

Saransh

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Quarterly Newsletter

Volume 1 Issue 1

Involve
Inspire
Impact



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Foreword

From the Director's Desk

I heartily congratulate the team of SARANSH – The Newsletter by the General Management area, which is a great initiative. I hope this Newsletter acts as a Catalyst in empowering the intellectual, social, and business space for all the stakeholders. It will also provide students and faculty with a medium to express their creativity and innovation. This monthly Newsletter will provide the requisite information on all the activities of the area along with cerebral and fun news and events. Encouraging all to 'Read if you want to Lead'.

Dr. Dinesh Nilkant
Director
CMS Business School
JAIN (Deemed-to-be University)



From the Dean's Desk

Gaining knowledge is the first step to wisdom; Sharing it is the first step to humanity', is an apt quote to communicate the purpose of SARANSH – The Newsletter. CMS Business School, Jain (Deemed-to-be University) faculty and students have designed and crafted a fact filled newsletter. Sharing knowledge is to genuinely help all the stakeholders to develop new capacities for action. It creates a learning process where we collectively learn moving in the direction of a learning organization. The Newsletter has a variety of interesting details for intellectual, social, emotional and experiential information to all. Wishing the SARANSH editorial team all the very best and continue to be creative and innovate and keep sharing....

Dr. Harold Andrew Patrick
Professor & Dean - Academics
CMS Business School
JAIN (Deemed-to-be University)



Editorial

Involve Inspire Impact

Hello Everyone!!!

At the outset, I would like to thank the Director – Dr. Dinesh Nilkant, Dean – Dr. Harold Andrew Patrick, Area Head, General Management – Dr. Kumar Mukul, and Program Coordinator Dr. Hemanth Kumar, of CMS Business School, JAIN (Deemed-to-be University), for giving me the opportunity to edit and initial the Monthly Newsletter.

There are three ways how people learn. Visual, Auditory, and Kinaesthetic. Visual learners are those who learn through reading, seeing, and writing. Auditory learners are those who learn through listening and speaking. Kinaesthetic learners learn through feeling and doing. Through the Newsletter, we intend to engage our students so that they learn by all three methods.

The objective of the Newsletter is to provide a forum for the students to exhibit their talents and skills. The Newsletter would also act as a platform for the student community to learn, involve and create an impact.

At this juncture, I would like to welcome and congratulate the first-year MBA students for selecting one of the best B School in India to pursue their MBA. We are confident that the MBA Batch 2022-24 will come out with flying colours and reach great heights.

Let us all strive to achieve the vision of the university to foster human development through excellence in Quality Education, Research, and Entrepreneurial Development.

The Newsletter is a humble step toward Blended Learning. Through the Newsletter, we want the students to become readers, think creatively, learn outside the classroom, and ultimately become Lifelong Learners.

Let us all work together to render this Newsletter a suitable forum where all the stakeholders of CMS Business School converge.

I would like to conclude with a famous quote by Benjamin Franklin, “Tell Me and I Forget; Teach Me and I May Remember; Involve Me and I Learn.”

Dr. Syed Kazim
Editor



Area Dynamism

Cranium – Grand Finale at Vietnam



CMS Business School, JAIN (Deemed-to-be University), is a pioneer institution that organizes an "International Management Fest - CRANIUM". Cranium is India's only international B-School management fest that is hosted abroad. The fest draws hundreds of participants from across the best business schools in the country.

The Fest provides an opportunity to the management students to showcase their logical and analytical skills with respect to corporate challenges. The Fest comprises a blend of events that the participants to showcase their knowledge of management and act as true 'Architect of Aspirations.' Participants who manage to gain an edge over the rest with their analytical and critical thinking to reach the finale. The participants are expected to dive deep into the ocean of ideas to prove their corporate-level excellence to survive the competition.

In 2022, CMS Business School hosted the preliminary events at CMS Business School premises, Sheshadri Road, Bengaluru on 13th and 14th April 2022. The grand finale in Vietnam on 16th June 2022. The theme for Cranium 2022 was MEGaverse – transcending realms of reality. Five faculty members from GM Area, Dr. Shakeela Banu, Dr. Shalini Rao, Dr. M K Lodi, Dr. Shruti Nayak, and Dr. Hemanth Kumar S, were present during the grand finale in Vietnam.

Various verticals were offered to the participants to compete in Cranium – 2022 Best Manager, Best Entrepreneur, Business Quiz, Marketing, Finance, HRM, Business Analytics, Logistics and Supply Chain Management, Aviation, Systems and Operations Management, Corporate Social Responsibility, Synergy and Cultural Events.

Out of 321 participants, 6 of them from 3 different institutions qualified for the grand finale to be held in Vietnam. These were from ISBR Business School, NSB Academy of Management, Bengaluru, and Bishop Heber College of Management, Trichy. Among the 6 finalists, Ms. Amisha Sinha from ISBR Business School emerged the winner.



Area Dynamism

Industry Visit to Air Traffic Services at Kempegowda International Airport



Kempegowda International Airport (ICAO: VOBL) is one of the busiest airports in India in terms of aircraft movement and passenger traffic. A passionate group of MBA Aviation candidates of CMS Business School, JAIN (Deemed-to-be University) visited the Air Traffic Service facilities at the Kempegowda International Airport, Bengaluru as part of their industry visit. The students were accompanied by faculty members and guided by the General Manager, ATM-VOBL in diverse highly sterile environments such as the Air Traffic Control Tower, Approach control, Area Control, Enroute radar, etc. A comprehensive briefing was also given on the general and

contingency air traffic management procedures, weatherreporting systems, radar & navigational aids, aerodrome lighting systems, and Enroute navigation protocols.

Faculty Development Program on Blended Learning Basics

In the disrupted higher education landscape, a blended learning approach opens up possibilities to make learning sustainable, continuous, and above all learner-centric. The digital era is impelling us to adopt and adapt ourselves quickly to ed-tech innovations. The rigorous effort, right attitude, and elevated motivation of faculty members are critical to leveraging the potential of blended learning, to arrive

at the right blend of online and offline modes. To facilitate the impactful implementation, JAIN (Deemed-to-be University) organized the university-wide offline FDP on Blended Learning Basics on 12th & 25th July 2022 . Dr. Shalini and Dr. Syed Kazim from GM Area participated in the FDP .



Orientation on Summer Internship Project and Master Thesis



An orientation program was conducted on 13th July 2022 at 3 p.m. on SIP and Master Thesis for faculty members. The program provided an overview of the entire process and was particularly useful for those who joined the faculty team in the recent past. Dr. Shalini from General Management Area conducted the session. The Q&A was handled by Dr. Sangeetha Devanathan, Area Chair, Marketing, and Dr. Shalini.

Knowledge Process Outsourcing (KPO) Hits and Misses

KPOs are the outsourcing of core information-related business activities competitively important to a company's value chain and is a specific form of business process outsourcing. It requires advanced analytical and technical skills with a high degree of specialist expertise. It can be used in many different applications such as IPR research, equity market research, legal and medical services, training, consultancy, R & D, animation & design, content marketing etc. It is more frequently used now as a result of an increase in specialized knowledge, to create additional value, and in situations of skilled labour deficit.

Benefits/Hit	Risks/Misses
<p>Cost reduction</p> <p>Shortage of skilled employees</p> <p>Provides many graduates at a very low cost</p> <p>High-end services are provided at a lower cost to decrease unemployment and benefit their economy</p> <p>Provide flexibility in terms of HRM & time management</p> <p>Operational focus is on core competencies aiming at higher productivity</p>	<p>Security- Classified information about the company can be lost</p> <p>Key talent retention</p> <p>Inability to protect the company's intellectual property</p> <p>Reduction in Communication due to Language barrier</p> <p>Shortage of Skilled Employees</p> <p>Quality of Personnel and Work Cannot Be Guaranteed</p> <p>Lack of communication between partners due to legal, language and cultural barriers can lead to complications</p> <p>KPO is time consuming and cannot provide a quick fix to the company seeking immediate results.</p>

Amid the COVID-19 crisis, the global market for Knowledge Process Outsourcing (KPO) estimated at US\$53.9 Billion in the year 2020, is projected to reach a revised size of US\$156.5 Billion by 2027, growing at a CAGR of 16.5% over the analysis period 2020-2027. India is one of the leading providers of KPO talent globally. The Indian IT sector is one of the primary drivers of KPO economy in India. However, some authors separate BPO (Business Process Outsourcing), ITO (Information Technology Outsourcing, and KPO (Knowledge Process Outsourcing). Following Information Technology Outsourcing (ITO) and Business Process Outsourcing (BPO), Knowledge Process Outsourcing (KPO) is currently an emerging areas that has received little attention from scholars. With origins in India, KPO is also now on the rise in new markets like Eastern Europe and has grown overall at a CAGR of 23.12% over the period 2013-2018.

Some examples of KPO companies in India: Evalueserve (Analytics), Boston Analytics, Ugam Solutions (Analytics into action), 24x7 customer (customer care using AI), CRISIL (capital markets advisory). Eclerx, Syntel, iGate etc.,

Dr. Sarangapani Nivarthi
 Assistant Professor
 GM Area
 CMS Business School



Student Liveliness

Yoga Training

Anushka Singh and Sushmitha S underwent Yoga training and displayed their Yoga skills to commemorate of International Yoga Day on 21st June 2022. They showcased different asana like Bhujangasana, Vakrasana and Naukasana.



Anushka Singh

MBA 2021-23



Sushmitha S

MBA 2021-23

Art - Need No Wings To Fly!



Lekha Mittal

MBA 2021-23

Importance of the Letter 'P'



The lady is Tong Wenhong. She joined Alibaba 16 years ago as a receptionist. When Jack Ma was allocating company shares, he gave Tong 0.2% shares right saying it will be worth \$ 100 million when Alibaba goes public. He urged her to just stay in the company and refrain from leaving the organization and she would get \$ 100 million when Alibaba goes public.

She waited for years but Alibaba never went public. In 2004, She asked Jack Ma when Alibaba would go public. Jack Ma replied, soon. She asked again in 2006 and Jack Ma said soon. However, she never saw it happen and never got \$ 100 million. When Alibaba finally went public on the New York Stock Exchange in September 2014, it was worth \$ 245.7 billion. Tong, the former senior receptionist, and current Vice President of Alibaba became a millionaire worth \$ 320 million.

Entrepreneurship is the 16-character word where the 6th letter P stands for Patience. Most start-ups end in this 6th stage because of a lack of Patience. Whenever we plan to give up on our dreams, we need to read and re-read this story.

Focus on the Basics

A woman bought a parrot to keep her company, but she returned it the next day. "This bird doesn't talk", she told the owner. "Does he have a mirror in his cage?" he asked, "Parrots love mirrors and they see their reflection and start a conversation". The woman bought a mirror and left.

The next day she returned; the bird still wasn't talking. "How about a ladder? Parrots love ladders. The happy parrot is a talkative parrot". The woman bought a ladder and left.

But the next day, she was back. "Does your parrot have a swing? No? Well, that's the problem. Once, he starts swinging, he'll talk up a storm". The woman reluctantly bought a swing and left.

When she walked into the store the next day, her countenance had changed. "The parrot died," she said. The pet store owner was shocked. "I'm so sorry. Tell me, did he ever say anything?" he asked. "Yes, right before it died," the woman replied. "In a weak voice, it asked me, 'Don't they sell any food at that pet store?'".

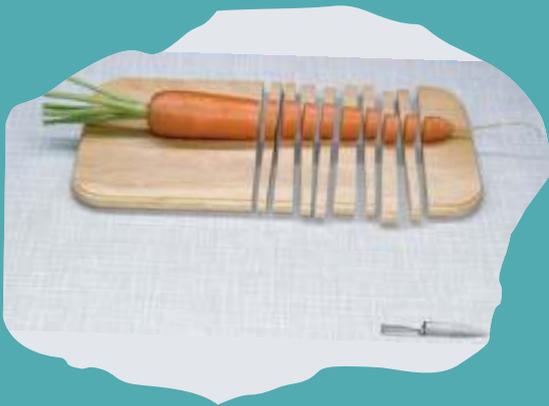


Lessons

- Sometimes we forget what's important in life.
- We get so caught up in things that are good while neglecting the truly necessary things.
- We focus on giving something more and extra and forget giving basic things which are required.
- Take a moment to do a "priority check", and strive for what is most important today.
- Don't wait for your employees to leave you.



Out of the Box



Business Across the World



Twitter Sues Elon Musk for Backing out of \$44 Billion Deal

Twitter has sued Elon Musk for violating his \$44 billion deal to buy the social media platform. Musk said he was terminating the deal because Twitter violated the agreement by failing to respond to requests for information regarding fake or spam accounts.



RBI Moves to Take Rupee Global

The Reserve Bank of India has enabled exports and imports to be denominated in rupees. This will internationalize the rupee which, in turn, will reduce foreign currency risks for traders and help navigate payment hurdles in trading with Russia. It will also reduce the demand for dollars.



Indian Policy Makers' displeasure at Duopoly in UPI Transactions

The Unified Payment Interface (UPI) is heading towards a duopoly. While there are over 50 third-party apps, PhonePe and Google Pay account for over 81% of volume and 84% of the transaction value. Indian MPs are planning to raise the issue of a duopoly in the parliament.



Adani To Boost Trade Lanes with Joint Haifa Port Acquisition

Adani Ports and Special Economic Zone said its acquisition of Haifa Port with a local Israeli partner will boost trade lanes with the company's Indian ports and could better connect Europe and the Middle East in the longer term.



Crypto Lender Celsius Reveals \$1.19 Billion Hole in Bankruptcy Filing

Celsius Network listed a \$1.19 billion deficit on its balance sheet in a bankruptcy court. As of July 13, Celsius had about 23,000 outstanding loans to retail borrowers totalling \$411 million backed by collateral with a market value of \$765.5 million in digital assets.



New Rules on Change in Basic Salary, Wages At "An Appropriate Time":

The Union Labour Minister Bhupender Yadav on Friday said almost all states have prepared draft rules on the four labour codes and the new rules will be implemented at an appropriate time.



Indian Rupee hits 80 per Dollar

The Indian Rupee hitting the psychological mark of 80 spelt well for domestic exporters while ushering in financial worries among Indian students studying abroad. The Rupee steadied after the currency crossed 80.05 per dollar earlier. The drop in value against the US Dollar has come as a shock.



Amazon Reducing its Private-Label Items Amid Weak Sales

Amazon.com Inc has started reducing the number of items it sells under its brands amid weak sales, the Wall Street Journal reported, citing people familiar with the matter.



India's Sugar, Onion Exports affected due to Sri Lankan Crisis

The ongoing economic crisis in Sri Lanka has affected the Indian exports of sugar and onion. Out of 40,000-50,000 tonnes of sugar consumed by Sri Lanka every month, 90% was exported from India. Similar is the case with onions.



Google Probed by Italy's Competition Watchdog Over Data Portability

Italy's competition authority AGCM has launched an investigation against Google over alleged abuse of its dominant position in data portability. A watchdog said that Google allegedly hindered interoperability with other platforms, particularly with WePeople.

Enrich Your Knowledge

Golden Formula

The rule that unions are immune from prosecution if their action is taken in pursuance of a trade dispute.

Golden Handcuffs

A contractual arrangement to make sure that a valued member of staff stays in their job, by which they are offered special financial advantages if they stay and heavy penalties if they leave.

Golden Hello

Cash inducement paid to someone to encourage them to change jobs and move to another company.

Golden Parachute

A large, usually tax-free sum of money given to an executive who retires from a company before the end of their service contract.

Glass Ceiling

A mysteriously invisible barrier to promotion.

Pink Slip

An official letter of dismissal given to an employee.

FOMO

Fear Of Missing Out. The feeling of apprehension that one is either not in the know or missing out on information, investment, job opportunity, events, experiences, or life decisions that could make one's life better.

KISS

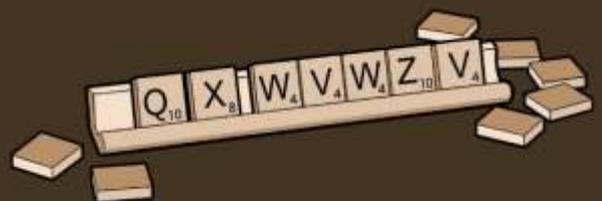
Keep It Simple Stupid. The principle states that most systems work best if they are kept simple rather than made complicated; therefore, simplicity should be a key goal.

Polygraph

A lie detector, a machine that tells if a person is lying by recording physiological changes which take place while the person is being interviewed.

Jingle

A short, simple tune, often with words, which is used to advertise a product or program on radio or television.



Face to Face with Dr. Kumar Sampath

Please share a few insights about your company.

Aegma Capital is a financial institution in loan management, that is committed to driving credit penetration and financial inclusion by offering financial solutions that are simple, transparent, and accessible to all and aspiring to become India's leading finance company. We offer loans on cars, MSME and Mortgage loans on existing properties as a focused segment. The core values of the company will be towards building a customer-centric approach and providing superlative service. Our management teams are backed by 30 years of banking and financial services experience and handled various leadership roles in major banks and financial institutions.



MD & CEO



AEGMA CAPITAL

Is the world heading for another recession?

The global economy shrunk by 4.4% in 2020, according to the IMF. A decline worse than that of the great depression, subsequently, almost all countries entered a sustained recession though the impact was bad but did not turn into a full-scale recession. In the post-pandemic era the world expected 2022 to be the new beginning but that did not happen. In early December last year, Russia declared war on Ukraine, and it's ongoing to date, the damage incurred will impact the global markets as Russia and Ukraine account for a large share of the global commodities market, two neighbours produce and export everything from wheat to neon gas, petroleum, fertilizers, and industrial metals and all these items is a critical input for much of the industrial base.

Lastly, the world's largest economy America does not appear to be in an improving situation, few weeks ago, short-term interest rates exceeded long-term ones, namely for treasury bonds. This event has often been touted as a clear sign of a coming recession. Currently, the US GDP dropped by 1.4%, adding to the high inflation rate (the real inflation rate is likely to be much higher than the one put forward), rising consumer prices, and rising energy costs, this is a clear recipe for a recession. We will notice that almost all the major world economies, India included, are suffering from above-average inflation rates.

What are the business and employment opportunities in the financial sector?

Yes, defiantly the opportunities are upscale, and demand for jobs in the financial sector has spurred beyond pre-pandemic levels due to the swift adoption of digital payments and the use of evolving technologies such as AI and blockchain. The new age recruiters are on the lookout for professionals adept at technical and analytical skills in areas related to Financial Statements, Credit operations, Analytical skills, wealth management, investment banking, internal audit, and cybersecurity are some of the top skills in high demand in the industry today.

What are the challenges the students will face in the post-pandemic era?

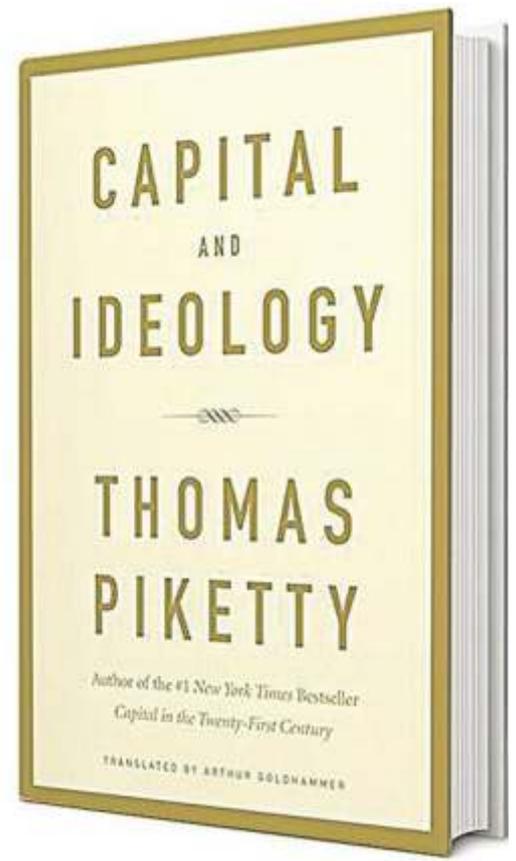
It's been observed that students are experiencing mental health declines, more anxiety, isolation from friends, challenges adapting to distance and hybrid learning, and significant learning loss, especially from low-income levels, learning opportunities and instructional quality varied greatly, there are stark inequities in access to high-quality education, online or in-person, also assessing student learning with reliability and validity was significantly challenged, and that due to differences in test-taking conditions, experience taking online assessments and student motivation, interpreting and using the results is concerning.

Capital and Ideology

By Thomas Piketty

Thomas Piketty's best-seller *Capital in the 21st Century* sparked a global debate on inequality. In this bold sequel, Piketty challenges us to change the way we think about politics, ideology, and history. He exposes the ideas that perpetuated inequality in the last millennium, reveals why the shallow politics of the right and left are failing us today, and outlines the structure of a fairer economic system.

Piketty outlines potential ways of redistributing wealth and examines the historical and contemporary reasons for inequality. Paul Krugman wrote in the book: "In Marxist dogma, the class structure of society is determined by basic, impersonal forces, technology, and the modes of production that technology dictates. But Piketty sees inequality as a social phenomenon, governed by human institutions." Institutional changes, in turn, reflect the ideology that dominates society: "Inequality is neither economic nor technological, it is ideological and political." The methods for redistributing wealth proposed in the book include an "inheritance for all," a payment distributed to citizens of their country at the age of 25.



Capital and Ideology has four main parts, which describe the development of modern ideology, particularly centered around property and inequality, and the central problems in Euro-American, post-Soviet, Chinese, Indian, and other societies today. Piketty argues that there is a cyclical tendency for ideology to defend inequality, and for inequality to feed ideology. Ideology involves a "range of contradictory discourses", which create a "dominant narrative". These narratives lead to rules.

The rules bolster inequality, and inequality generates more ideology. Piketty then argues in normative terms that we should create a new "participatory socialism", which involves more democracy in the economy, particularly at work, create a fairer tax system, and rethink the rules on fair trade. Perhaps the greatest achievement of Piketty's work could be to bring economics firmly back to the values in the Universal Declaration of Human Rights.



Arya Gopinath

MBA 2021-23



How JAIN Transformed Me?

On 25th March 2020, the world had come to a pause for everyone. The pandemic was widespread. Everyone and everything went into lockdown. This was supposed to be our year in college - learning, making friends, exploring, etc. But we, along with the rest of the world, had to stay back home and not go out on our day-to-day business.

By then most of us were already in our admission process to join CMS Business School to pursue our Post Graduation. Even when we realized this pandemic is not disappearing shortly and we have to adapt to our new normal, it was still a very skeptical time for everyone. But thanks to our college and their timely decisions, we got to experience college life effectively albeit virtually.

There is no doubt that we missed the "normal" college life. But with the "new normal" of virtual classrooms, we had a new kind of college experience. I would never have thought that people could become such fast and close friends as me and my classmates did without ever meeting. But today, I can proudly say that I have made friends for life by meeting them online. We experienced virtual, offline as well as hybrid classes which opened us up to different modes of learning and contributed to bringing us together and making great memories that will last me a lifetime.

Studying Aviation Management in CMS has opened up many doors for me and currently, I am working in a leading Drone manufacturing company in India named Aarav Unmanned System Pvt Ltd in Bangalore as the Material Management and Planning Executive. As I am working in an Aviation Supply Chain and following my interest in the aviation field, I believe this is a stepping stone for me to pursue my career in Aviation successfully.

Though the way we experienced 2 years of MBA is not traditional, I advise newcomers and potential candidates who have or want to join CMS to grasp every opportunity that presents itself to them as there will be plenty of them for students in CMS to always open themselves and grow to their full potential. I recommend everyone to enjoy every moment of their college life because these are the precious moments that will remain forever.

I am extremely grateful to everyone who has shared this journey with me. I thank all my faculty members and non-teaching staff for their immense support. Especially, our Aviation faculties, Sharieff Sir, Hemanth Sir, Captain Vaibhav, Shivaprasad Sir, and guest aviation faculty Somu Sir for their continuous encouragement and guidance.



College Life is a remarkable and essential time in a person's life, and everyone should enjoy it to the fullest. This MBA journey has taught me a lot of things about personal and professional life. I wish everyone who studies at CMS Business School a hearty success.

Spandana H
MBA 2020-22



Inspiring Entrepreneur

Now CEO of a multi-crore company, this 'village boy' bought a goat with his first profits

Musthafa PC may be the CEO of a multi-crore company, but at his core, he is still a "village boy."



Hailing from Chennalode village in Kerala, the co-founder of iD Fresh Food still spends 3-4 days a month back in Wayanad, and firmly states he hasn't lost his roots yet. He didn't have enough to be able to carry a lunch box to school every day. But his close friends ensured he didn't go hungry as they share a meal.

It's no surprise that our conversation with this 49-year-old begins with what he ate for breakfast a dosa, made from the very batter his company produces. What started from a 50 sq. ft. space in Tippasandra with his cousins, is today a brand that is synonymous with a healthy breakfast.

The business started with an initial batch of 100 kg of batter, which has today transformed into 65,000 kg of sales in a day alone, with Bengaluru taking the crown as one of the company's top markets. Today, they manufacture parathas, chapatis, vada batter, and filter coffee decoction.

Currently working five days a week, Musthafa has now managed to achieve the elusive work-life balance. But this was not always the case.

The former corporate employee always awaited the last day of the month for his salary but today, this is the day he looks forward to least. He now has to run around and make sure everyone gets their pay. Taking the entrepreneurial plunge has been his best decision. Their biggest strengths come from the fact that he and his cousins work as a team.

The hustle and hard work, however, are not new to Musthafa. Running his first makeshift sweet shop made from his mother's saree and father's bench at 10, he would use the money earned to support his family.

He bought a goat from those profits, which soon turned into three or four goats. He then sold the goats to buy a cow to sell milk.

Though iD Fresh Food was set up in 2005, his connection with the city began in 1995, where he still remembers what he did with the first salary he earned at Manhattan Associates. He owned only two pairs of shirts and trousers for school. His friend, on the other hand, wore a crisp white shirt every day. He always wanted to do the same so when he got my first salary, he went to Brigade Road and bought a white shirt from Zodiac.

One could say Musthafa is living the dream today. But that's what the power of determination proves. Today, they can provide healthy food to a million people daily.



Source: New Indian Express

Did You Know?

Starbucks' round tables were created specifically so customers would feel less alone.



McDonald's originally sold hot dogs, not burgers.

Google was originally known as BackRub.



Twitter's bird is called Larry.

The first ever product that Sony came up with was an electric rice cooker.



Samsung was once renowned for selling dried fish and other groceries.

Nike was named after the Greek goddess of victory.



The Volkswagen group owns Bentley, Bugatti, Lamborghini, Audi, Ducati & Porsche amongst others.

Facebook is mostly blue because Mark Zuckerberg is red-green colour blind.

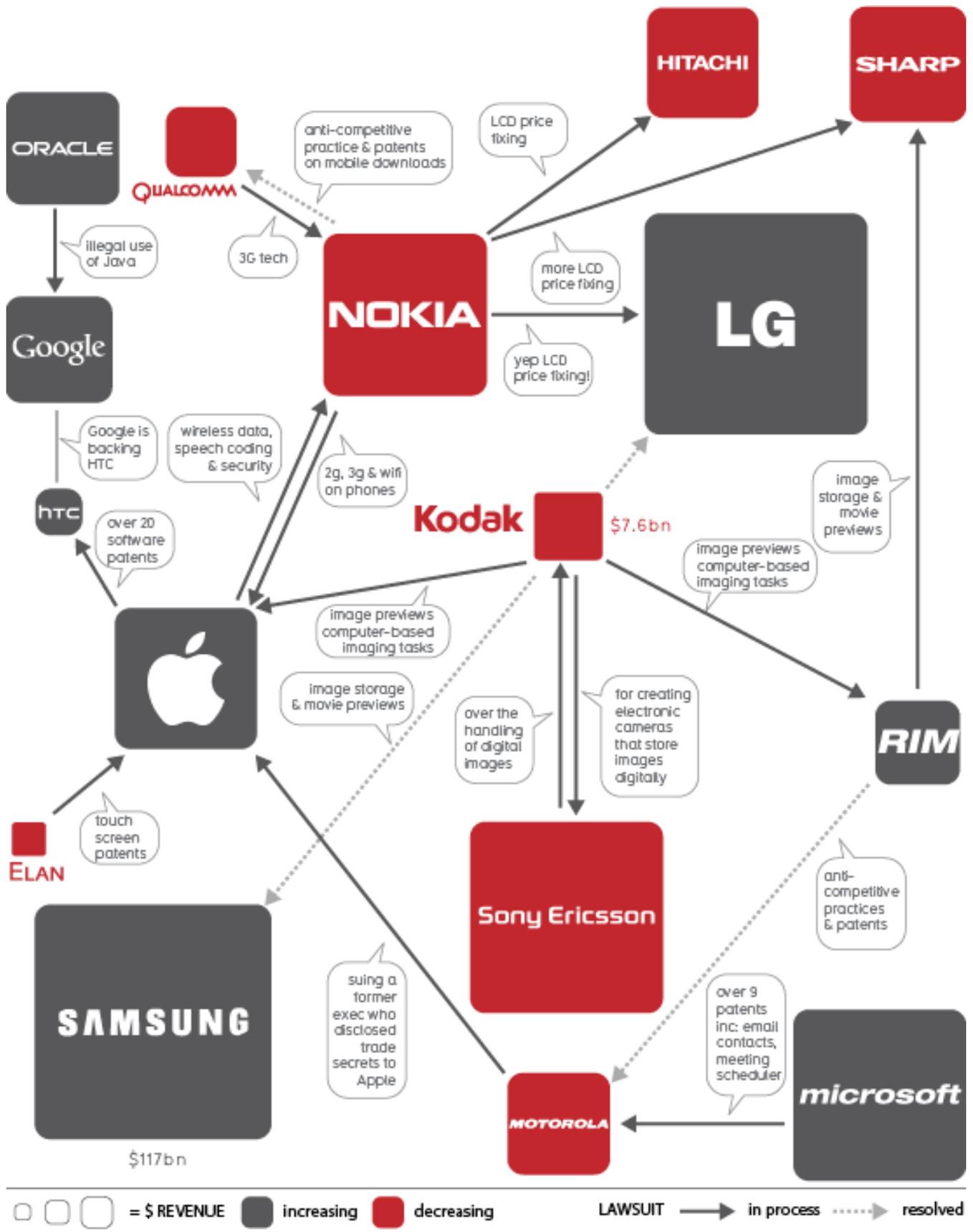


ebay.com was the founder's second choice after echobay.com

On the Lighter Side

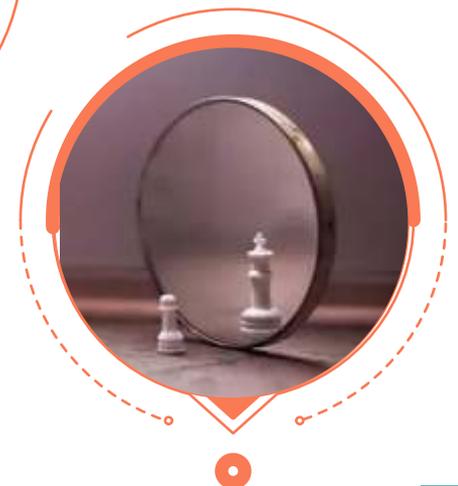
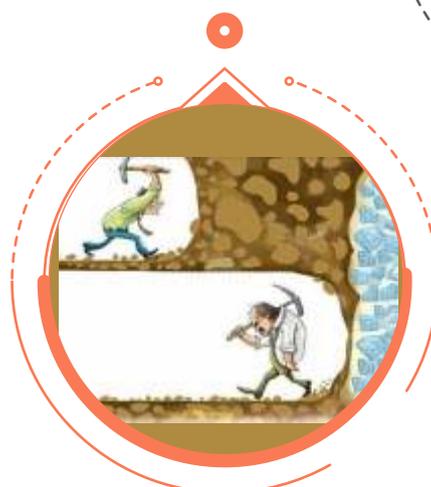
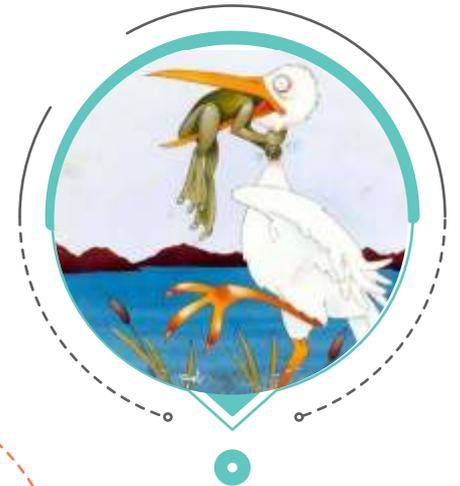
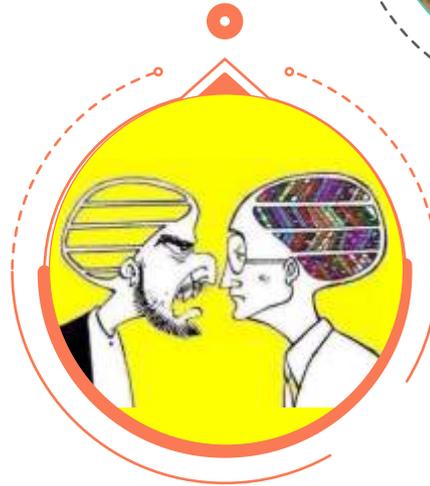


Who is Suing Whom?



Source: Bloomberg, BBC, Digital Trends.com

Pictures Speak a 1000 Words



Behind the Screen

It takes the world to build an iPhone!

Which country (by company Headquarter) contributes to the making of the iPhone 13 Pro?

Processor A 15

Apple
 USA

Flash Memory

Kioxia
 Japan

Wireless Charging Receiver

Broadcom Inc.
 USA

Display Port Interface

NXP Semiconductors
 Netherlands

Microcontroller with eSim

ST Micro Electronics
 Switzerland



5G Modem

Qualcomm
 USA

WiFi Module

USI
 China

Battery

Sunwoda Electronics Co.
 China

Display

Samsung, LG
 South Korea

Glass Casing

Corning Inc.
 USA

Cameras

Sony
 Japan

LiDAR – Scanner

Sony
 Japan

Source: Statista
As of July 2022

Ready for the Challenge?

1. The report titled 'Connected Commerce: Creating a Roadmap for a Digitally Inclusive Bharat' has been launched by the NITI Aayog in collaboration with which company?
2. Which company launched 'Savdhan Rahein, Safe Rahein' a public awareness campaign on financial fraud risks?
3. Which Indian PSU regained market capitalization of Rs. 50,000 crore and entered 100 most valued Indian firms?
4. Mahesh Balasubramanian has been appointed as the new MD of which company?
5. Which AMC has recently launched 1st Corporate bond ETF?
6. Which company has regained its position as the 3rd largest Indian IT services company?
7. Which company has decided to acquire a stake in India's telecom company Bharti Airtel's data center business?
8. Which company ties up with FEBRABAN to develop an online business platform?
9. Which two countries have been invited to join NATO?
10. The Union Government has announced the formation of the Cotton Council of India. What is the name of a renowned veteran cotton man?
11. In which part of South India is the RBI's Currency Printing Press located in? (Mention City and State)
12. The Ministry of Railways has announced that it's going to collaborate with which institution for the development of a made-in-India Hyperloop system?
13. Business ethics is a dynamic philosophy of _____ economic adjustment whose field is widening day-by-day.
14. Indian Navy's stealth frigate INS Tarkash conducted a Maritime Partnership Exercise with which country's navy?
15. Which Ministry is going to implement the Agneepath Military Recruitment Scheme?

Note:

1. The Quiz Contest is only open to students of CMS Business School.
2. The last date to submit the answers is 5th August 2022.
3. The winners will be decided based on early responses and correct answers.
4. The winners will be given a prize.
5. Scan the QR Code to take up the Test.





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