The students were divided into teams of 2-3 students each, every team was asked to analyse a news related to a brand or company and give presentation on the same. Time allotted for the presentation- 5 minutes.

| Participants List | | | | |
|---|---|---|---|---|
| Team No. | Roll No. | Name | Section | Title of News Analysis |
| 1 | 93 | Dikshit | B | SBI |
| 2 | 148 | Aman | B | Reliance |
| | 118 | Reena | A | |
| 3 | 233 | Meenal | C | Nike |
| | 223 | Sneha | C | |
| 4 | 142 | Dhruv | A | Maruti Suzuki |
| | 115 | Tammanna | A | |
| 5 | 168 | Anish | B | Micromax |
| | 165 | Rahul | B | |
| 6 | 190 | Bhoomi | A | HUL |
| 7 | 240 | Nitin | C | Amul |
| | 204 | Shivam | C | |
| 8 | 102 | Aranya | A | Levi's |
| | 181 | Sakshi | C | Tata Motors—Zica car |
| 9 | 113 | Neha | A | |
| | 218 | Abhishek | A | |

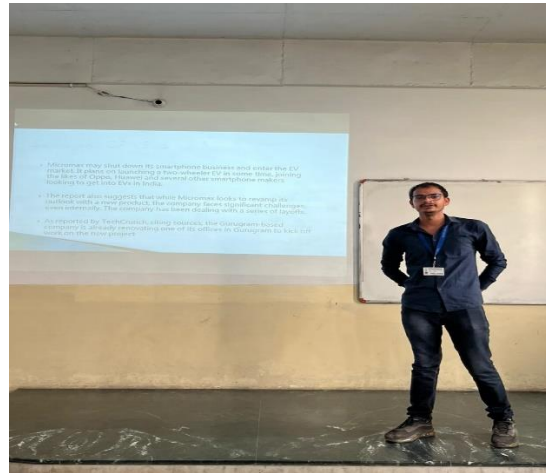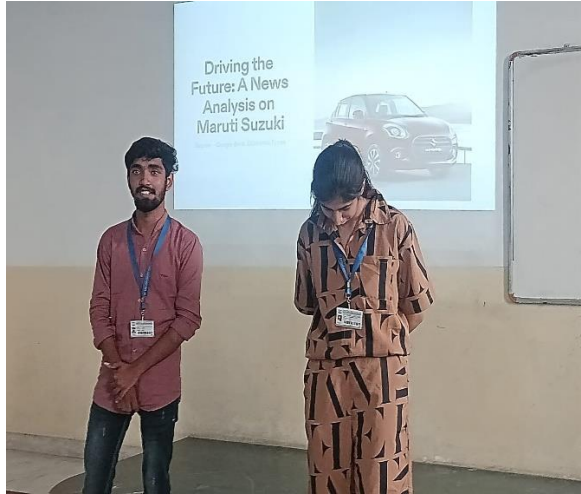| Members as Audience | | |
| --- | --- | --- |
| **Roll No.** | **Name** | **Section** |
| 254 | Vikas | B |
| 248 | Satyam | C |
| 260 | Sumit | C |
| 212 | Kush | C |
| 184 | Khushi | A |

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## Winners of the Activity:

1st Position- Bhoomi

2nd Position- Nitin & Shivam

Glimpses of the Activity:

# MARKETING CLUB
## ACTIVITY 6
Date of Activity- 18<sup>th</sup> September, 2023
Name of the Activity- Sales Pitch

The students were asked to select a product, decide its brand name, logo, punch line etc. They were then asked to pitch their product and invite investment for the same.

| Team No. | Name |
|---|---|
| 1 | Beenu |
| | Dikshit |
| 2 | Rahul |
| | Anish |
| 3 | Vikas |
| | Bhoomi |
| 4 | Aryan |
| | Reena |
| 5 | Kush |
| | Sumit |
| 6 | Chahat |
| | Khushi |
| 7 | Sakshi |
| | Dhruv |
| 8 | Aranya |
| | Dikshant |
| 9 | Neha |
| | Aman |
| 10 | Abhishek |
| | Tammanna |

# MARKETING CLUB
## ACTIVITY 7

Date of Activity- 20th September, 2023
Name of the Activity- Poster Making

The students in a group of 2 were assigned the task of preparing a poster.
Theme - Opening of a Restaurant.

| Team No. | Name |
|----------|----------|
| 1 | Beenu |
| | Khushi |
| 2 | Sumit |
| | Kush |
| 3 | Meenal |
| | Sneha |
| 4 | Aranya |
| | Vikas |
| 5 | Dhurv |
| | Aman |
| 6 | Shivam |
| | Nitin |
| 7 | Anish |
| | Rahul |
| 8 | Amandeep |
| | Sakshi |
| | Bhoomi |
| 9 | Neha |
| | Abhishek |
| 10 | Kajal |
| | Dikshant |
| 11 | Aryan |
| | Chahat |
| 12 | Tammanna |
| | Reena |

**<u>Winners of the Activity:</u>**

1$^{st}$ Position- Dikshant & Kajal

2$^{nd}$ Position- Aranya & Vikas

3$^{rd}$ Position- Meenal & Sneha and Sumit & Kush

Glimpses of the Activity:

# MARKETING CLUB
## ACTIVITY 8
Date of Activity- 18<sup>th</sup> October, 2023

Name of the Activity- Best out of Waste

The students were asked to create something useful from waste or discarded material. 5 teams participated in the activity.

| Team No. | Name |
|----------|----------|
| 1 | Dikshit |
|   | Beenu |
|   | Meenal |
| 2 | Dhruv |
|   | Kush |
|   | Aman |
| 3 | Tammanna |
|   | Reena |
|   | Khushi |
|   | Sakshi |
| 4 | Amandeep |
|   | Chahat |
|   | Akshit |
|   | Aryan |
| 5 | Shubham |
|   | Kajal |
|   | Sumit |
| 6 | Bhoomi |
|   | Abhishek |

Glimpses of the Activity:

# MARKETING CLUB
# ACTIVITY 9

Date of Activity- 25<sup>th</sup> October, 2023
Name of the Activity- Questionnaire Designing

The students were briefed about creating a research survey and designing questionnaire for the same. The students were then asked to decide a title for their survey activity which will be conducted in the next class. 7 groups of 4 students per group was formed for the same.

| Group No. | Name |
|-----------|------|
| 1 | Kajal |
| | Dikshant |
| | Sumit |
| | Shubham |
| 2 | Aman |
| | Dhruv |
| | Aryan |
| | Chahat |
| 3 | Dikshit |
| | Beenu |
| | Tammanna |
| | Reena |
| 4 | Aranya |
| | Neha |
| | Meenal |
| | Sneha |
| 5 | Kush |
| | Nitin |
| | Shivam |
| | Aakash |
| 6 | Khushi |
| | Amandeep |
| | Rahul |
| | Anish |
| 7 | Bhoomi |
| | Abhishek |
| | Sakshi |
| | Aakanksha |

**MARKETING CLUB REPORT**
**2ND SEMESTER**
**JAN-APRIL 2024**

# MBA 1st Year (2023-2025)

# MARKETING CLUB ACTIVITY CALENDAR

| S. No. | Activity | Date |
|---|---|---|
| 1 | Introduction to Club and Activities | 08-01-2024 |
| 2 | Introduce Yourself | 15-01-2024 |
| 3 | Marketing News Analysis | 22-01-2024 |
| 4 | Advertising Breakdown | 29-01-2024 |
| 5 | Digital Poster Making | 05-02-2024 |
| 6 | Mock Interview | 12-02-2024 |
| 7 | Ad Mad Show | 19-02-2024 |
| 8 | Questionnaire Designing | 26-02-2024 |
| 9 | Market Survey | 04-03-2024 |
| 10 | Developing Marketing Mix | 18-03-2024 |
| 11 | Best Marketing Ads | 25-03-2024 |
| 12 | Pitch Your Idea | 01-04-2024 |
| 13 | Group Discussion | 08-04-2024 |
| 14 | Movie session | 15-04-2023 |

# MARKETING CLUB
## ACTIVITY 1
Date of Activity- 29th January,2024 & 5th February, 2024
Name of the Activity- News Analysis

Each student was given a time of 20 minutes to read and analyse the news article provided by the faculty member. Later, the students were asked to come and present their news article. The agenda was to discuss the company in the news, article related to it, its impact on the company and other stakeholders.

**Glimpse of the activity:**



All students were asked to submit a report of the same. The reports are attached herewith.

**Report By:     Abhishek Jain**
                        Sec-A
                        Roll No – 230218

**Learnings**

This activity taught me how to confidently exhibit oneself in front of people and to clearly communicate the topic to others while keeping the title and ideas of the news clear. I was also able to learn about latest marketing news and their inside depth also the companies and govt. strategies towards development and profit. My news was based on "The red sea war". Also, the communication skills of the student, their perspective about different marketing news, learn something new which comes with different news. I also see the nervousness in the individual to present themselves and I love to see to enhance my communication skills and love to challenge myself to overcome to my comfortable place and face situations etc.

**Report by:     Aakash Hooda**
                        Roll.no: 230265

The marketing club of Panipat institute of engineering and technology conducted a comprehensive news reading and analysis activity which is aimed at enhancing understanding of current events, market trends and their implications on the business landscape. Our teacher, Dr. Anju presented a thought-provoking topic for 20 minutes, delving into the intricacies of news analysis. She provided valuable insights and encouraged active participation from club members. The discussion that followed was enriching, with diverse perspectives contributing to a comprehensive understanding of the subject. The collaborative atmosphere fostered meaningful exchanges, and club members actively shared their thoughts and opinions. The session not only enhanced our analytical skills but also strengthened the sense of community within the Marketing Club.

I believe this activity has added significant value to our learning experience, and I look forward to more such insightful sessions in the future.

**Report By:     Bhoomi**
                        Sec-A
                        Roll No – 230190

**Learnings**

This activity has provided me with the opportunity to develop and display confident public speaking abilities while effectively conveying information to others, ensuring clarity in both the presentation title and the communicated ideas. Additionally, I have gained insights into the latest marketing news.

Specifically, my news piece focused on the ' Tata steel shut the loss- making two UK unit' UK steelmaking business by switching to lower carbon electric arc furnaces, a proposal backed by 500 million pounds ($634.10 million) of government money.

Observing the nervousness exhibited by individuals during presentations has been insightful, prompting me to seek opportunities for enhancing my communication skills and embracing challenges to move beyond my comfort zone.

**Report By:    Dikshit Madaan**
            Sec B
            Roll No. 230199

Topic – Zee-Sony Merge

Punit Goenka, CEO, Zee Entertainment              Kenichiro Yoshida, CEO, Sony Corporation

    

**CEO of Sony TV India**
**N.P. Singh**



**Sony-Zee Merger**

**September 2021:** Zee Entertainment Enterprises (ZEEL) announced that its board of directors has unanimously provided an in- principle approval for the company's merger with Sony Pictures Networks India (SPNI). A meeting in this regard was held on September 21, 2021.

December 2021: After the 90-day due diligence period came to an end on December 21, the merger deal was signed by the two companies.

February 2022: IndusInd Bank filed a plea before the Mumbai bench of the National Company Law Appellate Tribunal (NCLAT) to initiate insolvency proceedings against Zee. Back then, it was claimed that the company defaulted ₹83.08 crore.

July 2022: Indian stock exchanges BSE and NSE approved the merger of ZEEL with Sony Pictures Networks India.

October 2022: On October 4, the Competition Commission of India (CCI), the country's anti-trust regulator, approved the proposed merger with certain modifications.

December 2022: On December 15, private lender IDBI Bank moved the National Company Law Tribunal (NCLT) against ZEEL, seeking an insolvency proceeding against the media firm to recover dues of ₹149.60 crore.

March 2023: Zee Entertainment and IndusInd Bank inform NCLAT that they have settled their payment dispute.

May 2023: NCLAT set aside the order of NCLT that directed the stock exchanges to review their earlier approval for the merger.

June 2023: The Securities Exchange Board of India (SEBI) banned Subhash Chandra and Punit Goenka from holding any managerial or directorial roles.

August 2023: On August 10, the Mumbai bench of NCLT approved the merger between ZEEL and Sony.

September 2023: Axis Finance files an appeal in NCLAT against NCLT's nod to the Zee-Sony merger.

October 2023: The Securities Appellate Tribunal (SAT) set aside an interim order of SEBI barring Punit Goenka from holding directorial positions in listed companies.

November 2023: Sony reportedly sought NP Singh to lead the merged entity.

December 2023: NCLAT issued notice to ZEEL over petitions filed by IDBI Bank and AXIS Finance against an NCLT order. Last month, Zee also sought an extension of the deadline for the merger, while Sony issued a statement stating that the company is looking forward to hearing ZEE's plans.

January 2024: Sony notifies ZEEL of its decision to call off the merger.

**Why Zee wants to merge with Sony?**

Sony Group had agreed to merge its India unit with Zee late in 2021, combining their television networks, digital assets, libraries and streaming platforms to create the country's largest broadcaster. Media experts had hailed the news back then, saying the two companies would complement each other.

**Shareholding pattern of Zee-Sony merger?**

As per the deal, Sony shareholders would be holding 50.86 per cent of the combined entity, while Zee's promoters will hold 3.99 percent. Zee 's shareholders will be holding the remaining 45.15 per cent.

**Impact on Zee Entertainment shares?**

Shares of Zee Entertainment plunged 32.7% on Tuesday - the highest-ever single-day fall - on heightened pessimism around the termination of the merger deal with Sony and the likely subsequent legal and regulatory implications.

**Why did Zee and Sony merger fail?**

Sony said certain "closing conditions" to the merger were not satisfied despite "good faith discussions" with Zee. While neither Sony nor Zee elaborated on which conditions had been unfulfilled, the firms had been at odds over who would have led the combined company.

The Japanese entertainment giant has cited conditions of the merger agreement not being met as the reason for the termination, Bloomberg reported.

As per reports, the companies faced disagreements regarding the leadership of the merged entity. Sony's decision to terminate the agreement came after a stalemate between the two sides over whether Punit Goenka, Zee's Managing Director and Chief Executive Officer, would lead the merged entity amid an investigation into a matter related to siphoning of funds.

**Report By:** **Sakshi**
               Sec-C
               Roll No – 230181

**Learnings**

This activity taught me how to confidently exhibit oneself in front of people and to clearly communicate the topic to others while keeping the title and ideas of the news clear. I was also able to learn about latest marketing news and their inside depth also the companies and govt. strategies towards development and profit. My news related to NAAC strategy towards move into a binary accreditation system of "accredited" and "not accredited" institution. Also, the communication skills of the student. Their perspective about different marketing news, learn something new which comes with different news. I also see the nervousness in the individual to present themselves and I love to see to enhance my communication skills and love to challenge myself to overcome to my comfortable place and face situations etc.

**Report By:** **Tamanna**
               Sec A
               Roll No. 230115

Topic – Women Empowerment

**Women** empowerment has become one of the biggest movements in India nowadays and many Indian women have proven to be the building blocks of the movement. With their pure passion for their work and their good deeds, they are very well a true inspiration for everyone.

Naturally, when we talk about women's empowerment in India what we refer that women must need to be aware of their rights like the right to vote, property rights, freedom of movement, their legal rights, and many more, which means, empowering women is making women realize their self-worth, their abilities to determine their own choice and shaping the society where women can enjoy their respect and rights just like other humans. Women's empowerment is an essential factor that works for the betterment and development of society, community, and country.

When it is to specifying women's population in the world we get the result of around 50 %. But when we focus on the people of India, it happens to be a disproportionate sex ratio which means the female population is comparatively lower than the male.

**Some recent Examples of women empowerment.**

1.     NDA exam candidates must meet physical fitness criteria, including aspects like eyesight, height, weight, and more. Yes, following a Supreme Court ruling, women are now eligible to apply for the NDA exam, and they can also obtain permanent commissions in the armed forces.

2. **More women are in leadership positions-** In the past, women have been underrepresented in leadership positions in business, government, and other organizations. However, in recent years, there has been a growing trend of women breaking into these roles. For example, in 2023, women made up 25% of the board of directors of S&P 500 companies, up from just 16% in 2010.

3. **More women are starting their own businesses.** In 2023, women are more likely than ever before to start their own businesses. In fact, women now own more than 40% of all businesses in the United States. This is a significant increase from just a few decades ago, when women owned less than 10% of all businesses.

4. **More women are pursuing higher education.** In 2023, more women than men are enrolled in higher education institutions in many countries around the world. For example, in the United States, women make up 57% of all college students. This increase in educational attainment is opening up new opportunities for women in the workforce and in other areas of life.

**Women led Development**

It is a gender-transformative approach that foregrounds the role of women's leadership for achieving progress. Women in development is an approach of development projects that emerged in the 1960s, calling for treatment of women's issues in development projects. It is the integration of women into the global economies by improving their status and assisting in total development.

**What is women-led development in India G20?**

Within the spectrum of priority areas, the Indian presidency identifies grassroots leadership by women as a pivotal force driving the realization of its G20 vision for women-centric development. Empowering women to assume leadership roles and become catalysts for societal transformation remains a critical endeavour.



**Women-led development in India is our main priority: PM Modi**

02-08-2023 | 2:19 pm    Share Now

Under the Pradhan Mantri Mudra Yojana, about 70 percent of loans have been sanctioned to women. Similarly, under Stand Up India, 80 percent of the beneficiaries are women who are taking bank loans for greenfield projects.

India has shifted from the notion of "Women's Development" to "Women-Led Development" in recent years. The shift reflects a change in mindset from seeing women as passive recipients of development programs to active participants and leaders in the development process. Recognizing the important role that women can play in driving sustainable and equitable development, the notion of women-led development emphasizes the achievement of women with equal opportunities, decision-making power, and control over resources.

**The Indian government has taken several initiatives to promote women's leadership and empowerment, and achieve SDG 5 such as the following initiatives:**

- **Pradhan Mantri Surakshit Matritva Abhiyan** provides free antenatal care to pregnant women, particularly those from marginalized communities.
- **Sakhi Centres** provide counseling, legal aid, and support services to women affected by violence.
- **Women SHG (Self-Help Group) Movement** promotes women's economic empowerment by providing them access to credit, training, and marketing support.
- **Indira Gandhi Matritva Sahyog Yojana** provides financial assistance to pregnant and lactating women to encourage them to seek proper nutrition and healthcare.
- **National Scheme for Adolescent Girls** provides nutritional, health, and educational support to adolescent girls in rural areas.
- **National Health Mission** improves the overall health and well-being of women and children, particularly those from marginalized communities.
- **National Commission for Women** is an independent body that works to safeguard the rights and interests of women in India.

**Report By:    Reena**
                Sec A
                Roll Number – 230118

TOPIC – The explosive start-up Wave in India

The number of startups in India has seen a rapid increase from 445 in 2016 to 86,713 in 2022. Besides, India has surpassed China in terms of producing maximum unicorns. India has seen as many as 21 unicorns in the year.

Current situation of start-up in India

India has emerged as the 3rd largest ecosystem for startups globally with over 1,12,718 DPIIT-recognized startups across 763 districts of the country as of 03rd October 2023. India ranks #2nd in innovation quality with top positions in the quality of scientific publications and the quality of

its universities among middle-income economies. The innovation in India is not just limited to certain sectors. We have recognized startups solving problems in 56 diverse industrial sectors with 13% from IT services, 9% healthcare and life sciences, 7% education, 5% agriculture and 5% food & beverages.

The Indian Unicorns are flourishing in the fast-paced and dynamic economy of today. These startups are not only developing innovative solutions and technologies but are generating large-scale employment. Till FY 2016-17, approximately one unicorn was being added every year. Over the past four years (since FY 2017-18), this number has been increasing exponentially, with a whopping 66% Year-on-Year growth in the number of additional unicorns being added every year. As of 03rd October 2023, India is home to 111 unicorns with a total valuation of $ 349.67 Bn. Out of the total number of unicorns, 45 unicorns with a total valuation of $ 102.30 Bn were born in 2021 and 22 unicorns with a total valuation of $ 29.20 Bn were born in 2022. 2023 saw the emergence of Zepto as the latest and only unicorn in the year.

The Evolution of Startup Trends in India: A Look into the Future

India's startup landscape has undergone a fascinating evolution over the past few years, marked by significant changes that have reshaped the entrepreneurial ecosystem. From tech innovations to evolving consumer behaviours, these shifts have not only reflected the changing market dynamics but have also paved the way for a promising future.

**The Rise of Diverse Startups**

India, known for its tech-oriented startups, is now witnessing a surge in diverse sectors. According to a report by NASSCOM, sectors like health tech, edtech, and sustainability-focused startups have seen remarkable growth, indicating a shift in consumer demands and entrepreneurial pursuits. This trend emphasizes the rising importance of addressing societal needs and sustainability in business models.

**The Role of Technology in Business Innovation**

Technology has been at the core of India's startup ecosystem. With the digital revolution gaining momentum, startups are leveraging artificial intelligence, machine learning, and blockchain to disrupt traditional industries. A study by Your Story reveals that over 50% of Indian startups are utilizing deep tech solutions, signifying a push towards innovation and the adoption of cutting-edge technology.

**Changing Investment Patterns**

The investment landscape in India has also transformed. As per data from Economic Times, the country saw a significant inflow of venture capital in emerging startups, particularly in the fintech

and SaaS (Software as a Service) sectors. This signals a growing confidence among investors in the Indian market and an inclination towards high-potential, scalable startups.

**Regional Expansion and Local Solutions**

The startup growth is no longer confined to metropolitan cities. Tier-2 and Tier-3 cities have become hotbeds for entrepreneurial activity. This shift has led to the development of localized solutions that cater to specific regional needs, marking a departure from the one-size-fits-all approach and opening doors for more inclusive innovation.

**Towards a Promising Future**

The changing landscape signifies a dynamic and vibrant future for startups in India. With the government's support through initiatives like 'Startup India' and the increasing global recognition of Indian entrepreneurial prowess, the ecosystem is poised for further growth.

As India continues to embrace innovation and entrepreneurship, these changing trends not only reflect the adaptability of the ecosystem but also its potential for global influence. The future promises an exciting journey for startups, driven by technology, innovation, and a deep understanding of evolving consumer needs.

Here are top-6 startups on the rise in India in 2023:

### 1. ZEPTO

- **Full-time headcount:** 1400+
- **Headquarters:** Mumbai
- **Year founded:** 2021
- **What they do:** Zepto is a quick commerce company delivering groceries and essentials across 10 cities in India. The Mumbai-based startup raised $200 million in August and became India's first unicorn of 2023.

### 2. BluSmart

- **Full-time headcount:** 620
- **Headquarters:** Gurugram
- **Year founded:** 2018
- **What they do:** BluSmart offers electric ride-hailing services in Delhi NCR and Bengaluru with its 4,500-strong electric car fleet. Founded in 2019, the startup is planning to expand this fleet to 10,000 cars by the end of this year and invest more in setting up electric chargers across India.

### 3. Ditto Insurance

- **Full-time headcount:** 250+
- **Headquarters:** Bengaluru
- **Year founded:** 2018
- **What they do:** Founded in 2018, this insurtech startup helps people compare plans, understand policies, and buy insurance through its online platform.

### 4. Pocket FM

- **Full-time headcount:** 480+
- **Headquarters:** Bengaluru
- **Year founded:** 2018
- **What they do:** Audio series platform Pocket FM offers audio entertainment across multiple genres and Indian languages through its 100,000+ hour-strong content library. Founded in 2018, the company states they have 80 million listeners globally.

### 5. Skyroot Aerospace

- **Full-time headcount:** 260
- **Headquarters:** Hyderabad
- **Year founded:** 2018
- **What they do:** Hyderabad-based Skyroot Aerospace specialises in futuristic space-launch vehicle design and building. With its maiden mission Prarambh, the startup in 2022 became the first Indian private company to launch a rocket into space.

### 6. GoKwik

- **Full-time headcount:** 275
- **Headquarters:** New Delhi
- **Year founded:** 2020
- **What they do:** GoKwik offers data and technology-led solutions for eCommerce and D2C brands to improve customer experience across the shopping funnel and boost conversion rates and revenue growth.

# Government initiatives to promote start-up in India

**Startup India** Launched in January 2016, the **Startup India** initiative is one of the flagship programs for fostering entrepreneurship and innovation.

## Pradhan Mantri Mudra Yojana-

The Pradhan Mantri Mudra Yojana, launched in April 2015, focuses on providing financial support to small businesses and micro-enterprises. Under this scheme, eligible startups and MSMEs can access collateral-free loans through three categories:

Shishu: Loans up to INR 50,000.
Kishore: Loans between INR 50,000 and INR 5 lakh.
Tarun: Loans between INR 5 lakh and INR 10 lakh.
This scheme aims to encourage entrepreneurship and self-employment, making it easier for small businesses to access the necessary funding.

## Credit Linked Capital Subsidy Scheme (CLCSS)

The Credit Linked Capital Subsidy Scheme, administered by the Ministry of MSME, provides financial support to small businesses for technology upgradation. Under this scheme, eligible MSMEs can avail of a 15% capital subsidy on the institutional credit for technology upgradation, limited to a maximum of INR 15 lakhs. This initiative enhances the competitiveness of MSMEs by enabling them to invest in better and more modern technology.

## Udyog Aadhaar Memorandum (UAM)

Udyog Aadhaar is an online registration process that simplifies the registration of micro and small enterprises. It replaces the cumbersome process of obtaining an MSME registration certificate. The UAM registration facilitates access to various government schemes, subsidies, and benefits, including priority sector lending, tax exemptions, and easy access to credit.

## Stand-Up India

Launched in April 2016, the Stand-Up India scheme aims to promote entrepreneurship among women and individuals from SC/ST communities. The scheme provides bank loans ranging from INR 10 lakhs to INR 1 crore for setting up greenfield enterprises in manufacturing, services, or trading sectors. It also offers support through the National Credit Guarantee Trustee Company Limited (NCGTC) for easier access to credit.

**Major Challenges Related to Start-ups in India:**

o **Lack of Forward Thrust to Innovation:** India's education system lacks vocational training and industry exposure that keeps students deprived of pursuing innovation. As a result, this makes the Indian higher education system lags behind in terms of research and development.

o **Lack of Recognition:** Since nearly 70% of the Indian population lives in rural areas that are still deprived from **reliable internet access**. Consequently, many village-based start-up go unrecognised and are deprived of government funding initiatives.

o **Bootstrapped Nature:** For running a start-up, a significant amount of working capital is required. Many start-ups in India, especially at early stages, are bootstrapped, i.e., self-funded through the founders' own savings, since domestic financing is limited.

o **Scalability Concern:** Small start-ups in India have limited understanding of customers and are confined to only certain regions, where they know the local language and local people.

o **Marginal Penetration in Space Sector:** Indian startups in fintech and e-commerce are doing exceptionally well, but space startups remain outliers.

**Glimpse of the Activity**

# MARKETING CLUB
## ACTIVITY 2
Date of Activity- 12ᵗʰ & 19ᵗʰ February, 2024
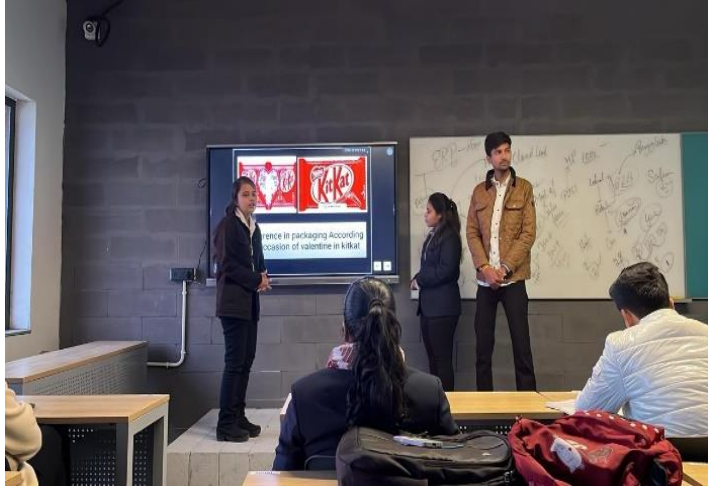Name of the Activity- Advertising Analysis

The students were asked to form a team of 3. Each team was allowed to select one brand/product. Each team was then asked to understand and explain the evolution of the advertising of the selected brand/product over a decade. Students were directed to explain their learning with help of ppt. The poster and details of the groups are provided below:



| Marketing club | | |
|---|---|---|
| **Activity: Advertisement Analysis** | | |
| **Group Number** | **Group Members** | **Brand name** |
| Group 1 | Dikshit ,Tamanna, and Reena | Cadbury |
| Group 2 | Shubham, Kajal, and Sumit | 5 Star |
| Group 3 | Abhishek, Bhoomi, and Sakshi goel | Nestle |
| Group 4 | Aakash,Vikash, and Akshit | Amul |
| Group 5 | Aman, Aryan, and Chahat | Fevicol |
| Group 6 | Nitin Kumar, Shivam, and Kush | Tata Motors |
| Group 7 | Aranya, Neha, and Aakash | Nivea |
| Group 8 | Khushi, Amandeep, and Ansh | Coke |
| Group 9 | Dikshant, Dhruv, and Surbhi | Pepsi |
| Group 10 | Neeraj (230152), Rahul (230165), and Anish (230168) | |
| Group 11 | Amit (230169), Aehsan (230269), and Chirag (230271) | |
| Group 12 | Sahil (230158), Aakanksha (230232) | |

**Glimpse of the activity:**

# MARKETING CLUB
## ACTIVITY 3
Date of Activity- 26th February, 2024
Name of the Activity- Digital Poster Making

The students were asked to form a team of 2. Each team was allowed to select one brand/company. Each team was then asked to create a digital poster for one product of the selected brand.

Sample of Digital Poster is shared below:



Created by: Dikshit Madaan