

**SRI Y.N.COLLEGE (Autonomous)**  
(Affiliated to Adikavi Nannaya University)  
Thrice Accredited by NAAC with 'A' Grade  
Recognised by UGC as 'College with Potential for Excellence'  
**NARSAPUR - 534275**



**Student Support Services**  
**Two Days Training Programme**  
**on**  
**Business Case Study Analysis**

**19<sup>th</sup> & 20<sup>th</sup> SEPTEMBER**

**With the financial assistance from**  
**Ch.S.D.St. Theresa's College for Women, Eluru**  
**Under the Scheme of**  
**RASTRIYA UCHTAR SIKSHA ABHIYAN (RUSA - 2.0 Scheme)**

**Organized by**

**DEPARTMENT OF MANAGEMENT STUDIES**

## Organizing Committee

**Program Conveners** : **Dr. R. Pardhasaradhi,**  
Director In-charge, PG Courses

**Mrs. G. Madhuri,**  
Assistant Prof.

**Organising Secretary** : **Mrs. S. S. Smitha,**  
Assistant Prof.

**Executive Members** : **Dr. Ch. Srinivas,** Associate Prof.  
**Mr. A.V. Ramana,** Assistant Prof.  
**Mr. G. Ranga Babu,** Assistant Prof.  
**Dr. G.S. Ramakrishna,** Associate Prof  
**Dr. P.V. Subbarao,** Assistant Prof.  
**Mrs. K. Swathi,** Associate Prof

### Advisory Committee

1. **Dr. C.Satyanarayana Rao,** Secretary & Correspondent, Sri Y.N.College, Narsapur
2. **Dr. K. Venkateswarulu,** Principal, Sri Y.N.College, Narsapur
3. **Smt. S.M. Maheswari,** Vice-Principal, Sri Y.N.College, Narsapur
4. **Dr. Sr. K. Showrilu,** Vice-Principal, RUSA Coordinator, Ch.S.D.St. Theresa's College for Women, Eluru
5. **Mrs. Santhosh Jhavar,** Head dept. of Management Studies, Ch.S.D.St. Theresa's College for Women, Eluru
- 6.. **Dr. K. Nageswara Rao,** Coordinator, IQAC, Sri Y.N.College, Narsapur

**CONVENERS:**

Dr. B. Parthasarathi, M.B.A., Ph.D.,  
 Director In-charge PG Courses & BOD,  
 Mobile : 9440789319, 8347685477  
 Mrs. G. Madhuri, M.B.A., B.W.A., (Ph.D.)  
 Assistant Prof.

**ORGANISING SECRETARY:**

Mrs. S.S. Sathya, M.B.A., LL.B.,  
 Assistant Prof.

**EXECUTIVE MEMBERS:**

- Dr. Ch. Sriharsha, M.COM, M.B.A., Ph.D.,
- Mr. A.V. Ramana, M.B.A. (Ph.D.)
- Mr. G. Rangababu,  
 Mr. Siva, Mr. Matho, M.B.A., M.Phil.,
- Dr. G.S. Ramakrishna, M.A., M.B.A., B.L., Ph.D.
- Dr. P.V. Subbarao, M.A., M.B.A., Ph.D.
- Mrs. K. Susha, MBA

**REGISTRATION FORM**

Students of MBA Programme are invited to participate in the Programme (Maximum of 10 Students from a college)

Name:

Course &amp; Year:

College/Institution:

Contact number:

Station:

Date:

Registration: (Spot Payment in cash only) **Rs.100/- Per Student**. Please confirm your participation by 10-09-2015 by Phone / E-mail.

Mail Id: aryncollegedms@gmail.com

Signature of the Participant

**PROGRAMME****THURSDAY 19<sup>th</sup> SEPTEMBER 2015**

- 8.00 am - 9.30 am Registration  
 9.30 am - 10.30 am INauguration  
 10.30 am - 10.45 am Tea break  
 10.45 am - 12.00 am Technical Session I:  
**INTRODUCTION TO CASE STUDY**  
**Prof. G. Subrahmanyam,**  
 Former Professor,  
 Dept. of Commerce & Mgt.  
 Studies, Andhra University  
 Former Vice-Chancellor  
 GITAM University.
- 12.00 am - 1.30 pm : Technical Session II:  
**CASE STUDY ANALYSIS**  
**Prof. V.Krishna Mohan,**  
 Registrar, Andhra University  
 Visakhapatnam
- 1.30 pm - 2.30 pm : Lunch break  
 2.30 pm - 4.00 pm : Technical Session III:  
**CASE ANALYSIS BY STUDENTS**

**FRIDAY 20<sup>th</sup> SEPTEMBER 2015**

- 9.30 am - 11.30 am : Technical Session IV:  
**A CASE STUDY OF TOURISM -  
 IN INDIA**  
**Mrs. T. Vasudha Rao,**  
 Technical Specialist,  
 Social Marketing & Behavioural  
 Change Communication,  
 World Bank, New Delhi.
- 11.30 am - 11.45 am : Tea Break  
 11.45 am - 1.30 pm : **STUDENT ASSESSMENT &  
 EVALUATION**  
 1.30 pm - 2.30 pm : Lunch Break  
 2.30 pm - 3.30 pm : **AWARD PRESENTATIONS  
 TO THE STUDENTS**  
 3.30 pm - 4.00 pm : **VALEDICTORY**

**STUDENT TRAINING  
PROGRAMME ON  
BUSINESS CASE STUDY ANALYSIS**19<sup>th</sup> & 20<sup>th</sup> SEPTEMBER 2015

Sponsored By  
**CH.S.D.ST. THERESA'S COLLEGE FOR  
 WOMEN, ELURU**  
**UNDER RUSA - 2.0 SCHEME**



ORGANISED BY  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**DR. C.S.RAO, P.G. CENTRE &  
 INTERNAL QUALITY ASSURANCE CELL  
 (I.Q.A.C)**

**SRI.Y.N.COLLEGE  
(AUTONOMOUS)**

Affiliated to Adilkali Narmaya University  
 Thiru Accredited by NAAC at 'A' Grade

Recognized by UGC as  
 'College with Potential for Excellence'

NARSAPUR-534275, W.G.De.A.P

Contact : 9440789319, 8386847755

**BUSINESS CASE STUDY ANALYSIS:**

Business cases represent detailed descriptions or reports of business problems.

A business case is a descriptive of an actual administrative situation involving a decision to be made or a problem to be solved. The use of business cases was developed by the faculty members of the Harvard Graduate School of Business Administration in the early 20<sup>th</sup> Century. Cases are usually written by trained observers who actually had been involved in the firm and had some dealings with the problems under consideration.

Case studies have been widely accepted as one effective way of exposing students to the decision-making process. Cases generally contain both qualitative and quantitative data which the student must analyze and determine appropriate alternatives and solutions.

The primary purpose of the case method is to introduce a measure of realism into management education. Rather than emphasizing the teaching of concepts, the case method focuses on the application of concepts and sound logic to real-world business problems. In this way the students learn to bridge the gap between observation and application and to appreciate the value of both. Keeping in view the importance of case study analysis in the management programmes, a training programme on Business Case Study Analysis has been designed for the benefit of MBA and BBA students.

**OBJECTIVES OF THE TRAINING PROGRAMME:**

1. To give awareness to different types of business cases to the students.
2. To train students in the case study analysis.
3. To develop cognitive, analytical and decision-making skills in the students.

**SRI.Y.N.COLLEGE:**

Sri Y.N. College was established in the year 1969 on the banks of river Varaha Godavari in a serene atmosphere with a noble vision of serving people in the field of higher

education. It is one of the older colleges in West Godavari District with prestigious history. It attained the status of full-fledged Degree College in 1956 and the college was elevated to Post Graduate level in the year 1989-90. At present Dr.C.S.Rao PG Centre of Sri Y.N. College is offering five Post-Graduate Courses namely M.B.A., M.C.A., M.A. English, M.Sc. Mathematics & M.Sc. Organic Chemistry. The College attained autonomous status from the academic year 2007-08. The College has a strength of around 3300 students.

Sri Y.N. College has been recognized by the U.G.C. as the College with Potential for Excellence (CPE). The college is thrice accredited by the National Assessment and Accredited Council (NAAC) with 'A' grade. The College celebrated its Diamond jubilee in January 2010 and in January 2016 the Dr.C.S.Rao PG Centre has celebrated its Silver Jubilee to mark the successful completion of 25 glorious years of existence.

The College is spread over 14 acres of land on the bank of the river Varaha Godavari. The College has excellent infrastructure in the form of splendid buildings and other facilities such as Administrative Block, MCA Block, MBA Block, Post Graduate Blocks, Physical Science Block, Biological Science Block, B.F&A D.F&A Blocks, a spacious Auditorium, Library Building, Gymnasium, A.C. Seminar Hall, Computer Labs, Yoga Centre, HRD Centre - (Self-Development & Placement Cell), Research Centre, Guidance Studies Centre, Community Service Centre.

**DEPARTMENT OF MANAGEMENT STUDIES****MISSION: Developing Virtuous Managers**

The M.B.A. Programme was started during the academic year 1991-92. It has completed 27 years of academic excellence and successfully sent 27 batches from the institute. From a small beginning it has now acquired leading position and strong presence as a premier Management Institute among the affiliated colleges of Andhra & Narmaya Universities. The M.B.A. Programme has the approval of All India Council for Technical Education (A.I.C.T.E.), New Delhi. The intake of the

programme is 120 students per batch. The alumni of the department are in the senior executive positions in national and international companies in India and abroad.

The M.B.A. faculty consists of twelve members who are well-qualified and experienced. Of these there are five Ph.Ds, one M.Phil and five SET/NET qualified. The department has a Research Centre granted by the Adilkali Narmaya University for guiding M.Phil. and Ph.D. scholars. One of the faculty members are recognized as the research guide.

**RESOURCE PERSONS OF THE TRAINING PROGRAMME:**

1. Prof. G.Subrahmanyam, Former Professor, Dept. of Commerce & Mgt. Studies, Andhra University, Former Vice-Chancellor, GITAM University.
2. Prof. V.Krishna Mohan, Registrar, Andhra University, Visakhapatnam.
3. Mrs. T. Vasudha Rao, Technical Specialist, Social Marketing & Behavioural Change Communication, World Bank, New Delhi.

**ADVISORY COMMITTEE:**

- Dr. C. Satyanarayana Rao,  
 Director & Correspondent, Sri Y.N. College, Narsapur.
- Dr. K. Venkateswarlu, Principal,  
 Sri Y.N. College, Narsapur.
- Smt. S.M. Mohanrao, Vice-Principal,  
 Sri Y.N. College, Narsapur.
- Dr. Shanmuga S., Vice-Principal, BBA & Coordinator,  
 Ch.S.D.St. Theresa's College for Women, Eluru.
- Mrs. Santosh Bharati, Head Dept. of Mgt. Studies,  
 Ch.S.D.St. Theresa's College for Women, Eluru.
- Dr. K. Nagaraj Rao, Coordinator, IQAC,  
 Sri Y.N. College, Narsapur.

**Sri Y.N.COLLEGE(A), Narsapur**  
**Dr C. S. Rao P.G.Centre**  
**DEPARTMENT OF MANAGEMENT STUDIES**

We cordially invite you to attend the Inaugural Function of  
Two-Day Training Programme on

**“Business Case Study Analysis”**

(Sponsored by Ch.S.D.St.Theresa’s College for Women,Eluru, under  
**RUSA 2.0 Scheme**)

On 19<sup>th</sup> Sept. 2019, At 9 AM in the PG Seminar Hall

**Chief Guest**

**Prof. G.Subrahmanyam**

Former Prof. D.C.M.S, Andhra University  
Former Vice-Chancellor, GITAM University, Visakhapatnam

**Guest of Honour**

**Prof. V.Krishna Mohan**

Registrar, Andhra University

**Special Invitees**

**Sri G.V.K.Rama Rao**

Vice-President, Sri. Y.N.College

**Dr. C.Satyanarayana Rao**

Secretary & Correspondent, Sri. Y.N.College

**Sri P.Sri Rama Rao**

Treasurer, Sri. Y.N.College

**Principal, Director  
Staff & Students**

**Sri Y.N.COLLEGE(A), Narsapur**  
**Dr C. S. Rao P.G.Centre**  
**DEPARTMENT OF MANAGEMENT STUDIES**

We cordially invite you to attend the *Valedictory Function of*  
*Two-Day Training Programme on*  
**"Business Case Study Analysis"**  
(Sponsored by Ch.S.D.St. Theresa's College for Women, Eluru, under **RUSA**  
**2.0 Scheme**)

On 20<sup>th</sup> September 2019, At 2:30 PM in the PG  
Seminar Hall

**Chief Guest**

**Mrs.T.Vasudha Rao**

Technical Specialist, Social Marketing and  
Behavioural Change Communication,  
World Bank, New Delhi

**Special Invitees**

**Dr.C.Satyanarayana Rao**

Secretary & Correspondent, Sri. Y.N.College

**Sri.P.Sri Rama Rao**

Treasurer, Sri. Y.N.College

**Principal, Director, Staff & Students**

# P R O G R A M M E

*First Day : 19.09.2019*

## **Inaugural Function**

1. Prayer : Roopanjani Sri and Hari Priya  
M.B.A Students
2. Jyothi Prajwalana
3. President's Opening Remarks : Dr. C.Satyanarayana Rao,  
Secretary & Correspondent
4. Message by the Treasurer : Sri. P.Sri Rama Rao
5. Principal's Message : Dr.K.Venkateswarulu
6. Theme of the Training Programme: Dr.R.Pardhasaradhi  
Director In-charge
7. Message by the Guest of Honor : Prof. V. Krishna Mohan  
Registrar, Andhra University,  
Visakhapatnam
8. Message by the Chief Guest : Prof. G.Subrahmanyam  
Former Vice-Chancellor,  
GITAM University
9. Felicitation to the guests
10. President's closing remarks
11. Vote of thanks : Sri A.V.Ramana

**Technical Session – 1 : 11 AM to 1 PM**

**Case Methodology : Prof. G.Subrahmanyam**

Lunch Break 1 to 2 PM

**Technical Session – II : 2 to 4 PM**

**Marketing cases : Prof. V.Krishna Mohan**

Tea Break : 4 to 4-15 PM

**Session – III : Students Assessment Test : 4-15 to 5-15 PM**

**Evaluation : 5-30 to 7-30 PM**

***Second Day : 20.09.2019***

**Technical Session –IV : 9-30 AM to 11-00 AM**

Case Study of Indian Tourism Industry : “Incredible India”.

**Mrs.T.Vasudha Rao,**

Technical Specialist, Social Marketing and Behavioral Change Communication,

**World Bank, New Delhi**

Tea Break : 11-00 to 11-15AM

Group Discussions by students : 11-15 AM to 12-15PM

Presentations by Student Groups : 12-15 to 1-30 PM

Lunch Break : 1-30 to 2-30 PM

Valedictory Function : 2-30 to 4 PM

## PROGRAMME

1. Prayer : Roopanjani Sri and Hari Priya  
M.B.A Students
2. President's Opening Remarks : Dr. C.Satyanarayana Rao,  
Secretary & Correspondent
3. Principal's Message : Dr.K.Venkateswarulu.  
Principal
4. Report on the Two days Programme : Dr.R.Pardhasaradhi  
Convener
5. Message by the Chief Guest : Mrs.T.Vasudha Rao
6. Prize distribution to The Best  
Performers in the Assessment Test : Chief Guest
7. Feedback of Students
8. Felicitation to the Chief Guest
9. Vote of Thanks : Smt. S.S.Smitha,  
Organizing Secretary



Brief Report on

**Two-Days Training Program on Business Case Study Analysis**

The Two-day training program on Business case study analysis was organized by the Department of Management Studies, Dr.C.S.Rao P.G.Centre, Sri Y.N.College on 19<sup>th</sup> and 20<sup>th</sup> September 2019 with the financial assistance from **Ch.S.D.St. Theresa's College for Women(A),Eluru under RUSA - 2.0 Scheme.**

***First Day : Dt. 19-09-2019 :***

On the first day the **Inaugural Function** of the Training Programme was commenced at 9:30 AM. The Secretary and Correspondent, Dr.C.Satyanarayana Rao, Treasurer Sri.P.S.Rama Rao, Resource persons Prof.G.Subrahmanyam, Former Vice-Chancellor GITAM University and Former Professor of DCMS, Andhra University, Visakhapatnam, Prof.V.Krishna Mohan, Registrar, Andhra University, Dr.K.Venkateswarlu, Principal, Sri.Y.N.College, P.Sri Raghu Rama Rao, Correspondent B.Ed and D.Ed College, Sri K.Swami Naidu, Correspondent Sri.Y.N.Diamond Junior College, Dr.A.Ram Satish, Joint Secretary and Sri.Ch.R.Dhaveji, Governing Body Member were present on the occasion.



Prayer in the Inaugural Function



Prof. G. Subrahmanyan and Prof. V. Krishna Mohan lighting the lamp

The Inaugural Lamp was lit by the Chief Guest Prof. G. Subrahmanyam and the key note address was delivered by him.



Dr. C.Satyanarayana Rao, Secretary & Correspondent delivering welcome address

240 students participated in the two-day training program of which 55 students came from other colleges namely, Swarnandhra Institute of Engineering and Technology, Seetharampuram; A.K.R.G.College, Nallajerla; Sri.S.V.K.P and K.S.Raju College, Penugonda; C.R.Reddy College, Eluru and the remaining are Sri Y.N.College M.B.A and B.B.A students.

In the **TECHNICAL SESSION-1** from 11:00 AM to 1:00 PM. Prof.G. Subrahmanyam explained the methodology of case analysis and discussed one practical case, titled "Industrial Valves Ltd."



Prof. G.Subrahmanyam analyzing a Case

In the **TECHNICAL SESSION-2** from 2:00 to 4:00 PM Prof.V.Krishna Mohan discussed two Marketing cases and involved students in the group discussion.



Prof. V. Krishna Mohan analyzing Cases

In the **THIRD TECHNICAL SESSION** from 4:15 to 5:15 PM **STUDENT ASSESSMENT TEST** was conducted in which one Case entitled, “International Cosmetics Ltd.”, was given for writing analysis and solution. The student participants (200) were placed in class rooms under the invigilation of faculty members.



Students in the Assessment and Case writing Test



### ***Second Day : Dt. 20-09-2019***

On the second day, the **TECHNICAL SESSION-4** was held from 9:30 AM to 1:30 PM. **Mrs.T.Vasudha Rao**, Technical Specialist, Social Marketing and Behavioral Change Communication, **World Bank**, New Delhi was the Chief Resource Person. She presented a Practical case study of Indian Tourism Industry entitled "Incredible India". After the presentation, the analysis part of the case was given to the student participants for discussion in groups. The students discussed the case in four groups and developed SWOT analysis for the tourism development in India.



Mrs. T. Vasudha Rao, Technical Specialist, World Bank explaining the case of Indian Tourism Industry



Students discussing Case in groups

## Student Groups presenting SWOT analysis



Student groups making presentations on Case analysis

After the lunch break **Valedictory Function** was organized from 2:30 to 4:00 PM. The College Management and the Principal attended the function and Mrs.T.Vasudha Rao was the Chief Guest. The best performers in the case writing test were given prizes by the chief guest. All the participants were given the participation certificates. The program ended with the National Anthem.



Dr. C.Satyanarayana Rao, Secretary & Correspondent addressing participants in Valedictory Function



Mrs. T. Vasudha Rao, giving away prizes to winners



Out station Participants with the Organizing Committee

### **Conclusion :**

The two day training programme has been successfully conducted with the cooperation of one and all. All the three resource persons enlightened the students with their expertise. The students have participated enthusiastically and gave a positive feedback on all the sessions of the programme.



# జీడిపీ పెరగాలంటే విదేశీ మారకద్రవ్యం రావాలి

నరసాపురం: దేశ ఆర్థిక వృద్ధి రేటు(జీడిపీ) పెరగాలంటే విదేశీ మారకద్రవ్యం భారీగా రావాలని వరల్డ్ బ్యాంక్ టెక్నికల్ సైపెరిస్ట్ (న్యూఢిల్లీ) టి.వసుధ పేర్కొన్నారు. వైఎస్ కళాశాల ఎంబీఏ విభాగం ఆధ్వర్యంలో శుక్ర వారం విద్యార్థులకు బిజినెస్ కేస్ స్టడీ ఎనాలసిస్ పై సదస్సు నిర్వహించారు. ముఖ్య అతిథి వసుధ మాట్లాడుతూ ఎగుమతులు పెంచడం, పర్యాటక రంగాన్ని అభివృద్ధి చేయడం ద్వారానే విదేశీ మారక ద్రవ్యం వస్తుందని అన్నారు. భారత్ ఆర్థికంగా బలపడాలంటే ఇదే మార్గమని చెప్పారు. ఎంబీఏ

విద్యార్థులు వ్యాపార సూత్రాలపై అధ్యయనం చేయాలన్నారు. ఇంటర్నెట్ లాంటి అందుబాటులో ఉన్న అవకాశాలను సద్వినియోగం చేసుకుని వివిధ దేశాల్లో బిజినెస్ వద్దతులను తెలుసుకోవాలని సూచించారు. కార్యక్రమానికి కళాశాల కర స్పాన్సండెంట్ చినిమిల్లి సత్యనారాయణ అధ్యక్షత వహించారు. సదస్సులో పాల్గొన్న జిల్లాలోని పలు కళాశాలలకు చెందిన విద్యార్థులకు ప్రశంసాపత్రాలు అందజేశారు. పీజీ కోర్సుల ఇన్ చార్జి డైరెక్టర్ ఆర్.పార్థసారథి, ప్రిన్సిపాల్ కె.వెంకటేశ్వర్లు, వైస్ ప్రిన్సిపాల్ ఎస్.ఎం



వైఎస్ కళాశాల సదస్సులో మాట్లాడుతున్న వరల్డ్ బ్యాంక్ టెక్నికల్ సైపెరిస్ట్ వసుధ మహేశ్వరి, హెచ్ఆర్ సింటర్ డైరెక్టర్ చినిమిల్లి శ్రీనివాస్ పాల్గొన్నారు.

Sat, 21 September 2019 <https://epaper.sakshi.com/c/45013341>

## పర్యాటకం ద్వారా ఆర్థికాభివృద్ధి సాధించొచ్చు

ప్రజాశక్తి - నరసాపురం

భారత్ ఆర్థికంగా వృద్ధి చెందాలంటే పర్యాటక రంగాన్ని ప్రోత్సహించాలని, తద్వారా విదేశీ మారక ద్రవ్యాన్ని సాధించవచ్చుని న్యూఢిల్లీ వరల్డ్ బ్యాంకు టెక్నికల్ సైపెరిస్టు టి.వసుధ అన్నారు. స్థానిక వైఎస్ కళాశాలలో ఎంబీఏ విభాగం ఆధ్వర్యంలో బిజినెస్ కేస్ స్టడీ ఎనాలసిస్ పై జరుగుతున్న శిక్షణ తరగతుల్లో భాగంగా రెండో రోజు శుక్రవారం వసుధ ముఖ్యఅతిథిగా హాజరై మాట్లాడారు. ఇదే కళాశాలలో 1995-97 వుధ్య తాను ఎంబీఏ చదివా

నని, అప్పుడు ఆధ్యాపక బృందం ఇచ్చిన ప్రోత్సాహం వల్లే ఈ స్థాయికి ఎదిగానన్నారు. ఎగుమతుల ద్వారా ఆర్థిక విదేశీ మారక ద్రవ్యాన్ని పొంది దేశం ఆర్థిక వృద్ధి రేటును పెంచుదించుకోవచ్చునని సూచించారు. ఇతర కళాశాల నుంచి సెమినార్ కు హాజరైన ఎంబీఏ విద్యార్థులకు ప్రశంసా పత్రాలు అందజేశారు. కళాశాల సెక్రటరీ, కరస్పాండెంట్ డాక్టర్ చినమిల్లి సత్యనారాయణ, ప్రిన్సిపాల్ డాక్టర్ కె.వెంకటేశ్వర్లు, ఎంబీఏ విభాగాధిపతి, ఇన్ చార్జి డైరెక్టర్ డాక్టర్ ఆర్.పార్థసారథి పాల్గొన్నారు.

Sat, 21 September 2019 [epaper.prajasakti.com/c/43838809](http://epaper.prajasakti.com/c/43838809)



### పర్యాటక రంగంపై దృష్టి సారించాలి

● వరల్డ్ బ్యాంక్ టెక్నికల్ సైపెరిస్టు వసుధ

నరసాపురం టౌన్, సెప్టెంబరు

20: దేశం ఆర్థికంగా అభివృద్ధి చెందాలంటే పర్యాటక రంగాన్ని ప్రోత్సహించాలని వరల్డ్ బ్యాంక్ టెక్నికల్ సైపెరిస్టు (న్యూఢిల్లీ) టి.వసుధ అన్నారు. శుక్రవారం వైఎస్ కళాశాలలో రెండో రోజు బిజినెస్ కేస్ స్టడీ ఎనాలసిస్ అనే అంశంపై నిర్వహించిన సదస్సుకు ఆమె ముఖ్య అతిథిగా విచ్చేశారు. ఈ సందర్భంగా వసుధ మాట్లాడుతూ దేశంలో పర్యాటక రంగం అభివృద్ధి చెందినప్పుడే విదేశీ మారక ద్రవ్యాన్ని సాధించడం అవకాశం ఏర్పడుతున్నాయి. ఎంబీఏ విద్యార్థులు మార్కెట్ రంగుతో పాటు పర్యాటక రంగం వైపు దృష్టి సారించాలన్నారు. ఈ రంగంలో అనేక ఉపాధి అవకాశాలు ఉన్నాయన్నారు. చదువుతో పాటు కమ్యూనికేషన్ స్కిల్స్ పెంచుకోవాలన్నారు. అనంతరం నిర్వహించిన కేస్ స్టడీలో ప్రతిభకను రిచిన విద్యార్థులకు బహుమతులు, సర్టిఫికెట్లు ప్రధానం చేశారు. కళాశాల కరస్పాండెంట్ చినమిల్లి సత్యనారాయణ, ప్రిన్సిపాల్ వెంకటేశ్వర్లు, వైస్ ప్రిన్సిపాల్ మహేశ్వరి, కో-ఆర్డినేటర్ డాక్టర్ కె.నాగేశ్వరరావు, డాక్టర్ గుండు రామకృష్ణ, హెచ్ఆర్ సింటర్ డైరెక్టర్ సీపాల్ శ్రీనివాస్, జమాదురి, డాక్టర్ పీ.బి.సుబ్బారావు, కె.స్వాతిమహారి పాల్గొన్నారు.



ఈనాడు [epaper.eenadu.net](http://epaper.eenadu.net)

## పర్యాటక రంగాన్ని ప్రోత్సహించాలి

వైఎస్ కళాశాలలోడు(నరసాపురం), న్యూఢిల్లీ: వైఎస్ కళాశాల పీజీ సెమినార్ హాల్ లో ఎంబీఏ విభాగం ఆధ్వర్యంలో బిజినెస్ కేస్ స్టడీ ఎనాలసిస్ అనే అంశంపై రెండు రోజులుగా శిక్షణ తరగతులు నిర్వహిస్తున్నారు. శుక్రవారం కళాశాల సెక్రటరీ కరస్పాండెంట్ డా. చినమిల్లి సత్యనారాయణరావు అధ్యక్షతన జరిగిన సమావేశానికి న్యూఢిల్లీ ప్రపంచ బ్యాంకు టెక్నికల్ సైపెరిస్ట్ టి.వసుధ ముఖ్య అతిథిగా పాల్గొని మాట్లాడారు. దేశం ఆర్థికంగా అభివృద్ధి చెందాలంటే పర్యాటక రంగాన్ని ప్రోత్సహించాలన్నారు. ప్రిన్సిపాల్ కె.వెంకటేశ్వర్లు, వైస్ ప్రిన్సిపాల్ మహేశ్వరి, కె.నాగేశ్వరరావు తదితరులు పాల్గొన్నారు.

Date : 21/09/2019 EditionName : ANDHRA PRADESH ( WEST GODAVARI, NARASAPURAM ) PageNo : Page 04

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**RUSA 2.0 SCHEME  
STUDENT TRAINING PROGRAMME ON BUSINESS CASE STUDY  
ANALYSIS**

**19<sup>th</sup> & 20<sup>th</sup> September 2019**

**Organised by**

**DEPARTMENT OF MANAGEMENT STUDIES,  
DR C.S.RAO P.G. CENTRE**

**SRI Y. N. COLLEGE, NARASAPUR**

**Sponsored by Ch.S.D.ST Theresa's College for Women, Eluru**

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**STUDENT ASSESMENT TEST CASE STUDY**

**Date: 19-09-2019**

**Time: 1Hr**

The International Cosmetics Company is in the manufacturing and marketing field from the year 2010. It markets talcum powders, soaps and a few other related products. But bulk of its sales consists of soaps and powders. Right from the beginning the Company's policy has been to produce and sell only good quality, mildly medicated cosmetic items so as not to compete with the giants who cater to the needs of the purely cosmetic class and mass markets. It does not also want to enter the purely medicated or health markets on two grounds. They are:

- (a) The potential market is very shallow and wide.
- (b) It requires strict adherence to the ever changing Government controls. Being the pioneer in the field it has established itself as the market leader in several national and international markets and it has steadily been growing, barring a very few depression periods.

The products of the company are premium priced and the gross margins range between 90 and 100 percent ex-factory. The retail prices are fixed and the retailers and the distributors are getting a combined margin of profit varying between 35 and 45 percent depending upon the product. A quantity discount up to 10 percent is in vogue for bulk orders. A company representative is looking after each zone. The Company's promotional programme includes periodical point-of-purchase displays and advertisements in the printed media.

Quickies projecting the mildly medicated appeal are shown in Class A and Class B theatres all over the country. The brand image is very strong in certain regions and states in the country. In some regions one or two competitors dealing in cosmetic products have an edge over the company's share of the market.

The late 2017 and the early 2018 sales of the company reveal a distressing picture. The sales have been dwindling in several areas. The consumer resistance is strong. But this has been the general trend

for all producers. Some competitors extended additional dealer incentives. Some have introduced vigorous promotional campaigns. Some have started diluting the quality. Spurious products have entered the market with low price appeal.

The stocks of the company are piling up at all levels in the national market. There is partial lay-off in the company. The production has been sliced down to 40 percent capacity. No change in the economic scene is predicated.

**Questions:** From the case materials given, you are required:

- (1) To list and analyse the alternative courses of action.
- (2) To suggest a right strategy.

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