

Name of the Faculty Member: Prof. Pardeep Gupta

Name of Activity: Gathering information

Name of Course/PAPER: Global Marketing

Semester: III

Brief Description: In a learning activity, the students were asked to gather information about a multinational company's organization and marketing in a country of their choice to help them decide whether it would be a good company to work for it in that country after completion of their MBA course. The students were allowed to choose one of the internet search engines such as www.Yahoo.com or www.google.com. It was evaluated out of 10 marks.