



## MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

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### Brand Master: The Game of Brands

(August 28, 2021)

“**BRAND MASTER~ THE GAME OF BRANDS** ” was an interesting event organized by ‘Commpact’- The Commerce Society of Maharaja Agrasen Institute of Management Studies, in association with "Languify, Stracts, Blush, Unify and Competition Generators". The event was conducted on **August 28, 2021** at 04:00 pm in online mode via iSpring Cloud 9.

Brand Master was a quiz based on brands wherein the participants had to recognize the brand name with the help of provided logos, taglines, brand ambassadors and their parent companies. There were 2 rounds in the quiz with a total of 62 entries. There were 15 easy to moderate questions in the 1<sup>st</sup> round with a time span of 04 minutes. Similarly, there were 10 difficult questions in the 2<sup>nd</sup> round with a time span of 04 minutes. Each question was allotted 15-20sec based on their difficulty level.

The instructions for the quiz were disseminated to participants through a WhatsApp Group on August 28, 2021 at 02:00 pm. The link for the activity was provided to them at 04:00 PM sharp on the same group.

The participants who scored 60% of the total score in the 1<sup>st</sup> round, qualified for the 2<sup>nd</sup> round. The qualifier who scored the maximum in the 2<sup>nd</sup> round was declared the winner.

The following participants emerged as the winners:

<u>POSITION</u>	<u>NAME</u>	<u>COLLEGE</u>	<u>PRIZE</u>
1st	Ridhi	St. Anne's Convent School	Cash Prize- ₹300 + Vouchers worth ₹4200
2nd	Sai Raunaq Gossain	Shaheed Sukhdev College of Business Studies	Cash Prize- ₹200 + Vouchers worth ₹3800

Additionally, all the participants received vouchers worth ₹3000 and E-

certificates