

RULES OF MARKETING AND DE-MARKETING

1. Out of few items participant will have to select one item.
2. Participant will be given one minute to think and then will have to speak for two minutes about its positive effects for two minutes.
3. Participants can't speak for more than two minutes; Participants will be told after one minute and after 1.5 minutes.
4. Speaking for more than 2 minutes will lead to negative marking.
5. Points one spoken should not be repeated in any sense. For e.g. - :
(It was a red car.)
(The car was red in colour.)
6. In the other half participant will have to speak about the negative effects for two minutes about the item selected earlier.
7. Negative points should not be opposite of positive points once spoken i.e. you cannot deviate from your previous claims. For e.g. - :
(It is very economic product.)
(It is a very costly product.)
8. Participant will have to retain what they said earlier else deviation from claims will lead to negative marking.
9. Winners will be decided on the basis of points given by judges