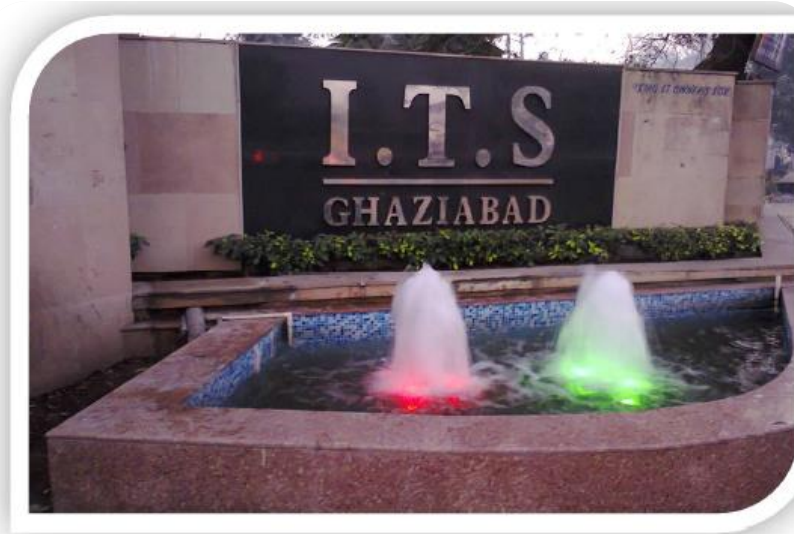
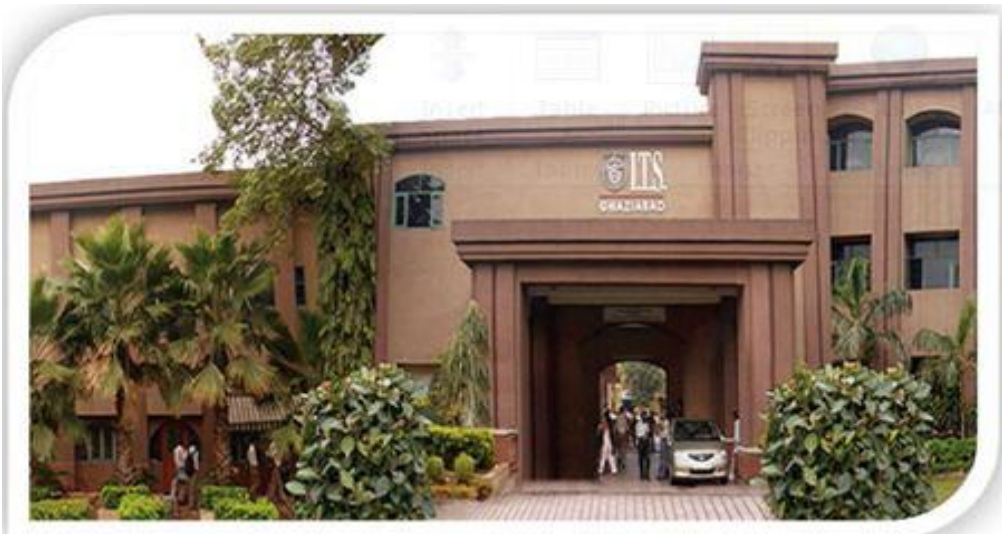




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FEB. 2014
Volume 2 Issue 11



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Remote Working

Marketing Quiz

Business Personality-
Ajaypal Singh Banga

Newly Launched Product

Latest Software Updates

Star Product of the Month

Readers Point

Shelf Space

NIIT

Next Generation
Product

PRODUCTS

Vertu TI



Testimonials



Remote Working

Remote Working on the Rise...

Although some companies, such as Yahoo, have sought to curtail telecommuting in recent years, a growing number of creative professionals are working outside the office, according to a recent report from The Creative Group.

The analysis was based on data from 400 telephone interviews—approximately 200 with marketing executives randomly selected from companies with 100 or more employees, and 200 with advertising executives randomly selected from agencies with 20 or more employees.

One-third of survey respondents said the percentage of creative staff working remotely today is higher than three years ago, 59% said it's the same, and only 4% said it's lower.

Asked what the primary benefits of allowing remote work options are, executives responded as follows:

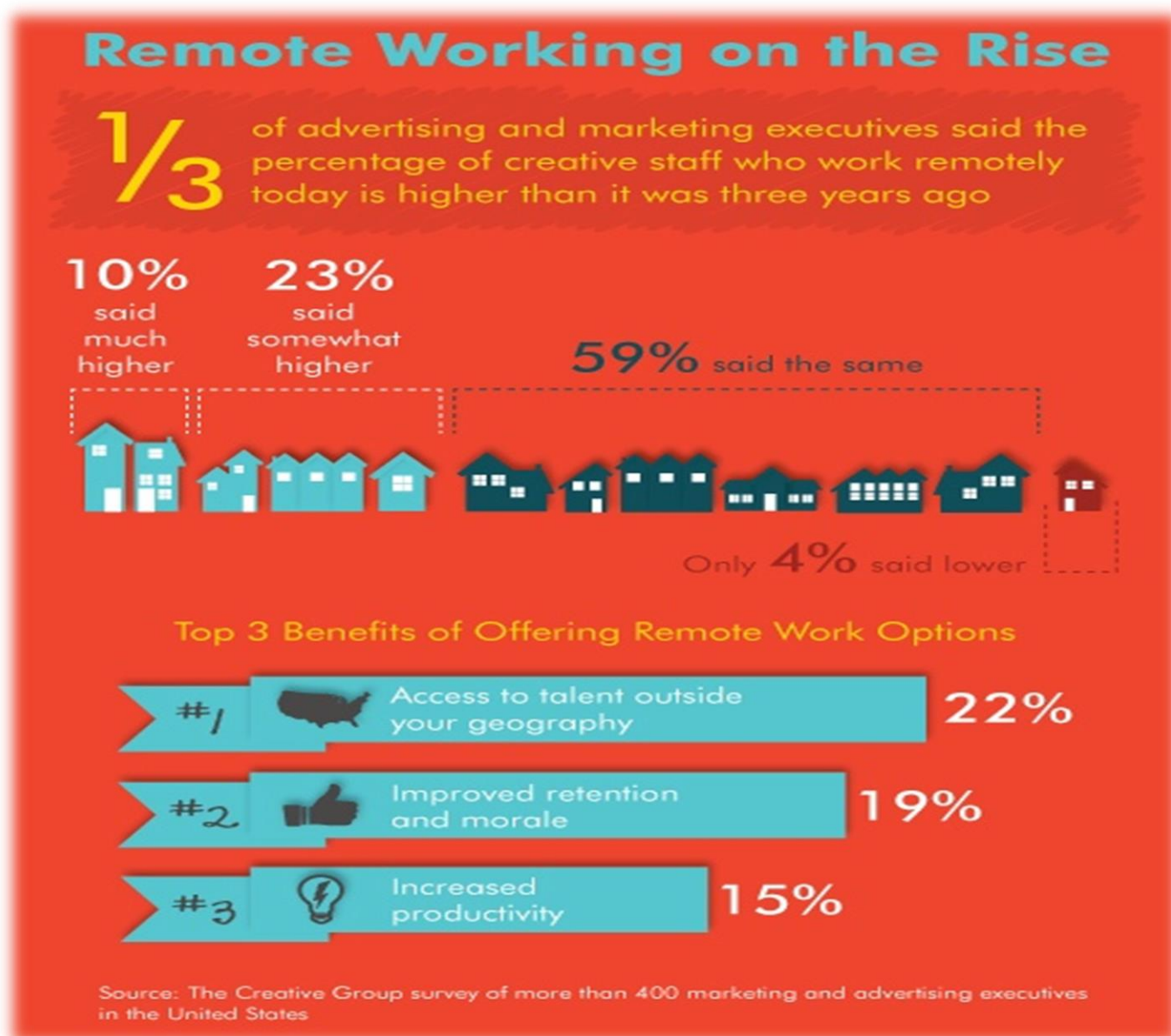
22%: Allows access to talent outside of your geography resulting in a broader talent pool

19%: Improves retention and morale by providing enhanced work/life balance

15%: Increases productivity by reducing commute time

9%: Saves money by requiring less office space

7%: Allows access to talent where the cost of living and salaries are lower.



About the research:-

The report was based on data from 400 telephone interviews with marketing and agency executives.

Read more: <http://www.marketingprofs.com/charts/2014/24258/creative-professionals-are-increasingly-working-remotely#ixzz2u7XhNsr3>

FEB. 2014
Volume 2 Issue 11

In this issue!

Remote Working...2

Business Personality...3

Latest Software Updates ...4

Newly Launched Product...5

Marketing Quiz ...6

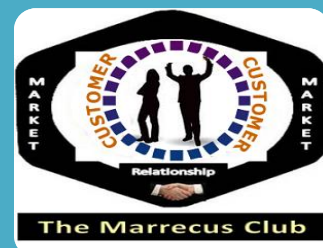
Star product of the month...7

Expo Zone...8

Shelf Space...9

Next Generation Product...10

Readers Point...11



Ajaypal Singh Banga

(President & CEO of MasterCard)



MasterCard announced on April 12, 2010 that Ajay Banga, previously MasterCard's president and chief operating officer, had been named by the Board of Directors to serve as the company's president and chief executive officer, effective July 1, 2010. The company also announced that Banga would become a member of MasterCard's Board of Directors, effective immediately.

Banga, 50, succeeded Robert W. Selander, who had been MasterCard's chief executive officer since March 1997.

Early Life:-

Banga was born into a Sikh family in Khadki outside Pune, Maharashtra in India where his father, an army officer, was posted. The family's origin is from Jalandhar in Punjab. His father is retired lieutenant-general Harbhajan Singh Banga who is a decorated army general of Indian Army. He is also the younger brother of another well known CEO M S Banga.

Banga grew up and schooled across India, successively in Secunderabad, Jalandhar, Delhi, Hyderabad and in Shimla, where he finished his schooling.

Banga went on to graduate with a Bachelor of Arts (Honours) degree in Economics from St. Stephen's College, Delhi University and MBA from the Indian Institute of Management, Ahmedabad

Career:-

Beginning his business career with Nestlé in 1981, Banga spent the next 13 years working in simple jobs spanning sales, marketing, and general management. He later joined PepsiCo and was involved in the launch of its international fast food franchises in India as the economy liberalized.

Prior to joining MasterCard, Banga spent 13 years at Citigroup from 1996 as part of the bank's senior management in the United States and Europe, Middle East, Africa regions before becoming chairman and chief executive officer of Citi's international global consumer group in 2005. He was also responsible for Citi's brand and marketing work across the entire company. Most recently, he was chief executive officer of Citi Asia Pacific, responsible for all of the company's business lines in the region, including institutional banking, alternative investments, wealth management, consumer banking and credit cards. He was also a member of Citi's senior leadership and executive committees.

Banga serves on the board of Kraft Foods Inc. In addition, he is on the board of trustees of the Asia Society, Chairman of the US-India Business Council, is a member of the Council on Foreign Relations, The Financial Services Roundtable and The Economic Club of New York, and is a fellow of the Foreign Policy Association.

Banga was vice chairman of the board of trustees of the New York Hall of Science and a board member of the National Urban League. He was formerly a business sponsor of Citi's African heritage network – NYC.

Banga has a keen interest in social development issues, and over the period from 2005 to mid-2009, he spearheaded Citi's strategy in the microfinance sector across the world.

FEB. 2014
Volume 2 Issue 11

In this issue!

Remote Working...2

Business
Personality...3

Latest Software
Updates ...4

Newly Launched
Product...5

Marketing Quiz ...6

Star product of the
month...7

Expo Zone...8

Shelf Space...9

Next Generation
Product...10

Readers Point...11



Latest updates

	TeamTalk 4.6.0.2927
	Dropbox 2.6.13
	Google Chrome 33.0.1750.117
	LibreOffice 4.2.1
	Flash Player 12.0.0.70 (Non-IE)
	Flash Player 12.0.0.70 (IE)
	TortoiseSVN 1.8.5
	SpiderOak 5.1.2
	windows Live Movie Maker 16.4.3522
	Windows Live Writer 16.4.3522

- **Team Talk 4-** Its a conferencing system which enables a group of people to collaborate and share information. Every member of a group can communicate with other members in real time using both audio and video. All that is needed is a microphone and a web camera.
- **Drop Box-** Dropbox is the easiest way to store, sync and share files online.
- **Google Chrome-** It's a freeware web browser developed by Google.
- **Libre Office-** Its the free power-packed Open Source personal productivity suite for Windows, Macintosh and Linux, that gives you six feature-rich applications for all your document production and data processing needs i.e. Write, Calc, Impress, Draw, Base & Math.
- **Flash Player (Non- IE & IE)-** Its the choice of both individuals and organizations when it comes to a highly powerful and extremely adaptable multiplatform client runtime. Flash has many new features and continues to be the ubiquitous Web standard; this software is included with all major Web browsers.
- **Tortoise SVN-** Its a really easy to use Revision control / version control / source control software for Windows. It is based on Subversion. TortoiseSVN provides a nice and easy user interface for Subversion
- **Spider Oak-** It combines online backup, secure file sync and easy sharing in a cloud based service. Desktop clients are available for Windows, Mac OS X and multiple Linux distributions. Several gigabyte of free storage become available after account creation and can be upgraded to a 100+ GB for a monthly or yearly fee. SpiderOak consolidates several functionalities into one tool: free online backup, remote access, synchronization, sharing and storage.
- **Windows Live Movie Maker-** It is designed for the budding videographer. Your very own movie studio at the tip of your fingers. Quickly import your footage from your computer or camera directly into Movie Maker and then easily edit, fine tune and personalize your movie just the way you want with professional editing options or pick from a customised theme. Add a music, titles and credits and choose from a variety of effects including transitions effects, animations, zoom, pan and visual effects.
- **Windows Live Writer-** Writer makes it easy to share your photos and videos on almost any blog service - Windows Live, WordPress, Blogger, LiveJournal, TypePad, and many more. Writer is part of Windows Live Essentials, which includes free programs for photos, movies, instant messaging, e-mail, blogging, family safety, and more.

For More Visit:- <http://www.filehippo.com>

FEB. 2014
Volume 2 Issue 11

In this issue!

[Remote Working...2](#)

[Business Personality...3](#)

[Latest Software Updates ...4](#)

[Newly Launched Product...5](#)

[Marketing Quiz ...6](#)

[Star product of the month...7](#)

[Expo Zone...8](#)

[Shelf Space...9](#)

[Next Generation Product...10](#)

[Readers Point...11](#)

leadership
inclusiveness
caring

"Integrative marketing is
A WAY TO LOOK at the whole
marketing process from
THE RECIPIENT'S POINT OF VIEW."

PHILIP
KOTLER
Modern
MARKETING
professor

Newly Launched Products

Rolls-Royce Motor Car's Ghost V-specification

Rolls-Royce Motor Cars is delighted to announce the introduction of Ghost V-Specification; a limited series of Ghost and Ghost Extended Wheelbase motor cars, that will be available for customers to commission immediately.

"This limited series celebrates one of Ghost's defining characteristics; the exquisite 6.6 litre Rolls-Royce V12 engine," said Torsten Muller-Otvos, Chief Executive, Rolls-Royce Motor Cars.



BMW 3 Series Gran Turismo

The all-new BMW 3 Series Gran Turismo was launched in India today at the Auto Expo 2014.

Locally produced at the BMW Plant Chennai, the all-new BMW 3 Series Gran Turismo will be available at BMW dealerships across the country from March 2014..



Toyota Corolla Altis

Toyota showcased the all new Corolla Altis sedan Wednesday, a day before the biennial 12th Auto Expo opens here.

With its smooth contours and aggressive stance, the 11th generation of the new Corolla is a huge improvement over its predecessor which had started to look dated. At the same time, it oozes luxury with highlights like plush leather seats, dual-tone interior, piano black instrument clusters, and keyless entry.



Honda unveils all new Jazz, Mobilio

Honda unveiled two new models, Mobilio multi-purpose vehicle and an all new Jazz hatchback, a day before the 12th Auto Expo opens here.

The Mobilio which is a multi-purpose vehicle is the third vehicle after Amaze to be based on Honda's popular hatchback Brio's platform. It has three rows of seats and can seat seven people.

It is set to lock horns with the likes of the Maruti Ertiga, Chevrolet Enjoy and Mahindra Xylo and is likely to be priced competitively between Rs. 8 and 10 lakh.



Churning:-

The practice of customers switching to another supplier based on special discount offers. Particularly used in the cellular telephone or credit card industries.

FEB. 2014
Volume 2 Issue 11

In this issue!

[Remote Working...2](#)

[Business Personality...3](#)

[Latest Software
Updates ...4](#)

[Newly Launched
Product...5](#)

[Marketing Quiz ...6](#)

[Star product of the
month...7](#)

[Expo Zone...8](#)

[Shelf Space...9](#)

[Next Generation
Product...10](#)

[Readers Point...11](#)

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Marketing Quiz

1. A tool for identifying ways to create more customer value because every firm is a synthesis of Primary & Support activities performed to design, produce, market, deliver & support its products.
 - A. Value chain
 - B. Value link
 - C. Value connection
 - D. Value added tax
2. A good mission statement should be _____?
 - A. Focuses on several marketing goals
 - B. takes a short term view
 - C. short, memorable & meaningful
 - D. stresses minor policies
3. An Important characteristic of a Strategic Business Unit Is _____?
 - A. has several managers
 - B. single business
 - C. various competitors
 - D. multiple business formats
4. Strategic business units can be compared to the..?
 - A. hospital executive committee
 - B. department of medicine
 - C. hospital cashier
 - D. management committee
5. To shape the company's business & products so that they yield target profits & growth is the aim of strategic planning. True or false?
 - A. True; That's the aim of strategic planning
 - B. False; That's the aim of marketing plan

FEB. 2014
Volume 2 Issue 11

In this issue!

Remote Working...2

Business Personality...3

Latest Software
Updates ...4

Newly Launched
Product...5

Marketing Quiz ...6

Star product of the
month...7

Expo Zone...8

Shelf Space...9

Next Generation
Product...10

Readers Point...11

leadership

inclusiveness

“By publishing content that shows buyers you understand their problems and can show them how to solve them, you build credibility.

ARJITH ALBEE
AUTHOR OF E-MARKETING STRATEGIES
FOR THE COMPLEX SALE



Answer of Marketing Quiz January, 2014

- A. I- Sprit
- B. Marico
- C. Puneet Singh Ratn
- D. Neighbours envy owners pride
- E. Deutsch



Congratulation!

Priya Johri
PGDM (2013- 15)



Complete the Marketing Quiz and mail us along with your photo at marrecusline@its.edu.in we will publish the Winner name with photo in next edition.

FEB. 2014
Volume 2 Issue 11

In this issue!

[Remote Working...2](#)

[Business Personality...3](#)

[Latest Software
Updates ...4](#)

[Newly Launched
Product...5](#)

[Marketing Quiz ...6](#)

[Star product of the
month...7](#)

[Expo Zone...8](#)

[Shelf Space...9](#)

[Next Generation
Product...10](#)

[Readers Point...11](#)



Luxury phone maker, Vertu has announced the launch of its new unique offering, Vertu TI with attractive features in the India market.

The new Vertu TI will come with a price tag of a whopping `6,49,990. The company's devices are popular with celebrities like Madonna and David Beckham. It launched the new TI in February this year. The Vertu TI is packed with titanium and has a ruby key for access to concierge services. The device's outer casing is created from grade 5 titanium so that to make it lightweight and durable for the customers.

The device features 3.7-inches the WVGA high resolution screen with a sapphire crystal protective sheet. It runs on Android 4.0 Ice Cream Sandwich and is powered by 1.7GHz dual-core processor with 1GB RAM. As for photography, the device has a 8-megapixel rear camera and a 1.3-megapixel front-facing camera for video conferencing. It has an internal memory of 64GB.



The Vertu Ti are not manufactured at factories as each unit is built out of 184 parts that are put together by a le craftsman in England and the unit is then signed by the maker.

For More Visit:-

www.vertu.com/ti/hear





March 10-14, 2014

About AAHAR Fair:-

Aahar 2014 – 29th AAHAR The largest fair on Food & Hospitality Sector in India
This will cover two separate but concurrent exhibitions. "Hospitality India" covering Hotel & Restaurant Equipment and Supplies and "Food India" covering Foods, Processed Foods, Food Processing & Beverages.

Product Profile:-

1. Food , Food Ingredients & Additives
(Fruits and Vegetables, Dairy Products, Bakery & Confectionary Products, Organic and Health Products, Meat and Poultry Products, Processed Foods, Non-Alcoholic Beverages, Food Ingredients, Fine Food, Food Preservatives, Chocolates)
2. Alcoholic Beverages & Cheese
(Alcoholic Beverages, Cheese)
3. Food & Beverages Equipments
(Bakery and Confectionary Equipment, Kitchen Equipment, Kitchen and Food Service, Kitchenware Equipment –Crockery/ Cutlery/ Chaffing Dishes, Food and Beverage Equipment Food Processing, Packaging Equipment and Machinery, Poultry, Farm Equipment and Supplies)
4. House- Keeping
(Building, Construction, Air Conditioning, Laundry & interior and House Keeping, Air & Water – Pollution Control Equipment & Accessories, Festival Products, Furniture and Interior Decoration, Gardening & Lighting, Gifts and Presentation, Guest Room products, Health Club/ Sports/ Fitness Equipments, Fabrics, Textile, Made Ups, Culinary Show)

Venue:

Hall 2, 3, 4, 5, 6, 7 to 12 A, 14, 15 & 18 Pragati Maidan, New Delhi.

Timings:

10.00 AM to 6.00 PM from March 10-14, 2014
10.00 AM to 2.00 PM - 14th March, 2014 exclusively for Business Visitors
2:00 PM to 6.00 PM - 14th March, 2014 for General Public

For More Visit:-

www.aaharinternationalfair.com

FEB. 2014
Volume 2 Issue 11

In this issue!

Remote Working...2

Business Personality...3

Latest Software
Updates ...4

Newly Launched
Product...5

Marketing Quiz ...6

Star product of the
month...7

Expo Zone...8

Shelf Space...9

Next Generation
Product...10

Readers Point...11

Marketing is a
race without a
finishing
line.

Philip Kotler



NIIT is a leading Global Talent Development Corporation, building skilled manpower pool for global industry requirements. The company which was set up in 1981, to help the nascent IT industry overcome its human resource challenges, has today grown to be amongst world's leading talent development companies offering learning solutions to Individuals, Enterprises and Institutions across 40 countries. Leading IT journal Dataquest has conferred upon NIIT the 'Top IT Training Company' award successively for the past 20 years, since the inception of this category.

NIIT's training solutions in IT, Banking, Finance and Insurance, Knowledge Process Outsourcing (KPO), Business Process Management (BPM), Executive Management Education, Vocational Skills, School Learning Solutions and Communication and Professional Life Skills has impacted over 35 million learners since inception. NIIT's expertise in learning content development, training delivery and education process management make it the most preferred training partner, worldwide.

NIIT has introduced "India's first Cloud Campus", through its new-age GNIIT program. NIIT offers training programs in IT, Banking, Global Finance, Management, Digital & Social Media Marketing, through its NIIT Cloud Campus™ with innovative learning features, to make students first day-first hour industry ready professionals. Cloud Campus offers students higher mobility as they can access their courseware using Netbooks and connect seamlessly to NIIT's Cloud Campus network.

NIIT has provided computer-based learning to over 17,000 government and private schools across the country cumulatively impacting lives of more than 10 million students. NIIT nGuru is a holistic School Learning Solution that comprises of Interactive Classrooms Cloud (an end to end Cloud-enabled Teaching Learning solution for classrooms that uses elements of interactivity, animation, videos and web links library); Interactive Classrooms @ Home (allows students to access lessons, submit assignments and collaborate with peers, all while sitting at home); Math Lab (State-of-the-art Mathematics Laboratory for schools which comes with Geometer's Sketchpad Software, Multiple Teaching and Learning Aids like, Manipulative, Measuring Instruments and Theme Based Ambience); IT Wizard (equips the students with core computer knowledge and IT skills); Quick School (an Education Resource Planning solution for school management) and various training programmes aimed at professional development for teachers (including CCE and IPICT).

To address the vast population of underserved, school-aged children, NIIT launched the Hole-in-the-Wall education initiative in 1999. Its achievements in the area of Minimally Invasive Education earned NIIT the coveted Digital Opportunity Award, by the World Information Technology Services Alliance (WITSA) in 2008.

For working professionals, NIIT Imperia, Centre for Advanced Learning, offers Executive Learning Programs in association with leading Business schools in India, KPMG, Google India and Internet and Mobile Association of India (IAMAI), using the synchronous learning platform.

NIIT Institute of Finance Banking & Insurance (IFBI), formed by NIIT with equity participation from ICICI Bank, offers programs for individuals and corporates in Banking, Financial Services and Insurance.

NIIT Institute of Process Excellence Limited, a NIIT-GENPACT venture (NIIT Uniqua), offers complete training outsourcing services to the Business Process, Knowledge and Technology Services industry to create business models that enhance productivity and lower costs.

NIIT Careers@Campus, the company's Institutional Alliances Business for colleges and Universities, delivers in-campus training through Synchronous Learning Technology.

NIIT's Corporate Learning Solutions, NIIT's Corporate Learning Solutions offers Managed Training Services including integrated learning solutions (strategic consulting, learning design, content development, delivery, technology, assessment and learning management) to Fortune 500 companies, Universities, Technology companies, Training corporations and Publishing houses.

NIIT Yuva Jyoti, a joint venture between NIIT and NSDC, offers vocational skills training programs to enhance employability of youth across India.

For More Visit:-

www.niit.com

<http://en.wikipedia.org/wiki/NIIT>

FEB. 2014
Volume 2 Issue 11

In this issue!

Remote Working...2

Business Personality...3

Latest Software
Updates ...4

Newly Launched
Product...5

Marketing Quiz ...6

Star product of the
month...7

Expo Zone...8

Shelf Space...9

Next Generation
Product...10

Readers Point...11

APPLE IOS BASED 'TV SET-TOP BOX'



Apple is reportedly planning to release an updated version of its TV set-top box in first half of 2014 with revamped operating system based more closely on iOS.

According to a report by 9to5Mac, the product is already into testing, and is expected to include a version of the App Store to house content from third-party developers, Cnet reports.

However, it might come as a disappointment for those hoping the company would finally come out with an actual Apple TV set

The new version of the set-top box is said to include a "revamped operating system," based more closely on iOS. The product will also include new types of content, the report said, citing anonymous sources. In what could be a turnaround from previous thinking at the company, the box's software could include a version of the App Store to house content from third-party developers.



Another report from iLounge also revealed that Apple TV would be updating its gaming support, allowing for games to be directly downloaded to the set, rather than having to go through an iOS device. (ANI)

FEB. 2014
Volume 2 Issue 11

In this issue!

[Remote Working...2](#)

[Business Personality...3](#)

[Latest Software
Updates ...4](#)

[Newly Launched
Product...5](#)

[Marketing Quiz ...6](#)

[Star product of the
month...7](#)

[Expo Zone...8](#)

[Shelf Space...9](#)

[Next Generation
Product...10](#)

[Readers Point...11](#)

Square- Inch Analysis – Anand Vikram Singh, PGDM (2012-2014)

Square-inch analysis is a method used by direct marketers to evaluate the profitability of the offers appearing in the pages of a mail-order catalog. The results of square-inch analysis are used to improve the process of assigning merchandise offers to pages and allocating space in future catalogs, a process called page planning or pagination.



Classic square-inch analysis was and still is used primarily by mail-order catalog publishers, because these vehicles contain multiple separate sales offers of varying size, and managers need a means of systematically subdividing aggregate publishing costs down to the individual item offer level. Printed offers in other formats (such as travel brochures, or magazine display ads) would also yield to this analysis. It has been suggested that square-inch analysis should play a role in website marketing analytics, but such use is not well documented.

The fundamental quotient of square-inch analysis is item profit per square inch according to the formula $\text{item gross profit (dollars)} / \text{offer area (square inches)} = \text{item profit per square inch}$. Secondary calculations include unit volume per square inch, item revenue per square inch, gross profit and revenue per offer and per page. The elementary mathematical formulas involved in deriving the results of square-inch analysis can be easily modeled by formulas in a software spreadsheet.

Testimonials:

Nothing beats an independent opinion of one's services. Below are the testimonials from just a few of our Happy Readers.

I Love to read newsletter, it provides the information about the new products and its articles are informative... Happy Reading



Saurav Pathak
PGDM (2012-2014)

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FEB. 2014
Volume 2 Issue 11

In this issue!

Remote Working...2

Business Personality...3

Latest Software
Updates...4

Newly Launched
Product...5

Marketing Quiz...6

Star product of the
month...7

Expo Zone...8

Shelf Space...9

Next Generation
Product...10

Readers Point...11

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