



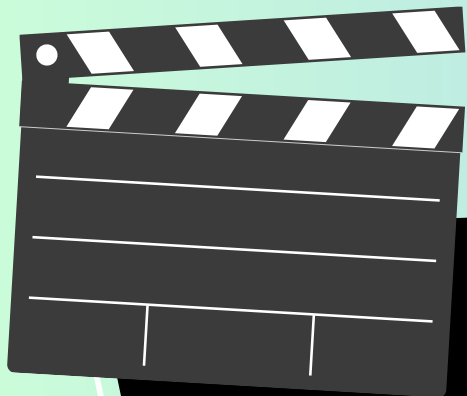
M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS) Chennai 600 034

(Affiliated to the University of Madras and Re-accredited "A++" grade by NAAC)

DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)

presents


ZEST '24

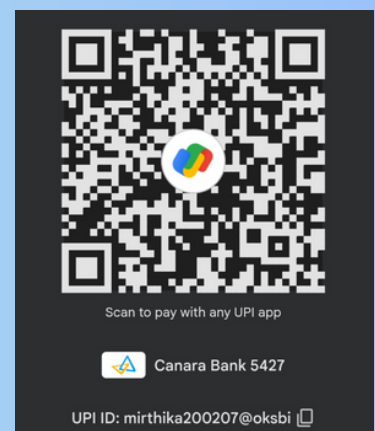


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MARKETING

1. Design your Desire
2. Best Salesman

OPERATIONS

1. Infinity Pool
2. Little Things

HUMAN RESOURCE

1. Squid Game
2. Mismatched

BEST MANAGER

1. Aptitude
2. Case Study
3. Shipwreck, Anti Shipwreck
4. Stress Interview

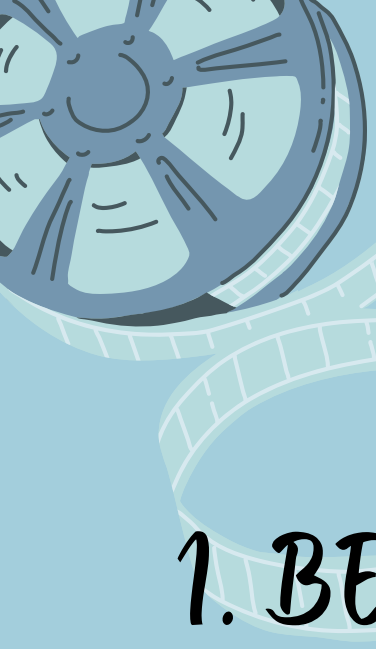
FINANCE

1. Slum dog millionaire
(Whale Tank)
2. The Boiler Room

IPL AUCTION

1. Round 1
2. Round 2





Marketing

"To Infinity and Beyond"



1. BEST SALESMAN

(9.30 A.M -12.00 P.M)

ROUND 1: B-PLAN

- Each team should prepare and present the B-Plan on the given theme in order to promote their product/service.
- Theme: Innovative Sustainable product or services.
- The B-Plan(PDF) and the concised B-Plan(PPT) should be submitted two days prior to the event to this Email Id (zest202423@gmail.com)
- The B plan (ppt) should be presented by the team members.

RULES:

- 3 members per team.
- Presenting time: 7 mins .
- Documents(PDF and PPT) should be sent to this Email Id: zest202423@gmail.com .
- B plan(pdf) not exceeding 1500 words.
- B plan(ppt) not exceeding 7 slides.

ROUND 2: : DIGI-MART

Each team will be given an invite, they have to promote that respective invite in our official social media account. Based on the promotion of the invite , final decision will be taken.

RULES:

- 3 members per team
- Promotion time : 45 mins

Marketing

"To Infinity and Beyond"



2. DESIGN YOUR DESIRE

(1.00 P.M-3.00 P.M)

ROUND 1 : PRODUCT LOGO DESINGING

Each team will have to design a new logo for the given theme on the spot within the allotted time. Any two members from the team should present their logos.

RULES:

- 4-5 members per team(2 members would present)
- Preparation time: 20 mins , Presenting time: 3 mins
- Required stationary items should be brought by the participants.

ROUND 2 : TWIST-OH-ZAP

Finalized teams will be given a product. All the team members should enact an advertisement for that product.

RULES:

- 4-5 members per team
- Preparation time: 10 mins
- Presenting time: 5 mins



Human Resource



"Nothing scares us , We're HR"

1. SQUID GAME: A MINUTE TO WIN IT

(9.30 A.M -11.30 A.M)

ROUND 1: JAM (Just A Minute)

Participants will be spontaneously assigned a diverse HR related topic to discuss within specified time limits.

RULES:

- 1 participant.
- Participants will be presented with random HR-related images or videos.
- Each participant will have 1 minute to express their views on the given images or videos.
- Evaluation based on clarity, coherence, and depth of insight.

ROUND 2: CRITICAL SITUATION ANALYSIS

Participants will be provided with a challenging scenario to analyze and tasked with devising an ethical solution.

RULES:

- Participants will receive an ethical situation commonly faced in a corporate HR setting.
- Analyze the situation and provide a well-thought-out solution as if you were an HR professional.
- Judges will assess ethical considerations, problem-solving skills, and the ability to balance organizational and employee interests.

Human Resource



"Nothing scares us , We're HR"

2. MISMATCHED: PLAY DUMB, ACT SMART

(12.15 P.M-2.00P.M)

The anti- combination games designed for teams of 3 , promise a blend of mental agility , teamwork and pure entertainment.

ROUND 1: DUMB CHARADES

2 members will act out on the given topic, while the other one should guess the word with hindrance of music being played in the head phones.

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RULES:

- No. of Participants: 3 per team.
- Hilarious fun awaits as teams participate in HR-themed dumb charades.
- Two members will act out on the given topic, while the other one attempt to guess the word with hindrance of music being played in the head phones.
- Judges will assess based on creativity, teamwork, and the ability to convey terms non-verbally.

ROUND 2: FIND THE LOGO

Participants will be provided with a challenge of finding the hidden logo within the specified time.

RULES:

- Teams will dive into puzzles to find the hidden logo, and identify it.
- Scores will be determined by how many puzzles are completed and correctly identifying the logo.
- A time limit will add an element excitement.

Finance

"Make us an offer we can't refuse"



1. SLUM DOG MILLIONAIRE (WHALE TANK)

(9.30 A.M-11.30 A.M)

Strategic Investment lets you test your financial acumen in a high-stakes challenge.

RULES:

- Team Event (2-3 participants)
- Participants should present an investment plan in a publicly traded company across diverse sectors.
- Participants should explain their strategic investment choices, considering factors such as financial health, market trends, and long-term viability.
- PPT (10 slides) should be submitted on or before 19.01.2023.
- Send your PPT to this Mail id - lekshana2002@gmail.com
- Participants will be awarded based on their investment analysis, Strategic Decision making, etc.
- Judges decision will be final.
- Time limit - 5 mins.



Finance



"Make us an offer we can't refuse"

2. THE BOILER ROOM

(12.00P.M-2.00 P.M)

Unleash your financial wisdom with interactive games and insightful talks.

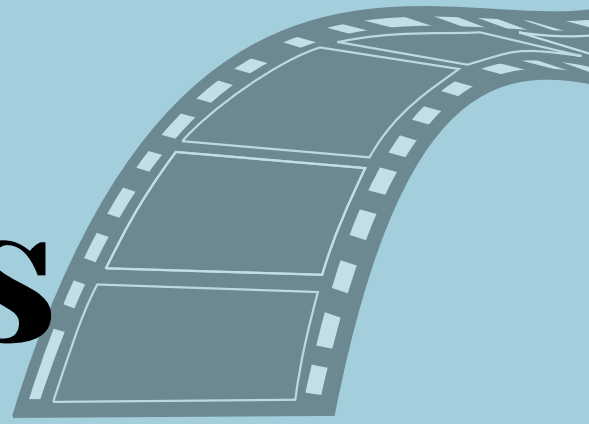
RULES:

ROUND 1:FINDING NEMO

- Team Event (2 -3 Participants)
- It is a memory-based game.
- Participants must pay close attention to the pictures/ videos displayed on the screen
- Questions will be based on the pictures / video.

ROUND 2:CRISIS MYSTERY

- Pictures will be displayed regarding a case or a financial crisis of the business organization.
- Eg. Byjus's Downfall
- Participants have to connect those pictures and identify the companies name/ the case.



Operations

"Nobody Does It Like Operations"

1. INFINITY POOL

(9.30 A.M -11.30 A.M)

- A mysterious goodie bag will be given.
- Participants should choose any one goodies as the main product.
- Participants should play a skit based on the product's production to consumption/ selling strategies.
- Other goodies should be used in the play.
- Marks will be given based on creativity and strategies used to produce and sell the products to consumers.

RULES:

- 20 minutes for preparation and 5 minutes to play.
- Judges will raise their questions and judges' decisions will be final.
- No vulgar language.
- Communication- English only.
- No. of participants-5.

Operations

"Nobody Does It Like Operations"

2. LITTLE THINGS

(12.30 P.M–2.30 P.M)

ROUND 1:

- Participants would be required to innovate a new product design/ prototype model.
- Based on the product model innovation, design, and creativity marks will be awarded.

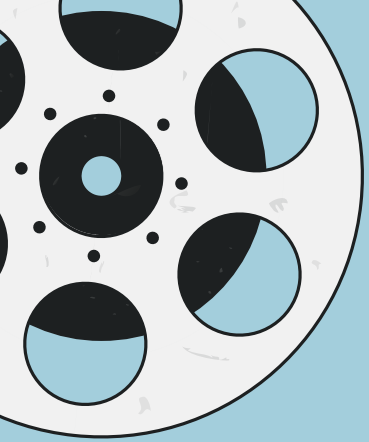
ROUND 2:

Participants have to prepare a production sheet with make or buy decision.

RULES:

- No. of participants-3
- The product should be designed during the event at the venue.
- The participants should bring materials for the products.
- Raw materials used in the product have to be sustainable like paper, cloth, straws etc.
- Don't bring hazardous items.





Best Manager

"Wolf of Wall Street"

**GIST OF THE EVENT (ONLY FOR MBA STUDENTS)
(9.30 A.M -3.00P.M)**

The Best Manager has several strenuous rounds that stretch across a wide spectrum encompassing all aspects of a manager's job and duties. The event requires competence, adroitness, and a quick wit. The perplexity involved is unparalleled and can be experienced first-hand by the participants through the challenging situations and multifarious problems we present before them.

**WIN
CASH PRICE**

ROUNDS:

- Aptitude: Ignite your mastery.
- Case study: Unveiling triumphs in action.
- Shipwreck anti-shipwreck: Smartest guys in the room.
- Stress interview: Grill room.



Best Manager

"Wolf of the Wall Street"

RULES AND REGULATIONS:

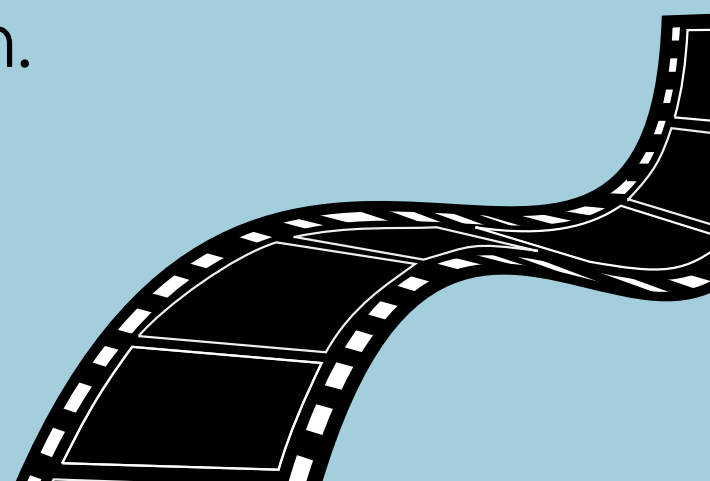
- Compete as Individuals.
- There will be 4 rounds conducted, based on which the participants will be judged.
- Participants are required to bring a copy of their resume and they should be dressed professionally.

ROUND 1: It is an Aptitude test to assess your knowledge and understanding of the concepts.

ROUND 2: Here a case will be presented and the participants will have to analyse and evaluate their ideas on it.

ROUND 3: Shipwreck and anti-shipwreck, the participants will have to convince the judge why or why not they are worth the jacket.

ROUND 4: Stress interview will be conducted to test your capacity to think on your feet, react proficiently in troublesome circumstances and remain quiet in a pressurized domain.



IPL Auction

"Cup Mukkiyam Bigilu"

(9.30 A.M –3.00P.M)



DESCRIPTION:

IPL auction is an event where 3 members in a group participate with a virtual cash amount, with this amount each team has to bid minimum of 11 players for their IPL team. This event has rounds where first round is all about quiz and the second round is bidding the players for their respective teams. This event helps people to execute their investment skills with the given budget & plan their resources strategically & articulate in the best interest of the team.

GENERAL RULES:

- Your IPL team is required to have exactly have 11 players to remain in the competition, it can players of your choice.

IPL Auction

"Cup Mukkiyam Bigilu"

RULES AND REGULATIONS:

ROUND 1 :

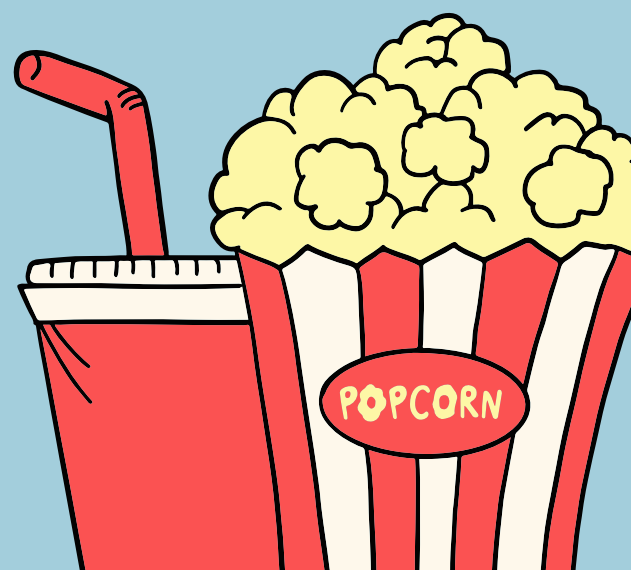
- It consists of 15 questions related to IPL
- Final decisions will be taken by the jury members

ROUND 2 :

- Your IPL team is required to have exactly 11 players to remain in the competition, which will consist of 3 batsmen, 1 wicketkeeper, 2 allrounders, 3 bowlers & 2 players of your choice.
- Use placard to bid for your player.

CRITERIA FOR WINNING:


- Grading of the team players
- Bid to compete with others but don't exhaust all your resources



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Canara Bank 5427

UPI ID: mirthika200207@oksbi 

Organize your participation in events by carefully selecting those that align with their respective timings to avoid any scheduling conflicts.

For any queries, contact

Overall Events Co-ordinators :

Sagana - +91 63826 54032

Shamitha - +91 63826 18248

Uma Priyatharshini - +91 87544 19676

Sivasry - +91 93619 2299

Marketing Events :

- Mahalakshmi - 94862 00467

Operations Events :

- Keerthana - +91 96000 83533

Human Resource Events :

- Indhuja Kumari : +91 99522 65125

Finance Events:

- Sai Surekha : +91 77086 29802

Best Manager Events :

- Swathysri - +91 76399 39031

IPL Auction Events :

- Shanmuga Priya - +91 63697 49694

