



**Er. PERUMAL MANIMEKALAI
COLLEGE OF ENGINEERING**

ACCREDITED BY NAAC WITH 'A' GRADE

Koneripalli, HOSUR - 635 117.



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

**Case Study –
Lessons Learnt in a Disruption -
Marketing Perspective**



Resource Person



**Mr. MURUGAN
KRISHNAN,**
Senior Manager - Plant HR,
Exide Industries Ltd. Hosur

18th MAY 2024 @ MBA Seminar Hall

09.30 PM - 01.00PM



A Guest Lecture on Lessons learnt in Disruption-Marketing Perspective

Report:

A Guest Lecture on Lessons learnt in Disruption-Marketing Perspective needed to MBA's was conducted on 18.05.2024 & 09.30AM – 01.00PM at PMC Tech., Hosur Campus. This event has been organized by MBA Department. It is has been conducted Offline mode to First Year PG students of Er.Perumal Manimekalai College of Engg. Hosur. Mr. Murugan Krishnan, Senior Manager-Plant HR, Exide Industries Ltd, Hosur was the resource person and delivered the Guest Lecture. In this lecture, Our Resource person discussed about disruptions in marketing, what the opportunities in marketing domain are and how to approach the customers, what are the difficulties and various obstacles in marketing. In his speech he explained about how to identify and approach the customers, what is the time period to get projects and other benefits in certain business. Around 63 PG students of PMC Tech., are participated in this Guest Lecture. At the end of the session, students are asked many queries and clarified their doubts. MBA Department/PMC Tech has arranged seminar hall for attending the programme. The program ends with vote of thanks proposed by Dr.P.Mohanraj, HOD,MBA/ PMC Tech.

The Pre Final year students of MBA are participated and gained knowledge about the disruptions in Marketing. This Guest Lecture encouraged the students to overcome the difficulties in Marketing. Students get the “real world” experience of how the business works, direct procurement, fixing the prices, Sales strategies, getting the orders and administrative skills. This Guest Lecture is especially useful for students who have interest in both marketing and Human Resource domain.

