



# SCHOOL OF MANAGEMENT STUDIES

Presents

22ND  
APRIL

# Corporate Confluence

2K25

NATIONAL LEVEL  
COMPETITION

Market Lens | Echoes of Influence | Mind Quest | Narrative Edge | Brand Storm

Corporate Confluence 2025, a power-packed Management Fest where future leaders tackle real-world challenges in strategy, marketing, and business. Sharpen your skills through thrilling competitions, dynamic case studies, and creative tasks. Also, discover your best self in a transformative Personality Development Workshop focused on confidence, communication, and self-growth.

## Registration Fee and Prizes

Event	Registration Fee	Cash Prize
<b>Narrative edge</b>	400 /-	1st Prize- 10,000 /- 2nd Prize- 2,100 /-
<b>Market Lens</b>	400 /-	1st Prize- 10,000 /- 2nd Prize- 2,100 /-
<b>Mind Quest</b>	400 /-	1st Prize- 10,000 /- 2nd Prize- 2,100 /-
<b>Brand Storm</b>	400 /-	1st Prize- 10,000 /- 2nd Prize- 2,100 /-
<b>Echoes of Influence</b>	400 /-	1st Prize- 10,000 /- 2nd Prize- 2,100 /-

\*Participants can participate in multiple events with one time registration.



Register now

### STUDENT COORDINATOR

- Ananya Garg  
(9814130927)
- Gursimran Singh  
(7696748535)

### FACULTY COORDINATOR

- Ms. Ashima Thakur  
(98164 61622)
- Ms. Karamwant Kaur  
(7658846411)



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# Echoes Of Influence

**Echoes of Influence is a platform for teams to tackle real-world scenarios, enhancing their communication and problem-solving skills. Each team gets 15 minutes to prepare, followed by a 3-minute case summary and a 12-minute Q&A session. It's a test of clarity, strategy, and teamwork under pressure.**

- Number of Participants- 4-5.
- Registration fee- 400/- per Participant
- Time limit for preparation- 15 minutes.
- Time limit for Communication- 3 minutes to Summarise the case and 12 Minutes for Q&A Session.
- The situation will be given on the spot and 15 minutes will be given to each team for discussion and preparation for discussion.
- The judge's decision will be final.

### -- Judgement Criteria --

- Strategic Thinking & Problem Solving.
- Effectiveness of the communication.
- Professionalism.
- Adhering to time limit.
- Relevance to corporate communication related to the situation given.

1st Prize- 10,000/-  
2nd Prize- 2,100/-



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## MARKET LENS

Market Lens challenges teams to create a 60-90 second promotional video for a given product or service in just two hours. Teams brainstorm, strategize, and craft compelling content to showcase creativity and marketing skills. It's a test of quick thinking, collaboration, and storytelling under pressure.

- No. of Participants – 3- 5
- Registration fee- 400/- per Participant
- Time Limit for preparation- 2 Hours.
- Time Limit of Video- 60 Seconds- 90 Seconds
- The Product/Services will be given on the spot, and two hours will be given for discussion and preparation of the video.
- Teams will be assigned a product or service through a random draw to focus on for their task.
- The judge's decision will be final.

### -- Judgement Criteria --

- Originality of the video.
- Message clarity and Emotional Impact.
- Audio/Visual Quality.
- Relevance to theme
- Technical Aspects
- Ethical consideration

1st Prize- 10,000/-  
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## Mind Quest

Mind Quest , an exciting journey of knowledge and quick thinking! This quiz is more than just a game — it's a test of wit, speed, and teamwork. Every question is a chance to shine, every round a new challenge. So, gear up, stay sharp, and let the best minds rise to the top. Let the quiz begin!

- Number of Participants- 2
- Registration fee- 400/- per Participant
- No outside assistance or material is allowed during the quiz.

- Round 1- FIRST CUT
- Round 2- KNOW IT ALL
- Round 3 CLUE SCOPE
- Round 4- MIND RUSH

1st Prize- 10,000/-  
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## NARRATIVE EDGE

Narrative Edge challenges teams to craft compelling case studies on given themes, provided 10 days in advance. Teams submit their case and a 12-15 slide presentation 24 hours before the event. On the day, they present their insights in a 10-minute session, including a Q&A round.

- Number of participants – 4
- Registration fee- 400/- per Participant
- Themes and format will be given 10 days prior to the event date.
- Participants have to create and present a powerpoint presentation of their cases and submit the powerpoint presentation 24 hours prior to the event date.
- Number of slides must be around 12-15.
- Time for presentation – 10 minutes.  
(7 for presentation + 3 Minutes for Q&A round).
- All submissions will undergo a plagiarism check to ensure originality.

--Judgement criteria--

- Relevance to the theme.
- Clarity of Problem Statement.
- Creativity and innovation.
- Solutions & Recommendations.
- Formatting and presentation.

1st Prize- 10,000/-  
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## BRAND STORM

Brand Storm is an electrifying three-round competition that puts participants' branding knowledge and creativity to the test. From decoding brand clues in Brand Bingo, to quick-fire discussions in BlabIt, and spotting imposters in Brand Buster — teams will battle it out to prove their brand brilliance!

- Number of Participants – 2.
- Registration fee- 400/- per Participant
- There will be 3 rounds.
- All teams compete in Brand Bingo; top teams advance to BlabIt and Brand Buster.
- Each round has a fixed time limit — details will be shared before the event.
- No use of mobile phones, internet, or outside help during the event.
- Points are awarded in each round, and cumulative scores determine the winner.
- The judge's decision is final and binding for all rounds.

- Round 1- Brand Bingo
- Round 2- BlabIt
- Round 3 Brand Buster

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