



TECHFEST-2022



Rules & Regulations

DEPARTMENT: GRADUATE SCHOOL OF MANAGEMENT STUDIES

NAME OF EVENT: 🎵 **Brand Antakshari** 🎵 - “*Melodies of Brand...*”

NO. OF MAX. PARTICIPANTS: The participants can participate in a group of two members

ABSTRACT:

“*Melodies of Brand...*”

Brand Antakshari as the name suggests Antakshari will be played but with the extract of brands. This event will help management aspirants to gain their knowledge about the corporate world. This will help to gauge the general knowledge of the participants about brand names, logos, taglines, brand ambassadors etc.

EVENT DESCRIPTION:

- The event will be divided into five rounds including the elimination round.
 - Questions would comprise of current affairs, brand names, logos, taglines, brand ambassadors etc.
 - Students must carry their college identity card at the time of reporting.
 - The decision made by the event coordinators will be final, irrevocable and binding to everyone.
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GENERAL RULES:

- 1) Elimination Round :



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- 20 Multiple Choice Questions will be asked in this round.
- For every right answer 1 mark will be given and for wrong answer 0.5 will be deducted and 0.5 mark will be deducted for no answers.
- 10 minutes will be given for these 20 questions.
- Top 20 teams will be selected for the next round.

❖ Round -1 (Meri Aawaz Hi Pehchan Hai...)

- An Audio clip will be played and based on that a question will be asked.
- Every right answer will give (+10) points to the team and every wrong answer will cut down 5 points from their scores.
- If team does not know the answer, then it can pass one question and if the next team answers it correctly then it will get the bonus points.
- Top 10 teams will be selected for the next round.

❖ Round - 2 (Geet Gaata Chal...!!!!!!)

- A Video clip will be played and based on that a question will be asked.
- Every right answer will give (+20) points to the team and every wrong answer will cut down 10 points from their score.
- If team does not know the answer, then it can pass one question and if the next team answer it correctly then it will get the bonus points.
- Top 7 team will be selected for next round.

❖ Round - 3 (Pehchan Kaun?)

- An Audio clip will be played and based on that a question will be asked.
- It is a Buzzer Round.
- The team that presses the buzzer first have to give the answer.



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- Every right answer will be given the team (+30) points and each wrong answer will cut down 15 points from their score.
- Top 5 teams will be selected for the next round.

❖ **Round - 4 (Aa Dekhe Zara!!!)**

- This round consists of interesting activities in which participants have to find out their questions and have to answer them.
- Per team 5 questions will be there if they will succeed to find them.
- For first three questions, Right answer will be awarded with (+30) points and each wrong answer will cut down 15 points from their scores.
- For the 4th question, (+40) points will be given for the correct answer and wrong answer will cut down 20 points from their scores.
- For the 5th question (+50) points for correct answer and for wrong answer 30 points will be deducted.
- On the basis of the highest points top 3 teams will be declared as Winners

JUDGING CRITERIA:

Based on the score in different rounds secured by Participants.

EVENT COORDINATORS:

You can contact the following coordinators if you have any query regarding the event.

Sr. No	Name	Faculty/ Student	Email ID.
1	Dr.Kaushal Bhatt	Faculty	Kaushal.bhatt@gtu.edu.in
2	Ms. Hetal Rathod	Faculty	Ap_hetal@gtu.edu.in