

ALUMNI - LETTER

Issue 2

In Search of Excellence

A News letter of Department of Management Studies JNNCE, Shivamogga-577201

Volume-2

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Message from Editorial Team :

The Editorial team is delighted to present its unique creation in the form of Alumni Newsletter. There is now a sizable diaspora of JNNCE MBA graduates spread across the country. People who have in one way or another made us proud of their accomplishments. This newsletter is designed to celebrate the success stories of our alumni and also to provide Relationship of alumni directly to Students through interaction. December 2022, Volume.02, Issue 2 newsletter updated not only on the educational background of the alumni, it also covered interview process, best practices of the company and suggestions to their juniors. We would be looking forward to hear more about other alumni in terms of their achievements and their professional growth so as to provide a whole lot of motivation for the current students. We hope that the newsletter will offer some interesting readings to all stake holders of the department.

Editorial Team

ALUMNI PROFILE : Mr. Pavanash Chowki N G,

He is Mr. Pavanash Chowki N G, an MBA graduate (marketing) from the JNNCE Shivamogga [2010-2012] batch. He is currently employed as a Technical Account Manager at Hilti India Pvt. Ltd., Bangalore, India, where he is in charge of channel business and B2B. He has over nine years of sales experience in the power tool industry.



1. Why did you choose MBA?

As you are all aware, I graduated with B.Sc. (PCM), which is completely a pure science course. Hence, I didn't have the opportunity to enter MCA. Basically, I'm a people person; I can't sit in one place for a long time, but I can talk to people easily, and I can also do some system work, and so on. I got suggestion from one of my friends and I got into MBA. At that moment, there was no clear goal of joining MBA. I should say it was an accident, but later it added lots of value to my life.

2. Could you share any happy moments or memories of college life during your MBA?

There are so many memories regarding JNNCE; it's a wonderful education institution with a huge campus. I was surprised when I first entered the college; the lectures were too good, and the friends were so crazy. I don't know how I spent those two years of my MBA life. To begin, I am a B.Sc. student, and it was difficult for me to understand the concepts in accounting at first, but with the help of lecturers and my close friends, I gradually understood those concepts. It was so nice to have an activity called Cooking without Fire; even though we didn't know how to cook, we still cooked something that was tasty even without fire. We had many activities in those days in college, like team building, competitions, and training activities, and those are the important memories for me. During my two years of MBA, I won first prize in an advertisement competition; it is a great memory for me. We used to wait for the bus while the library building was under construction. During that waiting time, we used to share a lot of information about the activities. It was a beautiful journey with so many memories and the best moments of my MBA life.

3. How did MBA help your career?

MBA helped me for my career growth in all respects because, after completing my MBA with marketing specialisation, my first job was at Bosch, where I was involved in sales activities as I had limited competencies. It was very tough, and once I started recalling whatever I had learned about product positioning, product sample, market segmentation, customer segmentation, product focus, target customers, etc., one day I sat in my room and just recalled my old days of advertising and all those things. It helped me with my career planning. There are so many ways MBA will help us

get promotions and improve our performance in our careers. As an example, I am currently employed as technical account manager at Hilti India Pvt. Ltd. which a market leader in power tools, and it is a Switzerland-based company. This company even though hires only engineers, I was hired because of my MBA.

4. Share information about your current job, such as roles and responsibilities.

Presently, I am working for Hilti India Pvt. Ltd. as Technical Account Manager. My role is to meet the company's priorities, which include meeting the sales target of Rs. 800 crore. We primarily provide consulting services for construction companies such as L&T, Prestige, and Brigade. We primarily concentrate on steel and metal. My job is to generate the lead for steel and metal and execute that lead.

5. Is MBA required or useful to manage the sales and marketing?

Many marketing terms, such as target customer, positioning, and the four Ps, will be familiar to you if you are pursuing the programme. I will give one example here for better understanding: If you need a pen and I come to sell you a bicycle, it is a total mismatch. Because I do not complete the customer target correctly. These are the basic things that one should know for sales and marketing and that will be thought about in the MBA. Some other examples are demos and expos.

6. According to you, what are the major things that should be adopted, included, or considered to build relationship with clients?

The mantra of a good customer relationship is to help a customer in solving any problem. When you arrive at the customer's location, you may encounter a challenge or some pain points for the customer. At that time, how you resolve those problems will help you build a strong relationship with clients for a long time. Here you need to consider both company benefits as well as client benefits.

7. What are the things that should be considered to meet the sales target?

Know your products first, then build relationships with customers, and finally, know your competitors and their strengths and weaknesses in comparison to your products. Self-involvement is very important, so make sure you fully involve yourself in the process to achieve the objectives of the company. One must have courage to reach the customer in spite of various challenges.

8. What unique activities you are doing for the successful marketing?

I used to give demos on a regular basis. Firstly, I plan on Friday for subsequent week and how I need to reach customers the succeeding week. The second thing is clarity on how things should proceed the ensuing week. The third thing I need to do is to conduct market research and visit customers on a daily basis. Apart from that, I should have clarity in my work and understand the customer.

9. In marketing, what is project specification?

If I say "one project," that means one building construction is one project. Our company has given me a territory in Bangalore, so in the territory, I roam around and find out what all the construction projects are that are in progress in that area. I visit the location and find out what I can sell for the project. I should find out the details of the contractors and approach them. Electrical and welding contractors may be working over there. I should build a relationship with contractors so that I can sell our products for the project.

10. What are the biggest challenges in Technical Account Manager role?

One of the challenges is competition. Competition follows us everywhere in the market. I need to have a good demo, give full information about the product, and maintain a good customer relationship so that I can meet my targets. One more challenge is competency. When one is new to the industry, he may not know the intricacies. The same was true with me also. Here, while we do marketing, we need to suggest suitable products as per the customer's requirements, and if you don't have the competency,

you can't suggest a proper product. The next challenge is planning. Planning plays a crucial role in marketing. If you don't have a plan, you may lose your customer. One of the difficulties that salespeople face in Bengaluru is traffic. Other challenges include pricing, discounting, quantity, and stock. Transportation is also a challenge; delivery and the supply chain are always challenges.

11. What are the Applications you are using for Store Management?

For all marketing and store management activities, we use only one application, SAP Business ByDesign.

12. What are the biggest challenges in the payment collection process? How do you overcome those obstacles?

Yes, it is a major issue to deal with because no company will give credit to anyone for the first five transactions. Credit is granted in our company when the applicant is willing to pay within 15 to 30 days. As a result, it is not a big deal for us because the company conducts extensive research before granting credit to any customer.

13. What are the important basic skills and knowledge required to get into the marketing field?

- * Clarity and Precision.
- * Planning [What, When, How and Where].
- * Courage.
- * No Delay

14. What are the questions you have faced during your first interview?

Every company and every interviewer will ask you the same question: "Tell me about yourself." They would like to examine how enthusiastic and positive you are as a fresher.

When I attended the interview at Bosh company as a fresher, the interviewer asked me one question: "If a machine breaks down,

the customer brings it to the service centre, and it being without warranty; how would you manage?" The reply may be, "I will consult my manager and get back to you Sir."

15. Please share about the trends that you have observed in the marketing field over these years?

Many changes have occurred in recent years, People are increasingly moving away from tradition towards modernity. However, there has not been significant difference between online and offline trends for all the brands. If you take a brand like Bosh, Makita, depending on the segment, there is no such kind of trend. In this context, I explain the background of our industry. We are into the construction industry and in our company, we have a technical team which supports the operations of the company. Technical team mainly consists of an architect, a consultant, and a civil engineer. What they do is they design the project themselves, specify which brands are to be used in the project. This is what our company has initiated, and this is how we work to sell our products.

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Thank You

