



**MARKIT
HANSRAJ**

2019-20

REPORT DETAILS

Annual Event

Case Closed 2020

This event was based to test the pressure handling, logical arguments and presentation skills of the participants. The event was divided into 2 rounds- online and offline, which were further subdivided into phases.



1. Online Round (level 1)

The online round of the competition involved solving a case study on the company- Spotify technology. The case was bifurcated into 4 phases. Each phase consisted of 3-4 MCQ's allotted some weightage.

2. Offline Round (level-2)

Phase 1:

1. 10 teams were shortlisted for this on-campus round from the top scorers of the online round. The participants were then seated in a round table-like arrangement.
2. Every team had been given one scandal of Corporate Companies like Zomato's delivery issue, etc. which made a drastic impact on the company's goodwill and

market reputation. These teams then became the official PR spokesperson of that company.

3. Each team had to address the scandal and the steps taken by their companies to curb/solve the problem by them, while the other 9 teams asked the questions to the team addressing the PR scandal as the news reporter from the news agency decided earlier.

4. Participants were awarded marks on the basis of how they addressed the problem. The top 5 teams were promoted to the next round.

Phase 2:

1. The final round was designed to examine the participant's problem interpretation and solving tactics. The participants were to perform as the consultants and recommend their clients (the panel/judges) from 3 hypothetical companies the most suitable option for them to invest their money in. Each of these hypothetical companies was presented with a detailed routine of its background, market conditions, and other related variables.

2. In an hour's time given to the participants, they were asked to pitch their ideas in a board-meet room where every team had their own allotted time to propose the opinions. Counter-questions and grilling sessions were also taken into account to analyse the winner's position.

Fulfilling the varied prerequisites of being an excellent consultant, a winner was concluded from the five participating teams.



Few participants who qualified for the offline event included:

1. Lawi Singh
2. Harkirat Singh Marwah
3. Abeer Asad
4. Arunima Pankaj
5. Shriya Mohley
6. Bhavya Khurana
7. Shivani Narang
8. Parth Jain
9. Sheetal Boora

10. Mohika

