



BIMSBUZZ, THE MARKETING CLUB OF BVBIMS KOLKATA
PRESENTS



INTERCOLLEGE MARKETING QUIZ CONTEST

2021

**OCT. 5,
2021**

ENTRY DATE : 27/09/2021 TO 03/10/2021
PLATFORM : ZOOM
TIMING : 7 PM

Be Ready, Be Smart, Be Noticed! & win Exciting Prizes!

Contact us -

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REGISTRATION LINK - forms.gle/kZxjQWqM3ACoqJkp6



PROGRAMME SCHEDULE

BIMSBUZZ Marketing Quiz Contest

October 5, 2021 (7:00pm - 08:30pm)

7:00 pm	Program inauguration by Brief Welcome & Deepa Jyoti-Lightning of Sacred Lamp
7:02- 7:10pm --	Inaugural address by DR. R.K. Patra, Principal, BIMS
7:10- 7:15pm --	Club President Address by Pavel Sarkar, MBA Final Year
7:15- 7:20pm	BIMS College Video
7:20- 7:30pm	Program Introduction and Participant Brief by Anchor
7:30- 7:35pm	1 st Round
7:35- 7:37pm	A break to calculate points earned by the participants after the 1 st round
7:37- 7:40pm	Announcements of qualifiers and rules of 2 nd round
7:40- 7:55pm	2 nd round
7:55- 7:57 pm	A break to calculate points earned by the participants after the 2 nd round
7:57- 8:00 pm	Announcements of qualifiers and rules of 3 rd round
8:00- 8:15 pm	3 rd round
8:15- 8:20 pm	Announcements of the winners + Certificate +Feedback form share and fill up
8:20-8:30pm	Any relaxing performance, if available
8:30 – 8.35 pm	Vote of thanks by Dr I Sinha/ Priyadarshini Mam or Jaydeep Sir in case Dr Sinha is not available
8.35 pm	National Anthem

Rules and Regulations For **BIMSBUZZ Quiz 2021:**

General Rules to Be Followed Throughout the Competition:

- All the registered participants are instructed to attend and participate this quiz event via a laptop/desktop with stable internet connectivity.
- It is mandatory to keep the visual/audio devices operational during the time of the competition, so as to avoid any disqualification.
- Clarifications regarding the rules of the competition shall be entertained by the Quiz Committee before the start of the contest.
- The Quiz Committee of BIMSBUZZ Marketing Club reserves the right to award the best participant and **no misbehavior from the participants during the event will be entertained, resulting in disqualification.**

Quiz Rules:

- The total number of 35 participants have been grouped into 5 groups consisting of 7 participants in each group.
- The details of the groups would be shared with the participants along with the invitational email.
- The quiz will fundamentally function on 3 levels (Level 1,2 and 3)

LEVEL 1:

- A group would be chosen randomly and each participant from the group will be asked 2 questions in total carrying 5 points each. The time allotted to answer each question is 5-7 seconds.
- 4 participants with the most points from each group would proceed to the next round i.e. level 2.
- In case of a tie, 2 questions would be asked to the tied participants each respectively and the time given would be the same i.e. 5-7 seconds. The participant with more number of correct answers would then proceed to the next round.

LEVEL 2:

- In level 2, the remaining 4 participants from all the groups would be asked 2 question each carrying 5 points. The time allotted to answer a question is 10 seconds.
- The top performer from each of the groups will make it to the 3rd and the final round.
- In case of a tie, 2 questions would be asked to the tied participants each respectively and the time given would be the same i.e. 10 seconds. The participant with more number of correct answers would then proceed to the next round.

LEVEL 3:

- In the final round all the 5 remaining participants would be asked 3 questions each carrying 10 points. The time allotted to answer a question is 15 seconds.
- The top 3 participants would be ranked according to their final scores.
- In case of a tie, 2 questions would be asked to the tied participants each respectively and the time given would be the same i.e. 15 seconds. The participant with more number of correct answers would make it to the final 3.