

**DEENS PU COLLEGE PRESENTS**

# **MERCATURA SOCIAL**

**ON**

**2ND AND 9TH OF OCTOBER,**

**2021**



**ONLINE PLATFORM: ZOOM**



**Deens Pre-University College invites you to MERCATURA SOCIAL '21,  
their commerce festival, online on 2nd and 9th of October, 2021.**

**“Commerce links all mankind in one common brotherhood of mutual dependence and  
interests”.**

**Unleash your inner talent and spark your learning, as you explore the realms of commerce  
through Mercatura Social!**

**It is our pleasure to be your host and not a participant in this event. Please read through the  
attached document to familiarize yourself with the guidelines and arrangements.  
Registrations will commence online from 10th September , 2021.**

**For further queries please contact**

**[events@deenscollege.edu.in](mailto:events@deenscollege.edu.in)**

**or +91-7406428520**

**Join us in the gathering of commerce minds!**



# EVENT ONE

## BUILD-A-LOGO

### THE LOGO DESIGNING COMPETITION

### UNLEASH YOUR CREATIVITY

#### Description:

**The logo is perhaps one of the most vital aspects of a company's commercial identity. It brings and holds together the face of an economic entity. Needless to say, the curation of a logo is a laborious and thought-provoking process. To push your creativity and wit, we bring to you 'Build-A-Logo'.**

## Guidelines and Precepts:

- **Type of event: Solo**
- **Prize : 2 best designers will be awarded with an E-certificate**
- **Mode to design Logo are: MS paint/Other software or Paper Mode (Mode to be chosen during registration)**



## Criteria of judgment:

- 1) **Creativity and originality**
- 2) **Timelessness**
- 3) **Adherence to theme**
- 4) **Versatility to different mediums**
- 5) **Simplicity**
- 6) **Memorability**

**(Each aspect pertains 5 marks which add up to 30 in total)**

## Event Procedure:

- **The competition will take place in two rounds: Preliminary and Final.**
- **Preliminary round:** The topic will be revealed on the day of the event. From the preliminary round, 4 best Logo-Designers (via MS Paint/other software) and 4 best designers (via paper) will go to the final round.
- **Final Round:** The topic will be revealed on the day of the event. From the final round, 2 designers will be declared the winners of Build-A-Logo.

## **DISCLAIMER**

**Participants please be informed that all submissions have to be original as they will be put through plagiarism test and any discrepancy will lead to disqualification.**

**Registration link:**

**<https://forms.gle/14zW7KJq54NhABB77>**



# EVENT TWO

## QUIZLINKX

**QUICKER, SMARTER, BETTER**

**TRUST YOURSELF. YOU KNOW MORE THAN YOU THINK**

### Description:

**Welcome to an intellectual playing field for budding commerce buffs, to stretch their business acumen and gauge their knowledge.**



## Guidelines and Precepts:

- **Type of Event: Solo**
- **Prize: 3 best quizzers win E-certificates**

## Criteria of Judgement:

- 1) **Accuracy**
- 2) **Adherence to time limit**



## Event Procedure:

- **Participants are required to be well-versed in the following subjects: Business Studies, Accounts, Economics and Current Affairs.**
- **The competition will be held in 3 rounds:**
  - Round 1- One of Many**
  - Round 2- This or That?**
  - Round 3- What, Who and How?**
- **Execution of event: Form based (Round 1 and 2) and Live interaction (Round 3)**
- **Only shortlisted participants advance to the higher rounds**
- **Round Robin method will be followed for Round 3- Live event.**

**Registration link:**

**<https://forms.gle/6TY3D1UGXAkGckN6>**

# EVENT THREE

## DUEL OF DISCORD GLADIATORIAL COMBAT OF DISPUTE

### Description:

**Debating on topics of economic relevance today to shape perceptions and gain knowledge in order for you to become the leaders of tomorrow.**



## Guidelines and Precepts:

- **Type of event: Duo**
- **Prize: : 2 best speakers, will be awarded with an E-certificate**

## Criteria of judgment:

- 1) **Content accuracy**
- 2) **Clarity of thoughts**
- 3) **Expression**
- 4) **Precision**
- 5) **Tone of voice**

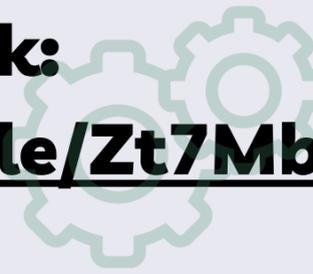


## Event Procedure:

- **The event will have a preliminary round, a series of knock out rounds, semi-finals and finals (based on the number of registrations).**
- **Participants will be divided into different groups for the preliminary and knockout rounds and there will be 2 teams in each group**
- **One team has the affirmative role and the other negative role. The roles will be assigned on the day of debate.**
- **All the teams will be given their topic in advance in order to prepare for preliminary rounds. For the final round, the topics will be shared on the spot with some allocated time to prepare.**

**Registration link:**

**<https://forms.gle/Zt7MbWcp7Yrpe9bs6>**



# EVENT FOUR

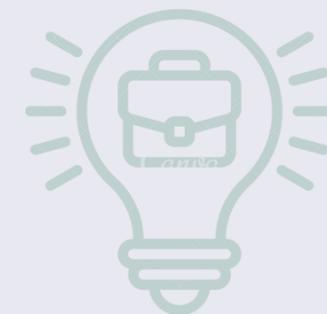
## PEDDLE FOR MEDAL

### A GAME TO TEST YOUR ADVERTISING SKILLS!

#### Description:

**Can you convince the judges to buy the most bizarre products?**

**A challenge to test your advertising skills.**

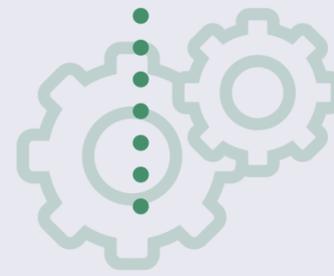


## Guidelines and Precepts:

- **Type of event: Solo**
- **The mode of presentation will be verbal and the participant can use their creativity and sing, rap, use jingles, props, skits etc. to advertise their product.**
- **Prize: 3 best advertisers will be awarded with an E-certificate.**

## Criteria of judgment:

- 1) **Creativity**
- 2) **Questionnaire**
- 3) **How likely is the judge to buy the product**
- 4) **Presentation Skills or Gestures**



## Event Procedure:

- **Participants have to advertise the bizarre products sent to them.**
- **During the presentation, a questionnaire will be shared with the participants containing questions based on marketing concepts and creativity. It needs to be filled in while other competitors are presenting.**
- **The questionnaire is to be submitted prior to the closure of the event.**
- **Note: each participant receives a different product.**

**Registration link:**

**<https://forms.gle/mmTreinGB57a1yeL9>**



## EVENT FIVE

# TEENPRENEUERS PITCHFEST

## UNLEASH YOUR IDEAS

### Description:

**Teenpreneuers Pitchfest is an ideation event in which the participants will come up with a unique product/ service idea that solves a real-world problem and pitch the same to a panel of judges/ mock investors. They have to prepare a brief presentation (in .ppt format) for why an investor should invest in their company. To push the entrepreneurial spirit in the budding promoters and CEO's of tomorrow, we present 'Teenpreneuers Pitchfest'.**

## Guidelines and Precepts:

- **Each School / College are allowed to send only one team- Consisting of 2 to 6 members**
- **Participants will have to come up with an innovative and practical product or service or idea based on the theme (Builds sustainability or eco-friendly practices in urban areas)**
- **Only google slides or Ms PowerPoint can be used for presentation**
- **The team must share the details of each member while registering.**
- **Your submission should be an original piece created by your team.**
- **Your sales pitch/ business plan should contain:**
  1. **Your idea: (in brief)**
  2. **Vision**
  3. **Market potential**
  4. **What is the customer problem you're trying to solve?**
  5. **What is your product/service (in detail)**
  6. **Marketing and sales strategy**
  7. **Team**
  8. **Any future enhancement you will do in the product**



# Event Procedure:

## Round 1 : Pitch Phenomenal

- **Shortlisted teams will present their pitch to the panel/mock investor in the order decided.**
- **Each team will be given 7 mins in total, 5 mins for explanation and 2 mins for Q & A by the panel**
- **Top teams based on the scores will be proceeding for round 2**

## Judging criteria for your Pitch:

### **ROUND 1**

- 1) Opportunity recognition**
- 2) Unique value created**
- 3) Energy, confidence & creativity**
- 4) Originality and quality**
- 5) Clear and comprehensive explanation of the idea.**



## Round 2 :Battle of Zealous

- **The selected teams will be divided into groups**
- **Each team will be given 5 min to prove themselves - the best in business against other teams in a one on one business battle for the prizes .**



## Judging criteria for Verbal Communication:

### **ROUND 2**

- 1) Verbal Communication skills**
- 2) Professionalism**
- 3) Creativity of thought**
- 4) Participation of team**
- 5) Logic/relevance**



**\*\*An audience poll will be conducted at the end of the event and after tallying the poll results with the panel's decision the results will be announced.**

**SUBMISSION OF THE PITCH SHOULD BE DONE ON OR BEFORE  
29TH OF SEPTEMBER (12:00 AM)**

**NOTE:**

**\*\*SUBMISSION LINK WILL BE SENT ONLY TO THE REGISTERED PARTICIPANTS.**

**Registration link:**

**<https://forms.gle/BY1cJr3b7W4AA48G7>**

