

DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES

II BBA (Honours) · III Semester

CASE STUDY REPORT*Case Study Presentation
on Contemporary Business Organizations*

COURSE	Organisational Behaviour
PROGRAMME	II BBA (Honours)
SEMESTER	III Semester
DATE	17 – 22 November 2025
ACADEMIC YEAR	2025 – 2026

Academic Year 2025 – 2026**CASE STUDY REPORT***Case Study Presentation on Contemporary Business Organisations***1. Title of the Activity**

Case Study Presentation on Contemporary Business Organizations

2. Objectives of the Activity

The primary objective of this activity was to enhance analytical and critical thinking skills among students by engaging them in real-world business case studies. Specific objectives included:

- Enable students to understand organisational behaviour through practical exposure to real-world business scenarios.
- Bridge the gap between theoretical knowledge and its practical application in contemporary organisations.
- Develop effective communication, presentation, and research skills among students.
- Encourage critical interpretation and analysis of business situations drawn from national and international companies.

3. Description of the Activity

As part of the Organisational Behaviour course, students of II BBA (H), III Semester were assigned individual case studies on various national and international companies. Each student selected a topic and conducted in-depth research using secondary data sources such as company reports, academic journals, and credible online platforms. Students prepared detailed reports and delivered presentations using PowerPoint in the classroom.

The case studies encompassed diverse areas including competitive strategies, leadership styles, innovation, business models, and brand positioning. Topics included comparative analyses such as FOGG vs. AXE and Flipkart vs. Amazon, as well as organisational studies on Zomato, IKEA, Naturals Ice Cream, Café Coffee Day, and leading luxury brands.

The activity was conducted over six days from 17 to 22 November 2025, with 5 students presenting each day, allowing adequate time for detailed presentations and interactive Q&A sessions.

4. Methodology

The activity was conducted in a structured and systematic manner:

- **Topic Allocation & Approval:** Faculty reviewed and approved student-selected topics to ensure academic relevance and avoid duplication.
- **Independent Research:** Students gathered secondary data from company reports, reputed journals, and credible online sources.
- **Report Preparation:** Structured case study reports were prepared adhering to prescribed academic guidelines.
- **Classroom Presentations:** Students presented their findings using PowerPoint, followed by interactive Q&A sessions.
- **Evaluation:** Faculty assessed student performance based on analytical depth, conceptual clarity, and presentation effectiveness.

5. Learning Outcomes

Through this activity, students achieved the following learning outcomes:

- Developed the ability to analyse organisational behaviour in real-world contexts.
- Enhanced critical thinking, decision-making, and problem-solving skills.
- Improved communication and presentation capabilities through structured delivery.
- Gained exposure to current business practices and global organisational strategies.

6. Assessment & Evaluation (Rubrics)

Student evaluation was conducted using a structured rubric system to ensure transparency, objectivity, and fairness. Each student was assessed across five key parameters for a total of 10 marks:

#	Criteria	Marks	Description
1	Understanding of the Case	2	Ability to comprehend and explain the business situation clearly.
2	Analytical Skills	2	Depth of analysis and application of OB concepts.
3	Content Quality	2	Relevance, accuracy, and logical structure of the report.
4	Presentation Skills	2	Clarity, confidence, and effectiveness of delivery.

#	Criteria	Marks	Description
5	Response to Questions	2	Ability to answer queries and justify arguments logically.
Total		10	

Performance levels: Excellent (9–10) | Good (7–8) | Satisfactory (5–6) | Needs Improvement (Below 5)

7. Outcome of the Activity

The activity yielded the following observable outcomes:

- Increased student engagement and active participation throughout the sessions.
- Improved analytical thinking, research orientation, and presentation competency.
- Enhanced understanding of business dynamics, organisational challenges, and global strategies.
- Strengthened bridge between classroom theory and real-world business application.

8. Conclusion

The case study activity successfully bridged the gap between theoretical knowledge and practical application. It enriched the learning experience by enabling students to critically analyse real-world business situations across diverse industries and geographies. The activity contributed significantly to the achievement of academic objectives while simultaneously enhancing the employability skills of students through experiential learning.

9. Annexure

The annexure includes supporting documents and evidence related to the case study activity, categorised for clarity and verification.

Annexure 9A – Student List & Topics

The following table contains the complete list of students along with their assigned case study topics and presentation dates (5 students per day, 17–22 November 2025).

S.No	Reg. No.	Name of Student	Case Study Title	Date
1	32422503	B. Sandhya	How FOGG's ₹500 Cr Formula DESTROYED AXE in India	17 Nov 25
6	32422508	G. Sri Ram	The Inspiring Comeback of Café Coffee Day (CCD)	17 Nov 25
7	32422509	G. Poornima Reddy	Louis Vuitton: How It Achieves and Maintains Popularity	17 Nov 25
8	32422510	G. Venkata Ramana	The TRUTH Behind Zomato's Turnaround – Startup Case Study	17 Nov 25
9	32422511	I. Navya	IKEA: How to Earn \$40 Billion Every Year by Selling Furniture	17 Nov 25
10	32422512	J. Satvika	Turning Strategy into Results: A Case Study on Naturals Ice Cream	18 Nov 25
11	32422513	K. Swathi	Launching Dreams: How Elon Musk Built SpaceX	18 Nov 25
12	32422514	K. Bhavani Sirisha	How Spotify Dominates Apple, Google and Amazon in Music	18 Nov 25
14	32422516	K. S.N. V. Surya Teja	The Digital Payments Revolution in India	18 Nov 25

S.No	Reg. No.	Name of Student	Case Study Title	Date
15	32422517	Killi Loyalakshmi	Amul Ice Cream – The Taste of India’s Dairy Revolution	18 Nov 25
16	32422518	K. Vinay Kumar	The Rise and Fall of Sony Company	19 Nov 25
18	32422520	K. Durga Prasad	Infosys – Growth from a Small IT Company to a Global Technology Leader	19 Nov 25
19	32422521	Kothapalli Bala Satish	Zomato’s Real Plan with District	19 Nov 25
20	32422522	L. Jaswanth	RAPIDO – Journey	19 Nov 25
21	32422524	M Kuladeep	How Aman Gupta’s Marketing Strategy Turned boAt into a ₹1500 Cr Company	19 Nov 25
22	32422525	M. Raja Nandhini	NVIDIA: Where Gaming Meets Artificial Intelligence	20 Nov 25
23	32422526	M. Chintu	Painful Downfall of BYJU’S – Business Case Study	20 Nov 25
24	32422528	N. Naga Durga	How Myntra Destroyed Fashion Giants Ajo & Amazon	20 Nov 25
25	32422529	N. Rama Chandra Rao	How IndiGo Airlines Became a Monopoly in India’s Aviation Business	20 Nov 25
26	32422532	P. Tejaswini	How Starbucks Started and Became a Successful Café in India	20 Nov 25
27	32422534	P. Manikanta	How the Rise of Ambassador Turned into a Business Failure	21 Nov 25
28	32422540	S. Venu Vijaya Bhaskar	Apple’s Second Bite: The Comeback Story of Steve Jobs	21 Nov 25
29	32422541	T. Saranya	Samsung Mobile Company: Downfall and Rise – Success Story	21 Nov 25
30	32422542	U. Raviteja	The Success Story of Coca-Cola	21 Nov 25

Annexure 9B

Evidence of Seminar Presentation

A detailed report of the Seminar Presentation, including programme details, participant list, and photographic evidence, is documented on the official Government College (Autonomous), Rajahmundry institutional website.

 **Report Link:** <https://gcrjy.ac.in/activitydesc.php?activityid=1038&departmentid=37>

Annexure 9C – Drive Links (Master Spreadsheet)

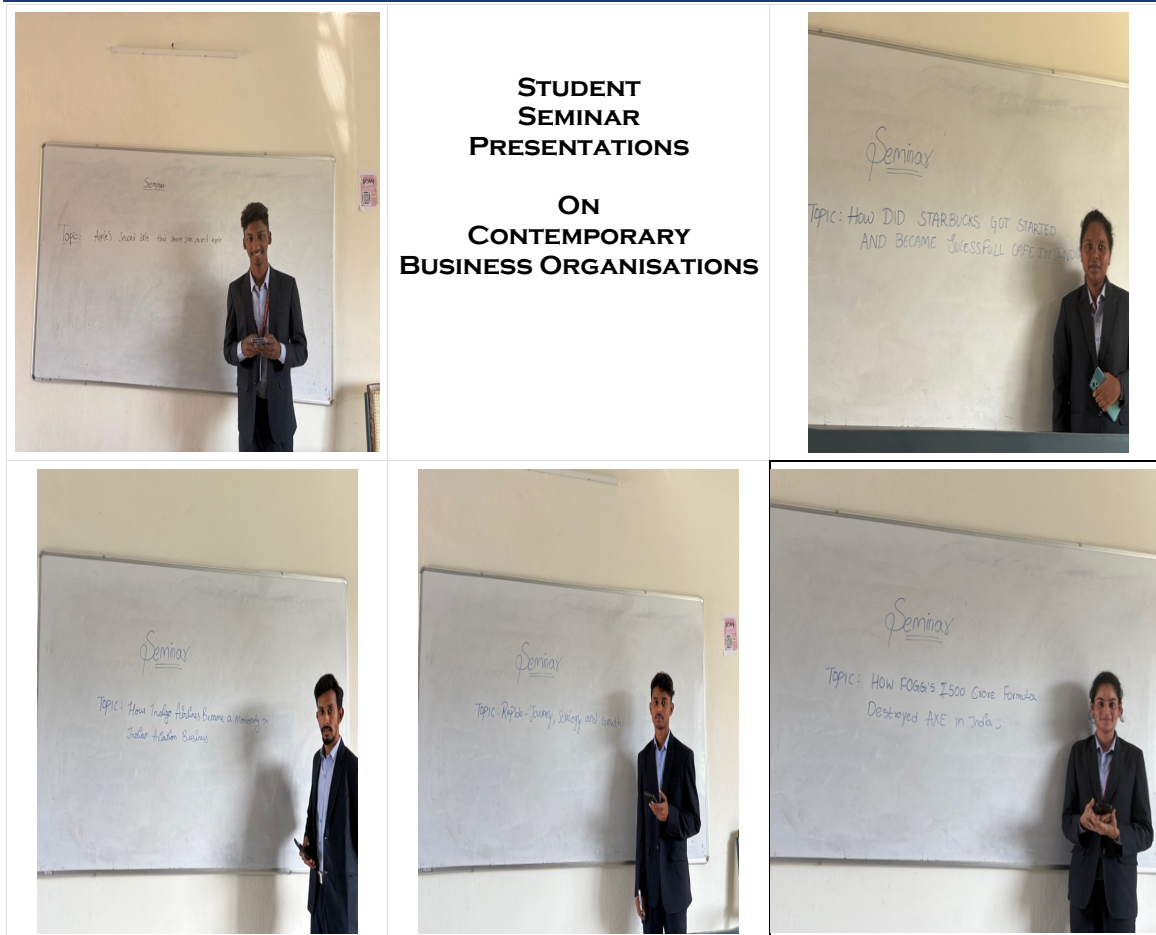
All student case study reports and presentations have been compiled and are accessible through the centralized Google Spreadsheet below:

Master Data Sheet: [Click here to access the spreadsheet](#)

Annexure 9D – Activity Photos

The following photographs document student presentations during the activity.





Annexure 9E – Student Feedback

Student feedback was collected at the conclusion of each presentation session. The responses below reflect individual reactions to the learning experience, quality of research, and personal growth observed through this activity.

S.No	Reg. No.	Name	Rating	Student Feedback
1	32422503	B. Sandhya	Excellent	<i>This seminar was a great learning experience. I now understand how pricing strategy and brand positioning can completely change market dynamics.</i>
6	32422508	G. Sri Ram	Good	<i>Researching CCD's comeback helped me connect classroom theories to real business decisions. I gained confidence in presenting complex turnaround stories.</i>
7	32422509	G. Poornima Reddy	Excellent	<i>Studying Louis Vuitton opened my eyes to how luxury brands maintain exclusivity. The activity improved my analytical thinking significantly.</i>
8	32422510	G. Venkata Ramana	Good	<i>The Zomato case study was engaging and relevant to current business trends. I enjoyed linking OB concepts to a real startup environment.</i>
9	32422511	I. Navya	Excellent	<i>Exploring IKEA's global business model was fascinating. This activity helped me understand how innovation and cost efficiency drive long-term success.</i>

S.No	Reg. No.	Name	Rating	Student Feedback
10	32422512	J. Satvika	Good	<i>The Naturals Ice Cream case showed me how local brands can compete strategically. I developed better research and report-writing skills through this activity.</i>
11	32422513	K. Swathi	Excellent	<i>SpaceX's story was truly inspiring and taught me the importance of vision and perseverance in leadership. I enjoyed connecting Musk's style to OB theories.</i>
12	32422514	K. Bhavani Sirisha	Good	<i>Analysing Spotify's competitive strategy was both challenging and rewarding. I learned how disruptive business models transform entire industries.</i>
14	32422516	K. S.N. V. Surya Teja	Excellent	<i>The digital payments topic was highly relevant to today's economy. This seminar helped me understand how technology reshapes organisational behaviour.</i>
15	32422517	Killi Lovalakshmi	Good	<i>Amul's dairy revolution showed the power of cooperative business models. I enjoyed presenting and responding to questions from peers and faculty.</i>
16	32422518	K. Vinay Kumar	Satisfactory	<i>Sony's rise and fall gave me valuable insights into strategic failure and organisational decline. I improved my ability to identify critical turning points in a business.</i>
18	32422520	K. Durga Prasad	Excellent	<i>Infosys' global journey was inspiring and well-documented. Preparing this case study strengthened my understanding of organisational growth and leadership.</i>
19	32422521	Kothapalli Bala Satish	Good	<i>Zomato's District strategy was a unique angle I had not explored before. The seminar helped me think beyond surface-level analysis to strategic intent.</i>
20	32422522	Lingamgunta Jaswanth	Good	<i>RAPIDO's journey highlighted how startups overcome operational challenges. This activity enhanced my presentation skills and business vocabulary.</i>
21	32422524	M Kuladeep	Excellent	<i>The boAt case study was highly engaging and relatable. I learned how personal branding and marketing strategies can build a billion-rupee company.</i>
22	32422525	M. Raja Nandhini	Good	<i>NVIDIA's dual role in gaming and AI was a fascinating topic to present. I now better understand how technology companies evolve their business models.</i>
23	32422526	M. Chintu	Excellent	<i>BYJU'S' downfall was a sobering lesson in corporate governance and overexpansion. This case deepened my understanding of organisational risk and accountability.</i>
24	32422528	N. Naga Durga	Good	<i>Myntra's competitive strategy against larger rivals was an eye-opening study. I developed stronger critical thinking skills through this research.</i>
25	32422529	N. Rama Chandra Rao	Excellent	<i>IndiGo's monopoly in Indian aviation revealed powerful lessons in cost leadership. I enjoyed the challenge of presenting industry data clearly to my peers.</i>
26	32422532	P. Tejaswini	Good	<i>Starbucks' India strategy helped me understand how global brands adapt to local</i>

S.No	Reg. No.	Name	Rating	Student Feedback
				<i>cultures. The Q&A session after my presentation was especially insightful.</i>
27	32422534	P. Manikanta	Satisfactory	<i>The Ambassador story was a clear case of failing to adapt to market change. I gained practical insights into product lifecycle and organisational decline.</i>
28	32422540	S. Venu Vijaya Bhaskar	Excellent	<i>Steve Jobs' comeback at Apple is one of the greatest leadership stories in business. This seminar strengthened my understanding of transformational leadership and OB.</i>
29	32422541	T. Saranya	Good	<i>Samsung's rise after its downfall taught me the importance of resilience and R&D investment. I gained confidence in presenting comparative business analyses.</i>
30	32422542	U. Raviteja	Excellent	<i>Coca-Cola's success story was rich in lessons about brand loyalty and global strategy. This activity helped me appreciate the long-term vision behind iconic companies.</i>

Feedback Summary

Rating Category	No. of Students	Percentage
Excellent	12	50%
Good	10	41.7%
Satisfactory	2	8.3%
Needs Improvement	0	0%
Total	24	100%

Overall, 91.7% of students rated the activity as Good or Excellent, reflecting strong engagement and satisfaction with the case study seminar format.