

MASTER OF BUSINESS ADMINISTRATION

A National Level Technical Symposium

TECHFINIX'24

Business Quiz

About the Event:

A business quiz is a fun and engaging way to test participants' knowledge of various business concepts, current events, and industry trends.

Rules / Guidelines for Participants:

- Two participants per team.
- The decision of the quiz master will be final and cannot be contested.
- Participants are not allowed to use mobile phones or other electronic devices.
- The questions will be in the form of multiple choice, True/False, specific-answer, etc.
- Replacement of any participant in a team is not allowed.
- Participation certificates will be awarded to all participants.
- The business quiz will consist of two rounds:

Round 1: Written Test

1. There will be 20 questions, each carrying 1 point.
2. Duration: 15 minutes.

Round 2: Symbol Safari (Questions Displayed in PPT)

1. In this round, each question carries 10 marks.
2. Passing questions will carry 5 marks.

CHANAKYA – The Best Manager

About the Event:

The aim of this event is to identify students with the traits of a good manager. It tests how participants demonstrate the knowledge, skills, and attitude of a manager, as well as their ability to use strategies to solve business problems.

Rules / Guidelines for Participants:

- Best Manager is an individual event.
- Any number of participants from a college can participate, but they must not participate in any other event.
- All participants must bring their college ID card.
- Participants are expected to bring their own stationery, mobile phones, laptops, pen drives, etc.
- It is the responsibility of the participants to clarify any doubts before the event starts.
- The top six contestants will be selected after the first three rounds.
- The top three contestants will be selected after the fourth round and will proceed to the final round.
- The decision of the judges will be final.

- The Chanakya (Best Manager) competition will consist of five rounds:

Round 1: Group Discussion

This round assesses a contestant's ability to communicate, collaborate, and present their ideas effectively in a group setting. Participants will discuss a given problem statement for about 20 to 30 minutes.

Round 2: Interpretation of Financial Statements

Participants will be given annual reports of companies and must analyze the figures and suggest a future course of action to the board of directors.

Round 3: Case Study Analysis & Presentation

Participants will have 20 minutes to review the case and 10 minutes to prepare their presentations. Each individual will present their findings to the jury, with a presentation time of 5-6 minutes per person. Three contestants will be selected from this round.

Round 4: Rapid Fire Round (Psychometric Test)

In this round, participants will be tested individually on their thought processes, analytical abilities, and stress management skills.

ADZAP

About the Event:

ADZAP is an exciting event centered on advertising, marketing, and creativity. It typically includes industry experts, workshops, networking opportunities, and competitions that allow participants to showcase their skills. The goal is to inspire and educate attendees, fostering connections among professionals and enthusiasts in the field.

Rules / Guidelines for Participants:

1. Each team will consist of 2 to 4 participants.
2. There will be two rounds.
3. Selected teams will advance to the next round.
4. The decision of the judges will be final.

Round 1: Seek the Brand

In this round, one student from each team will pick a slot containing different product names. The student must list the maximum number of brands related to that product within the given time.

Round 2: Gig Your Brand

In this round, selected teams from Round 1 will pick a slot containing different actions. They must find the product related to the action and create an innovative ad within the given time.