



Renita Vazirani <renita.vazirani@patuck.edu.in>

Case Study Bank 2021-22

Renita Vazirani <renita.vazirani@patuck.edu.in>
To: Degree Teaching Staff <degreeteachingstaff@patuck.edu.in>

5 September 2021 at 12:42

Hello Teachers

Please find enclosed the Case Study Bank for the Year 2021-22

The Research Cell has increased the number of case studies from 31 of the previous year to 48 this year

A list as ready reckoner is also attached

This is done so that you may refer to the case studies when you teach


Regards
Renita Vazirani

2 attachments

 **Case Study Bank List 21-22.docx**
16K

 **Case Study Bank.docx**
79K




I/c Principal
Patuck - Gala College of
Commerce & Management
Santacruz (E), Mumbai-400 055



studentsupport studentsupport <studentsupport@patuck.edu.in>

Case Study

41 messages

studentsupport studentsupport <studentsupport@patuck.edu.in>

8 February 2019 at 13:23

To: govindbist6@gmail.com, guptapriyanka7072@gmail.com, rj395929@gmail.com, surajjangle01@gmail.com, sonalikeluskar14@gmail.com, mandalshivani2000@gmail.com, manishnaikh2004@gmail.com, simpipal2000@gmail.com, pandaramgauri19@gmail.com, abhi1234pra8@gmail.com, ppk40005@gmail.com, rudraverma19jan@gmail.com, dhruvvishwakarma92@gmail.com, anchalkesarwani965@gmail.com, jyotigupta8850@gmail.com, dassagarikaa842000@gmail.com, ashu97028652@gmail.com, aakashsmart680@gmail.com, prahladbaranwal9@gmail.com, sandeepkumarbaranwal835@gmail.com, jaylalujbal02@gmail.com, moeedchaudhary179@gmail.com, chaudharysujata1999@gmail.com, nehasd113@gmail.com, rocksrakesh789@gmail.com, satish845881782@gmail.com, jshweta193@gmail.com, omkarjarnade35@gmail.com, akanojia43@gmail.com, khanaamir19819@gmail.com, faizkhantia@gmail.com, khanwaheed600@gmail.com, sonukhan12731@gmail.com, sanketkholambe@gmail.com, sksapanakumarat@gmail.com, taniyamahyavanshi0631@gmail.com, mansurisaqir1999@gmail.com, mistrymayuri76@gmail.com, warmsshine.97.ak@gmail.com, kajalnawade16@gmail.com, ajaynegi44657800@gmail.com, veenaparab180@gmail.com, rajpathak7039@gmail.com, rauloneha@gmail.com, tahirrizvi173@gmail.com, sajidshko72@gmail.com, ss3187135@gmail.com, sharmaabhik09@gmail.com, singhrohan420@yahoo.com, ss0174360@gmail.com, niteshtamta69@gmail.com, aadarshvarma123@gmail.com, saritayadav98.sy@gmail.com, jigneshjainmanali@gmail.com, nissar1968@gmail.com, singhparsh44@gmail.com, vaishav6naget472@gmail.com, simrangupta420@gmail.com, rahulshah275@gmail.com, rohitbandal07@gmail.com, sanjaivanichalke21@gmail.com, niteshangle28@gmail.com, desaivaibhavi99@gmail.com, rakeshdurgoli27@gmail.com, 865210090q@gmail.com, pinkygupta6905@gmail.com, sagurav9870@gmail.com, jainbhavesh631@gmail.com, sunainajaiswar99@gmail.com, vaishu877.com@gmail.com, ronakrkhansiya@gmail.com, pranalikhote23@gmail.com, annadkokate48@gmail.com, vaibhavkoyand5@gmail.com, avimahalunge83@gmail.com, mandalsonali900@gmail.com, omkarnagvekaroz@gmail.com, rachanapadalkar18@gmail.com, mahesh.pandey9768@gmail.com, utkarshaparab26@gmail.com, priyankapatwa96@gmail.com, pawarashwini7966@gmail.com, kusumprajapati32@gmail.com, sathiyagounde03@gmail.com, singhmanisha828645@gmail.com, sachinind98@gmail.com, sayyedpharameasy@gmail.com, shwetapathak893@gmail.com, kalpeshambe45@gmail.com, navedansari47094@gmail.com, likitkumbharhl@gmail.com, vikarmpremsingh47@gmail.com, bhavyasalian668@gmail.com, anasrialiya@gmail.com, nikhatansari1997@gmail.com, anasrishumaila59@gmail.com, nageshchaudhary86490@gmail.com, elcydcruz@yahoo.com, adityagharat0@gmail.com, guptaroshni303@gmail.com, amitjaiswal01610@gmail.com, rajujaiswal604@gmail.com, ranjeetjaiswaal@gmail.com, vikesh000@gmail.com, khan.shahbaz98.ks@gmail.com, khan.sairat17@gmail.com, 1997khantahrim@gmail.com, sohailmanyar559@gmail.com, nadarvenky126@gmail.com, psiddhesh79.sp@gmail.com, nageshwaripoojari@gmail.com, samuelpradhan2028@gmail.com, ambitiousparvati@gmail.com, parookshaikh797@gmail.com, zainabshaikh3174@gmail.com, nandan@gmail.com, tadarsh181@gmail.com, amanpas1725@gmail.com, shrushtivishwakarma1998@gmail.com, surajvishwakarma5812@gmail.com, yadavkishan79@gmail.com, mukrshyadav21@gmail.com, neelamyadav261998@gmail.com, pujay0106@gmail.com, dikshuyelkar98@gmail.com, pgawai0899@gmail.com, sushilg631@gmail.com, faizan16786@gmail.com, mangesh.dhondge98@gmail.com, qureshishifa20@gmail.com, thakursweta08@gmail.com, jaiswarmukesh842@gmail.com, iamahsaan10@gmail.com, mrsinghindra121@gmail.com, humzakhan3050.hn@gmail.com, vkgupta933@gmail.com, ranaanlataniideat@gmail.com, kamatadi51@gmail.com, ajaybari23@gmail.com, nikhilagrwal502@gmail.com

Cc: Renita Vazirani <renita.vazirani@patuck.edu.in>, Meeta Pathade <meeta.pathade@patuck.edu.in>, Ajit Chawan <ajit.chawan@patuck.edu.in>

Dear Students

As BMS and B. Com. (B&I) students you need to have more of industry and application knowledge and hence we at the College include Case studies in our teaching method

In the attached file you can find case studies with solutions to give you a good idea of how to analyze them. This will also help you during your examinations.

You are requested to learn through them and may contact the respective subject teacher in case of any doubts.



Disclaimer : This case study bank has been collated purely for academic purpose and will not be (and cannot be) used for any kind of commercial activity

 **Case Studies (1).docx**
54K

Mail Delivery Subsystem <mailer-daemon@googlemail.com>
To: studentsupport@patuck.edu.in

8 February 2019 at 13:24

A handwritten signature in blue ink, appearing to read "M. S. Patil".

I/c Principal
Patuck - Gala College of
Commerce & Management
Santacruz (E), Mumbai-400 055

Patuck-Gala College of Commerce & Management

Patuck Campus, 100 Nehru Road, Rustomba Patuck Marg, Vakola Bridge, Santacruz (East), Mumbai-400 055

(Affiliated to University of Mumbai)

Re-accredited with B++ grade by NAAC (2.77 CGPA)

DETAILS OF CASESTUDY DISCUSSION

A.Y: 2020-21

Sr. No.	Faculty Name	Class	Course	Topic of the Case Study Discussion	Date of Conduct	Sign
1	Dr. Pallav Das	F.Y.B. Com.	Business Economics-II	Pricing Practices and Monopoly	26-03-2021	<i>Pallav Das</i>
2	Dr. Tasfiya Shaikh	T.Y.B. Com.	Financial Accounting and Auditing-IX: Financial Accounting	Success of Mahindra Companies	17-04-2021	<i>T. Shaikh</i>
3	Mr. Shadab shaikh	F.Y.BMS	Business Environment	Political and Legal Environment	26-03-2021	<i>Shadab</i>
4	Mrs. Netra Thakre	F.Y.BMS	Industrial Law	Definition of Industry	25-03-2021	<i>Thakre</i>
5	Ms. Kamalika Ray	F.Y.BMS	Principles of Management	Line & Staff Conflicts, Informal & Formal Organisation Structure	18-03-2021	<i>Kamalika Ray</i>
			Principles of Management	Planning Process	20-03-2021	<i>Kamalika Ray</i>
6	Dr. Chandan Mishra	F.Y.BMS	Business Communication - II	Barriers to Effective Presentation	20-03-2021	<i>m Chandan</i>
7	Ms. Dhanashree Bhute	F.Y.BMS	Principles of Marketing	Product Failure, Penetration Pricing	25-03-2021	<i>Dhanashree</i>
8	Ms. Kamalika Ray	S.Y.BMS	Production & Total Quality Management	Inventory Control	19-03-2021	<i>Kamalika Ray</i>
				EOQ Criticisms	20-03-2021	<i>Kamalika Ray</i>
9	Mrs. Byshi Panikar	S.Y.BMS	Rural Marketing	Strategies Applied in Rural Markets	27-03-2021	<i>byshi</i>
10	Mrs. Renita Vazirani	S.Y.BMS	Integrated Marketing Communication	Promotional Tools	28-01-2021	<i>Renita</i>
				Emirates Airlines	08-01-2021	<i>Renita</i>

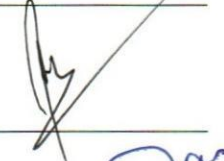
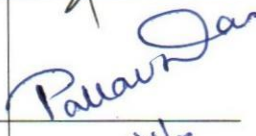
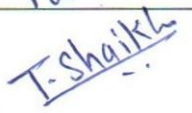




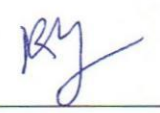


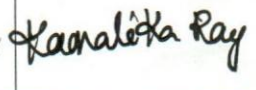
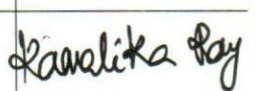




Patuck-Gala College of Commerce & Management

Patuck Campus, 100 Nehru Road, Rustomba Patuck Marg, Vakola Bridge, Santacruz (East), Mumbai-400 055

(Affiliated to University of Mumbai)

Re-accredited with B++ grade by NAAC (2.77 CGPA)

11	Mr. Prashant Kokane	S.Y.BMS	IT in Business Management - II	ERP	24-03-2021	
12	Dr. Pallav Das	S.Y.BMS	Business Economics - II	Pricing Practices and Monopoly	26-03-2021	
13	Dr. Tasfiya Shaikh	S.Y.BMS	Business Research Methods	Contemporary Researches	16-03-2021	
14	Mr. Abhijit Paradkar	T.Y.BMS	Operation Research	Simplex Method	31-03-2021	
15	Mrs. Byshi Panikar	T.Y.BMS	Retail Management	Marketing Strategies	27-03-2021	
16	Mrs. Renita Vazirani	T.Y.BMS	International Marketing	International Market Research	02-10-2021	
				Product Decisions in International Markets	03-05-2021	
				Google for Political Intervention in Entering International markets	02-12-2021	
17	Ms. Dhanashree Bhute	T.Y.BMS	Brand Management	Brand Extension, Brand Positioning, Brand Revitalization	24-03-2021	
18	Ms. Krupa Shah	T.Y.BMS	Media Planning & Management	Media Campaign of BJP - 2014	27-03-2021	
19	Ms. Kamalika Ray	F.Y.B.Com. (B&I)	Organisational Behaviour	Group formation, Leadership & Soft skills	18-03-2021	
				Johari Window	20-03-2021	
20	Mrs. Netra Thakre	F.Y.B.Com. (B&I)	Business Law	Communication of Acceptance	25-03-2021	
21	Dr. Chandan Mishra	F.Y.B.Com. (B&I)	Business Communication - II	Barriers to Effective Presentation	20-03-2021	

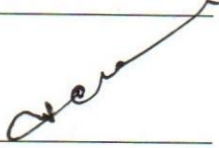


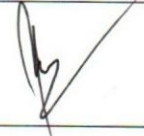
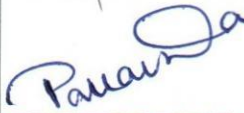




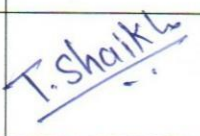
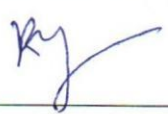




Patuck-Gala College of Commerce & Management


Patuck Campus, 100 Nehru Road, Rustomba Patuck Marg, Vakola Bridge, Santacruz (East), Mumbai-400 055

(Affiliated to University of Mumbai)

Re-accredited with B++ grade by NAAC (2.77 CGPA)

22	Mr. Rao Ranjeet	F.Y.B.Com. (B&I)	Principles & Practices of Banking & Insurance	Real Business Problems by Society	26/3/2021	
23	Mr. Abhijit Paradkar	F.Y.B.Com. (B&I)	Quantitative Methods-II	Simplex Method	31-03-2021	
24	Ms. Dhanashree Bhute	S.Y.B.Com. (B&I)	Entrepreneurial Management	SWOT Analysis and Environmental Scanning	27-03-2021	
25	Mr. Prashant Kokane	S.Y.B.Com. (B&I)	IT in Banking Insurance - II	Electronic Payments System (EPS)	24-03-2021	
26	Dr. Pallav Das	S.Y.B.Com. (B&I)	Business Economics - II	Pricing Practices and Monopoly	26-03-2021	
27	Mr. Rao Ranjeet	S.Y.B.Com. (B&I)	Corporate Law & Laws Governing Capital Markets	Kanodia Knits. Pvt. Ltd	26-03-2021	
28	Mrs. Byshi Panikar	T.Y.B.Com. (B&I)	Turnaround Management	Product Quality Management	27-03-2021	
29	Mr. Trilokchand Jajoria	T.Y.B.Com. (B&I)	Central Banking	Crisis of Yes Bank	27-03-2021	
30	Ms. Krupa Shah	T.Y.B.Com. (B&I)	Human Resource Management in Banking & Insurance	Promotion	27-03-2021	
31	Dr. Tasfiya Shaikh	T.Y.B.Com. (B&I)	Security Analysis Portfolio Management	Stock to Watch	22-03-2021	
32	Mrs. Renita Vazirani	T.Y.B.Com. (B&I)	Marketing in Banking & Insurance	Cadbury's Brand Positioning	18-03-2021	
				Patanjali Marketing Strategies	21-01-2021	
				Market Segmentation	28-01-2021	




I/c Principal
Patuck - Gala College of
Commerce & Management
Santacruz (E), Mumbai-400 055