



Indian Institute of Management Kozhikode

Case Study

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Big Bazaar's Big Offer?

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ABSTRACT

Abstract: This case study focuses on decoding the financial aspects of a promotional offer made by the popular retailer Big Bazaar. The financial analysis of the promotional offer can be carried out by making use of the principles of time value of money generally taught in the introductory financial management course in any MBA programme. This case study provides an opportunity to discuss the application of the ideas like nominal rate of return, effective rate of return and periodic rate of return. In addition, themes like unsecured loans and the risks and privileges of the unsecured lenders can also be discussed.

Key Words: Time value of money, Nominal rate of return, effective rate of return

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