

Marketing God of Joka – Rules

Round 1

Format of round - quiz

Duration – 30 minutes max

No of questions – 25 (20 normal and 5 star marked)

Questions will be shown on projector. Answers have to be filled in an A4 sheet

Marking scheme - There will not be any negative marks.

Type of questions

Advertisements awareness, brand logo awareness, brand taglines awareness, general business awareness

Tiebreakers

Participants with least number of wrong answers will be ranked higher

There will be some star marked questions. In case tie persists, participants with higher correct answers for star questions will be ranked higher.

In case tie still persists, both will be given same rank.

Approximately 12-15 people will qualify for Round 2.

Round 2

Format – Complete marketing experience including product design, promotion and selling.

Duration – Window of around 16 hours

Objective

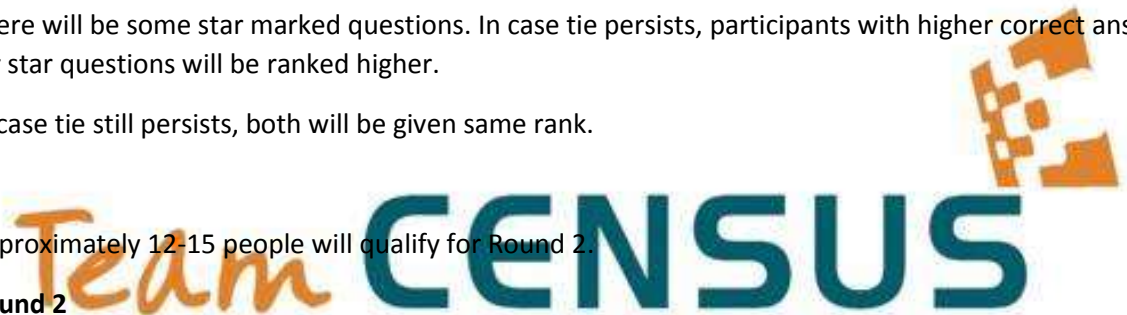
1. Design a product concept, priced at Rs. 100
2. Justify pricing
3. Flexibility to promote concept online over FB
4. Take print out of the product concept
5. Go door to door to PGP 2's. Explain your product concept and convince them to part with the precious virtual currency in their possession.
6. A PGP1 can sell only once to a particular PGP

Evaluation

Product concept, design, promotion campaign – Normalized to 30%

Revenue – Normalized to 70%

Tie-breakers



Participant with higher score in revenue component will win.

In case of same individual scores, person with more sales to unbiased PGP 2 will win.

- Bias can be in multiple forms including same wing, same hostel, opposite gender.

Example – same wing sales – 25% weightage

Opposite gender sales – 50% weightage

Same hostel sales – 75% weightage

