

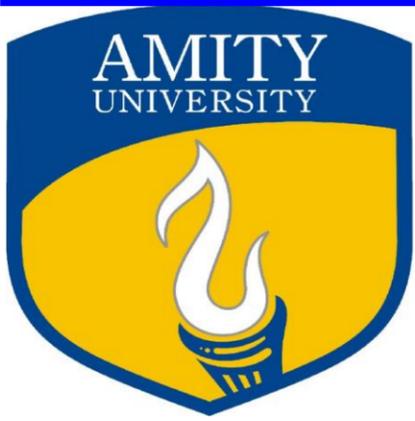
Amity University, Madhya Pradesh  
Amity Business School

# Management Vista

February  
2022

Volume IX  
Issue 2





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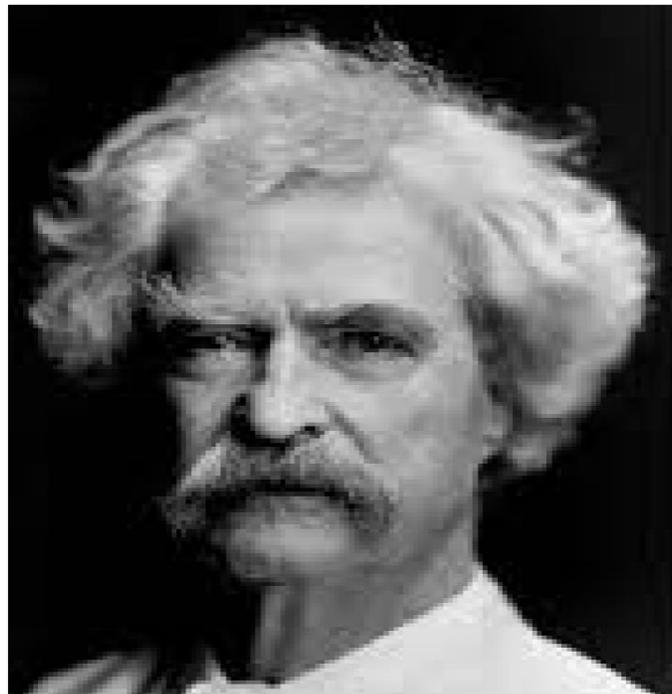
January 2022

# MANAGEMENT VISTA

MONTHLY E-NEWSLETTER– AMITY BUSINESS SCHOOL



## Management Thought



“The two most important days in your life are the day you are born and the day you find out why”

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*“Hail to the man who went through life always helping others, knowing no fear, and to whom aggressiveness and resentment are alien.”*

*Albert Einstein*



**Lt. Gen. V.K. Sharma, AUMP (Retd.)  
Vice Chancellor - AUMP**



**Prof. (Dr.) M.P. Kaushik  
Pro Vice Chancellor  
AUMP**



**Prof. (Dr.) Anil Vashisht  
Deputy Pro-Vice Chancellor  
AUMP**

## **Expanding Small Business Lending Online Helps Black-Owned Firms And Other Small Companies**

Small business lending continues to improve steadily, but at a slow pace. While the rebound in approval percentage rates for small business loan requests pale in comparison to the pre-pandemic highs recorded in February of 2020, the direction has been generally positive for about a year at this point. Among several categories of non-bank lenders, approval percentages also climbed. Institutional lenders approved 25.1% of funding requests in January, up two-tenths of a percent from 24.9% in December. Alternative lenders' approval rates rose from 26.1% in December to 26.3% in January. Credit unions approved 20.7% in January, up one-tenth of a percentage after stalling the prior two months.

This indicates that banks and most non-bank lenders are slowly but steadily increasing in their loan approval percentages, as business owners look to reinvest in their businesses. Still, approval percentages are rising slower than anyone had hoped. An expected increase in interest rates from the Federal Reserve may entice them to open the purse strings a little bit more. Loan approval rates are still far below pre-pandemic approval levels of January 2020. A positive result of the COVID crisis is that it accelerated the shift towards digital lending to small businesses. More and more small business owners are now more comfortable in borrowing or applying for credit online, which wasn't the case prior to the pandemic.

With the end of pandemic-driven government support through programs like the (PPP) and EIDL (Economic Injury Disaster Loans), it is now up to the private sector to provide funding for the growth of Black- and Brown-owned companies, women-owned firms, and indeed all small businesses searching for growth capital. Small businesses create the lion's share of new jobs in the economy. The spirit of entrepreneurship is alive and well. People who decided to take matters into their own hands and start businesses – whether by choice or necessity — need capital to grow. In order to continue the rebound from COVID, lenders must open the purse strings wider and allow greater flow to small businesses that need funding to thrive.

**Written By: Rohit Arora**

**Senior Contributor, Small Business Strategy**

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- **In Asia, India likely to be among the worst losers of the Russia-Ukraine war.**

**(Business Today Feb 25, 2022)**

In a recent report, financial services company Nomura has said that in Asia, India is likely to be among the worst losers as a result of the ongoing Russian invasion of Ukraine. "Sustained rise in oil and food prices is likely to have an adverse impact on Asia's economies, manifested through higher inflation, weaker current account and fiscal balances, and a squeeze on economic growth. In such a scenario, India, Thailand, and the Philippines are the biggest losers, while Indonesia would be a relative beneficiary," the report authored by Aurodeep Nandi and Sonal Varma said.

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- **India's GDP likely to grow at 5.8% in Oct-Dec: SBI report.**

**(Business Today Feb 18, 2022)**

The country's gross domestic product (GDP) is likely to grow at 5.8 per cent in the third quarter of fiscal 2022, according to an SBI's research report- Ecowrap. The country's economy expanded by 8.4 per cent in the second quarter of 2021-22, to cross pre-pandemic levels. However, the GDP growth in July-September period was slower than the 20.1 per cent expansion in the previous quarter. The National Statistical Office (NSO) will declare the GDP estimates for Q3 FY 2021-22 on February 28.

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- **Centre proposes law to control distribution, price, quality of fertilizers.**

**(Business Today Feb 16, 2022)**

The Centre has proposed a law that empowers it to fix the maximum selling price of fertilizers and control its quality as well as distribution. The Department of Fertilizers has sought comments from all stakeholders on the draft Integrated Plant Nutrition Management Bill, 2022, by February 26. It also seeks to establish an 'Integrated Plant Nutrition Management Authority of India'.

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- **Reliance Industries targets to become world's top blue hydrogen maker.**

**(Economic Times Feb 12, 2022)**

Billionaire Mukesh Ambani's Reliance Industries Ltd is targeting to become one of the largest producers of blue hydrogen globally, producing the zero-emission fuel at costs that will be half of the global average. The operator of the world's largest oil refining complex will re-purpose a Rs 30,000 crore plant that currently converts petroleum coke into synthesis gas to produce blue hydrogen for \$1.2-1.5 a kilogram, Reliance said in a presentation detailing the separation plan. Hydrogen is the cleanest form of known fuel. Depending on production methods, hydrogen can be grey, blue or green.

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- **Ahead of IPO, LIC offers opportunity for policyholders to revive lapsed policies.**

**(Economic Times Feb 05, 2022)**

IPO-bound Life Insurance Corporation of India (LIC) has launched a campaign for the revival of individual lapsed policies. Policies, which are in a lapsed condition during the premium paying term and not completed policy term, are eligible to be revived in this campaign, which will begin from February 7 and on

March 25, 2022, a press release said on Saturday." While the current Covid-19 pandemic scenario has emphasized the need for mortality protection, this campaign is a good opportunity for LIC's policyholders to revive their policies, restore life cover and ensure financial security for their family," the state-run insurer said in the release.

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- **Bitcoin could be laid low by miners' malady amid a rising hash rate**  
(Business Today Feb 21, 2022)

Bitcoin miners are feeling the heat - and the pain's rippling downstream to pressure prices. The cryptocurrency's spectacular rally in 2021 drew thousands of entrants into mining, or producing new coin. As a result the hashrate, or combined computational power used by bitcoin miners globally, has roughly quadrupled over the past six months to blow past 200 million "terahashes" per second. But what's that got to do with the price of bitcoin? A rising hashrate makes it become harder for miners to earn coin and cover their costs of hardware, electricity and staff - so many are more likely to sell, rather than hold, their newly minted cryptocurrency, exerting a bearish force on the market

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- **Banks explore option of setting up panel to advise them on loan recast.**  
(Economic Times Feb 17, 2022)

Banks are exploring the possibility of setting up an 'expert committee' to advise them on restructuring of loans for providing additional comfort to the sanctioning authorities while making decisions, concerned over recent allegations of mismanagement in restructuring of non-performing loan accounts. "The proposed mechanism could cover the cases for restructuring both under standard and non performing account categories," said an executive aware of the development adding that the committee can vet the restructuring proposals above a threshold limit and provide opinion on other cases.

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- **Disruptors Capital gets SEBI nod to launch Rs 120 crore VC fund.**  
(Economic Times Feb 02, 2022)

Early-stage venture capital fund Disruptors Capital said that it has received a nod from the Securities Exchange Board of India (SEBI) to launch its Rs 120 crore early-stage venture capital fund. The fund approved by the SEBI as Category-I Alternate Investment Fund (AIF) will invest in tech start-ups across India, South-East Asia and the Bay Area in the US. Disruptors Capital has been founded by 30-year-old Raj Snehil Juneja who has worked with 500 start-ups on the buy-side and is also spearheading fundraising and M&A transactions with Khetal Advisors, on the sell-side.

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- **RBI to support growth as inflation seen rising: MPC minutes.**  
(Business Today Feb 24, 2022)

With economic growth in India having lost some momentum due to a third wave of COVID-19 and with inflation on a downward trend, the country's monetary policy committee chose to retain its policy rate and stance, minutes of its February 10 meeting showed. "Inflation pressures in India continue to emanate largely from supply side factors, and the recent print also reflects adverse base effects," Reserve Bank of India (RBI) Governor Shaktikanta Das wrote in the minutes published on Thursday.

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- **Ukraine crisis: Monitoring energy markets, potential supply disruptions, says India.**  
(Economic Times Feb 26, 2022)

Amid the ongoing conflict between Russia and Ukraine, the Ministry of Petroleum and Natural Gas on Saturday said that the Indian government is closely monitoring the global energy markets as well as potential energy supply disruptions. In a statement, the ministry said that India

is also committed to supporting initiatives for releases from Strategic Petroleum Reserves for mitigating market volatility and calming the rise in crude oil prices." With a view to ensuring energy justice for its citizens and for just energy transition towards a net zero future, India stands ready to take appropriate action for ensuring ongoing supplies at stable prices," it added.

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### WHAT IS PATRIOTISM?

Patriotism is all about fulfilling our own responsibility honestly. This can be the answer for most of the people. But what does it really mean, I would like to explore up to the best of my knowledge and belief. It's what we can do our best for the betterment of our family, society and the nations. As, we have to play various roles in our life like - son, parent; and fulfil our responsibility towards our profession and as a smart civilian our responsibility towards society; and alertness towards our right too.

As a son, we should be responsible towards our parent so that they can feel proud on whatever they did to his family, then only we can declare our self-patriotic. As a parent it's our responsibility to create such environment at home so that children's should be honest, responsible towards the society and always be ready to face the situation. If a person is capable to deal with **Family of Orientation** and **Family of Procreation** at the same time then only the fellow is patriotic.

In addition to that person should be honest towards their profession. That means whatever role he is playing in the society, should be well played with hard work, dedication and along with the long term vision for the development and its effect on the society.

What I believe that a smart civilian always ready and aware about his/her rights along with his/her responsibilities.

If, we are serving our society in this manner, that is patriotism.

**Dr. Anand Kumar Shrivastava**

**Asst. Professor, ABS**

**Amity University, Madhya Pradesh**

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## “JAW IS BETTER THAN WAR”

We all are quite aware of the current situation in world. The unannounced war between Ukraine and Russia has taken the world politics, economy, and global market systems by storm and the diplomatic efforts by world leaders to resolve the crisis showed no sign of progress. Sometimes we don't even calculate the outcomes and just go on with our wants. This is what is happening right now with the suffering citizens and children in both countries. The power thirst of these so-called leaders of the country to whom citizens give the responsibility of their wellbeing turns out to be a threat to their lives. There surely might be reasons behind all this but if we talk in one sense then it can be said that this is all about the competition going on to dominate the world and become the superpower. Ignoring all the main problems of today's world which should have been given much more importance than this, this war unlikely to create even more severe problems for future generations to face with. I don't think there might be any single person the whole world who found happiness in or after wars. There is always a fear inside everyone about this war might take the shape of another life-threatening World War.

This all began When the Soviet Union broke up in the early '90s, Ukraine, a former Soviet republic, had the third largest atomic arsenal in the world. The United States and Russia worked with Ukraine to denuclearize the country, and in a series of diplomatic agreements, Kyiv gave its hundreds of nuclear warheads back to Russia in exchange for security assurances that protected it from a potential Russian attack. Those assurances were put to the test in 2014, when Russia invaded Ukraine. Russia annexed the Crimean Peninsula and backed a rebellion led by pro-Russia separatists in the eastern Donbas region. (The conflict in eastern Ukraine has killed more than 14,000 people to date). Russia's assault grew out of mass protests in Ukraine that toppled the country's pro-Russian President Viktor Yanukovich (partially over his abandonment of a trade agreement with the European Union). US diplomats visited the demonstrations, in symbolic gestures that further agitated Putin.

President Barack Obama, hesitant to escalate tensions with Russia any further, was slow to mobilize a diplomatic response in Europe and did not immediately provide Ukrainians with offensive weapons.

“A lot of us were really appalled that not more was done for the violation of that [post-Soviet] agreement,” said Ian Kelly, a career diplomat who served as ambassador to Georgia from 2015 to 2018. “It just basically showed that if you have nuclear weapons” — as Russia does — “you're inoculated against strong measures by the international community.”

In October 2021, Russia began moving troops and military equipment near its border with Ukraine, reigniting concerns over a potential invasion. Commercial satellite imagery, social media posts, and publicly re-leased intelligence from November and December 2021 showed armor, missiles, and other heavy weaponry moving toward Ukraine with no official explanation. By December, more than one hundred thousand Russian troops were in place near the Russia-Ukraine border and U.S. intelligence officials warned that Russia may be planning an invasion for early 2022. In mid-December 2021, Russia's foreign ministry issued a set of demands calling for the United States and the North Atlantic Treaty Organization (NATO) to cease any military activity in Eastern Europe and Central Asia, to commit against further NATO expansion toward Russia, and to prevent Ukraine from joining NATO in the future. The United States and other NATO allies rejected these demands and warned Russia they would impose severe economic sanctions if Russia invaded Ukraine. In early February 2022, U.S. President Joe Biden ordered around three thousand U.S. troops to deploy to Poland and Romania. In late February 2022, the United States warned that Russia intended to invade Ukraine, citing Russia's growing military presence at the Russia-Ukraine border. On February 24, during a United Nations Security Council meeting to dissuade Russia from attacking Ukraine, Putin announced the beginning of a full-scale land, sea, and air invasion of Ukraine targeting Ukrainian military assets and cities across the country. Biden declared this attack “unprovoked and unjustified” and has since issued severe sanctions in coordination with European allies targeting four of Russia's largest banks, its oil and gas industry, and U.S. technology exports to the country. The United Nations, G7, EU, and other countries continue to condemn Russian actions and vow to respond.

The conflict in Ukraine poses an immediate and growing threat to the country's 7.5 million children. Hundreds of homes have been damaged or destroyed, while damage to civilian infrastructure has left hundreds of thousands of people without safe water or electricity.

As fighting intensifies, hundreds of thousands of people are on the move – many torn from their families and loved ones. Women and girls travelling on their own are especially at risk of gender-based violence.

After eight years of conflict in eastern Ukraine, children and their families need systematic protection services to address gender-based violence and violence against children, and to access psychosocial care. Mine risk education and mine victim assistance are critical as explosive ordnance contamination remains a major threat to life, safety and stability.

We should not be depending on anyone for help not only in wars but also in many situations in our life because in the end it just us who have to face the problem. Third thing to keep in mind is that rather than wasting resources in pointless fights, we should focus on main problems of the world like climate change, global warming, education etc. We are just nowhere in development if we create society and then develop nuclear weapons to destroy it.

**- Amita Gupta**

**DEPARTMENT OF INTERNATIONAL AFFAIRS**  
**WEBINAR ON INTERNATIONAL OFFICE: STUDY ABROAD PROGRAM(SAP)**

*Department of International Affairs organized a Webinar on the STUDY ABROAD PROGRAM: SAP for the students of Second Semester for all departments in the online mode on 22<sup>nd</sup> February 2022 at 1100 hrs.*

The webinar was delivered by Mr. Gaurav Bhatnagar from International Office at Noida Campus.  
Other dignitaries present:

- **Prof. (Dr.) Anil Vashisht, Dy. Pro Vice-Chancellor and Director, Department of International Affairs, Amity University Madhya Pradesh.**
- **Pallavi Joshi, Coordinator, International Office, Noida Campus.**
- **Dr. Pallavi Singh Chauhan, Faculty, AUUP.**
- **Dr. Astha Joshi, Coordinator, Department of International Affairs, Amity University Madhya Pradesh.**
- **Mr. Naresh Kedia, Coordinator, Department of International Affairs, Amity University Madhya Pradesh.**

**Contents:**

The webinar focussed on the advantages and details of the SAP program which is unique to Amity University. Study Abroad Program has been designed to provide the students of Amity an excellent opportunity to gain international exposure so as to build up their knowledge, expertise and rich quality experience. SAP not only gives the students hands on experience of the foreign culture, industry and academic delivery module but also ensures that there is no loss of teaching to the students and develops themselves as global leaders.

The students who enroll for this program will have an added advantage as they will be getting an additional certificate for their international exposure.

International Programs are often the first steppingstone towards global awareness and there are many tailor-made options for students to choose from.

The students were told about the credit transfer and the salient features of the SAP Program.

At the end, numerous questions were asked by the students regarding the program which was answered by the panellists.

A total of 498 students joined the webinar.

**EVENT AT A GLANCE-**



**The Art called Management**

***Purvika Patel***  
***BBA, Amity Business School***  
***Batch 2015-18***

***MBA, Rural Management***  
***Xavier School of Rural Management***  
***XIM University, Bhubaneswar***



Management Studies is a domain, many dream of exploring, succeeding and challenging oneself with the intricacies of micro management as well as dilemma of macro management. I started my journey to know about the domain through Amity Business School through academia and ambience it provides for nurturing holistic experience of learning it. It was the time, I left comforting walls of home and entered the unknown walls of campus to be with myself more, to interact with unknown faces, to face many fears, to present for the first time, to learn languages, understand complex subjects, to fit my mind and soul in the regime of college routine.

When I sit back to write those wonderful bitter sweet experiences, entire episodes of those three years I spent in Amity gets screened in my mind, giving me mixed emotions at once. I am grateful for all the disciplined behavior expected from us, dynamic curriculum, to all the professors who ensured within class and beyond class interactions. I owe a lot to the institute, and elated to be an AMITIAN.

The art called Management, is not only what you learn in books or philosophies. It is beyond books, when you interact with people, cross your comfort zones, overcome your fears and hesitations, organize events or participate in them. You support your peers or juniors, represent your batch, class or institute to diverse platforms, plan your entire day and find time for yourself as well your loved ones, when you make the bonds difficult to break throughout life.

**AMITY YOUTH FEST**

**‘AMICHROMA’**

**PRESENTS**

**MAVERICK**

**BUSINESS PLAN COMPETITION**

**SUMMARY:**

On 16th of February, Amity University conducted ‘MAVERICK’ – BUSINESS PLAN COMPETITION organized under one of the best fest of AUMP - AMICHROMA. The competition was conducted to enhance and develop the future leaders and entrepreneurs who can change the scenario of the country with their innovative ideas. As our government is encouraging the citizens of India to implement their ideas into start-up, so keeping all these demands in mind; this event was conducted to learn and check the skills of future entrepreneurs.

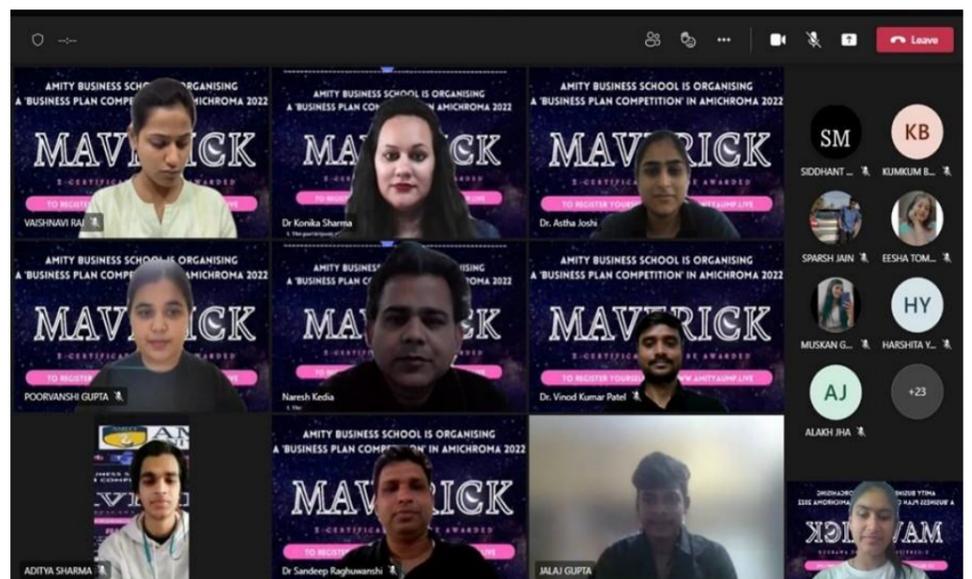
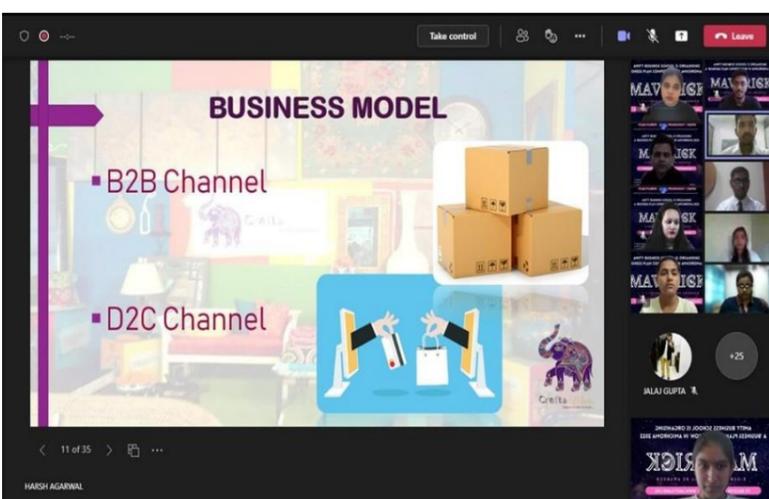
Watching the pandemic, it was conducted online on MS Teams. In total, 12 teams participated in the event and was judged by our honourable judges i.e. Dr. Astha Joshi and Prof. Naresh Kedia. The whole event was conducted smoothly, where participants prepared their ppt based on their ideas that how one

can shape things into business. Ideas were based on such as mental health startup addressing about mental health problems which is becoming a dangerous issue in our country and how it can be treated well, other startups were – baby apparels, route checker and many more creative ideas.

In the entire event, participants presented well and Q/A round was conducted and was beautifully answered by them. Our judges also preached us about how a business works and how we can inculcate these ideas on a different level.

**THE WINNERS WERE:**

- I. Varshneya Agarwal- DOST: a mental health startup**
- II. Esha Tomar- Route Master**
- III. Harsh Agarwal- Crafts Mania**



### Role Model Analysis

The first event of Amichroma 2022 was conducted by Amity Business School, Amity University Madhya Pradesh on 16<sup>th</sup> of February, 2022. This online event is specifically designed for the students to share their belief and creativity regarding to their role model. The event was conducted under the guidance of

- **Prof. (Dr) Anil Vashisht (Dy Pro VC & Dean Students welfare, Amity University, Madhya Pradesh) and the Chairman, organizing committee of this workshop.**
- **Dr. Abhilasha Dixit & Dr. Prashant Raj Singh were the conveners & resource person for the event associated with Amity Business School, Amity University (M.P.).**
- **Dr. Aastha Joshi and Dr. Rajiv Diwedi were the judges for the event who gave their valuable time and feedback for the event.**

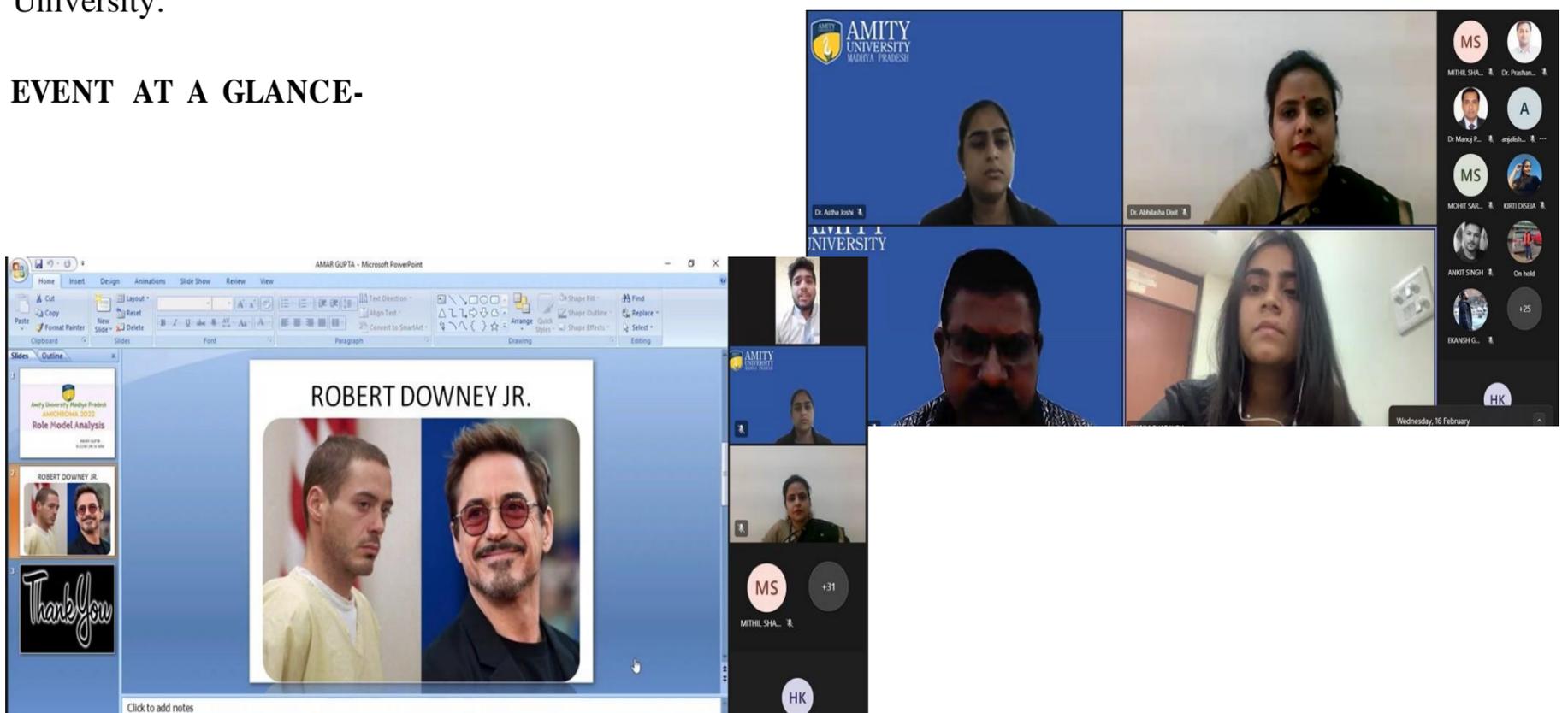
On day one (16<sup>th</sup> feb, 2022) on the request of conveners- event, (Dr.) Prashant Raj Singh has given introductory lecture for the event and explained about the event & its rules and regulations and encouraged the participants for event, as well. Dr. Abhilasha Dixit initiated the event explaining that a role model is a person whom we can look up to; learn from, and imitate. She further continued that a person can also be inspired to succeed the way he or she has done in his or her life role model in other words a role model is one who brings about a positive change in ourselves. He or she is someone whom we can relate to in our struggles as well as our dreams. The event was initiated with the help of all resource person and student coordinators who made the event successful with their wonderful coordination.

During the event the participants expressed their thoughts and views related to their role model who inspires or admires them to believe in themselves to fulfill their dreams. All the participants presented why they are inspired by their role models and what qualities they saw in them that they follow in their life for achieving their dreams. Total 18 participants had registered for the event out of them 15 had presented. Post to the session, the judges (Dr.) Aastha Joshi & (Dr.) Rajiv Diwedi expressed their views regarding the wonderful presentations given by the participants and ranked the winners of the event.

The event was intended to encourage the participants to be motivated in the life and fight with every obstacle that came in their way of achieving their dreams in future. Also, the feedback taken from all the participants was very cheering. Total 15 the participants out of 18 attended the event very actively and took interest in event. They found the whole event very interesting and were very excited and enthusiastic during the entire event. All the participants showed their intent to participate in similar event, if organized by Amity University Madhya Pradesh in future.

The successful conduction of the event “Role Model Analysis” further contributed in the brand image of Amity University.

### EVENT AT A GLANCE-



“QUIZ-O-GRANDE: THE BUSINESS QUIZ”

A BUSINESS QUIZ COMPETITION, “QUIZ-O-GRANDE” was organized by Amity Business School, Amity University Madhya Pradesh on Monday, 17<sup>th</sup> February 2022 as a part of AMICHROMA 2022. It was coordinated by faculty coordinators, Dr. Deepali Soni and Dr. Sudarshana Sharma and student coordinators, K. Nehal Reddy (BBA IV Semester), Saksham Saxena (BBA IV Semester), Sanskar Gupta (BBA IV Semester), Bhoomi Jain (BBA IV Semester) and LJ Shreya (BBA II Semester).

This event was organized to test and enhance student’s knowledge in the business world, business terms, brands, strategies and business people and to further escalate their interest in the business affairs.

The event received enthusiastic participation from students from Amity University as well as outside Amity University with over 100 registrations.

It was conducted in three rounds:

1. Preliminary
2. Eliminary
3. Final round

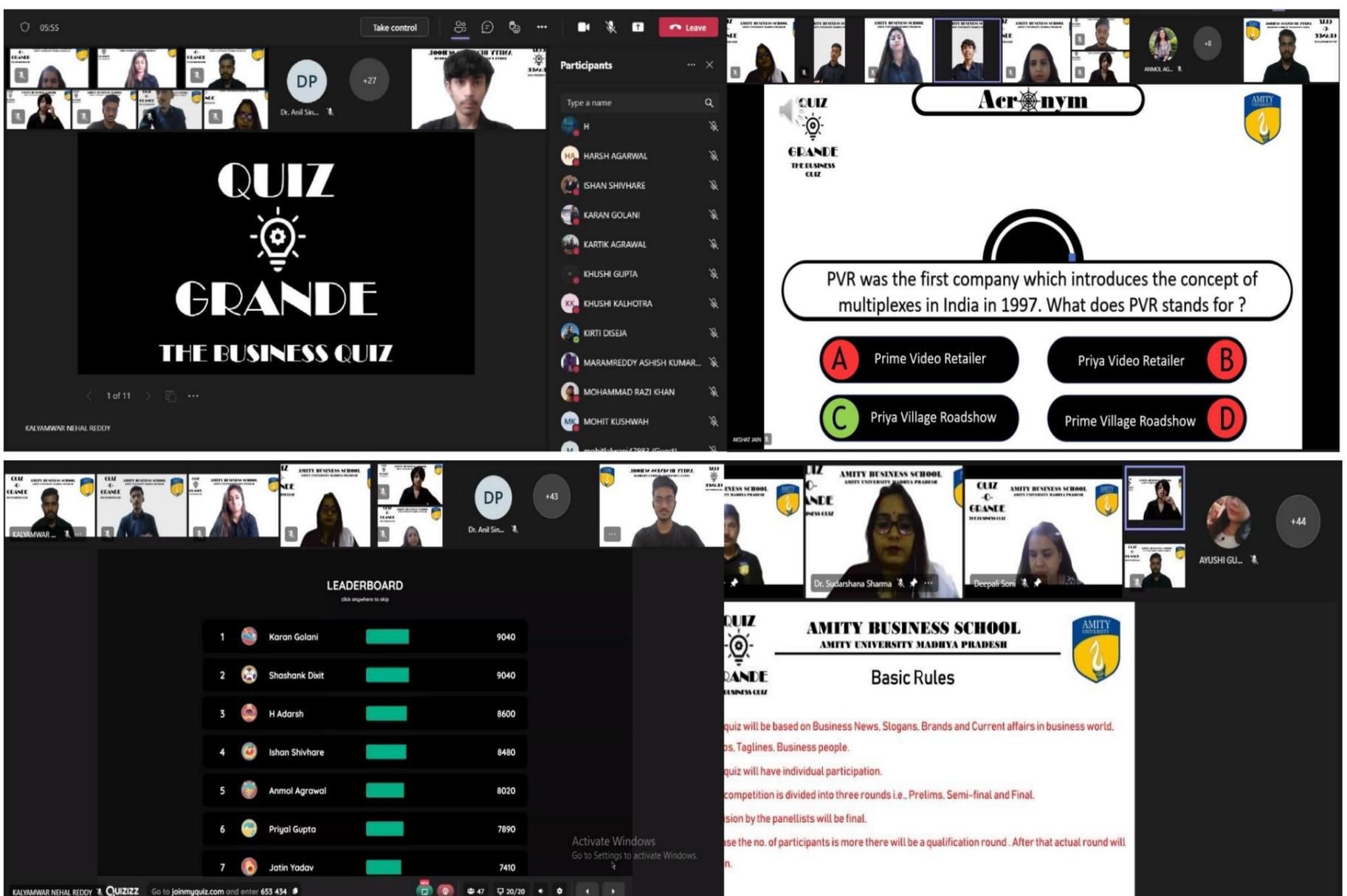
First two rounds were conducted on Quizizz platform and the final round was hosted one on one by the student coordinators in KBC style with the help of PPTs.

A total of 44 students participated in the round 1 and top 20 rankers were advanced to the 2<sup>nd</sup> round. Top 6 students from round 2 were advanced to the final round.

Anmol Agrawal (BBA IV Semester) was declared winner with a clear lead after round 3. The runner-up position had a tie among Aditya Pratap Singh Jadon (BBA IV Semester), Ishan Shivhare (BBA VI Semester) and Shagun Singh (BBA VI Semester).

The quiz was intended to test the participants on various topics of the business world. It consisted of arenas such as company logos, taglines, slogans, current affairs, founders, acronyms and abbreviations, and advertisements. In addition to this, students were tested on their listening, wealth management and instinctive skills.

All the participants actively participated and took keen interest in all the rounds. They found the quiz very entertaining and worth-while. The feedback taken from the students was positive.



<b>Assets</b>	Assets are resources that businesses control, in which the owner expects assets to generate future cash flow. Examples include inventory, equipment, and land.
<b>Liabilities</b>	Liabilities are debts, usually sums of money, that a business owes to another entity. Examples include expenses payable to suppliers, accounts payable, and business loans.
<b>Equity</b>	Shareholders' equity (SE) tells you a company's net value if liquidating assets paying off debts. To calculate shareholders' equity, subtract total liabilities from assets:.
<b>Cash Flow</b>	Cash flow is a measure of the amount of cash generated (or lost) through a business's operations. It's different than net profit, as net profit includes non-cash expenses (such as depreciation), and excludes some uses of cash (such as capital expenditures for new equipment, or repayment of outstanding debt).
<b>Incentivize</b>	Provide an incentive (a motivation) for using a product or service.

**Test Your Knowledge**

**#1078**

**ANSWERS: 1077**

1 . **Name the first Indian businessman who found place in the cover story of Forbes magazine**

- A. Anil Ambani
- B. Azim Premji
- C. Dr. Reddy
- D. Narayan Murthy

1. B

2. **What are the types of activity within demand management?**

- A. Activity based, Business activity patterns and user profiles
- B. Analytical based, Shaping user behaviour
- C. Activity based, Access Management
- D. Analytical based, Business activity patterns and user profiles

2. A

3. C

4. A

5. A

3 . **Which news paper has the motto - Journalism of Courage?**

- A. The Hindustan Times
- B. The Washington Post
- C. The Indian Express
- D. The Guardian

4 . **Rahul Dravid is associated with the advertising campaign of which bank?**

- A. Bank Of Baroda
- B. Bank Of India
- C. HSBC
- D. HDFC

5. **Name the Brand that advertises itself with the slogan 'The Vision Of Sound'?**

- A. Samsung TVs
- B. Thomson TVs
- C. Sansui TVs
- D. BPL TVs

**AMANGUPTA**

**CO.FOUNDER: BOAT**



Aman Gupta was born in 1982 in Delhi, India. He completed his schooling at Delhi Public School, R.K. Puram. Later, Gupta graduated with a degree of Bachelor in Commerce from Delhi University. In addition to being an entrepreneur, he is also a chartered accountant. From 1999 to 2000, he studied at the Institute of Chartered Accountants of India where he specialized in accounting and finance. After finishing his studies, Gupta worked as an assistant manager at Citi Bank for two years. Gupta’s journey in the entrepreneurial world began in 2005 when he launched Advanced Telemedia Pvt Ltd. At Advanced Telemedia, he helped launch several global brands such as Beats Audio, Sennheiser, Telex, and others in the Indian market. Later, in 2011, Gupta worked as a senior management consultant at KPMG’s Strategy Services Group. In the same year, he completed his masters in business administration from Kellogg School of Management. Next, he worked at HARMAN International as the director of sales where he lead the business development of brands such as Apple, Nokia and Micromax in the Indian market. Finally, in 2016, he along with Sameer Mehta launched boAt. Within the first two years of starting boAt, the company did Rs 100 crores in sales. The very first product released by boAt was an Apple charging cable and charger. The Apple charger became the highest selling product on Amazon. In 2019, it became the leading brand in the earwear category. In 2020, Aman Gupta received the Entrepreneur of the Year in the Consumer Durables category. Today, the company has around 5,000 stores all over the country. They have sold their products to around 20 million people so far.

**FEEDBACK AND SUGGESTION FORM**

Kindly give your feedback and suggestions in the space provided:-

**NAME:**

**CONTACT No:**

**FEEDBACK:**

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**SUGGESTIONS:**

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**For Suggestions:  
managementvistaabs@gmail.com**

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(Dy. Pro VC AUMP & Director, ABS)**

**Creative head**

**Dr. Vinod Kumar Patel  
(Asst. Professor, ABS)**

**Design Team**

**Aatish Ghosh  
Sanskar Gupta**

**Content & Promotion Team**

**Anjali Singhal  
Manas Gupta  
Samridhi**