



Quiz Bowl

Quiz Bowl Rules

- Each team will consist of four students from unique, randomly selected colleges. It is the responsibility of each college to appropriately train its members so that they can adequately represent their school.
- Quiz Bowl is the only visual event in OCMC. Team enthusiasm and support are encouraged. Cheering, the waving of banners and applause are reasonable expressions of team commitment. More overt expressions, such as “noise-makers”, are not encouraged so that teams on-stage and Quiz Bowl judges are not distracted from the competition.
- In Round 1, teams are paired off for head-to-head competition. The highest scoring team in each pairing advances to the next round.
- If there are an odd number of teams in Round 1, the highest scoring losing team in that round will advance to the second round.
- Teams will compete in successive rounds until a final winner is determined. The two winning teams from the semi-final round will compete for First and Second place. The two losing teams, in the semi-final round, will compete for Third place.
- A student can only participate in Quiz Bowl once.
- Teams cannot leave the Quiz Bowl until the event is concluded.

Quiz Bowl Procedures

1. The moderator reads the questions aloud. Once the reading is complete the question will be displayed on the screen. Should a competitor press the buzzer while the moderator is reading, the moderator will stop, and the student will answer the question within 30 seconds. The buzzing team will be given a warning when 5-seconds remain on the clock.
2. If the buzzing team answers the question incorrectly, the opposing team will have a chance to answer. Prior to answering, the moderator will read the entire question. The team will have 15 seconds to answer at which point the question will be dead. The team will be warned when there are 5 seconds remaining on the clock.

Judging

Two faculty members will preside as judges. If there is a challenge regarding the accuracy of a response (e.g. if another term is an acceptable alternative), the judges will make a decision on the matter. Competitors must recognize that definitions do vary from text to text and that there could be subtle variances in the interpretation of some concepts.

Judges' decisions are final!

Point System

10 points	Team buzzes first and answers correctly.
-7 points	Team buzzes first and answers incorrectly.
5 points	Opposing team answers correctly. No penalty for an incorrect answer.

Question Bank

1. 50% of the Quiz Bowl questions are drawn from definitions used in selected chapters of the following 3 textbooks:

Chapter 10, pages 324-346 and chapter 13, pages 426-448 from: Contemporary Marketing, 2nd Canadian Edition, Boone, Nelson Thompson

Chapter 1, pages 3-26 and chapter 6, pages 1389-166 have been selected from: Canadian Marketing in Action, 8th Edition, Tuckwell, Pearson Education

Chapter 13, pages 328-351 and chapter 17, pages 450-473 from: Marketing, 7th Canadian Edition, Crane, McGraw-Hill

2. 50% of the Quiz Bowl questions are drawn from the content of the following industry magazines:
Marketing Magazine: September 13 and October 11
Strategy Magazine: August 30, 2010 and September 30, 2010

Marketing Magazine and Strategy have generously agreed to send us 4 copies of each issue per competing College. They will be forwarded to your designated representative as soon as they are available.

Event Scoring

1st place	16 points (4 points per college)
2nd place	12 points (3 points per college)
3rd place	8 points (2 points per college)
4th place	4 points (1 point per college)