CHANDERPRABHU JAIN COLLEGE OF HIGHER STUDIES & SCHOOL OF LAW
NARELA, DELHI

KNOW YOUR MARKET (QUIZ)
ROLE.. CAMERA.. ACTION.. CUT..
WEB DESIGNING
POSTER MAKING
DATA MODELLING CONTEST
CODE MARATHON
STORYTELLING
TREASURE HUNT
BATTLE OF PHOTOSHOP
FASHION SHOW-GLITZ & GLAM
FLICKSTER
IT COLLAGE
AD-DICTION
TECHNO DEBATE
GAMING CONTEST
LOGO LOGIN
YOUTH VOICE (DEBATE)
TECH PRESENTATION
CRUMBLING & JUMBLING

ORGANIZES
MARKETECH
2016
MARCH 17 - 18, 2016
ABOUT THE COLLEGE

Chanderprabhu Jain College of Higher Studies & School of Law was established in 2007. The College is affiliated to Guru Gobind Singh Indraprastha University, Delhi. It is accredited Grade ‘A’ by SFR Committee of NCT of Delhi, JAC and Academic Audit. The College is ISO 9001:2008 certified and is recognised by Govt. of NCT of Delhi & approved by the Bar Council of India. It runs full time BBA (General), BBA CAM, BCA, B. Com (Hons.), B.A.LL.B. (Hons), BBA LL.B. (Hons) Courses affiliated to GGSIP University of Delhi.

ORGANIZING COMMITTEE

1. **Mr. Yugank Chaturvedi**  
   Director - Corporate Affairs

2. **Dr. R.C. Sharma**  
   Director - Academics

3. **Ms. Neha Mittal**  
   Head of Department - IT

4. **Ms. Shipra Bhutani**  
   Assistant Professor - Management  
   shipra.cpjchs@gmail.com  
   M: 8882866155

5. **Ms. Anjali Sharma**  
   Assistant Professor - IT  
   sharma_anjali02@yahoo.co.in  
   M: 9560526119

6. **Ms. Meenakshi Khanna**  
   Assistant Professor - Management  
   mkhanna.fms@gmail.com  
   M: 9971570706

7. **Mr. Amit Bhardwaj**  
   Coordinator - GENESIS  
   genesis.cpj@gmail.com  
   M: 9871244290
## EVENT SCHEDULE DAY 1 - MARCH 17, 2016

<table>
<thead>
<tr>
<th>EVENT NO.</th>
<th>EVENT</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>On The Spot Registration</td>
<td>09:30 am</td>
</tr>
<tr>
<td></td>
<td>Lighting of Lamp</td>
<td>11:00 am</td>
</tr>
<tr>
<td>1</td>
<td>Know Your Market (Quiz)</td>
<td>11:30 am</td>
</tr>
<tr>
<td>2</td>
<td>Poster Making</td>
<td>11:30 am</td>
</tr>
<tr>
<td>3</td>
<td>G Plan (Green Business Plan)</td>
<td>11:30 am</td>
</tr>
<tr>
<td>4</td>
<td>Youth Voice</td>
<td>11:30 am</td>
</tr>
<tr>
<td>5</td>
<td>I.T. Collage</td>
<td>11:30 am</td>
</tr>
<tr>
<td>6</td>
<td>Techno Debate</td>
<td>11:30 am</td>
</tr>
<tr>
<td>7</td>
<td>Treasure Hunt</td>
<td>12:00 pm</td>
</tr>
<tr>
<td>8</td>
<td>Flickster</td>
<td>12:00 pm</td>
</tr>
<tr>
<td>9</td>
<td>Techno Quiz</td>
<td>12:00 pm</td>
</tr>
<tr>
<td>10</td>
<td>Battle Of Photoshop</td>
<td>12:00 pm</td>
</tr>
<tr>
<td>11</td>
<td>Tech Presentation</td>
<td>01:00 pm</td>
</tr>
<tr>
<td>12</td>
<td>Code Marathon</td>
<td>02:00 pm</td>
</tr>
</tbody>
</table>

## EVENT SCHEDULE DAY 2 - MARCH 18, 2016

<table>
<thead>
<tr>
<th>EVENT NO.</th>
<th>EVENT</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Logo Login</td>
<td>11:30 am</td>
</tr>
<tr>
<td>2</td>
<td>Gaming Contest</td>
<td>11:30 am</td>
</tr>
<tr>
<td>3</td>
<td>Crumbling &amp; Jumbling</td>
<td>11:30 am</td>
</tr>
<tr>
<td>4</td>
<td>Ad-Diction</td>
<td>12:00 pm</td>
</tr>
<tr>
<td>5</td>
<td>Storytelling</td>
<td>12:30 pm</td>
</tr>
<tr>
<td>6</td>
<td>Role Camera Action Cut</td>
<td>01:00 pm</td>
</tr>
<tr>
<td>7</td>
<td>Data Modelling Contest</td>
<td>01:30 pm</td>
</tr>
<tr>
<td>8</td>
<td>Web Designing</td>
<td>01:30 pm</td>
</tr>
<tr>
<td>9</td>
<td>Fashion Show- Glitz &amp; Glam</td>
<td>02:00 pm</td>
</tr>
</tbody>
</table>

Eco Club Activity: Plantations in and around CPJ Campus on both the days of Marketech
Event 1: Know Your Market (Quiz)

Time: 11:30 am

Description: This is a team activity to judge your marketing knowledge, skills and expertise. The Quiz will consist of four rounds: Who Am I?? (Identify the Logo), Guess Me if you can (Endorsers), Crunchy punch (Punch lines), Mind Game (Marketing concept & basics)

Rules:
1. Only team entries are eligible.
2. A team shall consist of max four persons.
3. The decision of the quiz-master will be final and will not be subject to any change.
4. The participants shall not be allowed to use mobile or other electronic instruments.
5. The questions shall be in the form of multiple choice, True / False statement, Specific-answer question etc.
6. Audience shall not give any hints or clues to the competitors.
7. Replacement of any participant of a team is not allowed after registration.

Event 2: Poster Making

Time: 11:30 am

Description: An opportunity to check the creative skills of young management professionals comes in the form of a Poster Making competition. The poster must depict some meaningful message related to Waste Water Management and Conservation of energy.

Rules:
1. Individual participation.
2. Time given to each team will be one hour.
3. The participant need to report at least half an hour before the start of the event.
4. Only environment friendly materials for colouring and painting will be appreciated.
5. Poster should relate to the theme.
6. The decision of the judges will be final and binding on all.
7. Organizers will not provide any materials; all teams have to carry the material they require for Poster Making.

Event 3: The G Plan (Green Business Plan)

Time: 11:30 am

Description: Businesses, small and large, are the major contributors to the country's economy. This is the platform for young potential entrepreneurs to come forward with a green business proposal and make a presentation on it.

Rules:
1. Number of participants in a team should be 2.
2. The medium of language should be English only.
3. Participants must note that their business ideas should not be a mere imitation. The ideas must also be relevant:
   a. Renewable Energy
   b. Sustainable Development
   c. Watershed Management
   d. Green House gas reduction
   e. Waste Management
4. The team will have to deliver a power point presentation on their business plan for which they will be given a max of 10 min. This shall be followed by a question and answer session.
5. Each team will have to submit a Business Plan in hard copy as well as on mail latest by 5th March, 2016.
6. The written plan should include:
   a. The rationale behind the idea.
   b. Financial feasibility of the idea.
   c. Marketing plan of the idea.

Material Requirement: The teams must carry their own laptops, pen drives and stationary items.
Event 4: Youth Voice

**Time:** 11:30 am

**Description:** The process of debate allows participants to analyse the similarities and differences between differing viewpoints, so that the audience can understand where opinions diverge and why. So here is an opportunity to work upon your debating skills.

**Topic:** E-Commerce is Killing Brick and Mortar Retailing

**Rules:**
1. From each college, one team comprising of two participants shall be allowed. One shall speak For the motion and the other AGAINST the motion.
2. Each participant will be given THREE to FOUR minutes to speak on the topic.
3. Contestants shall be awarded negative marks for exceeding the time limit.

Event 5: IT Collage

**Time:** 11:30 am

**Description:** Collage is unlike a creative and innovative idea for Poster Making in IT field on Given Theme. To bring out the hidden talent of creation and discover the tech freaks among the students.

**Topic:** Latest Applications in IT

**Rules:**
1. A team shall consist of max 5 students.
2. All the students have to bring their own stationary.
3. Total of 60 minutes will be given to each team to complete the task.
4. Sticking to the theme is a must.
5. A question answer round will be followed in the end.
6. The final decision will be of the judges and must not be violated.

Event 6: Techno Debate

**Time:** 11:30 am

**Description:** To enhance the communication and leadership skills of the students. In techno debate participants show their view point in favour and against of technologies. In this student can show their ideas about latest technologies.

**Topic:** Free Basic Internet to all

**Rules:**
1. Speeches should be SEVEN minutes in duration.
2. A bell will be rung after the expiration of one minute and six minutes.
3. Points of information may only be offered after the expiration of one minute and may not be given after the expiration of six minutes.
4. Speakers must observe parliamentary language i.e. bad language is not permitted.
5. The speakers are evenly divided on both sides of the motion. Speakers for the motion are the “Proposition”, speakers against are the “Opposition”.
6. Each speaker is questioned as soon as he concludes his constructive speech. The witness must answer the questions without consulting his colleagues.
Event 7: Treasure Hunt: "Khojo To Janno"

Time: 12:00 pm

Description: In this event Participants have to reach the goal by way of gathering the clues planted by us.

Rules:
1. There would be teams from different colleges comprising of maximum 4 members.
2. Each team would be given a list of things to find / gather within the college premises.
3. The things asked for, may be planted within the college or the teams may have to borrow it from the people within the college.
4. Teams have to reach the "the products" by way of gathering the clues planted by us.
5. Time would be recorded at every lap of the treasure hunt, like time taken by Team 1 to collect product 1 and soon.
6. The team will get the next clue from the place where they got the last clue.
7. After finding all the clues found by the team members during the hunt they will have to be submitted to the co-ordinator, only then the team will be eligible for judgement.
8. Winner will be decided on the basis of the time taken to complete the hunt.
9. The treasure hunt should be completed within the given time or less than that, best team will win.
10. If no team is able to locate all clues then the team which has found the maximum clues in minimum time would be the winner.

Event 8: Flickster (Movie Club)

Time: 12:00 pm

Description: It is the platform of innovativeness and imaginations which is related to management lessons. Students have to extract management lesson from the movie clip shown to them.

Rules:
1. Each team should consist of maximum of 2 members from the same institute.
2. Registration should be done as a team.
3. The team should be able to relate the movie clip with a management lesson.
4. Each team will present the analysis of the movie.
5. Each team will get time of 5 min for discussion after the movie clip and 3 min for presentation clip.
6. Judgement criteria will be: co-relation of movie with the management lesson and presentation skills.

Event 9: Techno Quiz

Time: 12:00 pm

Description: A Technical quiz contest related to latest information about technology field, Three rounds in this: Elimination Round, Semifinal and Final round.

Rules:
1. A team shall consist of max two students.
2. The decision of the quiz-master will be final and will not be subjected to any change.
3. Participants shall not be allowed to use mobile or other electronic instruments.
4. Questions shall be in the form of multiple choice, True / False statement, Visuals, Specific-answer question etc.
5. Audience shall not give any hints or clues to the competitors.
Event 10: Battle of Photoshop

**Time:** 12:00 pm

**Description:** To discover the talent of creativity and innovations among the students. Students can use their creativity and imagination to create a subtle yet beautiful image using technology.

**Rules:**
1. A team shall consist of max two students.
2. Copying from the internet will not be allowed.
3. The Teams will get 30 minutes to show their skills.
4. The chosen photo must be original work and not copied.
5. Decision of the judges will be final and cannot be violated in any case.

Event 11: Tech Presentation

**Time:** 01:00 pm

**Description:** To bring the students close to presentational skills for their upcoming future. This is the platform for young potential entrepreneurs to come forward with a latest technology and make a presentation on it.

**Rules:**
1. A team shall consist of max two students.
2. Your work should be original and in the specified format.
3. Spot entries are not allowed.
4. Decision of the judges and the event heads shall be treated as final and binding on all and cannot be contested.
5. Directly copying from the internet is strongly discouraged and will not be entertained.
6. The Teams will get 8-10 minutes to present their paper.
7. It will be followed by a question and answer session.
8. The participants will have to present their topic in MS-Power Point(ppt) format only.
9. Violation of any rule can result in rejection of topic.

Event 12: Code Marathon

**Time:** 02:00 pm

**Description:** To emphasize on coding skills for hunting programming gems.

**Rules:**
1. A team shall consist of max two students.
2. Each team will be allowed to use only a single computer and must write and test their programs on that machine.
3. All teams will be given the same set of problems to solve.
4. Contestants cannot bring any notes or textbooks to the contest room.
5. Blank sheets of paper and pencils will be supplied.
6. Referees will be assigned to observe teams throughout the contest and report any problems and/or violations of the rules to the Contest Committee.
7. Contestants in the same team can discuss the problems they are assigned. However, they should do so in a quiet way and without disturbing contestants in other teams.
8. Problem solutions may be coded in C, C++, Java, vb.
MARKETECH DAY 2 EVENTS : MARCH 18, 2016

Event 1: Logo Login

**Time:** 11:30 am

**Description:** Logo designing is a task which requires lot of creativity, co-relating & interactive skills and a fire in the belly. A team activity to churn your brain and to come out with all those creative ideas, which you think of whenever you see any logo.

**Material Requirement:** The Teams must carry their own laptops, pen drives, Stationery items etc.

**Rules:**
1. A team can comprise of four members.
2. Logo of the company will be given to the team an hour before. The participants will have to Redesign the logo and Reword the tag line.
3. They will have to give reasons for the creation of the new logo and the new tag line.
4. Only realistic and practical assumptions will be considered valid.
5. A team leader should be assigned for presentation of the work.
6. All the teams will get the initial logos for the game an hour before.
7. Marks will be deducted in case a team exceeds the stipulated time limit for presentation.
8. Teams are bound to clarify all doubts during the presentation of their ideas.
9. The teams will be assessed on the eminence and importance of the ideas and the quality of the presentation.
10. Queries from judges can be addressed to and can be addressed by any member of the team.

Event 2: Gaming Contest

**Time:** 11:30 am

**Description:** To discover the gaming freaks and provide them a platform in Computer to prove their mettle.

**Rules:**
1. Participation will be on individual basis or in a team depending upon the game chosen.
2. A team shall consist of maximum 3 students.
3. Any kind of misconduct will lead to disqualification.
4. The teams must abide by the time limit.

Event 3: Crumbling & Jumbling

**Time:** 11:30 am

**Description:** To emphasis on coding skills, students need to show their programming knowledge by choosing the right code and arranging that in a specific manner.

**Rules:**
1. A team shall consist of max three students.
2. You must create and decorate your own entry.
4. It will be followed by the question answer round.
5. A team must abide by the time limit.
6. The whole decision will be of the judges based upon the creativity of the team members.
Event 4: Ad-diction

Time: 12:00 pm

Description: Creativity takes courage! So here's a platform for you to portray the world as seen through your own eyes. A display of enthusiasm, motivation and a pinch of skill will be well rewarded. The team will be given a product and they have to make an advertisement on the same with a tag line, an innovative product name and a creative promotional advertisement of 3-5 minutes.

Rules:
1. Each college can send a single entry comprising of 3-5 students.
2. Time allotted is 1 hour for preparation and 3-5 minutes per team for presentation of the advertisement.
3. They can follow any scheme or discounts in pricing in a justified manner.
4. The team will be disqualified if the advertisement is copied.
5. You are free to select any prop for your ad.
6. They can present their ad by performance, act or in print form.
7. Any kind of plagiarism is strictly prohibited and will lead to disqualification of participants. Duplication of the thoughts or work of another source must be referenced.

Event 5: Storytelling

Time: 12:30 pm

Description: Storytelling is an art which requires lot of creativity and acting skills. Storytelling is a platform where you have to do Live Enactment of a Story.

Rules:
1. Each team should consist of not more than 4 members.
2. The time limit is maximum 2 minutes.
3. Enacting a story with no lesson would be considered as invalid.
4. There should be no obscenity in language used or in the story narrated.
5. Judgment criteria would be adherence to the time limit (crossing which will result in deduction of marks), creativity, narrating style and lesson.
6. Team can use props if they want but no props would be provided by the organizers.

Event 6: Role - Camera - Action - Cut (Documentary Ad Shoot)

Time: 01:00 am

Description: To embrace and explore your camera skills, we are providing a platform, to enact, direct, produce, create, edit and present an original advertisement, to all those, who want to showcase their ROLE - CAMERA - ACTION - CUT talent.

Rules:
1. There should be max of 2 teams per college each consisting of 4-5 members.
2. Each team will choose a product of their choice.
3. Duration of the documentary ad shoot is maximum 5 minutes.
4. Imitation or resemblance of any original idea or ad is prohibited.
5. Each time has to submit their ad shoots on or before 1st March 2016.
6. Judgment criteria would be innovativeness, Quality of advertisement shoot, Adherence to time limit, creativity in Idea.
Event 7: Data Modeling Contest

Time: 01:30 pm

Description: To emphasize on coding skills to design a database.

Rules:
1. A team shall consist of max three students and only one team from each participating college can participate.
2. Each team will be allowed to use only a single computer and must write and test their programs on that machine, wholly within the contest room.
3. A scenario will be given to all teams, and they’ve to design and create an efficient database within the prescribed time limit by using any one of the following database products like Oracle.

Event 8: Web Designing

Time: 01:30 pm

Description: To generate designing and styling skills for upcoming IT Professionals. In this activity student show their creative skills, interactive skills, Technical skills and programming through a website.

Rules:
1. A team shall consist of 3 members.
2. A single pc would be assigned to a single team.
3. No discussion among the teams may be allowed.
4. The total website should not exceed 100MB.
5. Browser plug-ins such as shockwave, flash and java are not permitted.
6. The time limit shall be 60 minutes.
7. Final decision will be based upon the design, content and usability of the website.

Event 9: Fashion Show - Glitz & Glam

Time: 02:00 pm

Description: Witness the glistening world of glamour and style through “Glitz and Glam” - the fashion show. The show will consist of 2 rounds:
   a. Dressing resembling the brand endorser of a product
   b. Enactment as done by the endorser.

Rules:
1. Each college can send 4 entries on or before 29th Feb, 2016.
2. All the participants have to choose a product & has to dress according to the endorser of that product.
3. There will be 2 rounds, first will be your ramp walk (30 sec) in the get up of endorser, and second will be your enactment (1 min) while advertising the product.
4. Participants are allowed to use props of their own.
5. There should not be any obscenity in the ad & the product should be carefully chosen.
6. It will be an individual participation & no team is required.
7. Participants do not have to carry their own music.