

# Student Management Quiz

SMQ 2023-24

Sponsors & Venue Host



## About SMQ

The Student Management Quiz has been designed as an innovative, interactive program to test student's knowledge on various aspects of business, including brands, marketing, HRM, finance, and business personalities in the news. This quiz will help you understand the fundamentals of business and learn about the latest trends in the industry.

## Who can participate

- Students who are interested in learning more about the business world and testing their knowledge of various aspects of it.
- Team of 2 Students
- No bar on Number of teams participating from an institute.

## Why participate

This quiz will not only be fun, but it will also be a great opportunity for you to assess your skills and learn new things about the business world. You will also be able to compete against your peers and win exciting prizes!



## Prizes for Winners

Top three teams would be awarded with trophies and certificates.

## Participation Fee (Inclusive of Tax)

5 Teams	₹ 6,000
10 Teams	₹ 11,000
20 Teams	₹ 21,000
50 Teams	₹ 45,000

For online Payment: [https://apps.aima.in/PAYAIMA/AIMA\\_PAYMENT\\_FILLDETAILS.ASPX](https://apps.aima.in/PAYAIMA/AIMA_PAYMENT_FILLDETAILS.ASPX)

## Sponsorship Options for Institutes

Category	Benefits		
	Venue Hosting	Complementary Teams	Sponsorship Fee (Excluding GST)
Principal Sponsor	Regional Round, Semi- Final & National Final	25 Teams	₹ 2,00,000
Co-Sponsor(s)	Regional Round	15 Teams	₹ 1,50,000

## Dates & Regions

Ghaziabad	11 Oct 2023
Meerut	20 Oct 2023
Mumbai	Nov 2023
Bhopal	09 Dec 2023
Regional 5	Dec 2023
Regional 6	Jan 2024
Regional 7	Jan 2024
Regional 8	Feb 2024
Regional 9	Feb 2024
Regional 10	Mar 2024

## Semi Final & National Finale April 2024

### For Sponsorship Contact

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### For Registration Contact

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ALL INDIA MANAGEMENT ASSOCIATION

<b>AIMA's Student Management Quiz (SMQ 23-24)</b>  <b>November 2023 – March 2024</b>  <b>BENEFITS OF SPONSORSHIP</b>	<b>Principal Sponsor (2.00 Lakhs)</b>	<b>Co-Sponsor(S) (1.50 Lakhs)</b>
National Finale Hosting	✓	X
Semi Finale Hosting	✓	X
Regional Round Hosting	X	✓
Speaking opportunity to the head of the organization at Valedictory session.	✓	✓
Opportunity to the leaders / head of the institution to give the Welcome or Concluding Remarks.	✓	✓
Teams Participation in SMQ	30	15
Sponsors will be allowed screening of their corporate film (2-3 minutes duration) during the breaks.	✓	✓
Logo branding on all media campaigns run on social media handles of AIMA	✓	✓
Logo branding on the holding slide to be displayed before the start of each session	✓	✓
Sponsors logo will be featured in all event's promotional activities including event webpage, e-mailers, e-fliers etc.	✓	✓
Backdrop and Panels/Page thanking sponsors to be displayed	✓	✓
Special announcements thanking sponsors during the rounds	✓	✓

# AIMA's Student Management Quiz

## FAQs

1. What will be the topics covered in the quiz?

The Student Management Quiz has been designed as an innovative, interactive program to test student's knowledge on various aspects of business, including brands, marketing, HRM, finance, and Business personalities in the news.

2. What is the target audience for quiz?

K-12, UG & PG.

3. Will the participants get any certificates?

All the participants in regional round will get participation certificate. There will be winner's certificates for Regional and National Finale winner.

4. What will be given to the winners?

Regional Winners-Winner Certificates, Individual Plaques and Team Trophies  
National Finale Winners- Winner Certificates, Individual Medals, and Team Trophies

5. Can Students register directly and what will be the fee?

As the main moto of the event is institutional glory, it is advised that teams are nominated through the institute only (minimum no of teams being 5 @ RS. 1200/team), however is some institute wants to nominate teams less than 5 in that case the fee would be Rs. 1,500/team.

6. Does the college need to make arrangement of accommodation and food for the students?

Some tea and refreshments are expected from them, Lunch and accommodation is entirely on the discretion of the hosting institute, if they want to extend these services at subsidized rate to the teams participating.

7. Can an institute use two venues in case of no of teams is more?

The venue must be one only. In case of more no of teams and non-availability of big hall, briefing can be done in the hall and adjacent Classrooms can be used.

8. Can the hosting institute do marketing and take registrations?

Yes, the hosing institute is expected to market the event in their city/state. The hosting institution can collect the registration fee on behalf of AIMA, and they can pay to AIMA.

9. What will be the duration of the Screening rounds, Prelim rounds and regional finale.

Screening rounds – 9:30 am to 12:30 pm (Multiple screening rounds)

Prelim round – 12:30 pm to 3:30 pm (Multiple prelim rounds)

Regional Finale – 3:30 am to 4:00 pm

10. Does the hosting institute have any share in the participation fee of the teams?

No.

11. Can the hosting institute play their video during the opening or in Valedictory event of the Event.

Yes, however the duration of the video should be 2 min max.

12. Can the hosting institute design poster/banners related to the competition to display in their institute and use for marketing.

AIMA will provide soft copies of the SMG flyer to be used, however is the hosting institute wants to design something of their own, the design needs to be preapproved form AIMA before being circulated.

13. Will the students get any reading material about the simulation before the competition.

No

14. Can the faculties accompany the participating teams?

Yes, they can, however they would not be allowed inside the hall/classroom during the competition. They can wait in the designated area.

# **AIMA's Student Management Quiz**

## **Logistic Support Required**

1. A big conference hall (With Air-conditioning) to address the gathering.
2. Audio Visual aid
3. Flat Surface Hall (With Air-conditioning) to accommodate 150-200 participants who are divided in teams. No of teams will be confirmed closer to the date of the competition. One team consists of 2 persons.
4. Dias for final round and Valedictory session.
5. Each Team will one table with 2 chairs with each table.
6. Gap between table should be at least 1 to 2 feet.
7. Each Table should have Electrical connection to charge laptop. Hence, enough extension cords
8. Complementary morning tea with snacks/cookies.
9. Lunch and evening tea with snacks/cookies at the discretion of Venue Host, if in case the host does not wish to provide complementary lunch, the access to Canteen is mandatory.
10. If the participants are coming from outstation locations, college can offer hostel accommodation at subsidised prices.
11. One Room for Chief Guest for welcome and initial briefing
12. Drinking water
13. Backdrops and banners to be framed and put in the Hall.
14. Registration Table
15. One Co-Ordinator
16. 8-10 Volunteers.