SURANA IQAC

Apart from delivering academics, IQAC focusses on co-curricular activities that

intensify the learning outcomes. There is a paradigm shift from teacher centric

learning to Student Centric learning. Lectures from domain experts, Industrial

visits, Quiz, Case studies, Role plays and Students' Research and Publications

provide a platform to apply what they have learnt. The feedback analysis

received from students and results analysis (both internal and external)

provide cues for areas of improvement and subsequent training requirements

of the faculty members. The document has enclosed some of the best

practices of the institution in encouraging Student learning.

IQAC Director
Surana College
Bengaluru

Surana College

DEPARTMENT OF MSc PSYCHOLOGY

List of under performers & advanced learners for the year 2020 - 2021

I Semester:

Sl. No.	Subject	No. of Slow Learners	No. of Advanced Learners
1	Theoretical Perspectives of Psychology	04	20
2	Indigenous Psychology	09	26
3	Biopsychology	13	21
4	Research methods and psychometry	14	14
5	Statistics in Psychology	08	19

III Semester:

Sl. No.	Subject	No. of Slow Learners	No. of Advanced Learners
1	Organizational Behavior	10	03
2	Psychopathology	03	04
3	Psychological Therapies	03	10

Remedies taken for slow learners:

- Compensatory teaching, Remedial Teaching
- Incorporate audio and visual materials.
- Peer group learning
- Special assignments

Measures taken for Advanced Learners:

- Guidance to present papers
- NET and SLET peer activities
- Orientation to MPhil and PhD entrances
- Training to slow learners through advanced learners
- Achievers awards from the management
- Encouragement to participate in intercollegiate programs

Head of the Department

Head Of Department
Dept. of MSc-Psychology
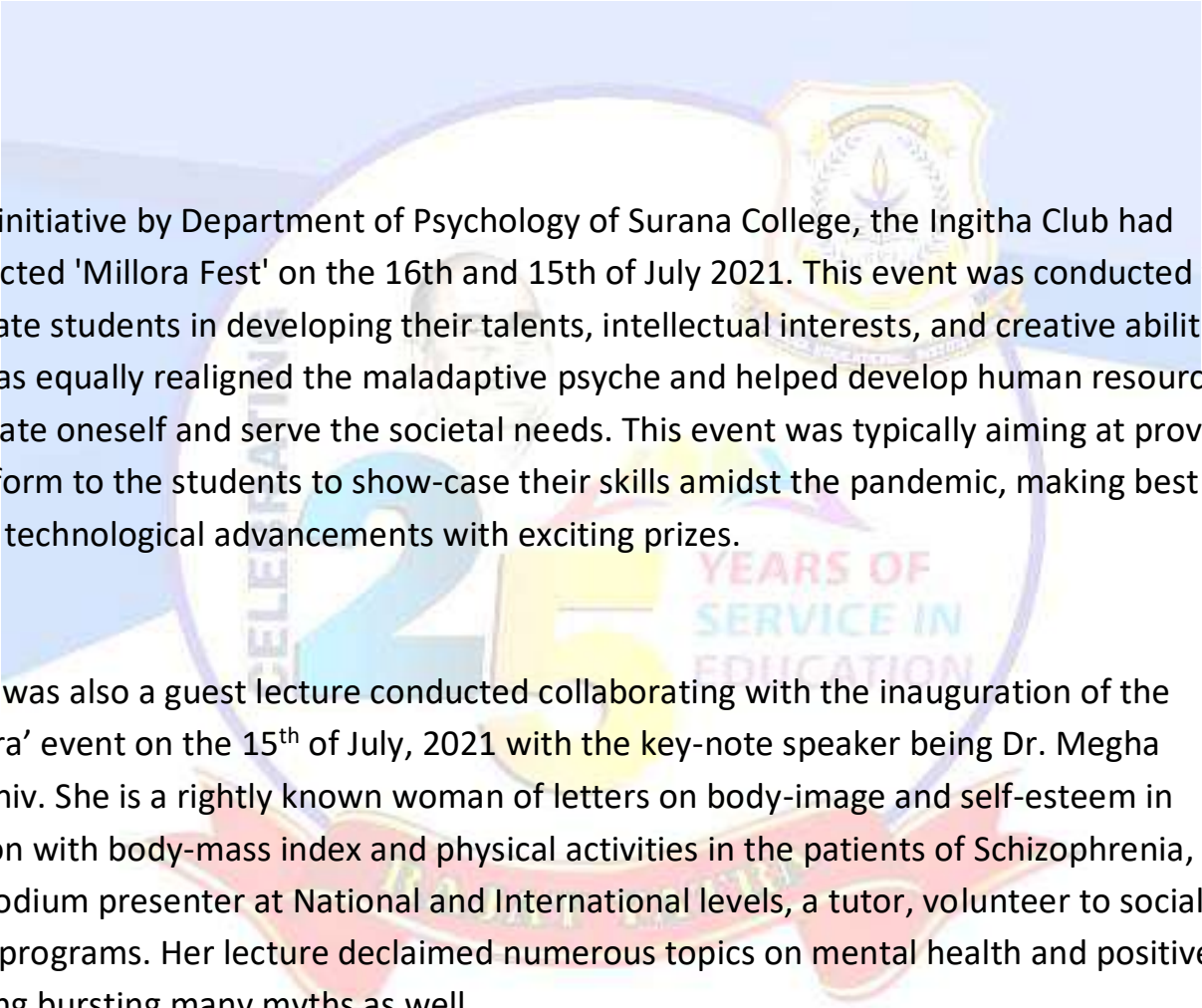Surana College
Kengeri, Bangalore - 560 060

Address: No. 16, South End,
Bangalore — 560004

Surana College

Post Graduate Department of Psychology

Innovative teaching & Evaluation practices 2020 – 2021

Sl. No	Innovative Practices in teaching	Faculty member
1	Flipped classroom with pre notified videos and research papers for discussions	Dr. Archana Bhat K Mrs. Bhanu B S Mr. Ravi K Agrahara Ms. Sridevi P Mr. Saptarshee Mazumdar
2	Role Play and group discussion	Dr. Archana Bhat K Mrs. Bhanu B S
3	Story telling as a technique	Mr. Ravi K Agrahara
4	Peer Teaching	Dr. Archana Bhat K Mrs. Bhanu B S Mr. Ravi K Agrahara Ms. Sridevi P Mr. Saptarshee Mazumdar
5	Collaborative learning	Dr. Archana Bhat K Mrs. Bhanu B S Mr. Ravi K Agrahara Ms. Sridevi P Mr. Saptarshee Mazumdar
6	AV Supplements and Videos	Dr. Archana Bhat K Mrs. Bhanu B S Mr. Ravi K Agrahara Ms. Sridevi P Mr. Saptarshee Mazumdar
7	Instant classroom digital polls and quizes	Dr. Archana Bhat K Mrs. Bhanu B S Mr. Ravi K Agrahara Ms. Sridevi P Mr. Saptarshee Mazumdar
	Innovative Evaluation practices	
1	Alternative assignments : Making teaching videos, research presentations at conference, educational charts and models	Dr. Archana Bhat K Mrs. Bhanu B S Mr. Ravi K Agrahara Ms. Sridevi P Mr. Saptarshee Mazumdar

Head Of Department
Dept. of MSc-Psychology
Surana College
Kengeri, Bangalore - 550 060

Report on Online Event – Millora Fest

Conducted on 15th July and 16th July 2021

Organized by Ingitha Club, Department of Psychology.

As an initiative by Department of Psychology of Surana College, the Ingitha Club had conducted 'Millora Fest' on the 16th and 15th of July 2021. This event was conducted to motivate students in developing their talents, intellectual interests, and creative abilities. This has equally realigned the maladaptive psyche and helped develop human resources to stimulate oneself and serve the societal needs. This event was typically aiming at providing a platform to the students to show-case their skills amidst the pandemic, making best use of the technological advancements with exciting prizes.

There was also a guest lecture conducted collaborating with the inauguration of the 'Millora' event on the 15th of July, 2021 with the key-note speaker being Dr. Megha Sadashiv. She is a rightly known woman of letters on body-image and self-esteem in relation with body-mass index and physical activities in the patients of Schizophrenia, an oral podium presenter at National and International levels, a tutor, volunteer to social well-being programs. Her lecture declaimed numerous topics on mental health and positive thinking bursting many myths as well.

General information about the "Millora" event

- General rules and registration Details were collected through Google forms
- Promotion of the event was through social media
- The files with necessary information about the event were designed and circulated.
- A total of 120 participants registered for the 'Millora' event.

Assessment of "Millora" and issue of e-certificate

Following were the events conducted

1. **THESPIAN (Mime)**

Assessment was based on the correctness and precision of the acts of the participants through online videos, in parlance to the given theme being 'LGBTQIA+' or 'Let a girl

dream'. The clear view of facial expressions and actions within the time limit of 3+2 minutes was seen.

2. **THESPAIN (Monoacting)**

Assessment was based on the submission of videos before end time through online links provided to the participants with 3+2 minutes time limit with the theme not being specific.

3. **SCENE OF CRIME**

This event included the display of a fictitious crime story, with the miscreant and motive behind the crime scene to be guessed by the participants. They were judged based on the psychological perspective and reasoning abilities. The time limit allotted was 20+5 minutes and the answer to be sent via forms.

4. SNAPSHOT

This event required the entries of the participants which have not been published anywhere with the psychological perspective of the picture being explained by them. The time for explanation was to not exceed 2 minutes with submission being online.

5. UNREAL (ABSTRACT PAINTING)

This event had the set theme being Identity (One's mental image) with the painting to be submitted online through forms. Any and all forms of digital painting was not encouraged.

6. MIND BENDER (CROSSWORD)

In this event, the participants were given the crossword puzzle for being more about themselves specially made and displayed on the day of conduction of the event. The answers were to be submitted through Google forms.

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Department of Political Science

Student Centric Methods

Wall Magazine:

A wall magazine has been made on taking the help of newspaper for in sighting the recent and impacting news to make it popular which effects on person's life. A collective work has been put on by 1st year (HEP)students to highlight the issues over a week. The magazine is providing a thrill to human psychology by capturing the most important local, state, national and international news. The innovative collaborative project was submitted on 13th September 2021. Some of the pictures will be attached to have a glimpse of the project.

Add on Course:

With the blessings and constant encouragement of our respected principal Dr. Bhavani .M.R, an Add on Course on 'the Right to Education Act 2009' was conducted from 11th Sep to 21st Sep in order to make them aware of their duties towards providing education to the children below 6 to 14 years of the age. The right to Education Act(2009) prohibits all kinds of physical punishment and mental harassment, discrimination based on gender, caste, class and religion, screening procedures for admission of children capitation fee, private tuition centres and functioning of unrecognised schools. The right to Education Act provides for the development of a curriculum, which would ensure the all-around development of every child. Build a child's knowledge, human potential and talent. To improve the performances of children in schools, the Right to Education Act introduced the Continuous Comprehensive Evaluation(CCE) system in 2009 to ensure grade-appropriate Learning
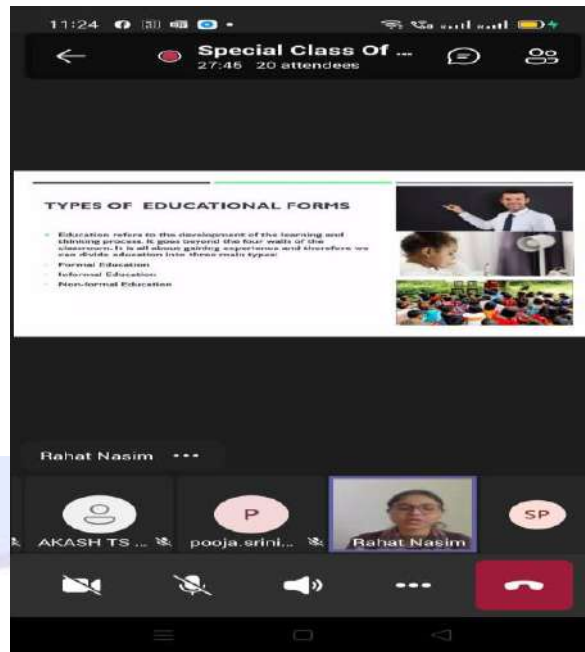
Share your thought about constitution by writing on the diary:
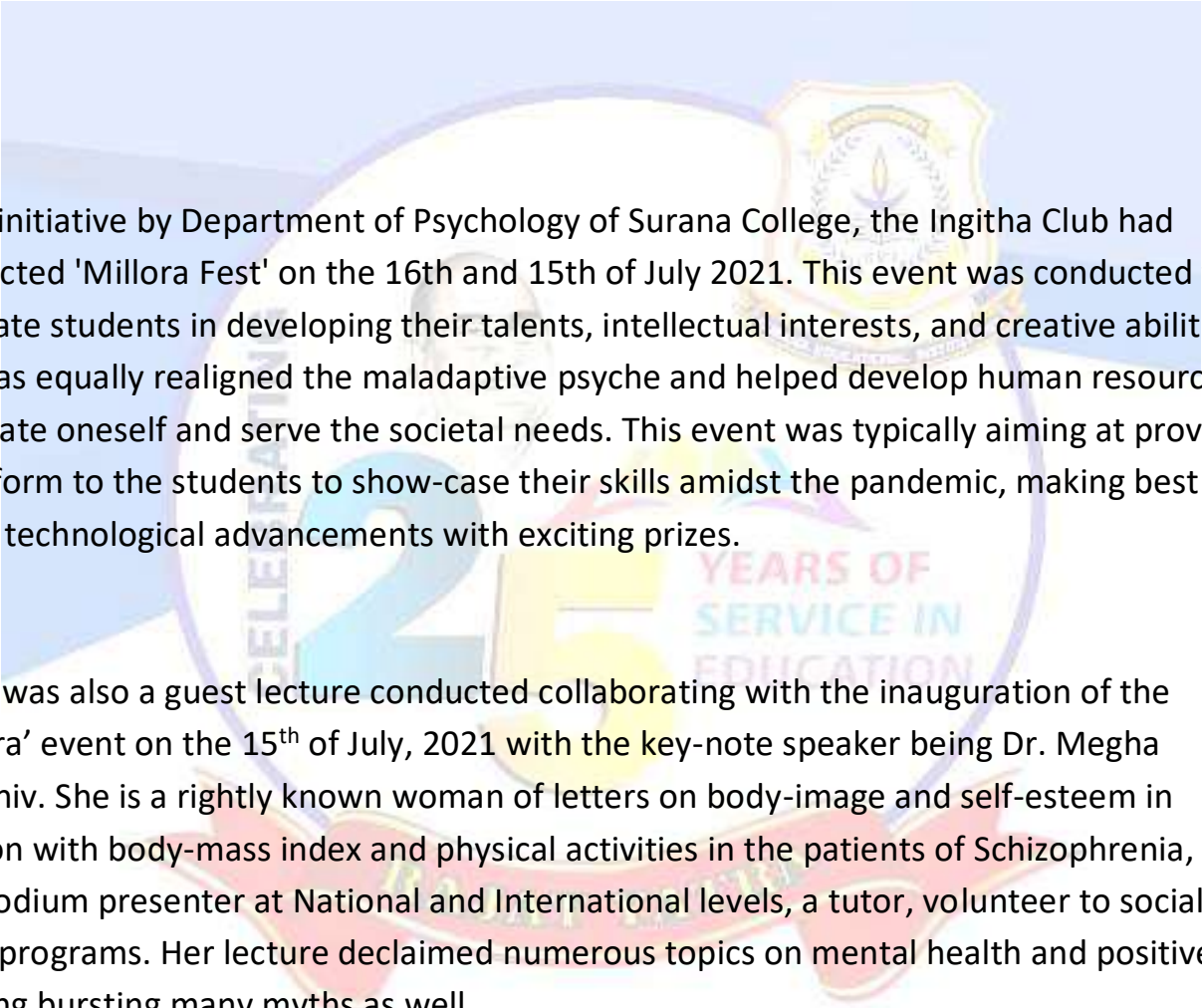
Preamble Reciting:

The preamble plays a very important role in shaping the destiny of the country. It is the preface o f the constitution. The preamble gives a brief idea to the makers of the constitution so that present legislatures also make laws on the same guidelines.

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DEPARTMENT OF HISTORY
STUDENT CENTRIC METHODS

1. **Webinar on *EMERGENCE OF WESTERN EDUCATION IN THE COLONIAL ERA"* on 17th OCTOBER, 2020.**

REPORT

Description: During this webinar, he shared the thoughts on how the education system was prevalent in India before the Europeans came and how gradually we followed the British method of education. He has also encouraged the students to learn for knowledge and learn life skills rather running after marks and job oriented. It was overall a very interesting webinar.

Program: For this Webinar, registration link using MS Teams and password was created. The link was circulated among students and faculties of different colleges and departments. More than 95 active participants both Teaching Faculty Members and Students have participated. At the beginning, Miss Akanksha Jain (5th Semester student-BA) gave a welcome address to the participants and after the presentation she delivered the vote of thanks too. After the webinar the attended participants were asked to fill a feedback form after which we have issued an e-certificate to all the participants.

From the WEBINAR, the participants had the opportunity to know about the changing education pattern in our society and how it has enslaved us with the Europeans.
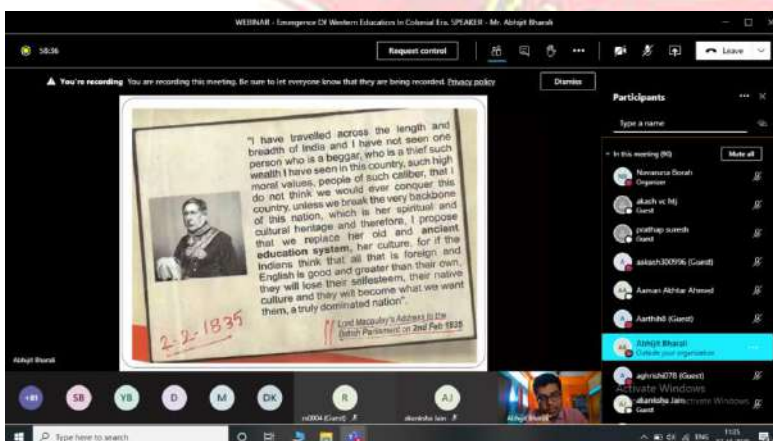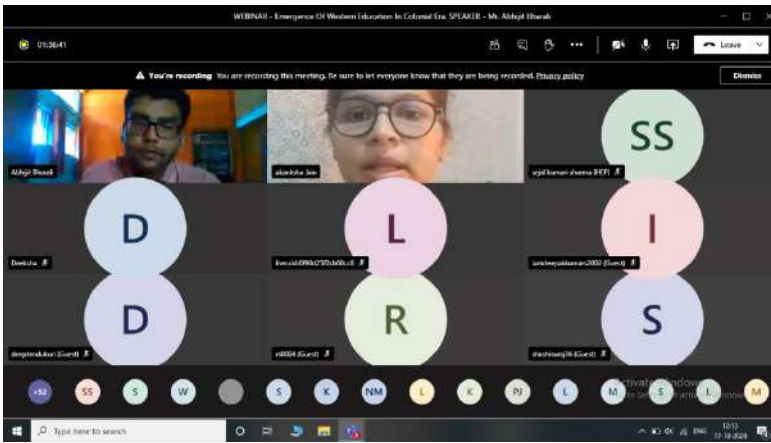
2. Paper presentation by students from 24th December to 31st December, 2020.

REPORT

The paper presentation helped the students to structure their presentation in a relatable manner such that the subsequent slide builds upon the information from the previous one. The students had to work in groups which had enabled them to work as a team of 5-6 members in each team. The 5th semester students had presented paper on topics such as

- Position of women in modern India
- Strange religious practices in India
- British land revenue system in India
- Printing revolution
- Contribution of science and technology in ancient India.

3. Webinar on "*UNDERSTANDING THE MULTIFACETED PERSPECTIVE ON DEVELOPMENT*" on 14th JUNE, 2021.

REPORT

Description: During this webinar, the resource person shared the thoughts on the need for development has been of utmost importance, be it for an individual, for a community, for a nation or for the entire world. However, this concept of development varies with respect to space and time and this makes the entire development process controversial. In the current scenario, we see that all the nations are trying their best to continue with their earlier development strategies. However, the success stories have been mixed. This lecture aims to throw light on how one word 'development' can have multiple meaning for different groups and what can be done to accommodate the varying opinions and perspectives. He has also encouraged the students to question the different perspective of development. It was overall a very interesting webinar.

Program: For this Webinar, registration link using MS Teams and password was created. The link was circulated among students and faculties of different colleges and departments. More than 85 active participants both Teaching Faculty Members and Students have participated. At the beginning, Miss Akanksha Jain (6th Semester student-BA) gave a welcome address to the participants and after the presentation she delivered the vote of thanks too. After the webinar the attended participants were asked to fill a feedback form after which we have issued an e-certificate to all the participants.From the WEBINAR, the participants had the opportunity to know about the changing perspective of development and how it has different meaning to different section and group of people.

4. Webinar on *THE ACCEPTANCE OF ALTERNATIVE SEXUALITIES IN INDIAN SOCIETIES AND WHY IT IS DANGEROUS TO HIDE WHO YOU ARE,* on 12th of July, 2021.

REPORT

Description: During this webinar, the resource person shared the thoughts on the need for ideological change in accepting humans as they are. The webinar focuses on accepting all sexualities and believing that sexual identities are necessary not only for others but for them too who claims themselves from a different gender identity. And only with this acceptance a development is possible, be it for an individual, for a community, for a nation or for the entire world. However, this concept of alternative sexualities in Indian societies is always there since time immoral still people feels it as a bad luck or a bad deed in the family/society. In the current scenario, we see that all the nations are trying their best to continue with their acceptance of these LGBTQ community still it is a controversial issue everywhere. However, the success

stories have been mixed. This lecture aims to throw light on how one word as 'gay', 'lesbian', 'homosexual', 'transgender' can accommodate the varying opinions and perspectives in the society. She has also encouraged the students to accept every individual despite their gender and view them as a citizen of earth. It was overall a very interesting webinar.

Program: For this Webinar, registration link using MS Teams and password was created. The link was circulated among students and faculties of different colleges and departments. More than 100 active participants both Teaching Faculty Members and Students have participated. At the beginning, Miss Akanksha Jain (6th Semester student-BA) gave a welcome address to the participants and after the presentation she delivered the vote of thanks too. After the webinar the attended participants were asked to fill a feedback form after which we have issued an e-certificate to all the participants. From the webinar, the participants had the opportunity to know about the changing perspective of development and how it has different meaning to different section and group of people.
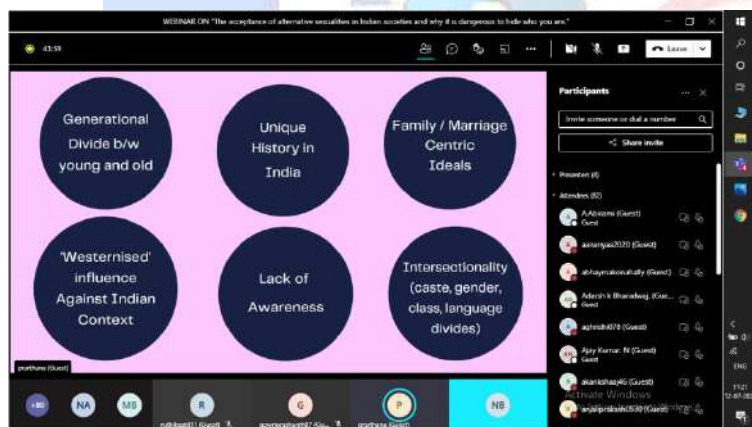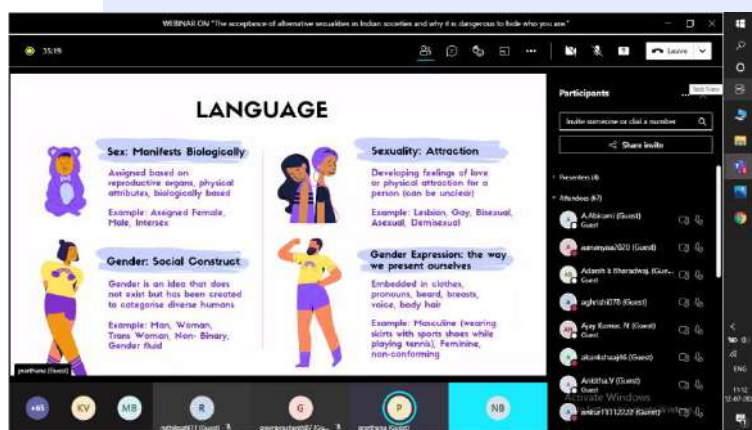
5. Seminar/ Paper presentation by students.

REPORT

The paper presentation helped the students to structure their presentation in a relatable manner such that the subsequent slide builds upon the information from the previous one. The students had to work in groups which had enabled them to work as a team of 5-6 members in each team. The 3rd semester students had presented paper on topics such as

- Aihole – heritage
- Agrahara system
- Kalamukhas and Virashaivism

6. Movie Screening "*THE MAN WHO KNEW INFINITY*"

REPORT

About the movie: The Man Who Knew Infinity, Dev Patel plays math genius Srinivasa Ramunujan. From a town in India and with limited formal training in mathematics, Ramunujan made contributions to Number Theory and infinite series that are still used by mathematicians today. After Ramanujan drafted letters to leading mathematicians at Cambridge University, he spent nearly five years in Cambridge studying with famous English mathematician G. H. Hardy before he tragically contracted tuberculosis and died at the age of 32. The film *The Man Who Knew Infinity* is touching and brings Ramanujan's personal story to life, and a questions remains in every viewers mind that exactly what Ramanujan discovered and why his work is considered so extraordinary today.

After watching the movie students were being able to understand the life of Ramanujan and his contribution in mathematics of the world.

The Man Who Knew Infinity(2015) Full Movie HD||Dev Patel,Jeremy Irons,Devika Bhise

The Man Who Knew Infinity(2015) Full Movie HD||Dev Patel,Jeremy Irons,Devika Bhise
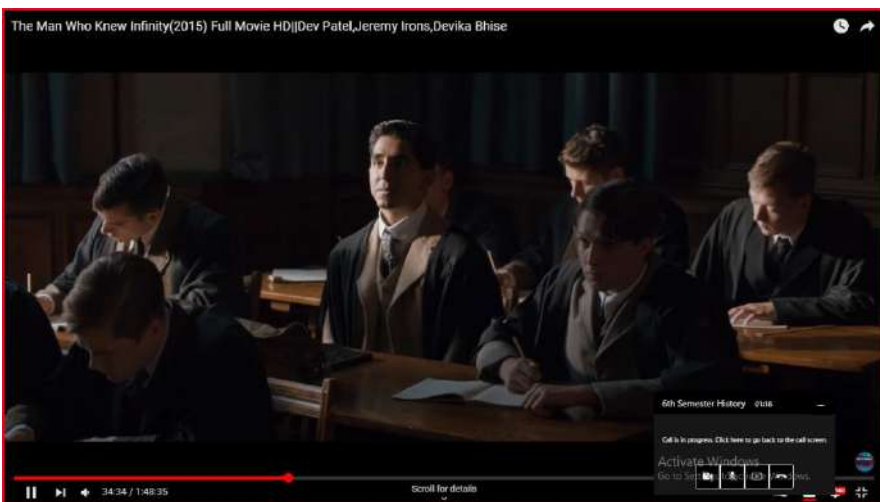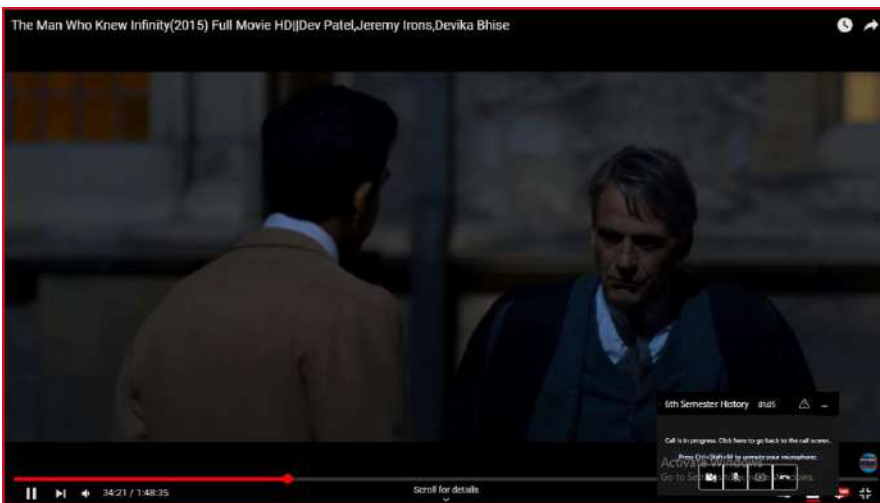
7. An educational day trip to *DASTKAR BAZAR* on 6TH September, 2021

REPORT

About the Visit: A day trip to Dastkar bazar was organised by the college, we were in constant touch with Mr. Ameer, the concerned person of Dastkar bazar who helped us to give ticket price concession for the

college staff and the students. Four teaching staff (Prof. Navaruna Borah, Department of History; Prof. Ragini B, Department of tourism; Prof. Shruthi B.C., Department of Jounalism and Prof. Simran Parveen, Department of Political Science) along with thirty students went to the visit. Students from 2nd and 4th semester from both the Departments of History and Tourism had participated who were asked to make a report on the visit by talking to the artisans and learning the history behind their craft. The college had also organised a college vehicle for the pickup and drop facility.

Visit Outcome: From the visit the students were being able to learn about the souvenir trade which is an important part of the tourism industry serving a dual role, first to help improve the local economy, and second to allow visitors to take with them a memento of their visit, ultimately to encourage an opportunity for a return visit, or to promote the local to other tourists as a form of word-of-mouth marketing.

It had also helped the students to know about the history of art and craft in India and how handicrafts had always been a major part of self-dependent economy in India.

1, Jayamahal Road, near Cantonment Railway Station Road, Nandi Durga Road Extension, Jayamahal, Bengaluru, Karnataka 560046, India

Latitude
12.99715822°

Longitude
77.59689703°

Local 01:11:15 PM
GMT 07:41:15 AM

Altitude 843.06 meters
Monday, 06-09-2021

6, 6, Jayamahal Main Rd, Jayamahal Extension, Jayamahal, Bengaluru, Karnataka 560046, India

Latitude
12.99774301°

Longitude
77.59645588°

Local 11:54:59 AM
GMT 06:24:59 AM

Altitude 845.73 meters
Monday, 06-09-2021

1, Jayamahal Road, near Cantonment Railway Station Road, Nandi Durga Road Extension, Jayamahal, Bengaluru, Karnataka 560046, India

Latitude
12.997175°

Longitude
77.596763°

Local 01:09:27 PM
GMT 07:39:27 AM

Altitude 845 meters
Monday, 06-09-2021

Thank you.

Dr. Bhavani MR
Principal

Medini Prabhu
Co-ordinator, Humanities

Navaruna Borah
HOD, Department of History

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DEPARTMENT OF MANAGEMENT

PROBLEM SOLVING TECHNIQUES

1. Newspaper Scavenger Hunt

The activity consisted of a series of questions related to the newspaper, where the students had to go through each page and sections to answer the tricky questions. The main purpose was to create an awareness among the students regarding the layout of the newspaper and how it is divided into different sections.

Instructions:

The Task of the day is to do " Newspaper Scavenger Hunt ".

All u HV to d is to

   * select any Newspaper of ur choice (Regional/ National/ International) nd search for d particulars   given in d list

   * if u don't hv any newspaper can download E - Paper from the below link fr

FREE FREE FREE FREE FREE FREE FREE FREE

       Link : https://dailyepaper.in/

 Newspaper Scavenger Hunt List

1. Write the full name of the newspaper.
_____

2. Write the biggest headline on the first page of the newspaper. What is this story about?
_____

3. Write a headline from the sports section of the newspaper about a sport you like.
_____

4. When will the sun set today (you can find this in the weather section).
_____

5. Write the name of a puzzle that appears in the newspaper.
_____

6. Go to the classified ads. Copy the first line of an ad for a house for sale.
_____

7. Write the name of a product that is advertised in the first section of the newspaper.
_____

8. Write the name of a reporter/editor who wrote a story on the first page of the newspaper.
_____

9. Write the name of a comic strip that you never read in the newspaper.
_____

10. Go to the classified ads. Find the model, year, and price of a Ford automobile for sale.
_____

11. Write the first line of the caption of a picture on the first page of the newspaper.
_____

12. Find an article about a foreign country. What country is it and what is the article about?
_____

13. Write the name of a business that is mentioned in an article in the business section of the newspaper. _____

14. Write the phone number you would use to subscribe to the newspaper.
_____

15. Write the phone number you would use to place a classified ad in the newspaper.
_____

16. A story about someone over 60.
_____

17. A product advertised at 60% off.

_____

18. A typo or spelling error. (5 bonus points)

_____

19. A story or ad that makes you laugh.

_____

20. An article about someone who achieved something significant.

_____

21. Create a "new" headline by mixing 2 or more headlines. (NOTE: Bonus points for the funniest and most creative headline.)
_____

2. **Mentee-Meter and Kahoot apps:**

Mentee-Meter and Kahoot apps were used during online classes to make it more interactive and participative. Online quiz was conducted through these apps to review the students' knowledge on how well they understood the concepts during online teaching. The students could view their individual scores after each question as well as what position they hold among others which motivated them to do better after every round.

3. **Quiz:**
   Online quiz were conducted by the students for Brand Management and Marketing Management subjects to help the students understand the concepts better on topics.
4. Following practical assignments were given to the students to understand the various concepts of brand management.

PRODUCT LIFE CYCLE

1-Identify two Indian companies who were able to extend the life cycle of their respective products. Comment on the attributes which enabled these companies to do so.

2-Identify at least two products in each stage of product life cycle in Indian Market.

i)   Introductory Stage. .... ……………………………………
ii)   Growth Stage: .... …………………………………………
iii)   Maturity Stage: .... …………………………………………
iv)   Decline Stage: .... …………………………………………

PRODUCT DEVELOPMENT

Activity 2 Study two progressive companies, one a FMCG and other a highly technical industrial goods manufacturer known to have an history of adding new products to their is product line. Examine for few of their earlier ventures, what has been the location of new product responsibility? What has been the division of activities/responsibility between marketing and R&D department? What according to you are the reasons for the respective location of new product responsibility?

IDEA GENERATION

Suppose you are hired as a consultant by a new Indian Corporate to help them with the generation of new ideas for a range of breakfast cereal (ahead of the existing range)

1) Which idea generation techniques) you will use and why?

2) Generate new ideas.

3) HOW will you screen the ideas generated?

4) Develop the screened ideas into product concepts.

5) Testing these concepts, arrive at the final/best new product idea.

LINE EXTENSION

Line extensions are done to overcome barriers that prevent a product from finding acceptance in other segments of a market. Collect examples of firms or brands that have overcome these barriers by modifications of 1. Colour 2. Form 3. Size 4. Fragrance 5. Packaging.
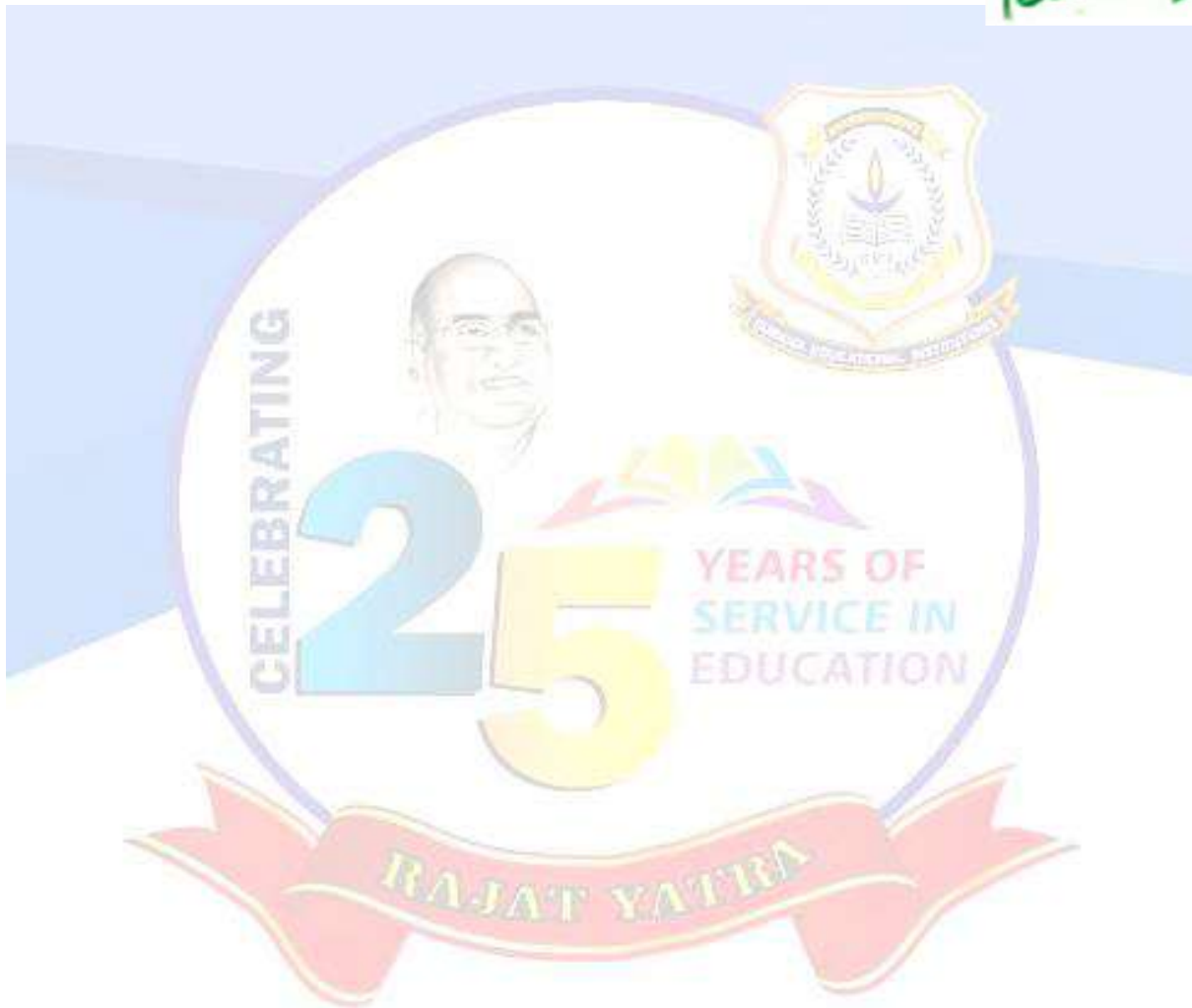
BRAND

List any 10-brand name which one use by you in daily life regularly.

CO BRANDING

Explain the benefits of co-branding. It is good for company or bad. Discuss.

DEPARTMENT OF MANAGEMENT

INNOVATIVE TEACHING PRACTICES

1. Story board – Simulation Method

The main objective was to make the students understand the types and forms of communication for which a task was given to the students where they students were instructed to select their personal photos and create a story line of their own and make a collage.

Instructions:

The Task of the day is to Create "Storyboard".

All u HV to do is to select Ur Personal Photos which depicts types & forms of Communication, post Choosing to create a storyline of your own and make a collage.

2. Sign language

The main objective of the task was to make the students aware of sign language. The students were instructed to shoot a small video of themselves while delivering the message in sign language and upload the same.

Instructions :

The Task of the day is to learn " Sign language ".

All u HV to d is to select a sentence which u want to convey, shoot a small video of urself while delivering it in sign language.......uplod d video in drive

3. Real time-based tasks – KYC Process
The task of d Day is KYC Process
Instructions

* Consider urself as a Banker and frame KYC documents Required.
* U r opening a Bank in College Campus, so framing of questions should be relevant.

 * Additionally, u can Create a Poster for d same

4. Note Mudralaya – Action based learning
Printing Notes is considered as an essential part of RBI; hence an assignment was given to the students where they had to create their own design of a coin or a note.
Following instructions were given
Points to remember
  ➢ U need to HV ur own symbol, tagline, and value of money
  ➢ Design logo for the same
  ➢ Have a reference with existing values

5. Mentee-Meter and Kahoot apps:

Mentee-Meter and Kahoot apps were used during online classes to make it more interactive and participative. Online quiz was conducted through these apps to review the students' knowledge on how well they understood the concepts during online teaching. The students could view their individual scores after each question as well as what position they hold among others which motivated them to do better after every round.

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DEPARTMENT OF MANAGEMENT

PARTICIPATIVE LEARNING

Research Based:

1. **Student Paper Presentation**
   Sanjana C Mouli of final year BBA collaborated with Prof Kirana Ananda and presented a paper titled, "A Study on Covid – 19 lockdown's impact on digital payment system in Bangalore at the national conference on 19th December 2020 organised by Brindavan College Bangalore.

2. **Presentations by students:**

SURANA COLLEGE			
DEPARTMENT OF MANAGEMENT			
V SEM-H R-STUDENT PPT DETAILS--20-21			
Sl No	DATE	NAME OF STUDENT	TOPIC
1	29/12/20-Tuesday	Amogh V	Factories Act 1948
2	29/12/20-Tuesday	Sujan	Payment of wages Act 1936 & minimum wages Act 1948.
3	30/12/20-Wed	Karthik Veerendra	Welfare & Safety of employees at his Factory
4	1/1/21-Friday	Meghana	Gratuity Act,1972 & amendments.
5	1/1/21-Friday	Sameera Bharadwaj	Employee's compensation Act 1923
6	2/1/21-Saturday	Niroop	Industrial employment (Standing order) Act 1946
7	5/1/21-Tuesday	Kavya	Maternity Act 1961 & 2017, National pension scheme
8	6/1/21-Wed	Nishchay	Ministry of employment & labour [Govt of India]
9	8/1/21-Friday	Sanjana Mouli	Provident Fund & miscellaneous provisions Act 1952.
10	9/1/21-Saturday	Vishwas Hegde	Bonus Act 1965 & about his Company & job Profile
SURANA COLLEGE			
DEPARTMENT OF MANAGEMENT			
III SEM PRESENTATION DETAILS - MARKETING MANAGEMENT 2020-21			
SI.NO	DATE	NAME OF STUDENT	TOPIC
1	25-05-2021	Akther Raza	e - business
2	26-05-2021	Zabi ullah khan	Telemarketing
3	26-05-2021	Ateef Pasha	M business
4	27-05-2021	Abhishiktha Ballani	Green marketing
5	28-05-2021	Yeshwant H	Concept marketing
6	28-05-2021	Bhavana Reddy	Virtual marketing
7	29-05-2021	Ujjwal m p	Relationship marketing

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VI-B-STUDENT PPT DETAILS			
Sl No	DATE/DAY	NAME OF STUDENT	TOPIC
1	12/5/21-WEDNESDAY	Ankit Raj &Mohd Faisal	Idea generation, Sources of Idea generation
2	13/5/21-THURSDAY	Saad & Girish	Product life cycle
3		Naman & Sameer	Diffusion of innovation OR Consumer adoption process.
4	15/5/21-SATURDAY	Krishna Aithal & Prakash	Failure of new product & means to overcome it/Achieve success in new product development.
5	19/5/21-WEDNESDAY	Shreyas Gowda	Target Market [STP] & All related concepts.
6		Chethan & Manoj Singh	Product differentiation & basis of differention.
7	20/5/21-THURSDAY	Shilpashree, Spoorthi S & Spoorthi UH	Product positioning, Process, Factors or elements determining the positioning,
8	21/5/20-FRIDAY	Nizam, Manoj M & Yash.	Packaging, Functions, Essential strategies etc.
9	22/5/21-SATURDAY	Abdullah	Labelling, Guarantee & Warantee.

3. Case Study

To keep the students actively engaged, to inculcate the practice of problem solving and to help them make decisions in complex situations case studies were given by the faculty members. Following are the case studies that were discussed and solved by the students.

Case -1 Compensation Management

Ian Renton is the newly appointed sales manager at Denham Pharmaceuticals, a medium sized company (small by comparison to competitor) in the are of over-the counter drugs and proprietary medicines prescription.

In its early years, the company grew rapidly, marketing several related drugs developed by the founders of the business and a highly motivated and innovative research team. Selling by five or six representatives concentrated on wholesalers and larger chemist outlets. The importance of specifies, namely, general practitioners and hospitals, had always been recognized but the company did not have the resources to call personally on all UK doctors and pharmacists.

The current sales force is 18 in number, some of whom have been seeking out specifies in response to leads and inquiries. These calls have been proving very effective in sales terms, although the link between specifying, stocking and end users has been hard to identify. Ian wants to encourage more detail calling as well as improving sales effort on existing accounts. A new remuneration package seems to be required to achieve these objectives.

Questions

1. Design a suitable remuneration package

2. Point out the possible advantages and disadvantages in your own plan.

Case 2 – Change Management Case study PDF and the solutions enclosed as attachments

Case 3 – Brand Management Case Study PDF enclosed