



**SMVEC**  
**SCHOOL OF ARTS AND SCIENCE**

(Approved by Government of Puducherry, Affiliated to Pondicherry University)  
Madagadipet, Puducherry - 605107



**DEPARTMENT OF BUSINESS STUDIES**

# **S.A.M.B.H.A.V.'24**

**(Strategic Acuity of Mastery over Business by Harnessing Agile Vision)**

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**AN INTERCOLLEGIATE BUSINESS FEST**

**MARKETING – ARULI SANDHAI**

**EVENT REPORT**

**Date: 05/10/2024**



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**INTRODUCTION:**

SAMBHAV 2024, a vibrant and culturally rich intercollegiate fest inspired by the grandeur of the Chola dynasty, successfully unfolded on 05/10/2024. Organized by the Department of Business Studies, SAMBHAV serves as a melting pot for students from various colleges to engage in a multitude of events and competitions across diverse fields. Among these, the Marketing event stood out as a highlight, attracting enthusiastic participation and showcasing the strategic and creative talents of undergraduate students in the dynamic realm of marketing.

A total of 11 teams from different institutions competed fiercely, navigating through multiple challenging rounds to vie for the coveted first, second, and third prizes. The event not only provided a platform for participants to demonstrate their marketing acumen but also fostered an environment of collaboration, innovation, and healthy competition.

**OBJECTIVE:**

The Marketing event under the SAMBHAV fest aimed to:

**Enhance Marketing Proficiency:** Offer participants the opportunity to apply and refine their marketing knowledge and strategies in competitive settings.

**Stimulate Creativity and Innovation:** Encourage students to develop and present innovative marketing solutions and rebranding strategies.

**Promote Teamwork and Networking:** Facilitate collaboration among students from different colleges, enabling them to build valuable professional connections.

**Recognize and Reward Excellence:** Identify and honor the most talented and strategic marketing teams through structured competitions and attractive prizes.

## **EVENT ROUNDS:**

The Marketing event comprised three meticulously designed rounds, each targeting different aspects of marketing expertise and teamwork.

### **Round 1: Trivia Challenge**

#### **Description:**

A fast-paced quiz designed to evaluate participants' knowledge of fundamental marketing concepts, strategies, and contemporary trends.

#### **Details:**

**Participants:** 11 teams

**Duration:** 25 minutes

**Format:** 25 multiple-choice questions (MCQs)

**Elimination:** 3 teams were eliminated based on their scores, resulting in 8 teams advancing to the next round.

#### **Highlights:**

Intense competition with teams demonstrating strong foundational marketing knowledge.

High engagement and enthusiasm from all participants, reflecting their passion for marketing.

### **Round 2: Pictogram Puzzle**

#### **Description:**

A visually engaging challenge where teams decode brand icons and slogans, testing their observational and deductive abilities under time constraints.

#### **Details:**

**Participants:** 8 teams

**Duration:** 35 minutes

**Format:** 2 levels with a minimum of 5 questions each, presented via laptop

**Elimination:** 4 teams were eliminated based on their performance, leaving 4 teams to advance to the final round.

**Highlights:**

Creative interpretations and quick thinking showcased by participants.

Effective teamwork and collaboration under the pressure of time constraints.

### **Round 3: Brand Changeover Challenge**

**Description:**

Teams were tasked with rebranding a given brand by applying unique methodologies and justifying their strategies within a different market niche.

**Details:**

**Participants:** 4 teams

**Duration:** 30 minutes

**Format:** Each team received a brand to reimagine in a new niche, with brand selection done on the spot

**Elimination:** 2 teams were eliminated based on their presentations, culminating in a final showdown between the top 2 teams.

**Highlights:**

Innovative rebranding strategies that demonstrated a deep understanding of market dynamics and consumer behavior.

Persuasive and well-structured presentations that effectively communicated strategic continuity and brand justification.

## **FEEDBACK:**

Comprehensive feedback was gathered from participants, judges, and attendees to assess the event's success and identify areas for future improvement.

### **Participant Feedback:**

#### **Positive Aspects:**

**Well-Organized Structure:** Clear instructions and a smooth flow between rounds facilitated an enjoyable experience.

**Engaging Challenges:** The diverse range of activities kept participants motivated and intellectually stimulated.

**Networking Opportunities:** Participants appreciated the chance to connect with peers from different institutions.

#### **Suggestions for Improvement:**

**Extended Time for Presentations:** Some teams felt that certain rounds, especially the Brand Changeover Challenge, could benefit from additional time.

**Pre-Event Workshops:** Offering preparatory workshops or resources could help participants better prepare for the competitions.

### **Judge Feedback:**

#### **Positive Aspects:**

**High Creativity and Strategic Thinking:** Participants displayed exceptional creativity and a strong grasp of marketing strategies.

**Adherence to Rules:** Teams maintained integrity and followed the event guidelines diligently.

#### **Suggestions for Improvement:**

**Diverse Challenge Types:** Introducing a wider variety of challenge formats could cover a broader spectrum of marketing skills.

**Enhanced Evaluation Criteria:** Incorporating more nuanced assessment metrics to better capture the depth of participants' strategies.

## **WINNERS:**

After navigating through the challenging rounds, the National College team emerged victorious, securing the 1st Prize in the Marketing event of SAMBHAV 2024. Their outstanding performance across all three rounds highlighted their exceptional marketing skills, strategic thinking, and creative prowess.

### **First Prize:**

#### **Team Members:**

- **Ajay** – National College, Trichy
- **Shanmathi** – National College, Trichy

### **Highlights of Their Performance:**

**Creativity:** Developed a unique and compelling rebranding strategy that seamlessly positioned the original brand within a new market niche.

**Content Delivery:** Delivered clear, concise, and persuasive presentations that effectively conveyed their strategic vision.

**Logo Justification:** Designed an innovative new logo that encapsulated the brand's revamped identity and strategic direction.

**Execution:** Demonstrated meticulous planning and flawless execution of their rebranding initiatives.

**Strategic Continuity:** Ensured that their new brand strategy remained aligned with the brand's core values and market positioning.

### **Runners-Up**

**2nd Place:** [Acharya College of Arts and Science]

**3rd Place:** [Saradha Gangadhara Arts and Science College]

# PICTURE PORTFOLIO

Below are some of the pictures captured during the Marketing event at SAMBHAV 2024:



## **CONCLUSION**

The Marketing event at SAMBHAV 2024 was a resounding success, effectively achieving its objectives of enhancing marketing skills, fostering creativity, promoting collaboration, and recognizing excellence among undergraduate students. With enthusiastic participation from 11 teams, the event provided a valuable platform for budding marketers to demonstrate their talents and engage with peers from various institutions.

The triumph of the National College team underscored the high level of competition and strategic thinking present among the participants. The positive feedback from participants, judges, and attendees highlights the event's impact and the potential for future growth.

Moving forward, the insights gained from this event will be instrumental in refining and enhancing future editions of SAMBHAV, ensuring continued excellence and engagement. The Department of Business Studies extends its heartfelt congratulations to all participants and looks forward to hosting even more engaging and impactful events in the years to come.

**Coordinators**

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