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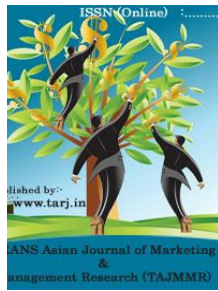
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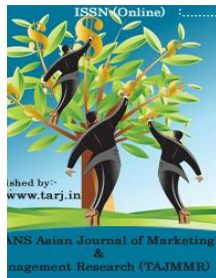


# TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Reviewed International Journal)



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# TRANS Asian Journal of Marketing Management Research (TAJMMR)

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## **HUL – SALES AND DISTRIBUTION CHANNEL**

**Madhav Mahajan\*; Vinayak Sharma\*\*; Mankit Arya\*\*\*; Harsh Choudhary\*\*\*\*;  
Kevin Umaria\*\*\*\*\***

\*Student,  
Symbiosis Centre for Management Studies,  
Pune, INDIA  
Email id: madhav.mahajan@associate.scmspune.ac.in

\*\*Student,  
Symbiosis Centre for Management Studies,  
Pune, INDIA  
Email id: vinayak.sharma@associate.scmspune.ac.in

\*\*\*Student,  
Symbiosis Centre for Management Studies,  
Pune, INDIA  
Email id: Kevin.umaria@associate.scmspune.ac.in

\*\*\*\*Student,  
Symbiosis Centre for Management Studies,  
Pune, INDIA  
Email id: harsh.choudhary@associate.scmspune.ac.in

\*\*\*\*\*Student,  
Symbiosis Centre for Management Studies,  
Pune, INDIA  
Email id: mankit.arya@associate.scmspune.ac.in

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### **ABSTRACT**

*The distribution channel is the core element for a goods company as the product sales is depends on it. The smooth movement of the goods is very essential to avoid any loss of time and money and hence the organizations have introduced their distribution channel. The case studies the distribution channel of the Hindustan Unilever Limited in Pune which is standardized*



*throughout the country. The organization has evolved through a lot of distribution channels and has become the biggest FMCG company of India with a high market coverage. In Pune, the market share of the organization is 45 – 50%. The case involves the distributor, J.D Brothers distributing the HUL products in the PMPC, Pune. The distribution is carried out through disciplined channel which is all technologically recorded. Three HUL executives are always present in the distributor's office. The movement of the goods are even tracked through GPS. The case study also highlights the most preferred goods and how the company strategizes the supply of the goods based on the season and festivals. The distributor plays a vital role acting as an intermediary between the company and the outlets handled by it.*

**KEYWORDS:** *Distribution Channel, Hindustan Unilever Limited, Pune, Movement, Supply*

### **Learning Outcomes**

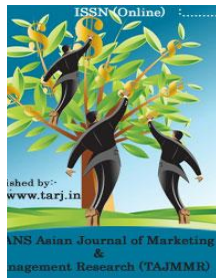
1. Movement of goods in the distribution channel.
2. Structure of the distribution channel.
3. Management of the employees in the distribution channel.
4. Importance of the distribution channel.

**Application:** The case is applicable for the upper-level under graduate students and the students specializing in marketing and sales.

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## UNFOLDING THE CONUNDRUM- JOURNEY OF FILM DISTRIBUTION FROM A PRODUCER TO VIEWER IN INDIA

**Kanika Chopra\***; **Pratistha Poonam\*\***; **Sharan Dias\*\*\***; **Meagan Martis\*\*\*\***

\*Student,  
Symbiosis Centre for Management Studies,  
Pune, INDIA  
Email id: kanikachopra98@gmail.com

\*\*Student,  
Symbiosis Centre for Management Studies,  
Pune, INDIA  
Email id: pratistha.poonam@gmail.com

\*\*\*Student,  
Symbiosis Centre for Management Studies,  
Pune, INDIA  
Email id: sharandias6@gmail.com

\*\*\*\*Student,  
Symbiosis Centre for Management Studies,  
Pune, INDIA  
Email id: meagan.martis29@gmail.com

### ABSTRACT

*Movies play a great deal in our lives; they serve as a source of entertainment, inspiration and due to social media, we are well aware about all that goes into making a movie. But there's only one process that brings these movies to the viewers and money to those involved in the making. This research paper focuses on tracing the distribution process in the Hindi film industry. The aim of this paper is to understand the various channels and the nature of distribution of films in India. We have used snowball sampling method in order to obtain references from our original point of contacts. This paper gives us an insight into how the ownership rights pass from one entity to another in the form of distribution rights, which accompanies with it the responsibility of promoting the film. However, over time, the producers are seen either shifting the liability to the*

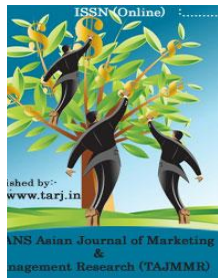
*distributors or bringing the entire process under one roof called a production house. This scenario is very different from what used to happen in mid-20th century. There are various hurdles in process and we try to give recommendations on how to overcome them.*

**KEYWORDS:** *Films, India, Bollywood, Distribution, Production*

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- Mrs. NameethaPremkumar: Founder, Director, Filmbug



# TRANS Asian Journal of Marketing Management Research (TAJMMR)

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## SERVICE QUALITY OF RAILWAY SERVICES IN KASHMIR DIVISION

**Dr Zameer Ahmad\***

\*Research Scholar,  
School Of Management Studies,  
Baba Ghulam Shah Badshah University, INDIA  
Email: Zulfi.Zameer@Gmail.Com

### ABSTRACT

*The main objective of this study is to present an insight into the passengers' perception about the service quality of railway services in Kashmir division. The passengers expect huge services from Indian Railways, so to study their perception about service quality is very essential. Transport facility such as Railways is an important characteristic of infrastructure facilitating movement of goods and people from one place to another place. This paper is aimed to discuss the perception of Quality of service of passengers travelling in railways in Kashmir Division and willingness to put more efforts to improve it. It considers five dimensions of service quality (SERVQUAL model) given by Parasuraman et al. (1988), i.e. assurance, empathy, reliability, tangibility and responsiveness. By using non-probability convenience sampling a survey of 448 passengers of Indian Railway in Kashmir Division was carried out using a designed questionnaire. This paper is intent to measure the service quality of Indian Railway in Kashmir Division. The questionnaire of tested instrument comprising of 22 statements was administered to measure the passengers' perceptions about the service quality of railways. Findings show that there is significant degree of optimism towards dimensions of service quality i.e. Reliability, Assurance and Empathy. The study revealed that Tangibility and Responsiveness variables were having a low score and the passengers were unsatisfied about these two dimensions of service quality of railways. The study indicated that the management of railways in Kashmir Division should work towards keeping up to marks the various tangible things like Basic facilities. They should improve Availability of seats, Drinking water and Hygiene factors which include sanitation quality, neatness of compartment and neatness in railway stations Information Accessibility, etc.*

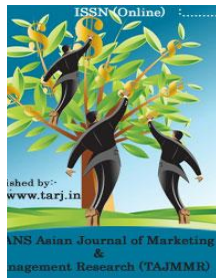


**KEYWORDS:** *Indian Railways Passenger, Service Quality (SQ), SERVQUAL and Tangibility.*

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## STOCK PRICE REACTION TO MERGERS AND ACQUISITIONS ANNOUNCEMENT

**Joji Alex N\*; Roshna Varghese\*\***

\*PhD, Associate Professor,  
Department of Business Administration,  
Rajagiri College of Social Sciences,  
Kakkanad, Kochi, INDIA  
Email id: [jojialex@rajagiri.edu](mailto:jojialex@rajagiri.edu)

PhD, Assistant professor,  
Department of Business Administration,  
Rajagiri College of Social Sciences,  
Kakkanad, Kochi, INDIA  
Email id: [roshna@rajagiri.edu](mailto:roshna@rajagiri.edu)

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### ABSTRACT

*This research work examines stock price reaction to Mergers & Acquisitions announcements to identify the post and pre -facto effect of M&A announcements on the stock prices of the bidding or acquiring firms. The investigation has been conducted using the traditional event study methodology. The Cumulative Average Abnormal Returns (CAAR) of the bidding firm's stock prices in different event windows have been analysed. paired sample analysis is done by comparing the pre and post-announcement returns as well as pre and post effective day returns of the acquiring firms' stock prices in the event window of 3, 5, 10 and 15days. Across all the event windows, bidding firm's stock price yields positive CAAR that is significantly different from zero. It was found that the post announcement returns are significantly greater than the pre-announcement returns and post effective day returns are higher than pre effective day returns, indicative of the immediate market response to the information disclosure.*

**KEYWORDS:** *Mergers and Acquisitions; Abnormal Returns; Stock Price Reaction*

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