



## Round 2: Task Guidelines

**Timeline: T-50**

**Let's talk business!**

Management Events are the National-level Business competitions organized for the B-school & corporate community. It is further categorized into Flagship Events, Domain Events, Online Events, Case Studies and On the Spot Events. The vertical witnesses participation from Top B-schools of India and hosts case competitions for top corporates such as ITC, Tolaram, Devyani International, Hero MotoCorp, and many more.

You need to launch a marketing event on multiple online platforms. Deliverables:

- Submission in the form of a Word document

Expectations:

- Round details (complete with registration timelines, round timelines and final round details)
- Timelines
- Promotional and participation strategies

Note: Make reasonable assumptions wherever necessary. Feel free to add any other details (over and above the expectations) that you might deem relevant. The write-up should be in a bulleted format.

*P.S.: Brownie points for detailing & variety. Surprise us!*

**We hope you enjoy the task! All the best!**  
**For any queries regarding the task contact – Kritika or Umang**

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