



**RASHTREEYA SIKSHANA SAMITHI TRUST**  
**R V INSTITUTE OF MANAGEMENT**  
CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar  
Bengaluru, Karnataka 560 041

**DEPARTMENT OF MARKETING**

Date: 1-12-2021	Venue: Seminar Hall
Time: 9.00am to 10.00am	Semester & Section : III Semester B, C & D
No. of Participant: 62	Event Coordinator: Prof. Anitha B.M.Dsilva
Resource Person	Mr.Vikas VB, Alumni 2016-2018 batch

**Objectives**

- To reinforce among the students to improve marketing concepts, develop skills related to marketing communication
- To enhance the knowledge of Business markets and their growth in India

**Agenda/Flow of the Event**

- Welcome address- (Resource person and audiences)
- Address by the Speakers
- Question and Answer
- Vote of thanks

**Profile of the Resource person**

**VIKAS V B**, Bosch & Siemens Home Appliances - Marketing & Sell Out Coordinator, Karnataka. Alumni 2016-2018 batch

A Resident of Honnavara, Uttara Kannada has been an inspiration to the younger generation. He is good in communication, expert in marketing and financial areas.

MBA (Marketing & Finance): 2016-18: RVIM, KSET Qualified: 2021 batch

He has Experience of working from Sept 2018 - Nov 2020, in Godrej & Boyce Mfg Co Ltd: Godrej Appliances - Area Sales Manager, Area Managed: Bengaluru, Mysuru (Distribution), Mysuru (Distribution & LRC), Karnataka (Key Accounts)

He has been a bright student and has received many awards during his study at RVIM.

Awarded with "The Best Achiever" in the Annual R V Institutions award ceremony for achievements across various Management Fests & Conferences

Winners - Best Paper - SJBIT, Uttarahalli

Winners - Finance Event - Dayanad Sagar University

Winners - H R Event - M S Ramaiah College of Arts & Commerce

Winners - H R Event - Krupanidhi School of Management

Winners - Special Event - BMS College of Engineering

Runners - Special Event - CRANIUM - CMS Jain B School

Co-ordinator - Vidyarthi Adiveshanam - 2k18.

PHOTO GALERRY

Prof. Anitha BM Dsilva & Mr. Vikas VB



Ms. Danashree welcoming the resource person





Students of 3<sup>rd</sup> semester B, C and D with the Resource person



**Feedback/ Coordinators Comment:**

The resource person emphasized on the two types of firms that he would elaborate on the organization buying behaviour. Godrej firm has decision making unit (DMU) which has a vast responsibility towards organizations, major purchases typically require input from various parts of the organization, including finance, accounting, purchasing, information technology management, and senior management. Highly technical purchases, such as information technology systems or production equipment, require the expertise of technical specialists. In some cases, the buying center acts as an informal ad hoc group. In other cases, the buying center is a formally sanctioned group with specific mandates, criteria, and procedures.

As a part of marketing head for Godrej and now Bosch appliances the resource person explained the structure and process involved in B2B purchases, suppliers, dealing with trade partners and dealers. He also explained how to communicate to trade partners, pricing of the product based on customers, delivery of product to the ultimate customers without grievances is the important role that has to be played an area manager.

Few questions towards wrong delivery of product, nonpayment of orders and other grievance from customers were answered promptly. Towards the end of the session student had queries related to marketing, sales job, type companies that they can opt for and other doubts that were clarified.

The resource person could have emphasized/ elaborated more on buying behavior from Decision making unit and also the hurdles faced by them.

**Outcome achieved/ attained:**

- The Session was very informative and had a holistic outlook about the business markets.
- Student got the feel of working as a management graduate and the challenges they will face at every juncture while dealing with company customers and trade partners.
- After this session students are able to draft flow chart of the buying behaviour process in any of the FMCG markets or between Businesses to Business.