

SHIKHAR'22
BEST MANAGEMENT TEAM: C SUITE SQUAD

Registration fees -100 per person

Number of teams/members -4 per team

Total duration - 5 rounds of average 2 hrs each in two days.

GENERAL RULES

- No use of internet is permitted.
- Any form of cheating will be disqualified.
- Event coordinators decision will be final.
- Judges decision cannot be challenged.
- Technical requirements: Everyone should log in through laptop.

ELIMINATION CRITERIA

- 1st round is selection round, only 10 teams will make it to 2nd round.
- 2 teams will be eliminated in the 2nd round, hence only 8 teams will be selected to 3rd round.
- 2 teams will be eliminated in the 3rd round, so only 6 teams enter the 4th round.
- 2 teams will be eliminated in the 4th the round hence leaving only 4 teams for the final round.
- Out of the last 4 teams the winners will be selected.

ROUND 1: Business Quiz and Aptitude Test

- Total time expected : 2hr 30mins
- Duration: 10 minutes
- No of Questions: 20 in Business Quiz
- 10 general business questions,5 Logo Identification & 5 Tagline Identification.
- Options will be provided only for the 10 general questions

ROUND 2: Product launch

- Total time expected : 2hr 30mins
- 10 teams
- Preparation Time: 25 minutes
- Presentation : 3-5 mins
- PPT - Product/service, company name, tagline, logo
- 5 mins per team Q&A session

ROUND 3: Advertisement round - Overnight task

- 8 teams
- Total time expected : 1hr 30mins
- Create advertisement video upto a min
- To be send to us by morning 6:00 am
- 5 mins per team Q&A session

ROUND 4: Budget Allotment

- 6 teams
- Total time expected : 2hr 30mins
- Preparation time : 30 mins per team
- Excel
- Presentation time : 5mins
- Q&A session : 5mins

ROUND 5: Press Release

- 4 teams
- Total time expected : 2hr 30mins

- Problem/allegation/acquisition will be provided by the coordinators, different problem for different team.
- Team should do a press release defending, justifying or accepting the allegation against their firm.
- Duration: 10 minutes preparation.
- Q&A: 15 minutes

