SAROJINI NAIDU VANITA MAHA VIDYALAYA

SSR - 2.3.1

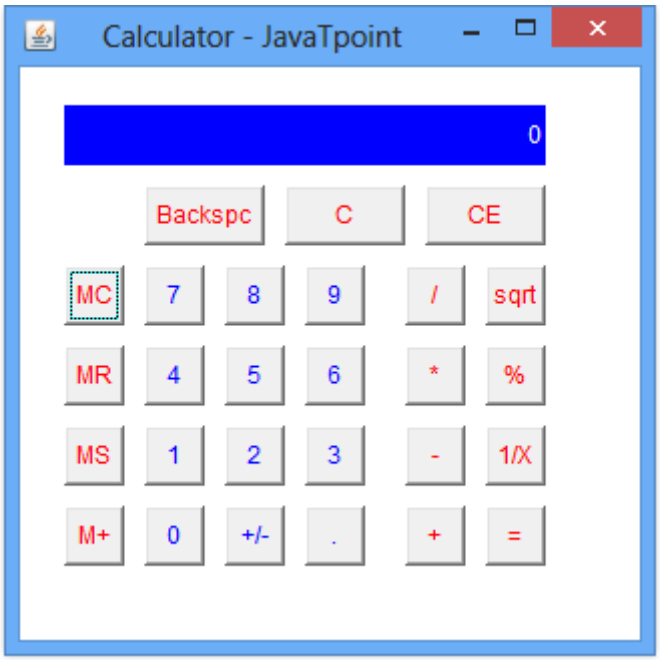
Student Centric Methods – Problem Solving

Students learn to identify, analyse and solve problems by taking up live projects, surveys, lab tests etc. Students are encouraged to use free online databases (like www.screener.in, www.moneycontrol.com etc.,) in their projects. Students are trained on software namely, accounting software 'Tally' to prepare and analyse financial statements. Programming software namely, JAVA, Python etc., are used for specific outcomes. Web programming is used by students to create websites with specific purposes. Faculty guide students at UG and PG level in using MS-Excel (along with data-analysis add in) for data tabulation and analysis in their classwork and projects. Case studies and Business games help students to understand, analyse and solve real life challenges. The inquiry based learning method is adopted by some faculty. In this method students are encouraged to identify some problem or issues in the real world and conduct a survey or analyse to understand and present suggestions and recommendations. These methods help in imbibing problem solving skills in students.

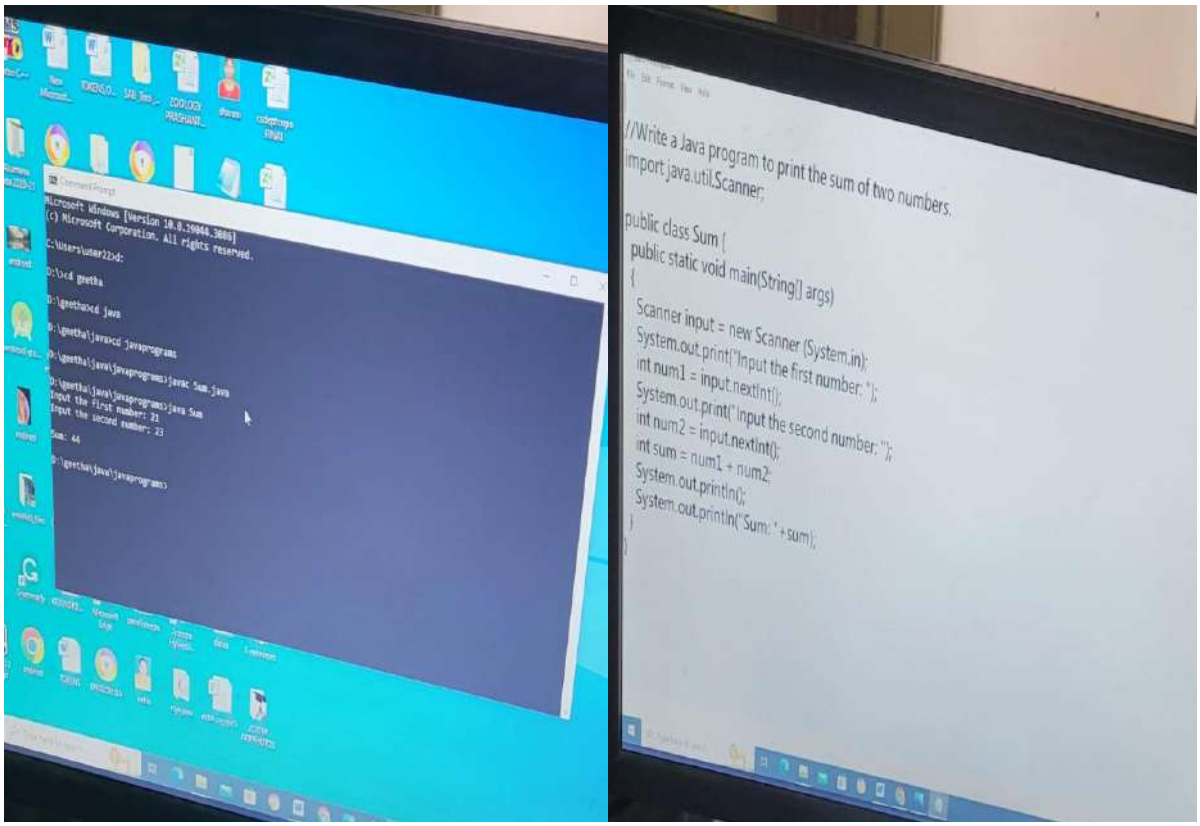
Table: List of Student Centric Activities – Problem Solving

Programming tools like C, C++, JAVA, Python etc.,

Students created a model calculator application using JAVA programming language.



Computer science labs are highly equipped with all the essential ICT tools and latest software for the students to create and practice various exercises, programs and applications using different programming and scripting languages.



Sample HTML program

1.(b) Write a HTML page for Example Café using text formatting tags.

Program:

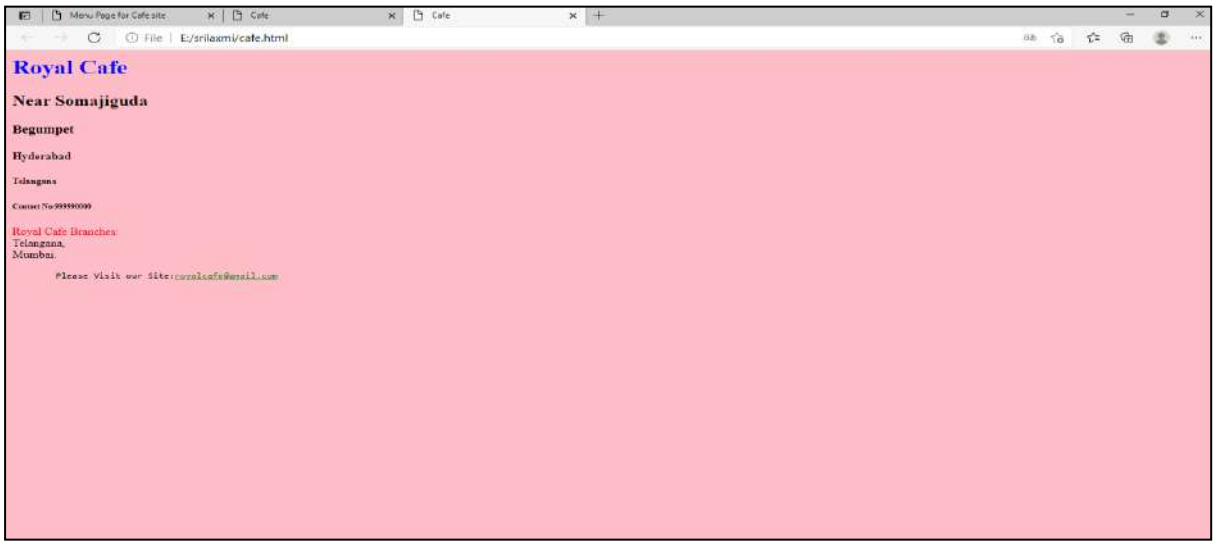
```
<html>
<head>
<title>Cafe</title>
</head>
<body bgcolor="pink">
<h1><font color="blue">Royal Cafe</font></h1>
<h2>Near Somajiguda</h2>
<h3>Begumpet</h3>
<h4>Hyderabad</h4>
<h5>Telangana</h5>
<h6>Contact No:999990000</h6>
<p><font color="red">Royal Cafe Branches:</font><br>Telangana,<br>Mumbai.</p>
<pre>
        Please Visit our Site:<font color="green"><u>royalcafe@gmail.com</u></font>
</pre>
</body>
</html>
```

OUTPUT:

STEPS:

1.INPUT-NOTEPAD EDITOR

2.OUTPUT-BROWSER-MS-IE



The following Programs Illustrates the use of Templates in C++

12. Type the following table and find out the total marks and average obtained by each students.

Roll NO	Names	Economics	Banking	Marketing
1	Ajay	50	90	80
2	Vinay	40	80	60
3	Bhoomi	38	70	75
4	Vani	80	60	68
5	Vaishu	84	57	84

Procedure

Step 1 : Start MS - Excel in the following way!
Start → All programs → MS - office → MS - Excel
MS - Excel application will be opened.

Step 2 : To open a new work book, click on office button click on new and select the blank work book and press create button.

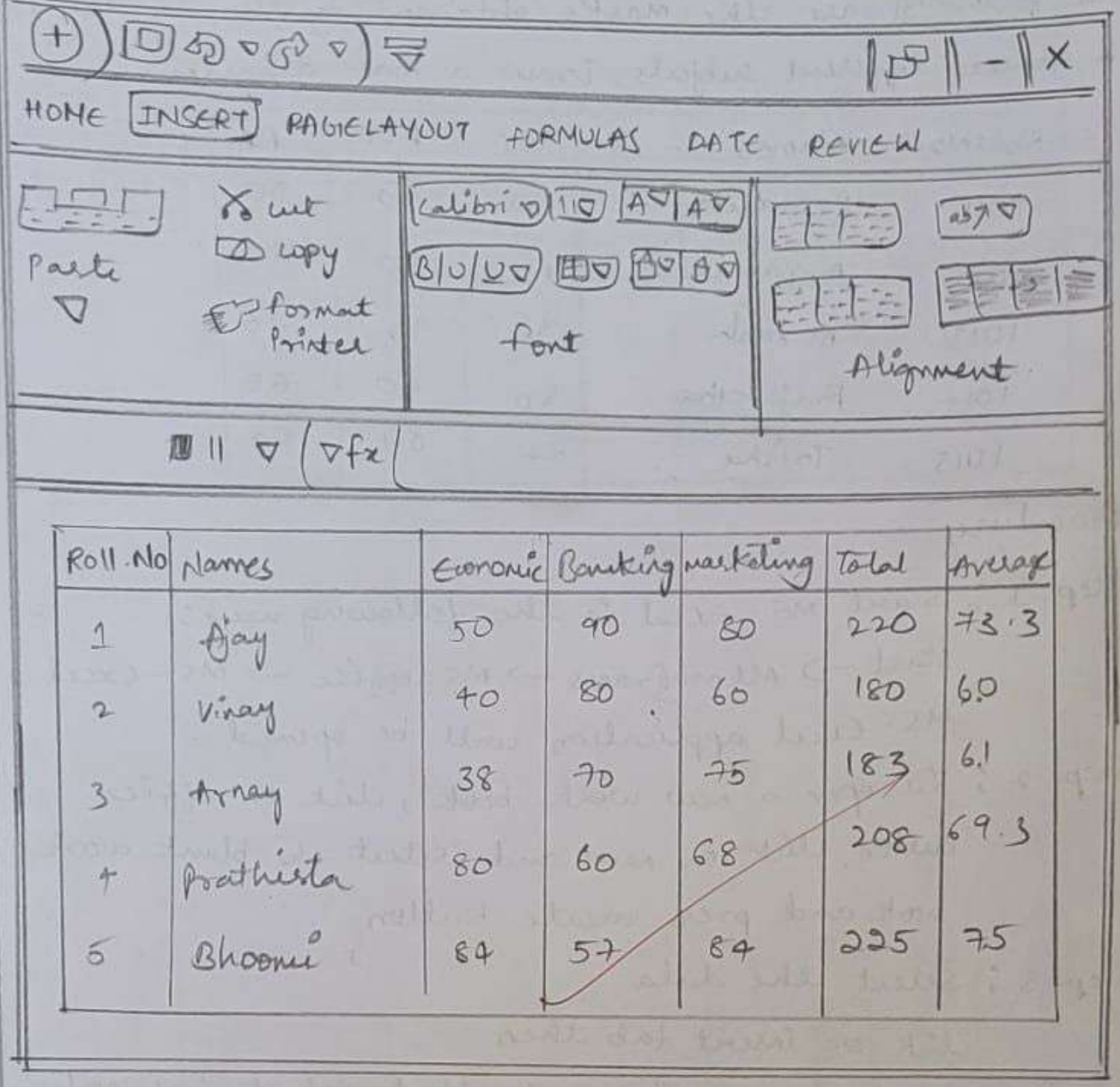
Step 3 : Type the data given in the question.

Step 4 : place the cursor in cell A_1 and type total go to cell G_1 Type Average.

Step 5 : To calculate the total, place the cursor in cell F_2 and type the following formula `=sum(C2:C6)`

Step 6 : To calculate the average place the cursor in cell G_2 and type the following formula

`=F2/3`



Roll No	Names	Economic	Banking	marketing	Total	Average
1	Ajay	50	90	80	220	73.3
2	Vinay	40	80	60	180	6.0
3	Arnay	38	70	75	183	6.1
4	Prathista	80	60	68	208	69.3
5	Bhoomi	84	57	84	225	75

Write a C++ program to calculate an area of rectangle using encapsulation.

```
#include<iostream.h>
using namespace std;


class Rectangle{public:
int lengh;
int breadth;
Rectangle(int len,ini brth):length(len).breadth(brth)
{
}
 int getArea()
 {
 return lengh*bradth;
 }
 };
 main()
 {
 Rectangle rect(8.6);
 .cout<<"Area="<<rect.getArea();
 return 0;
 }
```

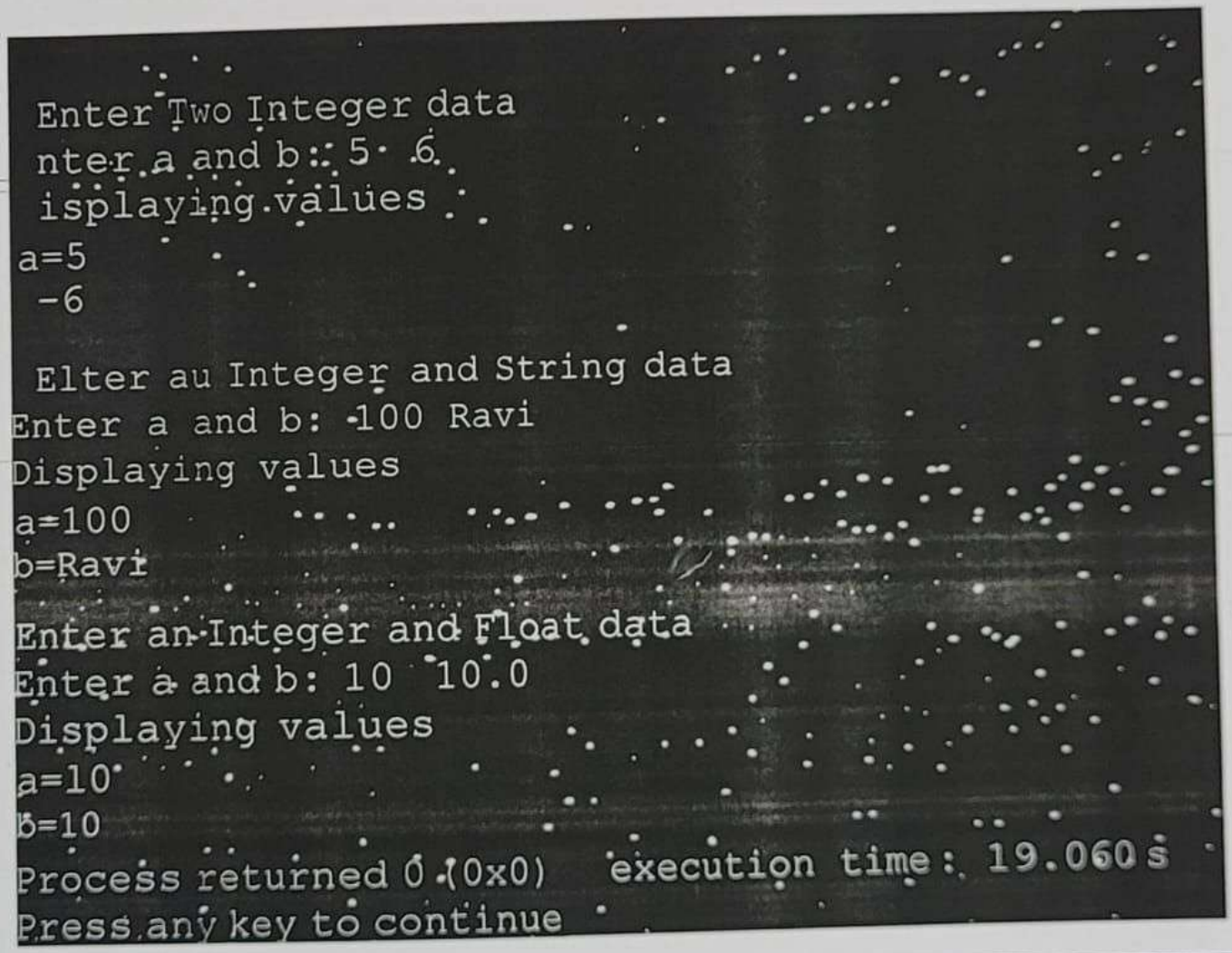
Output

```
Area = 48
```

```
//Class Templates
#include <iostream>
using namespace std;
template<class T1,class T2>
class Sample

   T1 a;
   T2 b;
   public:
     void getdata()

        cout<<"Enter a and b:";
        cin>>a>>b;

      void display()

        cout<<"Displaying values"<<endl;
        cout<<"a="<<a<<endl;
        cout<<"b="<<b<<endl;



int main()

    Sample<int,int> st; // Parameterized Types
    Sample<int,string> s2;
    Sample<int,float> s3;

    cout <<"\n\n Enter Two Integer data"<<endl;
     s1.getdata();
     s1.display();
```

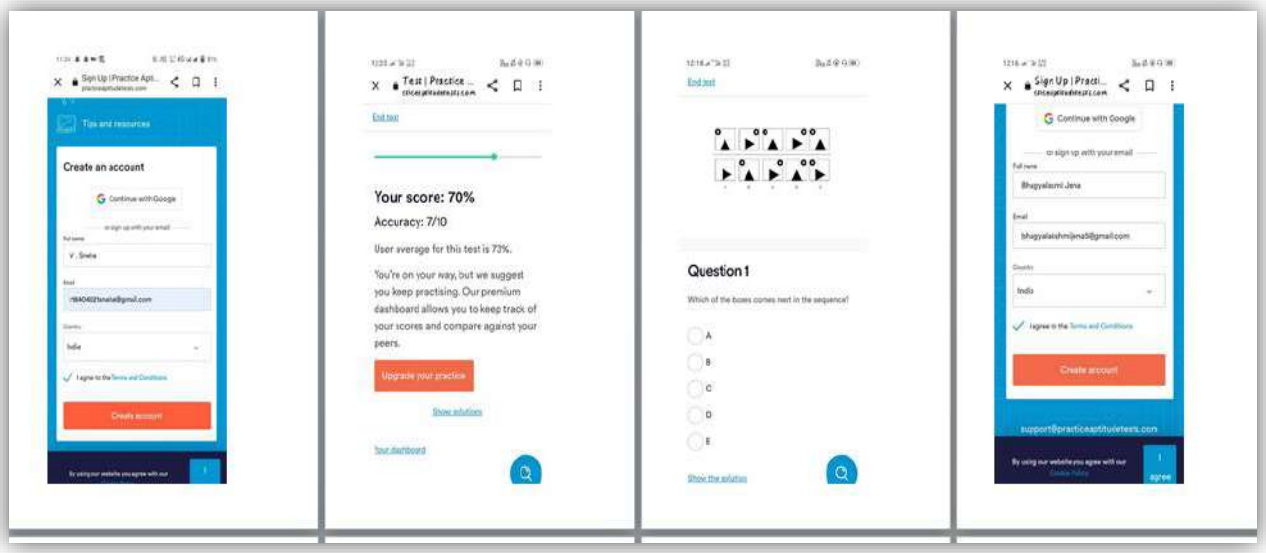
```
cout <<"\n\n Enter an Integer and String data"<<endl;
  s2.getdata();
  s2.display();
cout <<"\n\nEnter an Integer and Float data"<<endl;
  s3.getdata();
  s3.display();
  return 0;
```

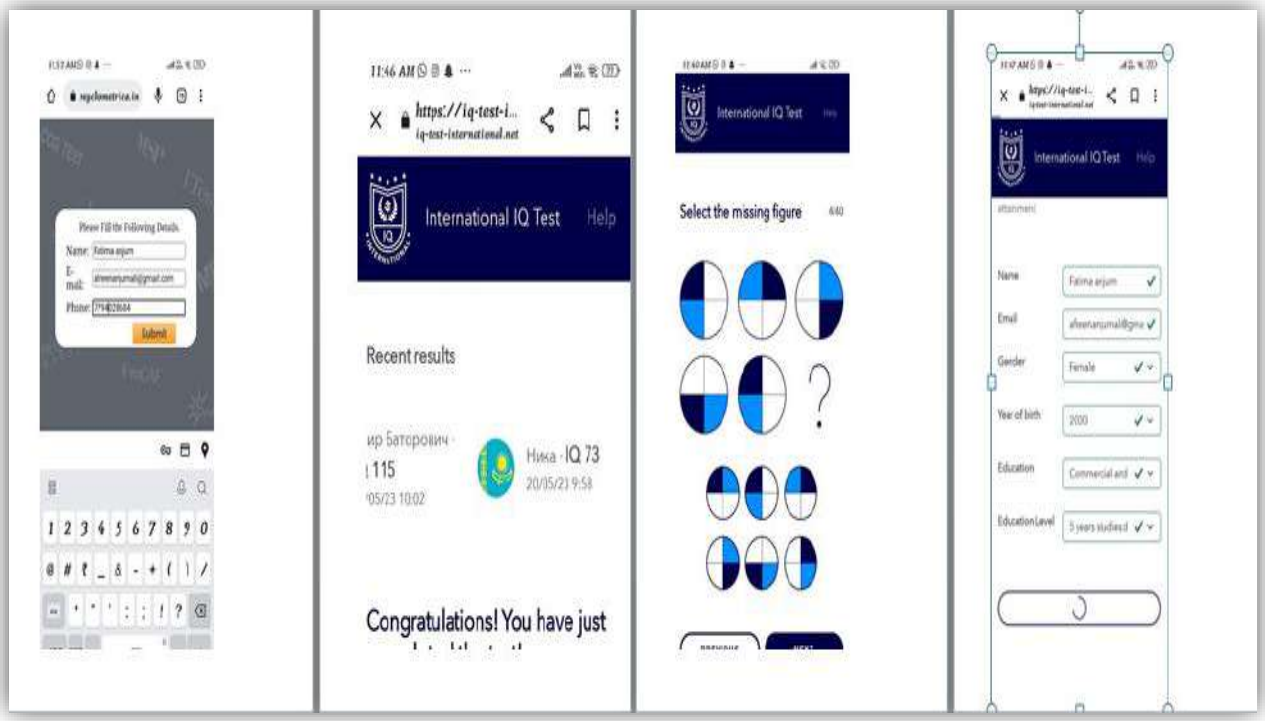
i/o:



Psychometric test was conducted for MBA 4th Semester students

MBA Students of Batch: 2021-23 have taken free online psychometric tests on 20.05.23 to measure their cognitive ability, personality and work behavior that indicates the potential to excel in a specific position or career at the corporate level. The aptitude tests were based on numerical, verbal reasoning, and interpersonal skills.





DEPARTMENT OF NUTRITION AND DIETETICS

BODY MASS ANALYSIS

The Department of Nutrition and dietetics at Post Graduation level identified one of the major issue of obesity/sedentary lifestyle in general among the populace. Hence, an attempt is made by the Department to highlight the need to conduct the body mass analysis among students. All students in the class are encouraged to conduct body mass analysis on self to understand and identify any underlying issues that can be easily corrected by diet and lifestyle modifications. Some of these issues if left uncorrected may lead to lifestyle diseases in future. Students are encouraged to implement the recommendations they make on themselves after Body mass analysis.

Body Mass Analysis is performed using Analyser (Bio impendence equipment) to create an awareness towards the components of human body like percent fat, muscle, Body Mass Index (BMI), Resting Metabolic Rate and hydration levels among the individual on whom the analysis is performed. The components help the individual adopt corrective measures in terms of diet & nutrients included to lead a disease free life.

The following is the specimen report on Body Composition Analysis performed by students.

M. Vaarakumari
1175-22-570-025

Assessment of Body Composition using Bio Impendance analyser

Introduction :-

Body composition Analysis is a way to measure the different components of body like muscle, fat and water. It's a way to get a deeper understanding of overall health and fitness level. The analysis is usually done using techniques like DEXA, Bioelectrical Impedence Analyser or Skin fold measurements. These methods helps to determine the body fat percentage. A certain amount of body fat is important to all individuals to protect organs, regulates body hormones and used as fuel for energy.

BIA - Bio Impedence Analyser determines the body composition by running small electrical currents through the body. As the electrical conductivity is different between various bodily tissues (eg muscle, fat, bone etc) due to their variation in water content, the small electrical current passes through the tissues at different speeds. Armed with that information, the machine is able to calculate the impedance (i.e the resistance of electrical current (z) of the current and then estimate

body composition - hence the name "bioelectrical impedance"

The body is composed of water, protein, minerals & fat. Body composition analysis gives accurate measure or track changes in the muscle mass, fat mass, visceral fat percentage and body fat percentage. The following are 4 body fat measurement techniques that are often accessible to fitness professionals : hydrostatic weighing, bioelectrical impedance and skinfolds.

Hydrostatic weighing :- also known as underwater weighing or hydrodensitometry is one of the most accurate ways to measure body fat. This is done by submerging person in a tank of water and being weighed underwater. The measur-ements can then be broken down to determine fat and fat-free mass including lean tissue and muscle mass.

Skinfold measurements :- Done by pinching the skin with callpers in seven different areas on the body, can proride a quick & relatively accurate estimate of body fat that can be compared to others of similar age and gender.

Bioelectrical impedance Analysis (BIA) :- This technique uses body fat-and lean muscle mass as the basis for measurement by way of either a handheld device

Or BIA scale. Small electric currents are sent through the body and because water, fat and lean tissue mass interact with the currents differently the devices can accurately assess the distribution of mass.

Body composition scales :- A body composition scale uses a weak electrical current to measure body fat and fat-free mass. These scales are often made of glass & steel to help the electricity conduct properly.

Body composition ana scales are more expensive and can be more reliable. It determines body fat percentage, weight and body water percentage.

About Indicators :-

Intrepreting Body Fat Percentage –

GENDER	-LOW	0(NORMAL)	+(HIGH)	++(VERY HIGH)
Female	50-199	200-299	300-349	35.0 - 50.0
Male	50-99	100-199	200-249	25.0 - 50.0

Source – LOHMAN (1986) and Nagamine (1972).

Intrepreting Visceral Fat level — Source- Omran healthcare

Visceral Fat level	level classification
1 - 9	0 (Normal)
10 - 14	+ (High)
15 - 30	++ (very high)

Source — Omran healthcare.

BMI classification (WHO) :— 1995, WHO

Weight status	BMI (kg/m^2)
underweight	< 18.5
Normal	18.5 - 24.9
overweight	25.0 - 29.9
obese (grade I)	30.0 - 34.9
obese (grade II)	35.0 - 39.9
obese (grade III)	≥ 40

Intrepreting skeletal muscle percentage :—

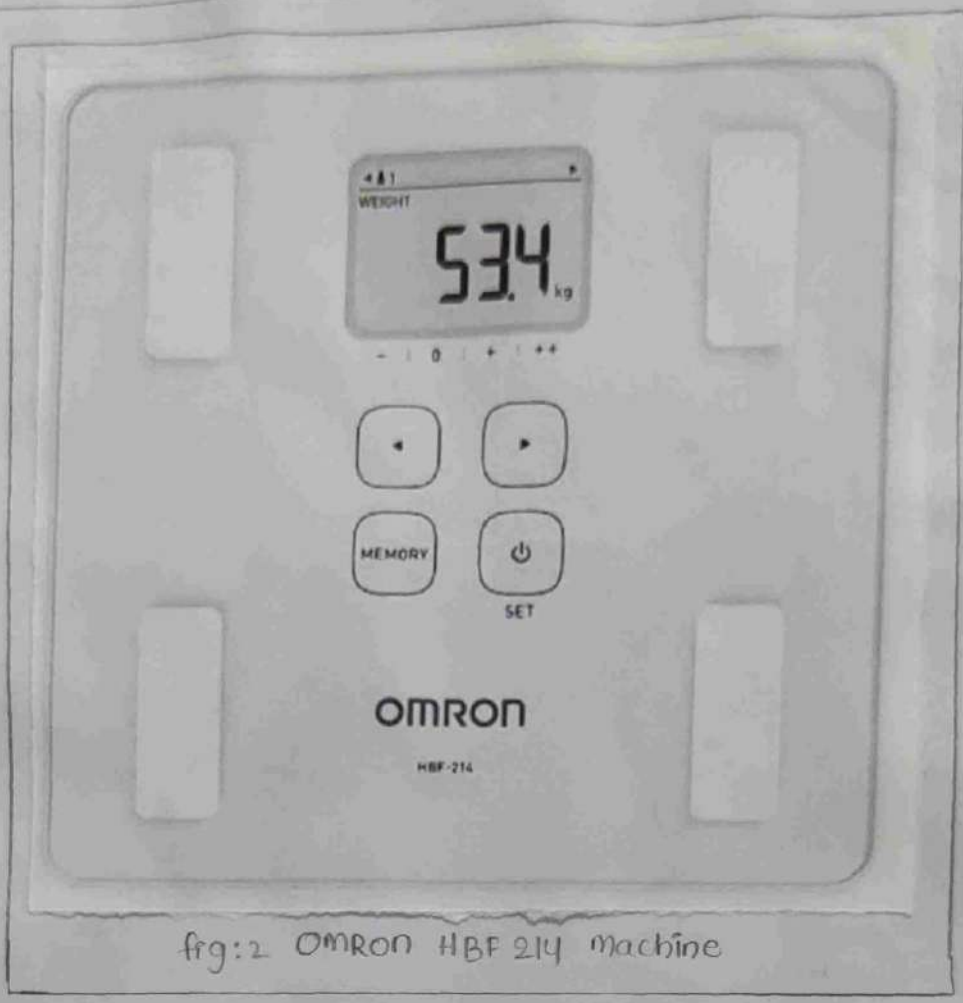
Gender	-(low)	0(Normal)	+(High)	++(very high)
Female	50-25.8	25.9-27.9	28 - 29	29.1 - 60.0
Male	50-32.8	32.9-35.7	35.8 - 37.3	37.4 - 60.0

Source :- ~~WHO~~, ~~1995~~ Omron Healthcare

Omron :- Omron is a company that manufacturers blood pressure monitors and other personal medical devices. Omron monitors use oscillometric technology to measure blood vibration as it moves through the arteries with ECG recording.

Omron HBF 214 — fig-1

This device is designed to provide you with comprehensive body composition analysis. It uses BIA technology to measure the electrical impedance of body tissues. By analysing the resistance of electrical current, it can estimate the body fat percent -age, muscle mass, visceral fat level, resting metabolism & more. This is fully automatic digital machine which has intellisense technology for accurate measurements. The Omron monitors are FDA approved 4 sensor



frg:2 OMRON HBF 214 machine

Accuracy technology. It is a user friendly interface and compact desrgn with high grade tempered glass panel for easy use and also gives complete body composition analysis

The omron HBF-214 Digital full body composition monitor has been designed to accurately indicate the weight gain or loss over some time. The device is powdered by a 4AAA battery which has a longer lifespan than others that could easily last for a year and overall it can also easily measures mass from 2 to 150 kgs.

By analysing the resistance of electric current, it can estimate the following parameters like :-

i) Body weight :- measures the mass or heaviness of a Person's body. It is typically measured in units such as Kilograms or pounds.

ii) Body fat percentage :- The amount of fat tissue in the body. Body fat percentage is the proportion of bodyweight that is made up of fat. It is an essential component of overall body composition but excessive body fat can be detrim -ental to health.

iii) Visceral fat percentage :- The fat that surrounds the internal organs such as liver, pancreas & intestines. unlike subcutaneous fat, visceral fat is metabolically active & can increase risk of various health conditions.

iv) Skeletal muscle % :- Skeletal muscle plays a crucial role in supporting body structure, movement & overall metabolism. Maintaining & increasing skeletal muscle mass can have numerous benefits including strength, metabolism & performance.

v) Body Age :- estimates the age of body based on factors like physical fitness, lifestyle habits & overall health. It is often compared to chronological age.

vi) Resting metabolism :- also known as Basal metabolic

rate (BMR) refers to the amount of energy where body needs to perform basic functions while at rest.

vii) BMI :- It is a measure of body fate based on persons weight & height which indicates underweight, normalweight, over or obese.

viii) Hydration level :- The proportion of bodyweight that is made up of water. monitoring water % can provide hydration status of our body.

Methodology :- The body composition analysis was performed. The participants were included are postgraduate students of Sarojini Naidu Vanita College, Nampally of age group 23 years. By using omron leg-leg Bioelectrical impedance analysis machine, the individual readings are noted. The data were interperted using the indicator given by omron.

Interpretation :-

The body weight of an individual is found to be = 41.6 Kgs. The body fat was observed as 21.5% which is falling under low category. The Visceral fat is 1% which falls in the normal category. The muscle mass is found to be 30.6% which

falls under very high percentage. The body was wage was found to be 18. The Resting metabolism of individual was found to be 1018 Kcals which indicates the normal where no. of calories burn at rest. the BMI of individual is 17.2 which falls under under weight category [WHO]. The hydration levels were 47.9% which is of mild dehydration category.

weight	41.6 Kgs
Body Fat	21.5%
Visceral Fat	1%
Muscle Mass	30.6%
Body age	18 years
RM	1018 Kcal
BMI	17.2
Hydration level	47.9%

fig: 3 - Indivrduals body weight

P.T.O

Corrective measures :-

The Body composition analysis of the individual was found to be in normal range in some categories. The corrective measures is to gain weight to get normal BMI and increase body fat percentage and also needed to follow 1.5 - 2.00 litres of water in a day to maintain hydration levels in body.

Reference :-

* https: mdpi.com
* https: ncbi.nlm.nih.gov
* https: //www.omron brand.com.

Y. Good

DEPARTMENT OF BOTANY

Estimation of Noise Pollution at specific areas of Hyderabad with the help of Noise Level Meter

The Department of Botany at Post Graduation level under inquiry method of problem solving attempted to generate interest among students to understand the pollution levels in the city of Hyderabad where the institution is located. All students in the class are encouraged to estimate noise pollution at various areas in Hyderabad using noise level meter. With this experiment students could understand the level of sound pollution at specific areas after calculating and comparing sound levels at specific areas such as Malakpet(97.3db), Musarambagh(80.3db), Nagole(93.2db), L.B Nagar(92.7db), Afzalgunj (88.2db) and Nampally Railway Station(127.3). Students were also encouraged to identify and list the measure to control the sound pollution.

The following is the specimen report on Noise pollution estimation performed by students.

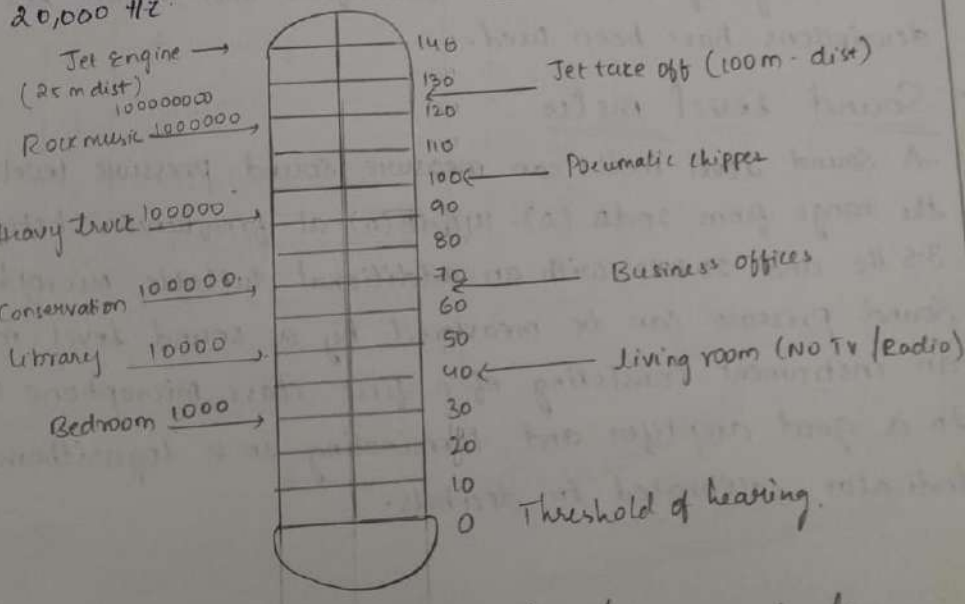
1175-21-502-023
M. Bhavani.
M.Sc-IIyr

Noise Pollution

Defination :-
Noise is an unwanted sound energy and is also considered as a pollutant when it exceeds certain limits, noise has a short residence and decay time and hence does not remain in the environment for long period like air or water pollutant.

Nature of a sound :- Sound pressure is also mentioned in newtons per square (N/m^2)

- Sound is often described in terms of loudness but this cannot be measured like for sound frequency, sound pressure, and sound intensity.
- Loudness may be described as a listners auditory impression which is not synonymous with sound presence
- Loudness is expressed in a relative unit, called 'sone' one Sone Equals to the loudness of 40dB sound pressure at 1000 cycles per second.
- Normally hearing is most acute in the frequency range 2000-5500 Hz. perfect hearing lies in the range of about 16 to 20,000 Hz.



Scale showing Common Sound pressure Level.

→ The noise value of sound waves depends upon the following important factors.

i) The frequency of sound waves
ii) The intensity of sound waves
iii) The time of exposure of sound waves
iv) Discriminance of sound waves.

→ The unit of loudness expressed by the mathematical exponent of number 10 is called a bel one tenth of a bel is taken for quantitative measurements.

- That a decibel is considered to be the threshold of hearing
- The loudness of a sound that a person can with stand without discomfort is about 80db

Automobile horns may reach more than 90 decibels and a jet aeroplane at a distance of 100 feet may have an intensity of about 140 decibels.

⇒ Measurement of sound :-

Sound energy travels in waves and is measured in frequency and amplitude depending upon the purpose of the wide range of measurement techniques and sound level descriptions have been used.

⇒ Sound level meter :-

A sound level meter can measure sound pressure levels in the range from 30dB (A)- 140dB(A) at frequencies between 3.5 Hz and 20 kHz with an additional suitable microphone Sound pressure can be measured by a sound level meter an instrument consisting of a first class microphone coupled to a good amplifier and terminating in a logarithamic indicator calibrated in decibels.

Control of Noise pollution:-

1. Turn off appliances at Home and officers.
2. Shut the door when using noisy machines.
3. use Ear plugs
4. lower the Volume when listening to song, radio's and T.V's
5. Stay away from noisy areas like industries, air ports
6. Follow the limits of Noise levels.

Go green by planting trees because plants are good noise absorbents. plants can reduce sound by 5-10 decibels around them.

⇒ Sound recorded in some places are given below:-

Sl.No	Areas	Sound recorded (dB)
1	LB nagar	92.7 dB
2.	Afzal Gunj	88.2 dB
3.	Malakept	97.3 dB
4.	Musharambagh	80.3 dB
5	Nagole	93.2 dB

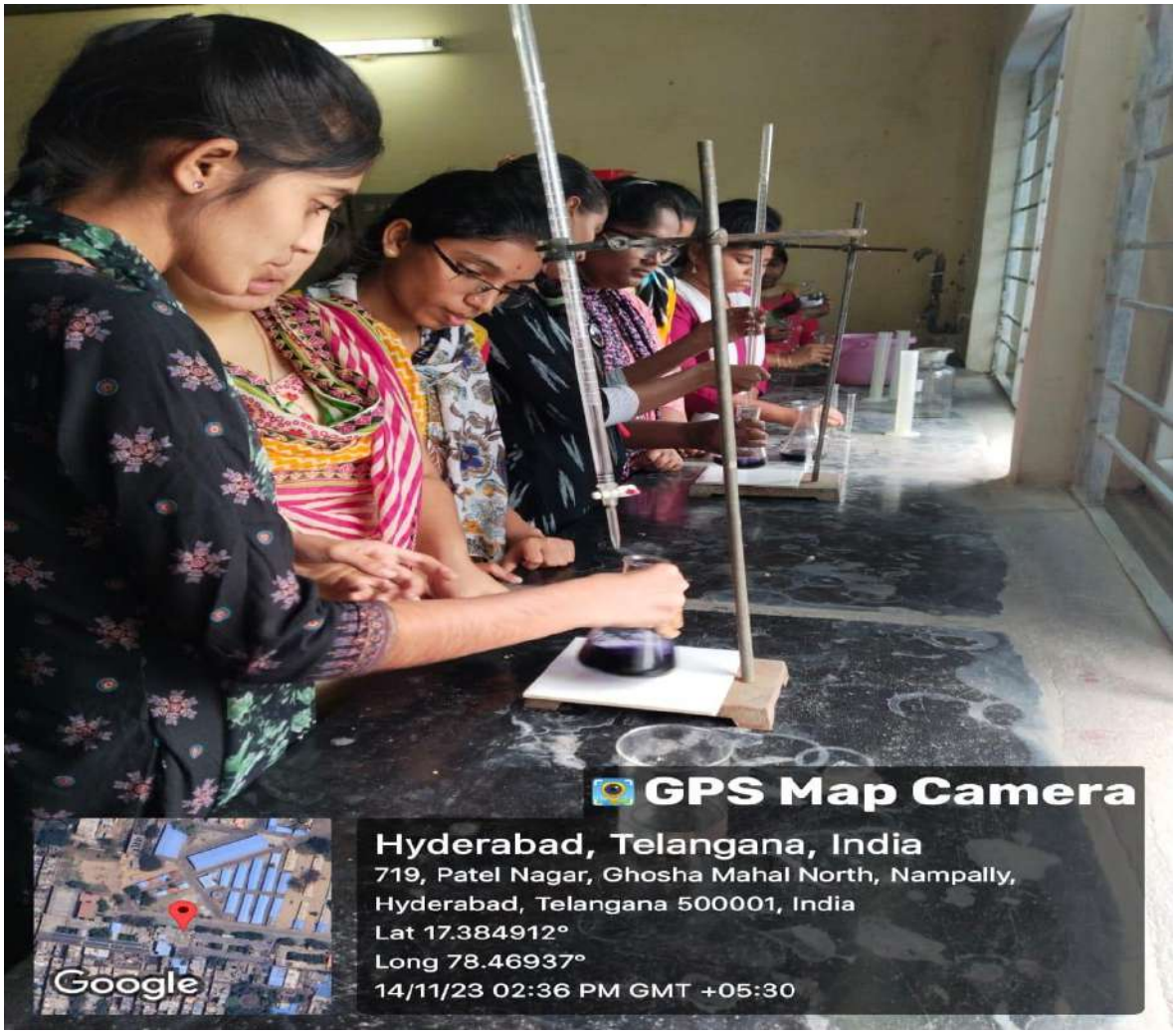
R. Kalyani

T. Sudha Rani
Head
Dept. of Botany
Sarojini Naidu Vanita Maha Vidyalaya

Estimation of Total Hardness of water in Hyderabad

The Department of Botany at Post Graduation level under problem solving methodology attempted to generate interest among students to understand the difference in hardness of water in tap water and pond water. Levels of calcium in the water were also estimated by the students. Various reagents such as Erichrome black tea indicator, Murexide indicator etc., were used to check the quality of water to understand whether it is fit for drinking or not. All students in the class are encouraged to estimate the total hardness of water. The difference in the hardness of water between tap water (420mg per litre), rain water/pond water (80mg per litre), drinking water (160mg per water). With this experiment students could understand whether the quality of water they are testing was suitable to drink or not.

The following is the specimen report on estimation of total hardness of water.



M. Bhavani
1175-21-502-023
Msc - II m

Estimation of Total Hardness of water

⇒ **Aim:-** To Estimate the hardness of given sample of water

⇒ **Principle:-** Hardness is Generally caused by calcium and Magnesium ions in the water. Cations of some other metals like zinc, Magnesium are capable to precipitate the soap -thus contributing to the hardness. The concentration of these ions is very low in natural water. calcium & Magnesium ion forms a complex of wine red colour has got a stronger affinity towards calcium and Magnesium ions and therefore by addition of EDTA [Ethylene diamine Tetraacetic acid], the former complex is broken down and a new complex of blue colour is formed

⇒ **Materials:-** laboratory glass ware.

⇒ **Reagents:-**

1. Ammonium buffer solution - Dissolve 13.5 gms of NH_4Cl in 14ml of NH_4OH & add distilled water to make upto the volume of 200ml.
2. EDTA solution - Dissolve 3.7 gms of disodium salt of EDTA in distilled water to prepare a litre of solution.
3. Erichrome Black 'T' Indicator - Dissolve 0.5 gms of EDTA / Erichrome black 'T' indicator in 100 ml of 80% of Ethyl alcohol.
4. Sodium Sulphide solution - Dissolve 5 gms of $Na_2S \cdot 9H_2O$ in 100 ml of distilled water and kept in the light bottle to avoid oxidation.

⇒ **Procedure:-**

1. Take 50 ml of sample in a Conical flask
2. Add 1ml of buffer solution and 1 ml of Na_2S solution
3. Add 4-5 drops of Erichrome black 'T' indicator (or) 100 milligram EBT powder and shake the solution, it turns to wine red
4. Titrate the contents against EDTA solution until the wine red colour of the solution turns to blue colour.

⇒ Inference :- The total hardness is generally caused due to the presence of excess calcium and magnesium ions in the form of carbonates, chlorides and sulphates and they impart permenant hardness to water.

→ Tap water contains 240 mg/lit of hardness

→ The sample of water shows the high concentration of Ca & Mg ions which in long term use causes joint pains, brittling of bones and teeth.

- Total Hardness of water in Tapwater is 240 mg/lit
- Total Hardness of water in pondwater is 60 mg/lit

⇒ Hardness of water in Tapwater :

SNO	Initial	Final	Vol of EDTA
1	0	12 ml	12 ml
2	0	14ml	14ml
3	0	14ml	14ml

Total hardness of water mg/l = ml of EDTA used / ml of water sample × 10

$= \frac{12}{50} \times 100$

$= 240$ mg/lit

Hardness of water in Pond water :-

SNO	Initial	Final	Vol of EDTA
1	0	3.5 ml	3.5 ml
2	0	3 ml	3 ml
3	0	3 ml	3 ml

Hardness of water mg/lit = ml of EDTA used / ml of water sample × 10

$= \frac{3}{50} \times 1000$

$= 60$ mg/lit

R. Kalyani

⇨ **Result :-**

1. Hardness of calcium in given Pond water is 80 mg/lit
2. Hardness of calcium in given Tap water is 480 mg/lit

⇒ Hardness of calcium in Tap water

SNO	Intial	Final	Vol of EDTA
1	0	24ml	24ml
2	0	24ml	24ml
3	0	24ml	24ml

Hardness of calcium in Tap water = $\frac{\text{ml of EDTA}}{\text{ml of sample}} \times 1000$

$= \frac{24}{50} \times 1000$

$= 0.48 \times 1000$

$= 480$ mg/lit.

⇒ Hardness of calcium in Pond water.

SNO	Intial	Final	Vol of EDTA
1	0	4ml	4ml
2	0	4ml	3.5ml
3	0	4ml	4ml

Hardness of calcium in Pond water = $\frac{\text{ml of EDTA}}{\text{ml of sample}} \times 1000$

$= \frac{4}{50} \times 1000$

$= 0.08 \times 1000$

$= 80$ mg/lit.

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Estimation of Hardness of Water :-

Tap water :-

S.No	Burette Reading		Volume of EDTA
	Initial	Final	
1	0	21	21
2	0	21	21
3	0	22.3	22.3

Total hardness of Tap water = $\frac{\text{ml of EDTA}}{\text{ml of sample}} \times 1000$

$\Rightarrow \frac{21}{\cancel{20}_1} \times \frac{20}{\cancel{1000}}$

$\Rightarrow 420$ mg/lit

Pond water

S.No	Burette Reading		Volume of EDTA
	Initial	Final	
1	0	5	5
2	0	4	4
3	0	4	4

Total hardness of Pond water = $\frac{\text{ml of EDTA}}{\text{ml of sample}} \times 1000$

$= \frac{4}{\cancel{50}} \times \frac{20}{\cancel{1000}}$

$= 80$ mg/lit

Drinking water :-

S.No	Burette reading		Volume of EDTA
	Initial	Final	
1	0	8	8

Total hardness of Drinking water = $\frac{\text{ml of EDTA}}{\text{ml of Sample}} \times 1000$

$= \frac{8}{\cancel{50}_1} \times \frac{20}{\cancel{1000}}$

$= 160$ mg/lit

Estimation of Total Hardness of calcium in the water

⇒ **Aim :-** To Estimate the total hardness of calcium (Ca^{+2}) in the given water sample.

⇒ **principle :-** Many complex forming ions or molecules leads to a step wise formation of complexes, Each complex is characterized by its own stability constant. This property of step wise formation of complex can be used in titrimetry and one can be able to estimate the concentration of the respective ions usually EDTA and Aminopolic polycarboxilic acid is a good complexing agent is used for such Estimation. In this titration metalopronic indicators [solochrome dark blue for calcium ions is used]. The reactions are calcium ions, Buffer solution pH = 10, then free ions of calcium 2 electrons rise to the calcium ions

$$Ca + 2e^- \longrightarrow Ca^{++}$$

Indicator dye [solochrome] + $2e^-$ ⟶ Indicator metal complex

Indicator metal complex [red coloured complex]

EDTA Solution ⟶ metal EDTA complex + indicator.

⇒ **Materials :-** Burette, Pipette, test tubes and conical flask.

⇒ **Reagents :-**

1. NaOH solution - Dissolve 40gms of NaOH in distilled water to make the volume upto 1 litre
2. Murexide indicator - Take 0.2 gms of Murexide which is also called as Ammonium purpurate and mix it with 40gms of potassium sulphate and this indicator is not stored as it gets oxidised
3. EDTA solution - Dissolve 3.7 gms of disodium salt of EDTA in distilled water to prepare a litre of solution.

⇒ **Procedure :-**

1. Take 50ml of sample in a conical flask and add 1ml of buffer solution and add 4-5 drops of murexide indicator.
2. Titrate the solution against the EDTA solution until the pink colour of solution turns into purple violet.

⇒ **Result :-**

1. Hardness of calcium in given Pond water is 80 mg/lit
2. Hardness of calcium in given Tap water is 480 mg/lit

⇒ Hardness of calcium in Tap water

SNO	Intial	Final	Vol of EDTA
1	0	24ml	24ml
2	0	24ml	24ml
3	0	24ml	24ml

Hardness of calcium in Tap water = $\frac{\text{ml of EDTA}}{\text{ml of sample}} \times 1000$

$= \frac{24}{50} \times 1000$

$= 0.48 \times 1000$

$= 480$ mg/lit.

⇒ Hardness of calcium in Pond water.

SNO	Iutial	Final	Vol of EDTA
1	0	4ml	4 ml
2	0	4ml	3.5 ml
3	0	4ml	4ml

Hardness of calcium in Pond water = $\frac{\text{ml of EDTA}}{\text{ml of sample}} \times 1000$

$= \frac{4}{50} \times 1000$

$= 0.08 \times 1000$

$= 80$ mg/lit.

T. Sudha Rani
Head
Dept. of Botany
Sri Venkateswara Naidu Vanita Maha Vidyalaya

R. Kalyani

Department of Political Science has conducted a Post-Election Survey at Munugode Constituency on 19th November, 2022.

To
The principal
SNVMV.

Respected Madam,

The Department of Social scie[nce] is conducting a sample survey o[n] Electoral - Behaviour, of 400 Voters in a chottuppal, with the participati[on] of 70 students of B.A I, B.A II, B.[A III] on 19/11/2022. i.e Saturday.

Hence we request the concerned Heads of Departments to extend their co-operation.

Thanking you.

Departments.

1) English. Gutikri 17 Nov 2022

2) Languages:
Telugu U. Jyothi
Urdu - AS
Hindi Nalini M.T.T
Sanskrit. [signature] 17/11/22

[signature] 17/11/2022

Dr. B. Manga.
H.O.D.
(Pol. Sc)

Tn

Sarojini Naidu Vanitha Maha Vidyalaya

(Sponsored and Managed Jointly by Osmania Graduates Association and Exhibition Society)

Nampally, Hyderabad. 500001

Department of Social Sciences

Post Election Survey at Munugode Constituency November-2022

1. Name/పేరు: Katta Nitish Reddy
2. Age/వయస్సు: 17
3. Gender: (a) Male (b) Female
3. లింగము: (a) పురుషుడు (b) స్త్రీ
4. Locality/ నివాసము: Chouttuppal
5. Education/ విద్య: Intermediate persuing Degree
6. To which Party you have voted? ✓
   (a) TRS (b) BJP (c) Congress (d) Any other Party
6. మీరు ఏపార్టీకి ఓటు వేశారు?
   (a) టీఆర్ఎస్(b) బీజేపీ(c) కాంగ్రెస్(d) ఇతరులు
7. Do you think that this By-election reflects the mood of the voters for the forth coming Assembly elections: (a) Yes (b) No
   If "Yes", give the reasons.
7. ఈ ఉపఎన్నికల ఫలితాలు, రాబోవు శాసనసభ ఎన్నికల్లో ఓటరు మనోగతాన్ని సూచిస్తోందా?
   -అవును, అనిమీకుఅనిపిస్తే, కారణంపేర్కొనండి:

8. What is the main reason for the victory of TRS? ✓
   (a) Party (b) Candidate (c) Manifesto (d) Money (b) other reason
8. టీఆర్ఎస్ పార్టీ విజయానికి ప్రధానమైన కారణం:
   (a) పార్టీ(b)అభ్యర్థి(c) మేనిఫెస్టో(d) డబ్బు(ఇ)ఇతరకారణాలు
9. Do you really think that the TRS candidate is a good candidate?
   (a) Yes (b) No Give the reason.
9. టీఆర్ఎస్ అభ్యర్థి మంచి వ్యక్తి అని మీరు నిజంగానే అనుకుంటున్నారా?
   a. అవును b. కాదుఅయితే,కారణంపేర్కొనండి:

10. Why TRS has taken the support of Communist Party?
(a) Fear of defeat (b) Any other reason
10. కమ్యూనిస్టు పార్టీ మద్దతును టీఆర్ఎస్ ఎందుకు తీసుకుంది:
a. ఓటమి భయంతో b. ఇతర కారణాలు

11. Why voters are giving importance only to Money?
11. ఓటరు డబ్బుకు మాత్రమే ఎందుకు ప్రాధాన్యత ఇచ్చారు?

They are not much educated

12. The margin of victory for TRS was very less. So, are there any chances that Komat Reddy R
Reddy winning in the forth coming Assembly elections?
a. Yes b. No
12. టీఆర్ఎస్ స్వల్ప మెజారిటీతో గెలిచింది. కనుక,వచ్చేశాసనసభ ఎన్నికల్లో,కోమటిరెడ్డి రాజగోపాల్‌రెడ్డి గె
అవకాశాలు ఉన్నాయా?
a. అవును b.కాదు

13. What is the main cause of BJP's defeat in this election?
13. బీజేపీ ఓటమికి ప్రధాన కారణం ఏమిటి?

Don't Know the BJP

14. Do you think presence of Congress led to division of votes and loss of BJP?
14. కాంగ్రెస్ పోటీలో ఉండడం వల్ల,ఓట్లు చీలి,బీజేపీ ఓడిపోయిందని మీరు అనుకుంటున్నారా?

No

15. Why Congress has lost the deposit?
15. ఈ ఎన్నికల్లో కాంగ్రెస్ డిపాజిట్ కోల్పోవటానికికారణం ఏమిటి?

The congress leader has no political support

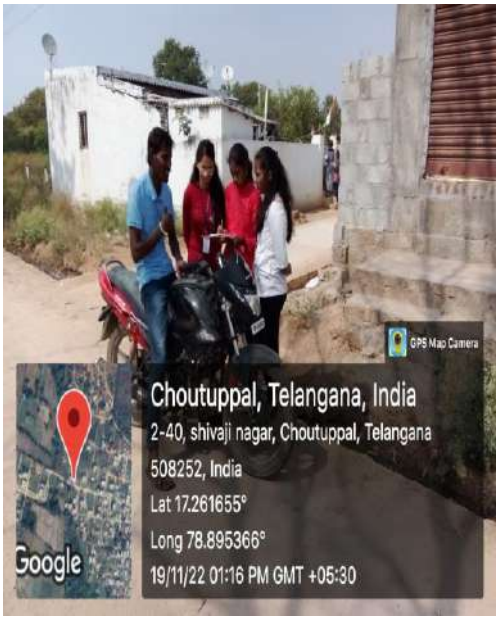
16. What are the main benefits that you are expecting from TRS after this victory?
16. టీఆర్ఎస్ గెలుపు తర్వాత మీరు ఆపార్టీ ప్రభుత్వంనుంచి ఆశిస్తున్న ప్రధానమైన ప్రయోజనాలేంటి?

Nothing

Students Information

Names: Naziya Begum **Class/Group:** BA(HPP)

Department of Political Science has conducted a Post Election Survey at Munugode Constituency on 19 th November, 2022.



<u>Post-Election Survey Report of Munugode Constituency</u>

Department of Political Science has conducted a post-election survey at Munugode Constituency on 19th November, 2022. All the staff members from the Department of Political Science along with 70 students from B.A I, II & III have participated in this survey. We have chosen Choutuppal town for the survey as it is near to Hyderabad. Students have collected the primary data by visiting each house of the town. Each student interviewed about 4-5 voters based on a thoroughly prepared questionnaire. A total of 400 voters were interviewed. The questionnaire contained several questions which enabled us to understand the voter's political awareness and their general knowledge. The surveyors (students) reported that most of the women, to whom they have contacted, were literate, but with no political knowledge. Some of them even asked the money to answer the questionnaire. All the four hundred samples were later categorized into different groups based on the age, gender, and literacy. The data based on the survey stated that 65% voters were youngsters (less than 35 years) and 34%

voters were middle aged and elders. According to the collected data 52% were male and 44% were female voters. Out of them 60% were literates.

According to survey result 58% of voted for TRS, 40% voted for BJP and 2% voted Others. 66% of voters said that this by-election is going reflect the mood of the voters for the forthcoming State Elections of Telangana and, also the following General Elections.

By observing the views of the voters 80% of the population have said that distribution of the money and liquor by TRS was the main reason behind the victory of TRS, 5% of the population said it is the manifesto of the party which led to the victory and 2% of the population have given the vote to TRS by seeing the candidate.

70% of the voters believed that TRS has taken the support of Communist Party, only because of fear of defeat and 25% have given other reasons behind the support of Communist Party to TRS. Almost, 10 MLAs from TRS party have participated in the campaigning in Munugode Constituency only because of the fear of the defeat in the by-elections. The major reason behind the defeat of BJP in the by-elections was less money distribution among the voters compared to TRS. This has affected the mind-set of the local people. Another important finding in that is most of the voters are happy with the welfare schemes including monthly pensions, Dalit bandu and farmers are impressed by 24 hours free electricity.

Most of the voters have accepted the money because it is important for livelihood and they know that after election, no party or representative will turn back for their town development.

65% of voters have said that Komat Reddy Rajgopal Reddy has chance to win the forthcoming election because of the fame among the youth in the Constituency. Congress lost its deposit because of lack of campaigning in Munugode Constituency. Also, 50% of voters believed that presence of Congress led to the division of votes and loss of BJP.

After the victory of TRS, voters are expecting much more development in Choutuppal. For example, development of roads, irrigation facilities, construction of more schools and colleges, more employment opportunities should be provided in Choutuppal town. Final analysis draws us to the conclusion that people at the Choutuppal are influenced by policies of the ruling party. However, distribution of money and liquor played a major role in the electoral behavior.

LIST OF STUDENTS

S.NO.	GROUP	H.T NO.	STUDENT NAME
1	B.A. I YEAR(E.P.P)	1175-22-111-002	MUSKHAN
2	B.A. I YEAR (E.P.P)	1175-22-111-004	PRIYA
3	B.A. I YEAR (HEPS)	1175-22-129-002	ROSHINI
4	B.A. I YEAR (HEPS)	1175-22-129-005	G. AKSHITHA
5	B.A. I YEAR (HEPS)	1175-22-129-008	RAMA
6	B.A. I YEAR (HEPS)	1175-22-129-011	SOHA
7	B.A. I YEAR (HEPS)	1175-22-129-013	BINDU
8	B.A. I YEAR(HPP)	1175-22-156-001	HUMA
9	B.A. I YEAR(HPP)	1175-22-156-006	SRAVANI
10	B.A. II YEAR(HPP)	1175-21-156-001	ADITI
11	B.A. II YEAR(HPP)	1175-21-156-002	SREEJA
12	B.A. II YEAR(HPP)	1175-21-156-005	FATIMA
13	B.A. II YEAR(HPP)	1175-21-156-006	SHANMITHA
14	B.A. II YEAR(HPP)	1175-21-156-010	TEJASWINI
15	B.A. II YEAR(HPP)	1175-21-156-011	VAISHNAVI
16	B.A. II YEAR(HPP)	1175-21-156-012	NAZIYA
17	B.A. II YEAR(HPP)	1175-21-156-014	PRIYANKA
18	B.A. II YEAR(HPP)	1175-21-156-015	TEJESHWARI
19	B.A. II YEAR(HPP)	1175-21-156-019	VACHANA
20	B.A. II YEAR(HPP)	1175-21-156-021	YASHIKA
21	B.A.II YEAR (HEPS)	1175-21-129-001	AKHILA
22	B.A.II YEAR (HEPS)	1175-21-129-002	SRILATHA
23	B.A.II YEAR (HEPS)	1175-21-129-003	NALINI
24	B.A.II YEAR (HEPS)	1175-21-129-004	DURDANA
25	B.A.II YEAR (HEPS)	1175-21-129-005	GOWTHAM
26	B.A.II YEAR (HEPS)	1175-21-129-006	AMBIKA
27	B.A.II YEAR (HEPS)	1175-21-129-007	AKSHAYA
28	B.A.II YEAR (HEPS)	1175-21-129-008	SHYAMALA
29	B.A.II YEAR (HEPS)	1175-21-129-010	MANA FATIMA
30	B.A.II YEAR (HEPS)	1175-21-129-011	NIHARIKA
31	B.A.II YEAR (HEPS)	1175-21-129-012	PRAVALIKA
32	B.A.II YEAR (HEPS)	1175-21-129-014	FAROOQUI
33	B.A.II YEAR (HEPS)	1175-21-129-015	SNEHA
34	B.A.II YEAR (EPP)	1175-21-111-002	FOUZIA
36	B.A.II YEAR (EPP)	1175-21-111-003	HARINI
37	B.A.II YEAR (EPP)	1175-21-111-004	MANTUHA

38	B.A.II YEAR (EPP)	1175-21-111-006	SAKINA
39	B.A.II YEAR (EPP)	1175-21-111-007	SHRUTHILAYA
40	B.A.II YEAR (EPP)	1175-21-111-010	LAHARI
41	B.A.III YEAR (EPP)	1175-20-111-001	NISHITHA
42	B.A.III YEAR (EPP)	1175-20-111-004	ANITHA
43	B.A.III YEAR (EPP)	1175-20-111-008	PRASANNA
44	B.A.III YEAR (EPP)	1175-20-111-009	ROHINI
45	B.A.III YEAR (EPP)	1175-20-111-013	NIHARIKA
46	B.A.III YEAR (HEPS)	1175-20-129-002	JANSI
47	B.A.III YEAR (HEPS)	1175-20-129-004	SOWJANYA
48	B.A. III YEAR (HEPS)	1175-20-129-007	SRINITHYA
49	B.A.III YEAR (HEPS)	1175-20-129-009	NIKHILA
50	B.A.III YEAR (HEPS)	1175-20-129-010	KAVERI
51	B.A.III YEAR (HEPS)	1175-20-129-012	SHIRISHA
52	B.A.III YEAR (HEPS)	1175-20-129-013	MAHESHWARI
53	B.A.III YEAR (HEPS)	1175-20-129-014	AKSHITHA
54	B.A.III YEAR (HEPS)	1175-20-129-017	AKANKSHA
55	B.A.III YEAR (HEPS)	1175-20-129-018	SRINIKA
56	B.A.III YEAR (HPP)	1175-20-156-001	TEJASWINI
57	B.A.III YEAR (HPP)	1175-20-156-008	PRATHIBHA
58	B.A.III YEAR (HPP)	1175-20-156-010	NEHA
59	B.A.III YEAR (HPP)	1175-20-156-012	AKIHILA
60	B.A.III YEAR (HPP)	1175-20-156-014	ANUSHA
61	B.A.III YEAR (HPP)	1175-20-156-018	POOJA
62	B.A.III YEAR (HPP)	1175-20-156-019	DEEPIKA
63	B.A.III YEAR (HPP)	1175-20-156-020	ASHWINI
64	B.A.III YEAR (HPP)	1175-20-156-002	SARESIJA NILAYA
65	STAFF	DR. B. MANGA	
66	STAFF	REVATHY	
67	STAFF	VARA LAKSHMI	
68	STAFF	ANITHA	
69	STAFF	NIRALI RAJAN	
70	STAFF	THIRUPATHI	

Student Survey at 83rd All India Industrial Exhibition, Nampally, Hyderabad - 2024

Hyderabad Numaish is the largest Consumer Exhibition in the state of Telangana. An annual event which starts on the New Year eve is the only event that is organised for a of one and half month i.e. for 46 days.

Numaish is organised at exhibition groumds, Nampally, Hyderabad every year. What makes this exhibition unique is the number of choices that it offers to the customers. The exhibition features dry fruits and handicrafts of Jammu and Kashmir to handmade garments from Uttar Pradesh, West Bengal and Madhya Pradesh, handicrafts from all over India and electronic goods of the best brands in the country. There are special stalls covering DWACRA, MEPMA and other Telangana Cooperatives.

Management students who are would be entrepreneurs can learn practically from problems faced by the stall owners and the strategies they device to solve the issues. Students are encouraged to ask questions to the stall owners about some of the topics they learnt in Marketing and understand the working models and also come up with practical recommendations.

A Market research survey was conducted by I Semester students, Batch: 2023-25 as part of their academic program. The inquiry method of problem solving has been used to equip the students with marketing and selling skills of modern environment. The assignment helped the students to examine and analyse the organisational problems with real time experiences of the stall members. Students could understand the entrepreneurial challenges, vivid business models and their competitive forces.

The following are two specimen reports of the student groups who conducted the survey in the 83rd All India Industrial Exhibition.

SURVEY ON ALL INDIA INDUSTRIAL EXHIBITION

Presented by :

Tisha - 117523672026
Sonia - 117523672019
A. Soumya - 117523672030
J. Harini - 117523672027
K. Vardhini - 117523672023

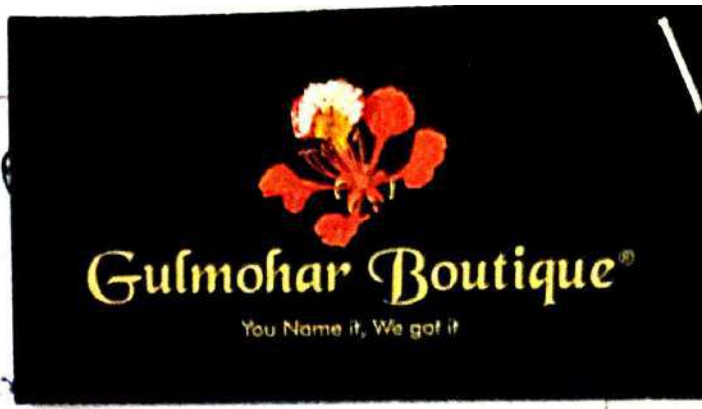
Table of Contents :-

INTRODUTION :-

This report is about the New enterpreneurs and the small scale business at "All India Industrial Exhibition."

- There Establishing year
- Branches
- Product types they sell
- Business model
- Raw material source
- The problem they face
- Advertisement etc

GULMOHAR BOUTI



- Owner's Name :- Ayesha Baquer, Hajera Baquer
- Origin : Hyderabad
- Established : 2010
- Branch : Malakpet, Toli chowki
- Business Model: Business to customers , Business to Business
- Contact details : 9652912215 , 6305797230
- Product Type : clothes, Jewellary (Handmade products)
- Raw Material : They make there own raw material with help of their own workers (Karigars)
- Advertisements : News paper, social Media (Instagram, facebook etc)
- Price : Jewellery - Rs50 to Rs 5000, clothes - Rs1500 to Rs40,000
- customers : World wide customers
- Reseller or Retailer : Resellers (they supply their final product to customers in bulk for further selling)
- challenges :
    - Time Management
    - Action planning
    - Competition
- They won Second Place Award in Numaish in 2023

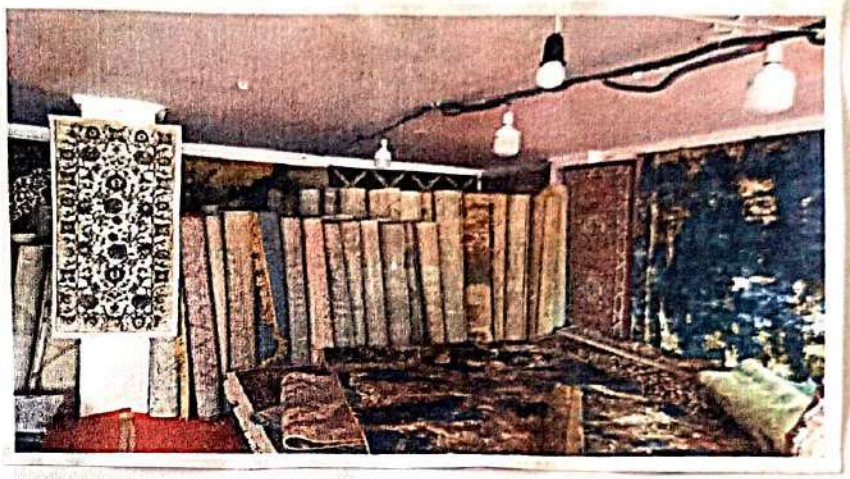
GULMOHAR BOUTIQUE 9652912215.
S-No - 651
AYESHA BAQUER & HAJERA BAQUER
Ayesha
9th JAN 2024

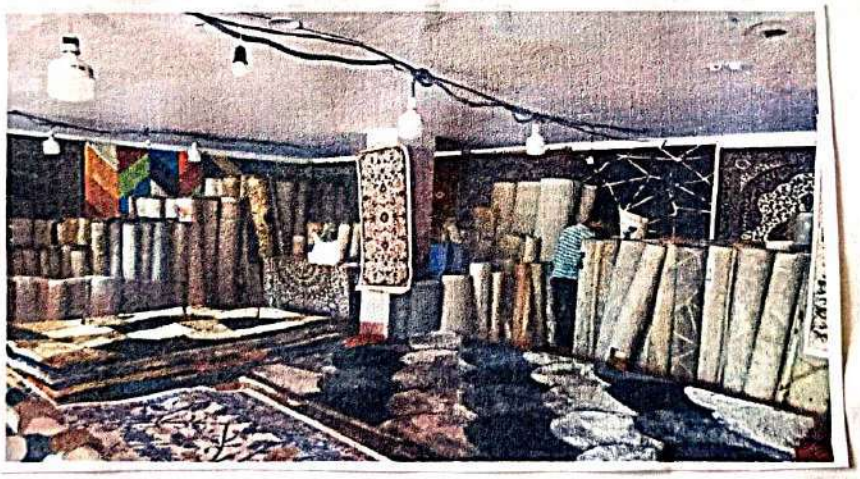
KOHINOOR CARPET

- Owner's Name : Munsadali
- Origin : Uttar Pradesh
- Established : since last 2 Generation
- Branch : Meluguda, Bowenpally, Tirumalagiri
- Contact details : 9347998531
- Business model : Business to customer, Business to Business
- Product type : carpet, Green interior, wallpaper, Door mat
- Manufacture : Uttar Pradesh, Kashmir
- Advertisements : Youtube, Justdial, Google
- Price : 200 to 1,00,00 (depends on the Quality of the product)
- Sale season : winter
- Profit margin : 13 to 15%.
- Reseller or Retailer : Resellers
- challenges : Transportation, Raw material.

Stall no. 1
2436
Name - Kohinoor Carpets
Munshad Ali.
9/1/2024


KOHINOOR CARPETS





MODERN FOOT WEAR

{Stall No: 2364-2369}

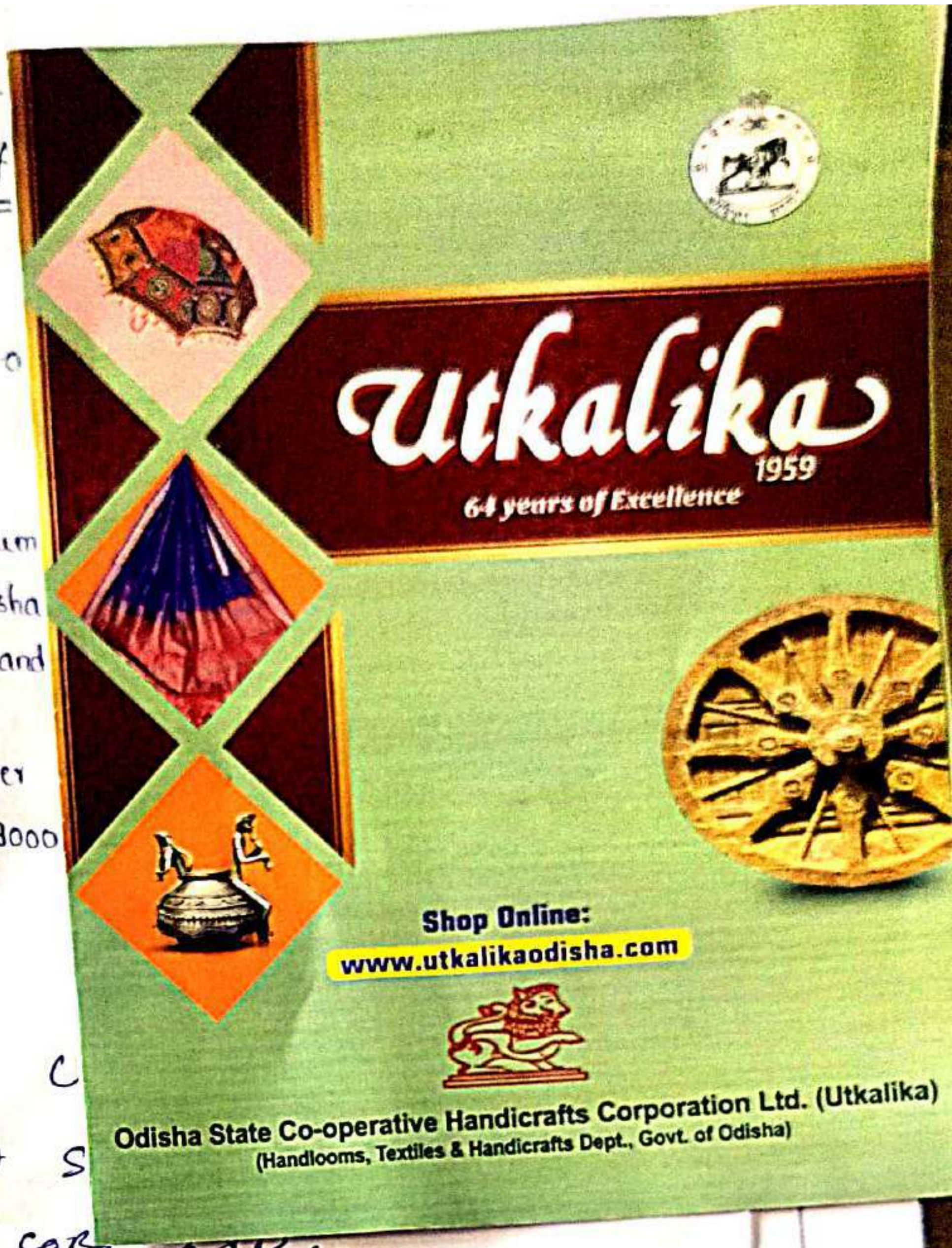
- Owner's Name : Khaja samiuddin
- Origin : Hyderabad
- Established : since 40 years
- Branch : MPM Mall (Abids)
- Contact details : 6300815347
- Business model : Business to customer
- Product type : Different Kinds of footwear
- Manufacture : Mumbai, Delhi
- Advertisements : no promotion
- Price : 200 to 600 (depend on the product)
- Proft : 10% to 15%
- Reseller or Retailer: Reseller None
- Challenges : supply chain, change in customer preference

MODERN FOOT WEAR
STALL NO (2364-2369)
Khaja Samiuddin
09-01-24


MODERN FOOT
MPM MALL, AVIOS CIRCLE (BIG BAZAR) OPP. BOMBAY

UTKA

- Owner's Name : Odisha State co-o
- Origin : Odisha
- Established : 1959
- Branch : Delhi, Hyderabad, Mum
- Contact details : www.utkalikaodisha
- Product type : Handlooms and Hand
- Manufacture : Odisha
- Advertisements : TV and Newspaper
- Price : cotton saree Rs1500 to Rs3000
- Price strategy : Discount
- Profit : Non-profitable Business



S/tall · Name · C

ODISHA S

TS CORP LTD.

09/01/24. 8312051638.

UTKALIKA

{Stall No: 2101-2102}

- Owner's Name : Odisha State co-operative Handicrafts Corporation Ltd
- Origin : Odisha (Sponsored Govt of Odisha to promote Odisha culture)
- Established : 1959
- Branch : Delhi, Hyderabad, Mumbai, Pune, Bengaluru, Kolkata
- Contact details: www.utkalikaodisha.com
- Product type : Handlooms and Handcrafts
- Manufacture : Odisha
- Advertisements : TV and Newspaper
- Price : cotton saree Rs1500 to Rs3000, Silk saree Rs6000 to Rs 30000 (depend on the product)
- Price strategy : Discount
- Profit : Non-profitable Business

Stall. Name. UTKALIKA.

ODISHA STATE Co-op. HANDICRAFTS CORP. LTD.

09/01/24. 8319651638.


Govt. of Odisha Handloom Textiles & Handicrafts
Utkalika
10 + 20%
10%
Handicrafts
70%

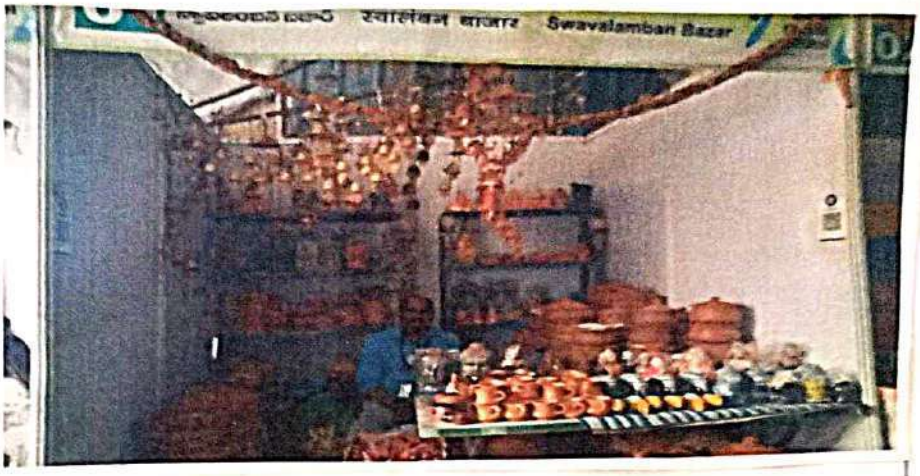
LAKSHMI TERO QUOTO POTS

{Stall No : Suryalamban Bazar - 1}

- Owner's Name : Lakshmi
  (Controlled by small industries development bank of India)
- Established : 2023
- Branch : Hyderabad
- Product Type : Cups, Pots, Idols, Earthen cookware
- Raw material : Clay (self)
- Advertisement : None
- Price : (Depend on the product)
- Challenges : Transportation, Breakage of the goods
- SaleGoods : Wholesale, Retail
- Business Model : Business to consumer

Lakshmi Terracotta pots mfg & Supplies
Durga Lakshmi
Nizamabad 9/01/2024


SIDBI PAVILION
SWAVALAMBAN MELA
स्वावलम्बन मेला


स्वावलंबन बाजार
Swavalamban Bazar

...lusion:-

...nclusion this report has summarized the key finding and insights from ...lysis of the small Business. The major findings of the report includes:

- They have well defined business model and strategy for growth
- They have better communication skills and understanding about the consumer

The report also identified some areas where the small business face problems

- The small business could improve their marketing strategy
- The can even improve the transportation with less expenses
- The small business have more financial risk compare to large business

Recommendation:-

- To decrease there transportation charges they can make use of carpooling, public transport etc.
- To improve marketing they can use social media, build target market
- They can hire cheaper labour for local shops to reduce the labour expenses
- They can sell their products online to increase sales and expand the business
- They can study market and explore manufactures and make more business with them

References:-

The data above is a primary data, which is directly collected from the source through survey on 9-Jan-2024.

Customer survey

DONE BY SYEDA FARWA AND NAZIA BEGUM

MBA 1 YEAR


SURVEY

Where we have done the survey:

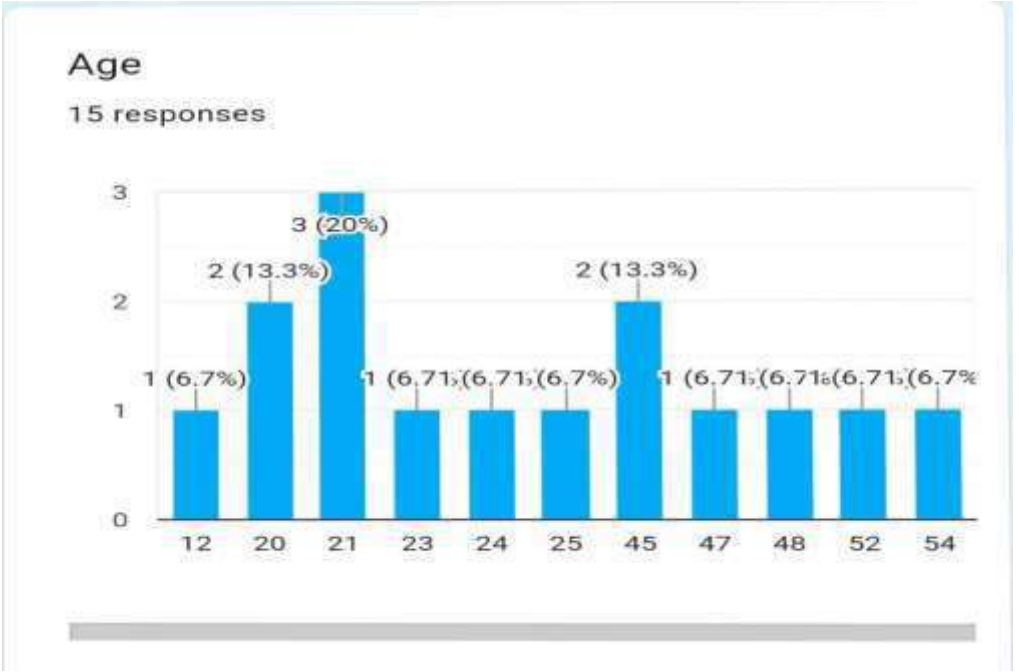
Questionnaire:

1. Name
2. Age
3. Where do they came from?
4. How many times do they visit?
5. Favourite stall
6. What food item they like?
7. Approx amount they spent?
8. Did you done bargaining?
9. At what time u came?
10. feedback

Let’s see the analysis:

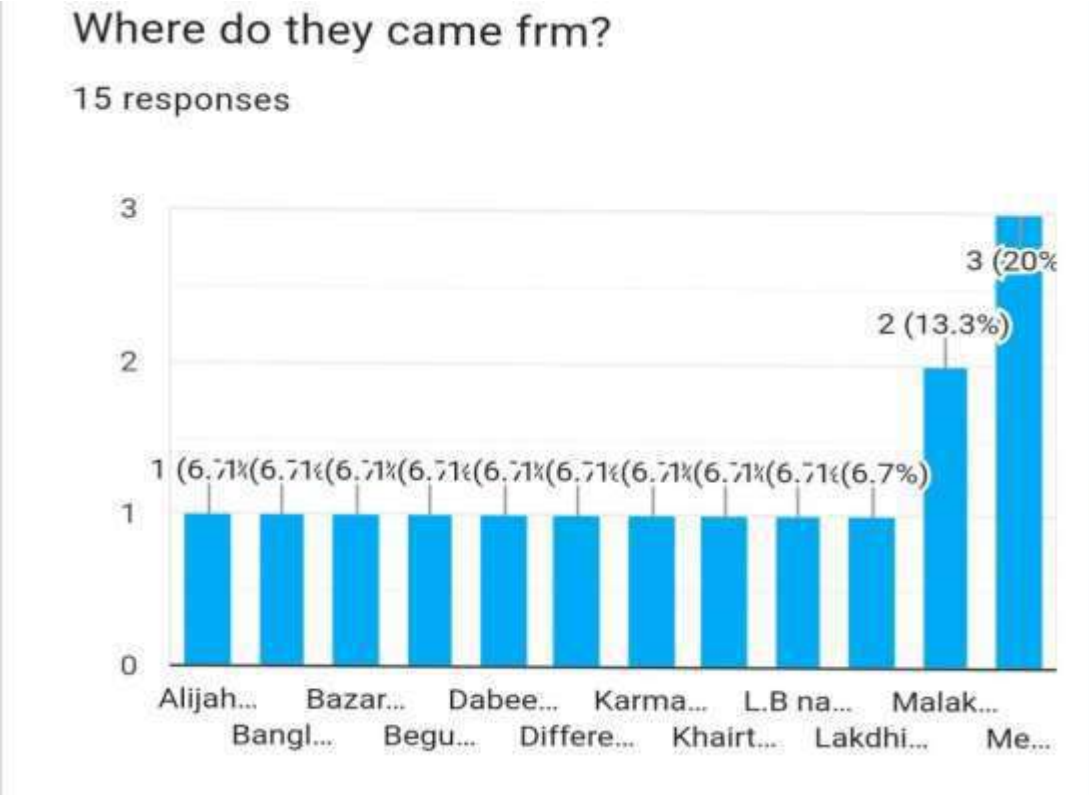
Age of the customers:

- Most of the customers were the age of 21!
- few of them was at the age of 40



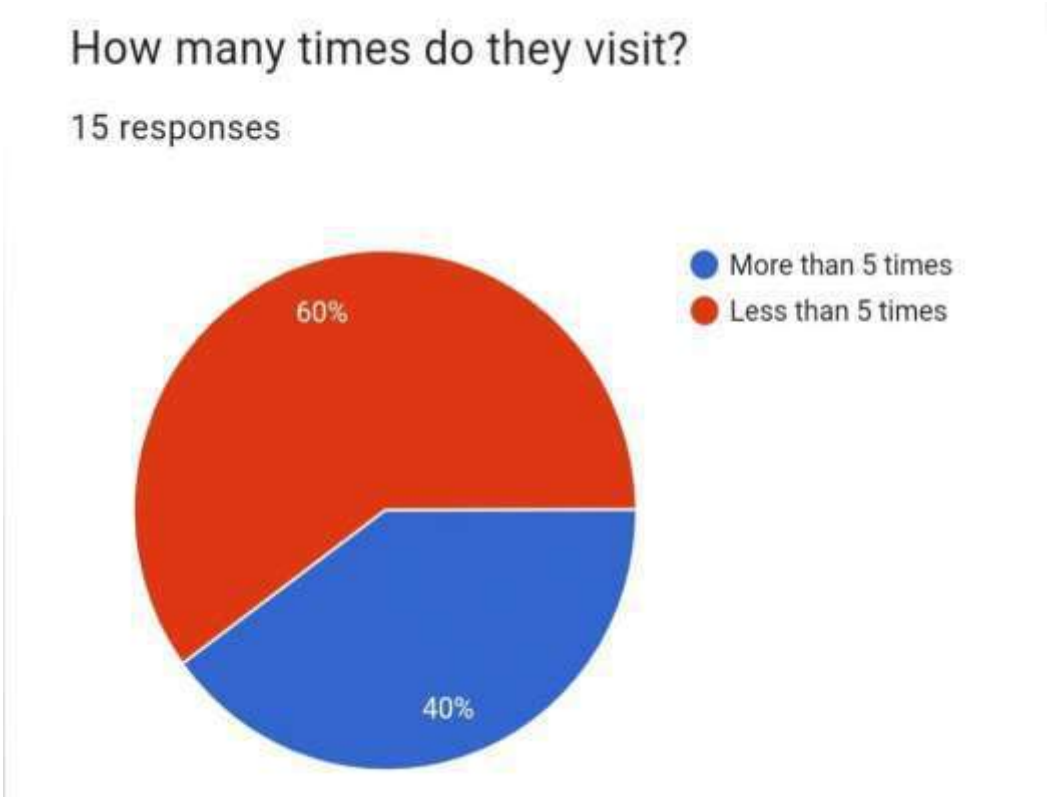
Where do they come from?

- Most of the customers were from Mehdipatnam
- Few of them were from Malakpet
- And one of the customers was from out of Hyderabad tht is frm Banglore.



How many times do they visit:

- Most of the customers visited the exhibition more than 5 times

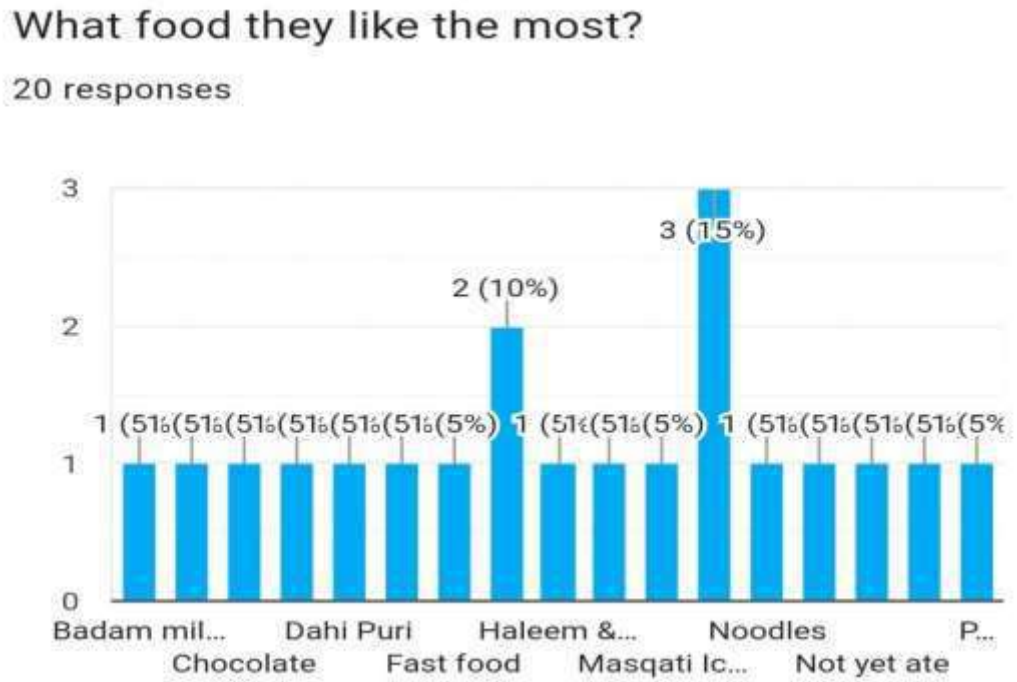


Favourite stall:

Cosmetics, food and apparel	Delhi chat
Food and clothes	Masqati
Bedsheets,kitchenware & dresses	Sahil leather goods
Dress & sarees	Sahil leather goods
Factory outlet	No
Toys shop	Lucknow dresses
Cosmetic stalls	Bengali sarees
Factory outlet	Lucknow bedsheets
All the stalls	Agra chat

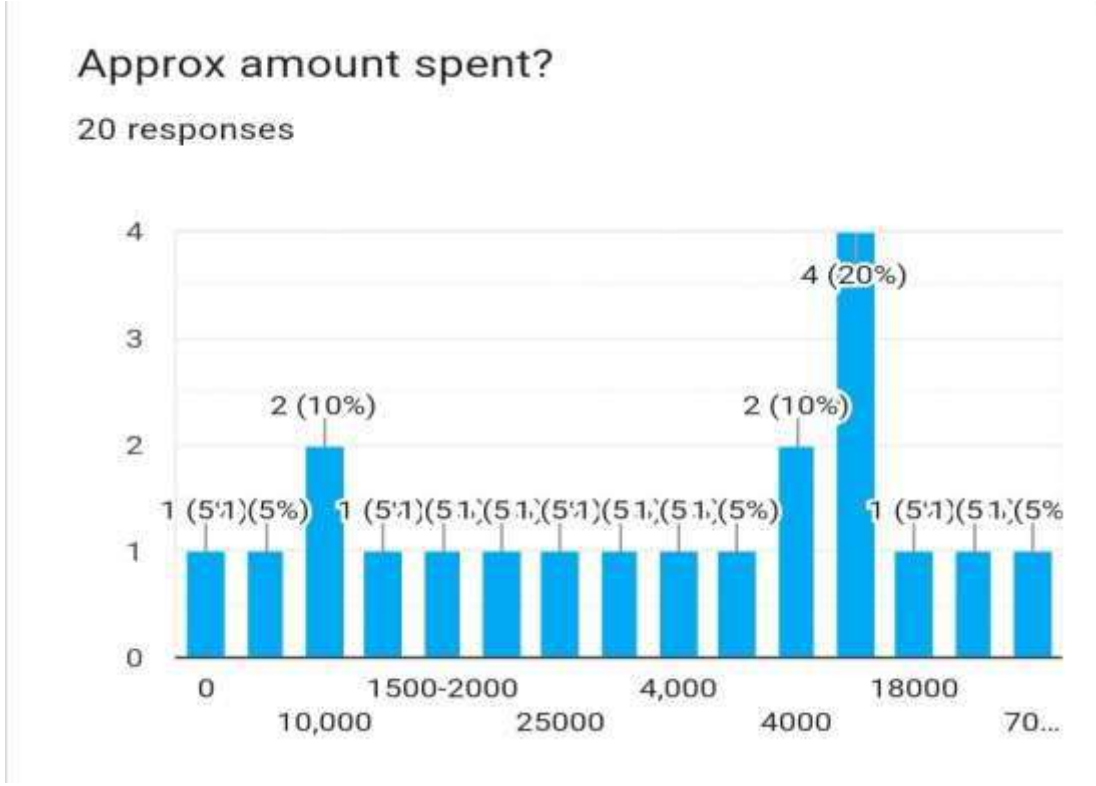
What Food item do they like

- Many customers love the masqati icecream
- Pista house haleem was also the most favt food stall of the customers



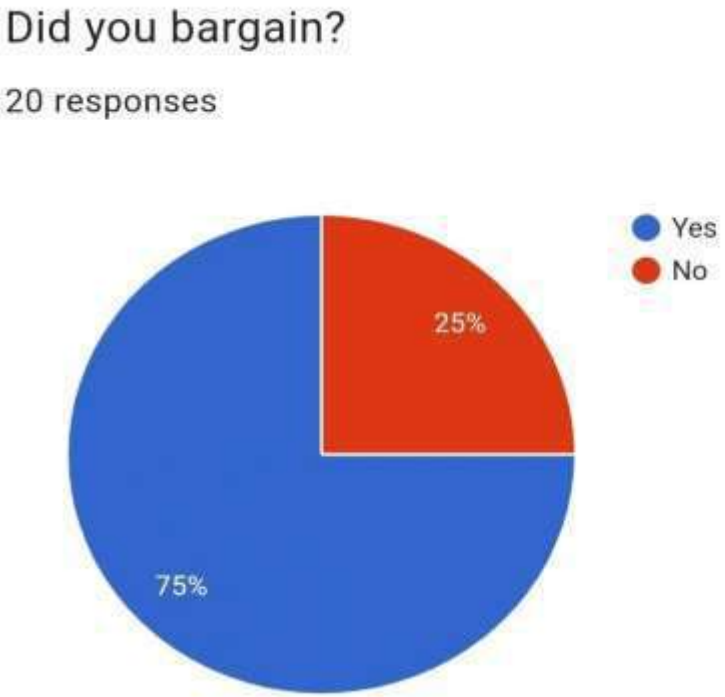
Approximately amount they spent:

- Most customers spend the money more than 4000



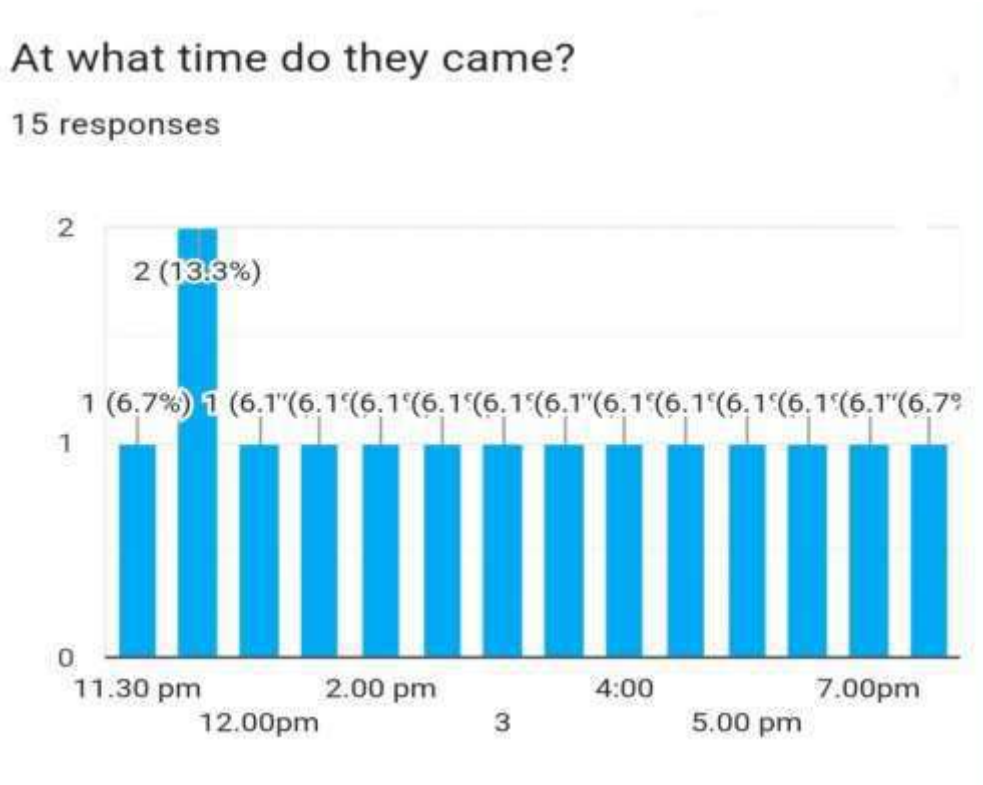
Did they done bargaining?

- Most of the customers had done bargaining.
- They recived discounts as 20%- 50%



Arrival of their time:

- Most customers arrived at 12.00 pm



Feedback from the customers

Well maintained

Jhuley mast haii

Nice

Train achi haii

Not much crowd

Enjoyable place

Everything is good

In some stalls they are fixed prices

They way everywhere chocolate fountain is lovely

Satisfied

It's awesome place 😁 enjoyed a lot

Excellent

Craze is not their

Environment is cool

Water filters should b there

Dhoop bhot hai

Amazing

Well maintained

Any Questions ???

Thank you!!

Using analytical tools like MS-Excel etc. for Class work and Projects

Students of Under-graduation and Post-graduation are encouraged to use analytical tools like MS-Excel, Ms-Access etc., to conduct statistical and other empirical analysis to arrive at meaningful conclusions to already identified problems or objectives of the study.

MS-Excel is used to calculate descriptive statistics and simple percentages from the master sheet excel file. Further, data analysis techniques such as ANOVA, Correlation etc., are used to interpret the data.

Sample sheets of the above explained analysis are attached below.

INTERPRETATION - GOLD:

FOR 2020:

The Descriptive Statistics Viz. Mean, Minimum, Maximum, Standard Deviation, Skewness and Kurtosis is presented in Table No.4.9 for interpreting the secondary data. The minimum daily turnover of Gold in the year 2020 is as low as Rs.78.62 crore and maximum turnover is Rs.6241.59 crore and the variation in turnover measured by standard deviation is 1065.24 indicating high volatility. Among the commodity market participants turnover of Other participants is varying to a greater extent compared to other participants had the highest standard deviation of 512.49 with a minimum turnover as low as Rs.51.84 crore and maximum turnover of Rs.2653.93 crore. Proprietary traders registered a maximum turnover of Rs.3196.94 crore and minimum turnover of Rs.23.73 crore. Hedgers registered the minimum turnover of Rs.3.04 crore and maximum turnover of Rs.1457.86 crore Domestic financial institutional investors showed the minimum turnover of 0 and maximum turnover of Rs.8.92 crore. Farmers and Foreign participants are not participating in gold Options for the year 2020

FOR 2021:

The minimum daily turnover of Gold in year 2021 is as low as Rs.55.59 crore and maximum turnover is Rs.6311.66 crore and the variation in turnover measured by standard deviation is 1056.42 indicating high volatility. Among the commodity market participants turnover of Other participants is varying to a greater extent compared to other participants had the highest standard deviation of 652.42 with a minimum turnover as low as Rs.33.99 crore and maximum turnover of Rs.4485.34 crore. Hedgers showed a minimum and maximum turnover of Rs.2.05 crore and Rs.1361.72 crore. Proprietary traders registered a maximum turnover of Rs.2014.01 crore and minimum turnover as low as Rs.16.10 crore. Domestic financial institutional investors portrayed a minimum turnover of 0 and maximum turnover of Rs.4.56 crore. Farmers and Foreign participants are not participating in gold Options for the year 2021.

TABLE No: 4.10: DESCRIPTIVE STATISTICS OF OPTIONS TURNOVER OF SILVER AND ZINC

(Rs.IN CRORES)

	SILVER							
		Total Turnover	**FPO**	**H**	**PT**	**D**	**FP**	**O**
2020	**MEAN**	297.44	0.00	125.97	55.48	0.03	0.00	115.97
	MINIMUM	4.10	0.00	0.00	0.53	0.00	0.00	1.46
	MAXIMUM	1481.16	0.00	760.50	523.09	4.52	0.00	597.74
	SD	289.15	0.00	123.91	70.72	0.34	0.00	109.74
	SKEWNESS	1.95	0.00	2.22	3.11	11.45	0.00	1.88
	KURTOSIS	3.66	0.00	5.87	13.07	131.00	0.00	3.69
2021	**MEAN**	271.61	0.00	33.12	54.97	0.00	0.00	183.52
	MINIMUM	2.67	0.00	0.00	0.00	0.00	0.00	2.67
	MAXIMUM	1460.02	0.00	247.37	340.10	0.00	0.00	1096.02
	SD	220.03	0.00	43.99	59.73	0.00	0.00	156.35
	SKEWNESS	2.04	0.00	1.87	2.12	0.00	0.00	2.37
	KURTOSIS	6.06	0.00	3.93	4.91	0.00	0.00	8.51
	ZINC							
		Total Turnover	**FPO**	**H**	**PT**	**D**	**FP**	**O**
2020	**MEAN**	0.80	0.00	0.16	0.25	0.00	0.00	0.47
	MINIMUM	0.03	0.00	0.00	0.00	0.00	0.00	0.03
	MAXIMUM	2.56	0.00	0.77	1.17	0.00	0.00	1.79
	SD	0.77	0.00	0.23	0.36	0.00	0.00	0.49
	SKEWNESS	0.99	0.00	1.75	1.56	0.00	0.00	1.21
	KURTOSIS	-0.06	0.00	1.44	1.36	0.00	0.00	1.25
2021	**MEAN**	0.53	0.00	0.01	0.26	0.00	0.00	0.25
	MINIMUM	0.22	0.00	0.00	0.11	0.00	0.00	0.11
	MAXIMUM	2.05	0.00	0.15	1.03	0.00	0.00	0.87
	SD	0.52	0.00	0.04	0.26	0.00	0.00	0.23
	SKEWNESS	2.29	0.00	4.24	2.30	0.00	0.00	2.11
	KURTOSIS	4.58	0.00	18.00	4.64	0.00	0.00	3.50

4.3 ANOVA

ANOVA (Analysis of Variance) is a statistical tool to test the homogeneity of different groups based on their differences. ANOVA is the method of analysing the variance in a set of data and dividing the variance into groups according to the sources of those variations. It is based on the principle that the total amount of differences in a set of data can be divided into two types, the amount that can be attributed to chance and the other that is caused due to specific causes.

In a population, ANOVA is used to determine the difference between the means of the samples by analysing the variation within each of the samples, and relative to the variation between the samples. While performing ANOVA, two assumptions are made where the first is that the samples are extracted from a normal population, and the second is that all factors other than those being tested are controlled.

SINGLE FACTOR ANOVA

Single factor ANOVA also called as One-way ANOVA is a short-cut method where a single factor is considered, and its effect on the samples is observed. It is a commonly used technique as it is a more convenient method. This method is performed when the means of the samples and/or the mean of.

ANOVA IS CONDUCTED FOR THE FOLLOWING COMMODITIES:

Gold → 2020 and 2021

Silver → 2020 and 2021

Copper → 2020 and 2021

Crude oil → 2020 and 2021

Zinc → 2020 and 2021

NULL HYPOTHESIS: There is no significant difference in the turnover of participants among Futures and Options for **Gold.**

TABLE No: 4.17: AVERAGE TURNOVER OF GOLD DURING THE YEAR 2020

(Rs. IN CRORE)

Participants	Futures	Options
FPOs/ Farmers	0.00	0.00
VCPs/ Hedger	1274.34	323.16
Proprietary traders	5976.28	336.38
Domestic Financial institutional investors	7.97	0.18
Foreign Participants	0.00	0.00
Others	10314.02	643.14
Total Turnover	17571.29	1302.81

Farmers and Foreign participants are not participating in gold Futures and Options.

ANOVA: SINGLE FACTOR

SUMMARY

Groups	Count	Sum	Average	Variance
Column 1	6	17572.61	2928.77	18450554.86
Column 2	6	1302.85	217.14	69660.44

ANOVA

Source of Variation	SS	d.f.	MS	F	P-value	F crit
Between Groups	22058755	1	22058755	2.38	0.15	4.96
Within Groups	92601077	10	9260108			
Total	1.15E+08	11				

The above table suggests that the calculated value of F is 2.38 which is less than the table value of 4.96 at 5% with d.f. being $v_1 = 1$ and $v_2=10$ and hence could have arisen due to a chance. This can be concluded that the difference in turnover of participant among Futures and Options is insignificant and is just a matter of chance. There is no significance difference in thee mean turnover among the 4 participants who are participating in the Futures and Options contract wherein the underlying asset is Gold.

NULL HYPOTHESIS: There is no significant difference in the turnover of participants among Futures and Options for **Gold**.

Table No: 4.18: AVERAGE TURNOVER OF GOLD DURING THE YEAR 2020

(Rs. IN CRORE)

Participants	Futures	Options
FPOs/ Farmers	0.00	0.00
VCPs/ Hedger	861.00	136.66
Proprietary traders	3601.25	387.35
Domestic Financial institutional investors	36.98	0.03
Foreign Participants	0.00	0.00
Others	5934.74	832.90
Total Turnover	10433.97	1356.94

Farmers and Foreign participants are not participating in gold Futures and Options.

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Column 1	6	10433.96	1738.99	6157638.96
Column 2	6	1356.94	226.16	111111.17

ANOVA

Source of Variation	SS	d.f.	MS	F	P-value	F crit
Between Groups	6866033	1	6866033	2.19	0.17	4.96
Within Groups	31343751	10	3134375			
Total	38209784	11				

The above tables suggests that the calculated value of F is 2.19 which is less than the table value of 4.96 at 5% with d.f. being $v_1 = 1$ and $v_2=10$ and hence could have arisen due to a chance. This can be concluded that the difference in turnover of participant among Futures and Options is insignificant and is just a matter of chance. There is no significance difference in thee mean turnover among the 4 participants who are participating in the Futures and Options contract wherein the underlying asset is Gold.

NULL HYPOTHESIS: There is no significant difference in the turnover of participants among Futures and Options for **Silver**.

Table No: 4.19: AVERAGE TURNOVER OF SILVER DURING THE YEAR 2020

(Rs. IN CRORE)

Participants	Futures	Options
FPOs/ Farmers	0.00	0.00
VCPs/ Hedger	875.52	125.97
Proprietary traders	7847.97	55.48
Domestic Financial institutional investors	1.31	0.03
Foreign Participants	0.00	0.00
Others	11820.63	115.97
Total Turnover	20545.21	297.44

Farmers and Foreign participants are not participating in gold Futures and Options.

ANOVA: SINGLE FACTOR

SUMMARY

Groups	Count	Sum	Average	Variance
Column 1	6	20545.43	3424.24	26346407
Column 2	6	297.45	49.58	3529.69

ANOVA

Source of Variation	SS	d.f.	MS	F	P-value	F crit
Between Groups	34165049	1	34165049	2.59	0.13	4.96
Within Groups	1.32E+08	10	13174968			
Total	1.66E+08	11				

The above table suggests that the calculated value of F is 2.59 which is less than the table value of 4.96 at 5% with d.f. being $v_1 = 1$ and $v_2=10$ and hence could have arisen due to a chance. This can be concluded that the difference in turnover of participant among Futures and Options is insignificant and is just a matter of chance. There is no significance difference in the mean turnover among the 4 participants who are participating in the Futures and Options contract wherein the underlying asset is Silver.

Problem Solving Methodology Using MS-Excel

Students Pursuing MBA are encouraged to use MS-Excel in calculating Co-relation, Chi-square, Pay Role calculations etc. This will help students to interpret the given data for decision making.

6) The following Database relates to the student's marks and attendance

STUDENTS	
ATTENDENCE	MARKS
30	40
40	50
50	70
60	80
70	90
80	93

Is there any relation between Attendance and marks? If so use Excel and comment on the relationship. (Correlation)

STEPS:

1. Open excel worksheet.
2. Enter the title "CALCULATION OF CORRELATION".
3. Enter the column headings as ATTENDANCE in a2 cell and MARKS in B2 cell.
4. Enter the values of attendance in A3 to A10 cells.
5. Enter the values of marks in B3 to B10 cells.
6. Enter CORRELATION in a9 cell.
7. Place the cursor in B9 cell.
8. Select Insert menu and select function option.
9. Select Statistical from function category and CORREL from function name.
10. Click on OK button.
11. Select the range for array1 as A3:A8 and array2 as B3:B8.
12. Click on OK.
13. The output is displayed in B9 as 0.978596.

OUTPUT:

CALCULATION OF CORRELATION		
ATTENDANCE	MARKS	
30	40	
40	50	
50	70	
60	80	
70	90	
80	93	
CORRELATION	0.978596	

2) Create a worksheet of employees database with the following fields-Employee name, Designation, Basic salary, DA, HRA, Gross salary, PF, Net salary
Calculations: Gross salary= Basic salrary+DA+HRA

Net salary	=Gross salary-PF
DA	=20% of basic salary
HRA	=5% of basic salary
Pf	=10% of basic salary

Enter 5 employees' details and retrieve the employee's data whose basic salary is greater than Rs 10,000.

EMPLOYEE DATABASE								
S.NO	E.NAME	DESIG.	BASIC SAL	DA	HRA	GROSS SALARY	PF	NET SAL
1	Mr.Rao	MD	15,000					
2	Mrs.Sheela	Typist	5,000					
3	Mr.Reddy	Accountant	3,000					
4	Mr.Raghu	Clerk	2,000					
5	Mr.Ramu	Manager	10,000					

STEPS:

1. Open a new Excel worksheet.
2. Enter the title "EMPLOYEE DATABASE".
3. Enter the column headings S.NO, E.NAME, DESIG, BASIC SAL, DA, HRA, GROSS SAL, PF, and NET SAL.
4. Enter the details of S.NO, E.NAME, DESIG, and BASIC SAL.
5. Place the cursor in E3 column i.e. DA column and enter the formula=D3*20% and press enter.
6. Drag the fill handle to copy the formula to the remaining cells of the DA column.
7. Place the cursor in F3 column i.e. HRA column and enter the formula=D3*5% and press enter.
8. Drag the fill handle to copy the formula to the remaining cells of the HRA column.
9. Place the cursor in G3 column i.e. Gross Sal column and enter the formula=sum (D3:F3) and press enter.
10. Drag the fill handle to copy the formula to the remaining cells of the Gross Sal column.

11. Place the cursor in H3 column i.e. PF column and enter the formula=D3*10% and press enter.
12. Drag the fill handle to copy the formula to the remaining cells of the PF column.
13. Place the cursor in I3 column i.e. NET SAL column and enter the formula=G3-H3 and press enter.
14. Drag the fill handle to copy the formula to the remaining cells of the NET SAL column.
15. To retrieve the employee's data whose basic salary is greater than 10,000 place the cursor at I9 and select the NET Sal column.
16. Select data menu and select Filter option.
17. Select Auto filter.
18. Click on the arrow (a top down menu appears).
19. Select custom from the top down menu.
20. Select "is greater than" and enter amount as '10.000'.
21. Select Ok button.
22. Only the record whose salary is greater than 10,000 is displayed.

OUTPUT:

EMPLOYEE DATABASE								
S.NO	E.NAME	DESIG.	BASIC SAL	DA	HRA	GROSS SALARY	PF	NET SAL
1	Mr Rao	MD	15,000	3,000	750	18,750	1,500	17,250
2	Mrs.Sheela	Typist	5,000	1,000	250	6,250	500	5,750
3	Mr.Reddy	Accountant	3,000	600	150	3,750	300	3450
4	Mr.Raghu	Clerk	2,000	406	100	2,500	200	2300
5	Mr.Ramu	Manager	10,000	2,000	500	12,500	1,000	11,500

SAROJINI NAIDU VANITA MAHA VIDYALAYA

DEPARTMENT OF BUSINESS MANAGEMENT

Students MBA first year participated in a business game on idea generation and team work. With the same resources provided to all teams, each team was supposed to build the tallest tower, which stands independently. This game encourages team building among students and creative thinking.


GPS Map Camera
Hyderabad, Telangana, India
Sarojini Naidu Vanita Maha Vidyalaya Exhibition Grounds, 9FM9+VMM, HIndi Nagar, Ghosha Mahal North, Nampally, Hyderabad, Telangana 500001, India
Lat 17.384718°
Long 78.469185°
26/06/23 02:00 PM GMT +05:30
Google


GPS Map Camera
Hyderabad, Telangana, India
Sarojini Naidu Vanita Maha Vidyalaya Exhibition Grounds, 9FM9+VMM, HIndi Nagar, Ghosha Mahal North, Nampally, Hyderabad, Telangana 500001, India
Lat 17.384662°
Long 78.46916°
26/06/23 02:00 PM GMT +05:30
Google


GPS Map Camera
Hyderabad, Telangana, India
Sarojini Naidu Vanita Maha Vidyalaya Exhibition Grounds, 9FM9+VMM, HIndi Nagar, Ghosha Mahal North, Nampally, Hyderabad, Telangana 500001, India
Lat 17.384778°
Long 78.469123°
26/06/23 02:28 PM GMT +05:30
Google

CASE STUDY

Case Study is a tool to provide students with problems or challenges they may face in real life or corporate world. This helps students to learn analysing a situation from all facets and find solutions that are practical.

Sample Case Study

Amazon.com: Obsessed with Creating Customer Value and Relationships

When you think of shopping online, chances are good that you think first of Amazon. The company sells everything from books, music, electronics, tools, housewares, apparel, and groceries to loose diamonds and Maine lobsters.

From the start, Amazon has grown explosively. Its annual sales have rocketed from a modest $150 million in 1997 to more than $74 billion today. What has made Amazon such an amazing success story? Founder and CEO Jeff Bezos put it in three simple words: "Obsess over customers." To its core, the company is relentlessly customer driven.

Amazon wants to deliver a special experience to every customer. Most regulars feel a surprisingly strong relationship with the company, especially given the almost complete lack of actual human interaction.

Visitors to Amazon.com find a huge selection, good value, low prices, and convenience. But it's the "discovery" factor that makes the buying experience really special. Amazon.com has become a kind of online community in which customers can browse for products, research purchase alternatives, share opinions and reviews with other visitors, and chat online with authors and experts. That ability to share opinions and reviews builds relationships with the company and with other customers.

Indeed, Amazon has become the poster child for companies that are obsessively and successfully focused on delivering customer value.

Go through Amazon.com website and answer the following discussion questions.

Discussion Questions:

1. The very first marketing story in the text is about Amazon.com. Let's take a quick look at the "Get to Know Us," "Make Money with Us," and "Let Us Help You" links at the bottom of the home page and see what we can learn about the company and how it operates. Just looking at this Web page, what stands out about Amazon.com? (The point: Everything on the site points to Amazon's obsession with its customers. It's all about connecting the company and the customers.)
2. How has, what we are seeing on this site contributed to Amazon's performance? How has Amazon.com been successful? (As pointed out in the Amazon.com story, thanks in large part to its obsession with customer satisfaction and customer experience, the company has grown astronomically and profitably. Even in a slow retail economy, Amazon's sales have soared in recent years. Thus, by creating value for customers, Amazon.com has captured value from customers in return.)
3. Why did the authors choose Amazon.com as the very first company to highlight in Chapter 1 and in the entire text? How does this opening story relate to the major

points made in the rest of the chapter? (This question should lead naturally into major Chapter 1 concepts: What is marketing and what is the marketing process? What is customer-driven marketing and why are customer value, satisfaction, and relationships so important?)

CASE STUDY

NAME

B.KAVITHA

CLASS

MBA 2ND YEAR

SEMESTER

3

ROLL NUMBER

1175-22-672-020

GUIDE NAME

MRS.A.SRAVANI MADAM

Sarojini Naidu Vanita Maha Vidyalaya

(Affiliated to Osmania University)

Exhibition Grounds, Nampally,

Hyderabad-500001

(2022-2024)

CASE 1

How Come They Make More Than Me?

Fran Jefferson began her job as the supervisor of the Training Department of Metro Bank and Trust Company almost four years ago. She was generally pleased with the four trainers and one secretary in her unit. Indeed, Fram took pride in her ability to create a high morale and high performance unit. This was particularly pleasing to Fran because they were constantly busy and barely able to keep up with the volume of training expected from them.

Then, early on Wednesday morning, Fran's secretary, Judy Martin, knocked on Fran's door and asked to see her. Fran liked Judy and considered the secretary to be one of her "stars." Indeed, in an effort to develop Judy's talents and abilities, Fran had gone out of her way to give Judy special assignments, including her in all the major planning activities of the department and entrusting her with the administration of certain departmental programs, such as tuition assistance and evaluation follow-through. By now, Judy functioned more as an administrative aide than as a secretary.

It was clear that Judy was upset about something as she seated herself in the chair next to Fran's desk. Slowly, Judy placed a job-posting application form in front of Fran. She would not look her supervisor in the eyes.

Fran was surprised, to say the least. As far as Fran knew, Judy liked both her job and working in the Training Department. In turn, everyone else in the department liked and respected Judy.

Fran looked over the form and said casually, "So you want to post for the executive secretary job in the Branch Management Division." She paused. "Could I ask you for some additional information, Judy? I'm kind of surprised."

Judy looked at her clasped hands, thinking. Fran waited.

Finally, Judy looked up and said: "I noticed in last week's job posting that the executive secretary position is graded as a 14. Now that's two grades higher than my job!"

She caught her breath. "You know my friend Mary Johnson works over there. She told me that half the time the secretary sits around doing nothing."

Judy continued, gathering some anger in her look and resentment in her voice. "Look, Fran, you know how hard I work, how hard we all work, around here. I mean, I'm always busy. I don't see why I should work in a job graded at a 12 and work twice as hard and yet not be paid the same as that secretary. The job requirements for the job are just a littler higher than mine, and the merit raise you gave me last month hardly helped at all."

Fran listened; then she replied: "It sounds to me, Judy, that you're feeling angry because you think you should be paid more for the work you do and that you want to switch jobs rather than put up with things as they are. Am I right?"

Judy nodded her head in agreement.

Fran knew, though, that the Metro job evaluation system was up to date and that the executive secretary position to which Judy referred did require additional background experience, skills, and responsibilities beyond what was needed in Judy's current job. Because her secretary was such a good employee and a nice person, Fran was quite concerned. She felt strongly that moving to the executive secretary job would not be what Judy really wanted, and she hated to lose Judy, especially if her decision was based on faulty reasoning and the move would not be good for her.

Fran tried to figure out what to do.

The reason given by Judy Martin for wanting to post for a position in another department is that she feels that the work she is providing and the pay she is getting is not much fair. She thinks that she can get a good pay for the service or work she is assigned. This is Judy's opinion and she feels this is true. Accordingly the judy posted a job application form in front of fran which made fran to feel shocked. Judy also thinks that the efforts and abilities which she performs in organisation is much more than needed. So, she wants the same skills, knowledge, work can be performed in other organisation that can pay more than she is getting how. It is also true because the efforts and work she is performing is more than the limited. Judy also feels that she may get an easier and higher paying job for her job performance in a new position. It can be true or some times it may be a false. Because the job may or maynot be that much easy than expected and easy jobs cannot be paid a higher salary.

Fran respond to judy's request to transfer she has to accept her transfer letter to make her more challengable in society. Transfering judy

to a different department of organisation can allow her to develop skillsets and new connections. It can also lead to increase to enhance her skills, abilities talents etc.

Fran respond to Judy's salary complaints; she should respond in a polite way. she should understand why all this complaints are being arised. She also should accept that Judy is performing her work more than required for the job. Judy is also performing Fran's job which is not actually hers so there should be a fair distribution of pay. All these should be recognised by Fran and should accept all the complaints.

Judy's decision towards her transfer is her dependable case. I thoroughly support to her decision. Judy's decision can make her more growth according to her perception of pay and recognition can be achieved on the basis of her performance she is performing in recent times. The decision can lead to increase her inner abilities and also the managerial abilities. Fran's role in the case is, she is the Supervisor of the Training Department of metro bank and trust company. She was pleased with four trainers and one secretary.

If I were in Fran's position, The

opinion on the situation to benefit the organisation in Judy's case can be treated in a well mannered. I would have assigned the job to all the members in a equal manner. I would not be much dependable on Judy for my work. The work which I have assigned would be given a fair pay in the form of incentives for the performance in organisation. If I would have given a job burden to Judy as fran I would have alloted her an increase in the pay she is being provided. If I give the satisfactory pay to Judy she will be appraised to perform much more and she can be so happily continued her efforts in organisation.

Judy can perform different strategies rather than resigning the job. They can be: She can explain the supervisor about her pay. She should have communicated with fran about all her issues being faced in organisation. She would have given her updated performance report to fran to be recognised in desired time. Even Judy should not be of that mindset. Some times The managers and employees should have a positive relationship that can break their calmness and complaints / issues in an organisation. Sometimes that positive relationship can solve all existing problems to some extent.

Kinetic Honda - The Break-Up: Break-Up Blues

It was in August 1998 that the first chinks in the Kinetic Honda Motors Ltd. (Kinetic Honda) armor were reported by Business India. Both Honda and the Firodias of Kinetic were quick to deny rumors of a split, though reports of the Firodias quietly raising resources to buy out Honda's stake kept surfacing. The Firodias were even reported to have securitised the assets of their two-wheeler finance company - 20th Century Kinetic Finance (TCKF) - to raise this money.

Trouble had been brewing since the company recorded a loss of Rs. 6 crore in the first quarter of 1998. Eventually Honda decided to put the matter to rest and called Arun Firodia (Firodia) to Japan in December 1998.

Honda made Firodia an offer - either he buy their 51% stake or Honda would buy out his 19% stake. Analysts remarked that it was difficult for Firodia to let go of the company that he had nurtured for the best part of his life. Eventually, Firodia negotiated a deal with Honda, to acquire its stake at Rs 45 per share, (when the market price was almost double), at a total cost of Rs 35 crore. He also signed an agreement with them for continuing to manufacture and sell the existing Kinetic Honda models. Honda also agreed to continue providing technical know-how support in return for royalty and technical fees from Kinetic.

Considering the fact that Honda was the world's biggest and most successful scooter manufacturer, the pullout came as a surprise to industry observers, as it was quite unlcharacteristic of Honda Motor to give up a segment. More so, as just a couple of months earlier, Honda had been reported to be planning to make further investments in Kinetic Honda[1]. This was seen as a major setback for the company. It was also perhaps the only instance of a Honda failure anywhere in the world.

Starting Problem!

In 2001, the Kinetic Group had two automobile companies - Kinetic Engineering Ltd and Kinetic Motor Company Ltd. After the December 1998 deal, Kinetic Honda Motor Ltd was renamed Kinetic Motor Company Ltd. Kinetic's story began in 1972 with the founder H.K.Firodia buying the 'Luna' moped's design from a foreign company. The moped, which aimed at capturing the bicycle market, went on to become such a huge success, that Luna became a generic name for mopeds.

In 1985, under Arun Firodia's (H.K.Firodia's son) leadership, Kinetic tied up with Japanese auto major Honda Motor[2] to form Kinetic Honda Motors Ltd. (KHML) with both the partners holding an equal stake

of 28.56%. The company's primary business was manufacturing scooters. Sales of spare parts formed a minor part of the turnover. The 'KH-100,' the first ungeared scooter in India, proved to be a huge success in the initial stages.

Throughout the 1980s, Kinetic remained India's largest moped manufacturer with a 44% market share and a 15% share[3] of the overall two-wheeler market. A decade later, the company's moped market share halved to 22% and the overall market share figure reached an abysmal 5%. Also, in 1991, Kinetic, with a turnover of Rs 121 crore, was competing on an equal turf with the Rs 140 crore TVS Suzuki and the Rs 150 core Hero Honda[4]. But by 1999, while TVS and Hero Honda grew seven times over to Rs 1,018 crore and Rs 1,146 crore respectively, Kinetic just managed to double its turnover.

A major reason for this was the fact that Kinetic seemed to have missed the pulse of the market, which was fast moving towards motorcycles. Kinetic had no motorcycles to offer - mainly due to the Honda joint venture stipulations. (Kinetic could not make motorcycles because that meant competing with Hero Honda.) Kinetic's financial position also took a beating in the late 1990s. While sales grew slowly, compared to its competitors, its operating margin was the lowest in the industry because of the high import content of raw materials. Kinetic also had to shelve its plans to launch a small, 500cc, 2-cyclinder car after a substantial sum was spent on the project[5].

With Kinetic Honda's fortunes declining, Firodia agreed to let Honda increase its stake to 51% in 1993, perhaps hoping that if Honda were in control, it would bring in new products more quickly and thereby improve the company's prospects. But Firodia soon realized that this was not to be. At a time when its competitors were spending 1-1.5% of the turnover on R&D, Kinetic Honda did not move beyond 0.31%. On advertising, Honda spent just Rs 20 crore during 1993-98. As a result, Kinetic Honda's market share declined steadily during 1996-98.

In 1997-98, Kinetic Honda's sales grew marginally to Rs 353 crore over the previous year, but profit after tax dipped to Rs 2.16 crore from Rs 2.30 crore. This, coupled with the Rs 6 crore loss for the first quarter of 1998 made the Firodias give serious thought to parting ways with Honda. Firodia said, "There was no growth, so we decided to review the contract." The new agreement involving the Honda stake sell-off and the technical collaboration arrangement was signed after this. Commenting on this, Firodia claimed, "It's a win-win scheme for everybody."

Though Firodia claimed that Honda's equity sale decision was taken jointly by both partners, media reports had a different story to tell.

Souring Ties

Reports claimed that right from the beginning there had been differences between Honda and the Firodias over the issue of management of Kinetic Honda. Firodia admitted that there were serious differences over issues like introduction of new models, advertising expenditure, marketing strategies, etc. As a result, the company suffered in terms of growth and profitability.

Under the joint venture agreement, Kinetic Honda manufactured scooters and Kinetic Engineering made mopeds. Both of them could not manufacture each other's products or motorcycles. Because Honda was present in the motorcycle segment with Hero Honda, the Kinetic group remained in mopeds and scooters. This was not in favor of Kinetic because the moped market had declined considerably during the 1990s. Kinetic had ambitions of becoming a full range two-wheeler company as it was strong in operations and also had a large distribution network.

When Kinetic developed indigenous technology for its four-stroke step-through vehicle K400, a competitor to Hero Honda's Street model, Honda saw it as an unfriendly move.

The Firodias were unhappy about the fact that 'Kinetic,' as an umbrella brand was not being promoted. Consumers associated the name Kinetic with scooters and 'Luna' with mopeds, but did not see them as belonging to the same business house. To support the Kinetic brand as an umbrella brand with a number of products under it, the Firodias wanted to advertise heavily and bring out new products. According to Sulajja , "The tie-up with Honda was limiting our competitive capabilities."

Kinetic Honda insiders claimed that Honda had always taken a 'half-hearted approach' towards managing the company. They also said that Honda was too preoccupied with other markets such as Indonesia and Thailand which were growing much faster and where, unlike in India, Honda was doing well. Also, Honda's margins were much higher in these markets - even a 50cc Honda scooter cost more in other parts of the world than the lead model being sold in India. Yet, Honda scooters were considered expensive in India. Industry watchers pointed out that Honda, with all its resources, could have easily engineered a product for the Indian roads, but was simply not interested.

Honda claimed that it had decided to position itself as a niche player at the upper end of the segment and that segment did not grow as much as the company had anticipated. Company sources said, "We miscalculated the purchasing power of the Indian middle class. We thought it would go up, but it didn't. Instead, the economy went into a tailspin and we couldn't grow." However, Honda admitted that having just a single model for several years had worked to the company's disadvantage. But the investment required to develop and introduce new models was very high, rendering the end product uncompetitive and hence an unattractive proposition. Honda claimed that the Firodias did not have the marketing acumen of the Munjals of Hero Honda. Disagreements over advertising expenditure and the interference of the Firodias in the appointment of dealers widened the rift between the partners.

Kinetic wanted Honda to increase the advertising expenditure, but Honda did not agree. Being a large organization with various decision-making layers, Honda wasn't quick enough to react to the demands of the marketplace. The joint managing director, a Honda nominee, was changed every three years. Thus, by the time he understood the demands of the marketplace, it was time for him to be replaced.

Unlike the Hero Honda venture, where the Munjals and Honda showed complete faith in each other and worked together as a team right from the beginning, the Firodias and Honda reportedly never shared a good rapport. In Hero Honda, the partners had equal stakes and this

made decision-making easier. Moreover, because of lack of competition for a long time, things were easier for Hero Honda. But Kinetic Honda had to compete with a giant like Bajaj. Also, while the cost of making the Kinetic scooter was higher than the cost of manufacturing a motorcycle, the selling price of the latter was Rs 10,000 more. The profitability of Hero Honda, therefore, was much more and they could afford to spend more on advertising. Also, the Munjals could take their own decisions regarding adspend. Firodia said, "If we could have done the same, it would definitely have increased Kinetic's visibility and volumes would have grown faster."

Honda's exit raised questions about Kinetic's survival. It was thought that the Rs 35 crore the Firodias paid for acquiring the entire stake would put a great strain on their finances and weaken the company. Analysts were quick to comment that Kinetic would have problems regarding the development and induction of new products. Honda's technical support limited to the existing range of products. And as the existing products - Kinetic Honda and Marvel - were not doing very well at that time, the withdrawal was seen as an unwelcome development.

Survivor

Firodia denied that the dropping of the Honda tag from its scooters would affect the sales. The company introduced tough measures to facilitate improvements on various fronts including input costs, asset management and inventory management. Kinetic realized that gaining customer and dealer confidence would be a key task if it wanted to survive without Honda. Kinetic told its dealers about its product plans for 1999-2001 and tried to convey to them that now on they would be selling not just Kinetic Honda scooters, but promoting the umbrella 'Kinetic' brand. This meant that they would also be selling mopeds and motorcycles. This in turn, meant higher volumes and, thus, higher profits in the coming years. Kinetic conducted training programs for its dealers to help them deal with customers in a better manner. On the distribution front, Kinetic gave its dealers full range or 'pavilion' dealership. A new Kinetic logo was adopted to give the company a new corporate identity.

However, after the breakup, Firodia's immediate strategy was to push up sales by getting the group's auto-finance companies - Kinetic Leasing & Finance Ltd. (KLFL), Kinetic Fincap and Kinetic Capital Finance (later merged with Kinetic Fincap) - to offer attractive finance schemes. Those finance companies were strategically located to service the three biggest markets for two-wheelers in India - north, west, and south. They offered a wide range of finance schemes (termed as Wonder Loans) to suit various customer needs. The move paid rich dividends as sales picked up considerably. Kinetic Fincap and Kinetic Leasing & Fincap contributed 20% of Kinetic Honda's sales in 1999.

Kinetic called dealer meetings in all regions of the country to assure them of the company's strong prospects even after Honda's departure, which had a very positive feedback. Kinetic also stepped up promotion of the Kinetic brand, using both television and newspaper ad campaigns. A considerable amount was spent on an image-building campaign for the group. Adspend was increased from Rs.12 crore in 1997-98 to Rs.20 crore in 1998-99. A new public

awareness campaign on road safety was launched. The company set up a direct sales division as well, which had 50 teams of people going from shop to shop and door to door, informing people about the company's products and the finance schemes offered. The response was overwhelming and around 12% of the sales came from this division in 1999. A survey conducted across nine cities showed that Kinetic had maintained its hold, despite Honda's exit.

On the customer front, Kinetic launched a new, aggressive and consumer-focussed marketing strategy, with the new motto 'Closer to You.' The group launched 'Kinetic Care,' a package of post-sale and post-warranty benefits for the consumers. Several 'Kinetic Mileage Advantage' service camps were held across the country where more than 25,000 scooters were tuned for optimal mileage free of cost. Scooter service campaigns were organized, where spares and lubricants were offered at a discount and labor charges for replacing these spares were waived. For popularizing the K4-100, 'Customer Satisfaction' camps were organized across the country. These were attended by over 18,000 customers, who got free spare parts even though the warranty period had lapsed.

Kinetic's moves on the operations front, included opening of more depots around the country and a change in the credit policy. The Honda stake came with Rs.400-500 million as outstanding with dealers. Once these were recovered, interest costs came down considerably. Kinetic decentralized the distribution network and thus reduced inventory costs. Kinetic Engineering already had 20 C&F agents across the country. Kinetic used these agents to extend its reach to semi-urban and rural areas. For example, Kinetic was able to reach places like Anand and Gandhinagar from a depot in Ahmedabad within 24 hours. From its Pitampur plant, this would have taken almost three days. Kinetic also approached banks and negotiated deals to reduce its cost of borrowings. Material costs were reduced by reducing unnecessary imports. To improve the mileage of its scooters, Kinetic consulted experts from around the world and introduced a new technology in its new series of scooters, raising the mileage from 30kmpl to 50kmpl.

All these efforts soon translated into improved performance, proving the company's detractors wrong. Kinetic posted good results for both KEL (sales rose by 20%) and KMCL (sales rose by 23%) for the first half of 1999. KMCL also wiped off the previous year's loss of Rs 6 crore and posted profits of Rs 3.69 crore for the same period. In fiscal 2000, sales increased by around 25%.

Return of the Prodigal

In August 1999, Honda announced that it was setting up a wholly-owned subsidiary to manufacture scooters in India with an initial capacity of one lakh units per year. The company set up an independent distribution network for the new venture. Through this $ 43 million subsidiary, Honda planned to focus on scooters for a period of five years. Later, Hero Honda and the Honda subsidiary were to be free to expand the range to include all two/three wheelers. Honda's first scooter model was launched in mid-2001. Around one-third of the total proposed outlay of Rs 150 crore had already been invested by that time. Though the contract with the Firodias prevented Honda from manufacturing the

same scooter through a subsidiary or a joint venture, Honda got around the clause by introducing scooters in a different range. A Honda official said, "This is an extremely important market for us and there is no question of giving up the scooter business - we never give up."

Honda's decision sparked off debates in industry circles over guidelines regarding foreign companies being allowed to set up wholly owned subsidiaries in India, when they already had joint ventures here. The Confederation of Indian Industry (CII) expressed fears that this could develop into a trend that would adversely afect the local partners in these joint ventures.

Kinetic claimed they were not perturbed by Honda's announcement, as the group believed they were the de-facto leaders in ungeared scooters. Also, they had the exclusive rights to manufacture the 100cc and 110cc, Marvel, DX and ZX scooters. The Firodias were not really surprised by Honda's announcement, because at the time Honda was negotiating with them for the Kinetic Honda stake, such a possibility had been discussed. However, many felt that Honda could eventually enter the motorcycle segment as well - something which seemed strategically wrong given the success of the Hero Honda venture. Sulajja said, "If Honda was serious about its scooter business in India and wanted to grow in the market by introducing new models, then why did they not do so during the 12 years that it was present in India, through its JV with us? After all, it had a majority stake and full management control. Yes, its true that Honda has said that it will start by manufacturing a 4-stroke scooter first through the new company. But what one fails to understand is why Honda should reenter a business by setting up a greenfield project at a whopping investment of over Rs.200 crore, when it has barely 10 months ago exited that market, unless it has a larger gameplan of manufacturing motorcycles too."

When we talk about the core competencies of Kinetic Honda are; One of their core competencies was their expertise in scooter manufacturing. They had the knowledge and skills to design and produce reliable and efficient scooters, with the Kinetic Honda models being a prime example. This allowed them to create products that appealed to customers and stood out in the market. Another core competency was their ability to build and maintain partnerships. The agreement they had with Honda, where they acquired Honda's stake and continued to receive technical support, demonstrated their skill in managing relationships and securing valuable resources. This partnership enabled them to leverage Honda's expertise and maintain the quality of their products. Overall, Kinetic Honda's core competencies in scooter manufacturing, relationship management, and adaptability played a crucial role in their success and allowed them to thrive in the competitive market.

The breakup between Kinetic Honda and the Firodias. So, after the rumors of split started circulating, both Honda and the Firodias denied it, but there were reports suggesting that the Firodias were raising funds to buy out Honda's stake. It seems like trouble had been brewing since Kinetic Honda recorded a loss in the first quarter of 1998. To address the situation, Honda called Arun Firodia to Japan in December 1998. They presented Firodia with an offer; either he buys their 51% stake or Honda

buys out his 19% stake. It must have been a tough decision for Firodia, considering his long association with the company. As part of the agreement, Kinetic Honda would continue manufacturing and selling their existing models, and Honda would provide technical support in exchange for royalty and fees.

The efficiencies of the company is its hard to say for certain about the efficiencies of the company during the breakup between Kinetic Honda and the Firodias. However, it's worth noting that Kinetic Honda did record a loss in 1998, which might indicate some challenges they were facing at that time. On the other hand, Honda is known as one of the world's biggest scooter manufacturing, scooter manufacturers, so they likely have their own set of efficient practices. Overall, its complex situation and would require more detailed analysis to determine the efficiencies of the company during that period.

Projects Based On Lab Experiments

Students studying Life Sciences at Undergraduate and Postgraduate levels do projects based on different Lab Experiments. They also learn from different programs conducted in the Institution.

SAROJINI NAIDU VANITA MAHAVIDYALAYA

(Sponsored and managed jointly by Osmania Graduate's Association and Exhibition Society)

CERTIFICATE

This is to certify miss VEMMULA USHA MADHURI is a bonafide student of this college with the Hall ticket Number 1175-20-526-012. She worked on the project entitled **"A STUDY ON COMPARATIVE EFFECT OF METHANOLIC EXTRACT OF FERULA ASAFOETIDA AND AZITHROMYCIN ON LACTOBACILLUS BACTERIA"** under the guidance of DR.MANJULA M REDDY, Lecturer(PG) Department of Zoology of this college during 2021-2022.

Place: Hyderabad

Date: 24.9.2022

Principal

CERTIFICATE BY THE GUIDE

This is to certify that VEMMULA USHA MADHURI bearing Roll no. 1175-20-526-012 has carried out the project work entitled **"A STUDY ON COMPARATIVE EFFECT OF METHANOLIC EXTRACT OF FERULA ASAFOETIDA AND AZITHROMYCIN ON LACTOBACILLUS BACTERIA"** under my guidance. This work is original and has not been submitted either in a part or full for the award of any other degree or diploma in other universities. I hereby recommend the submission of the project for the award of M.Sc. degree in Zoology.

Place: Hyderabad

Date: 24.9.2022

DR. MANJULA M REDDY

Lecturer(PG) Department of Zoology

DECLARATION

The project work entitled **"A STUDY ON COMPARATIVE EFFECT OF METHANOLIC EXTRACT OF FERULA ASAFOETIDA AND AZITHROMYCIN ON LACTOBACILLUS BACTERIA"** is being submitted to Osmania University, Hyderabad, in partial fulfilment for award of Master of Science in Zoology, under the guidance of **DR. MANJULA M REDDY,** lecturer(PG) Department of Zoology. This work has been carried out by me is original and has not been submitted in part or full for any other degree or diploma to this or any other university.

V. Usha Madhuri.

Place: Hyderabad

Date: 24.9.2022

VEMMULA USHA MADHURI

Hall ticket no:1175-20-526-012

CERTIFICATE BY THE GUIDE

This is to certify that the project work titled **"TO STUDY THE EFFECT OF VANADIUM ON OXIDATIVE STRESS IN CRAB"** is the work done by SHAISTA SHAFEIN bearing the Hall ticket no. 1175-21-526-009 of SAROJINI NAIDU VANITA MAHA VIDYALAYA COLLEGE under my supervision

C. Manjusha

Place: Hyderabad

Dr.C.MANJUSHA
Lecturer (PG) Department of Zoology
S.N.V.M.V.

Date: 08/08/2023

PRINCIPAL
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SAROJINI NAIDU VANITHA MAHAVIDYALAYA

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CERTIFICATE

This is to certify **MISS.MAHVEEN JAHAN** is a Bonafide Student of this college with hall ticket No. 1175-21-526-012 & she worked on the project titled **"Ig-E MEDITATED FOOD ALLERGY AND ITS RESPONSE"** Under the supervision of **DR. C.MANJUSHA** of this college during the year 2022- 23.

PLACE : HYDERABAD.

DATE : 8-8-2023

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HEAD OF DEPARTMENT **EXAMINER** **PRINCIPAL**

PRINCIPAL
Sarojini Naidu Vanita Maha Vidyalaya
Exhibition Grounds, Hyderabad-500 001

Two day Inter collegiate Awareness program & competitions on "SNAKES – our friends or Foes". organized by Department of zoology.

SAROJINI NAIDU VANITA MAHA VIDYALAYA

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On

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https://forms.gle/k7uchpXAsfAR6pCx6

No Registration Fee
E-certificate will be provided

For further details contact:
Dr. Srivani Sesham
Ph: 9885668195

Dr. Srivani Sesham
Head, Dept. of Zoology

Dr. D. Shobhana
Principal

In order to bring awareness among students following competitions will be conducted on 1st March, 2021

Competitions – 1st March 2021

1. Poster Presentation

Topic: Rare Snake Species

Guidelines & Rules for Participants

1. Write Your Name, College, Class mobile number
2. Time: 10:00 AM to 11:00 AM
3. Team should not exceed more than 2 participants

2. Powerpoint Presentation

Topic: Role of Snakes in Environment

Guidelines & Rules for Participants

1. Presentation should not exceed 5 Minutes of time
2. Time: 10:00 AM to 11:00 AM
3. Team should not exceed more than 2 participants

Snake Show

2nd March 2021 At 11:00 AM

The SNAKE SHOW will be organiz
"Friends of Snakes Organiza
this live show of Venomou
Non-Venomous snakes will cle
myths about Sn

Organising Faculty members

Dr. Manjula Reddy
Dr. C. Manjusha
Dr. D. Suneetha Devi
Ms. Shailaja Yogender
Ms. Madhumathi Kondoor
Ms. Prathanthi

show@ SNVMV organised by department of Zoology

Poster (participants List) – Snakes - Our Friend or Foes – 18th March-2021

S.No	Name	Name of the college	Topic	Signature
1	P. Shruthi Mounika (Msc Zoology IIyr)	Vivek Vardini Institution	Venomous & Non Venomous Snake	Shruthi
2	T. Sravani (Msc Zoology IIyr)	"	"	T. Sravani
3	G. Keerthi (Msc Zoology IIyr)	"	pit viper	I Prize
4	K. Srivani (Msc Zoology IIyr)	"	"	I Prize
5	Sofia Begum (BZC IIyr)	Sarojini Naidu Vanitha Mahavidhyalaya	Rare snakes	
6	R. Tejasri (MSc Zoology IIyear)	Sarojini Naidu Vanitha Mahavidyalaya	Rare snakes	R. Tejasri
7	R. Shilaja (MSc Zoology IInd year)	"	Rare snakes	R. Shilaja
8	K. Bhargavi priya (MSc Zoology IInd year)	"	Rare snakes	K. Bhargavi priya — II Prize
9	G. Manisha (MSc Zoology IInd year)	"	Rare snakes	G. Manisha — II Prize
10	Midhundinesh nair UG	sardhapatel college Bsc Bzc 1st yr	Rare snakes	
11	Neredla Abhishek UG	" Bsc. Bzc 1st yr.	Rare snakes	N. Abhishek
12	Shafiya Mehraj (MBZA Iyr)	Sarojini Naidu Vanitha	Rare snakes	
13				
14				
15				
16				

Poster (Participants List) – Snakes - Our Friend or Foes - 18th March-2021.

S.NO	Name	Name of the college	Topic	Signature
1	P. Shruthi Mounika (MSc-Zoology IIyr)	Vivek Vardini Institution	Venomous & Non Venomous Snake	Shruthi
2	T. Sravani (Msc Zoology IIyr)	"	"	T. Sravani
3	G. Keerthi (Msc Zoology IIyr)	"	pit viper	I Prize
4	K. Srinivas (Msc-Zoology IIyr)	"	"	
5	Sofia Begum (BZC IIyr)	Sarojini Naidu Vanitha Mahavidhyalaya	Rare snakes	
6	R. Tejasri (MSC Zoology IIyear)	Sarojini Naidu Vanitha Mahavidyalaya	Rare snakes	R. Tejasri
7	R. Shilaja (MSC Zoology IIyear)	"	Rare snakes	R. Shilaja
8	K. Bhargavi priya (MSc Zoology IIyear)	"	Rare snakes	K. Bhargavi priya II Prize
9	G. Manisha (MSc Zoology IIyear)	"	Rare snakes	G. Manisha
10	Midhundinesh naik UG	Sardhaepatel college Bsc. BZC 1st Yr	Rare snakes	
11	Neredla Abhishek UG	" Bsc. BZC 1st yr.	Rare snakes	N. Abhishek
12	Shafiya Mehraj (MBZA IIyr)	Sarojini Naidu Vanitha	Rare snakes	
13				
14				
15				
16				

(ppt participants List)

S.NO	Name	Name of the College
1.	Tajiya khudsi (Bsc 1st yr)	Sarojini Naidu Vanitha
2.	Sania Mehraj	"
3.	A. Tanuja (Msc. IInd yr)	"
4.	K. Bhargavi priya	"
5.	R. Tejasree	"
6	Rapolu Thasun	Sardar patel collage
7.	V. Pradeep goud	Sardar Patel College
8.	S. Eliya	Sardar Patel College
9.	P Mahender	Sardar patel College

Snakes - Our Friends or Foes - 13. March - 2021.

Topic	Signature	
Role of snakes in Environment	Tajiya Khudsi	II
Role of snakes in Environment	Sania Mehraj	
Role of snakes in Environment	A. Tanuja	I
Role of snakes in Environment	Bhargavi	
Role of snakes in Environment	Tejasree	
Role of Snakes in Environment		III
Role of Snakes in Environment	V. Pradeep.	
Role of Snakes in Environment	Eliya	
Role of Snakes in Environment		


E HALL
UBILEE GRANT)