

Tel.no. 011-23503500  
Extn. no. 302, 233



Website: [www.davcae.net.in](http://www.davcae.net.in)  
E-mail: [exams@davcae.net.in](mailto:exams@davcae.net.in)

*DAV Centre for Academic Excellence*  
*DAV College Managing Committee*  
*Chitra Gupta Road, Paharganj, New Delhi-55*

Ref. No. DAVCAE/2019-20/ 299

Date: 11/10/2019

**Dr.(Mrs.) Nisha Peshin**  
**Director (Academics)**

## **DAV-Commerce Wizard 2019: An Inter School Commerce Fest**

Dear Principal,

### **General**

Inspired by the existing business world where corporate are trying to, rebrand their identity, restructure their organization, repose itself in the markets, reorganize their strengths through SWOT analysis, DAVCAE has realised how important it's for the students of today to be abreast with the changing scenario.

Therefore, an Inter School Commerce Fest-**DAV Commerce Wizard** is being organised to get the best minds to devise creative, innovative and rational solution which will help our young budding commerce wizards to develop the corporate fire in them and show their talent in this competitive world of business.

### **Objectives**

- To enhance Analytical, Decision making and entrepreneurial skills.
- Exposure to real world business situations.
- Learn the practical aspect of Accounting, Business and Economics.
- Event will extend a platform to develop team work, critical thinking and creativity.

### **Composition of Team**

- The competition is open for Class XI<sup>th</sup> & XII<sup>th</sup> Commerce Stream only.
- Only 1 team per school is eligible for participation.
- The team should comprise of 3 students and a school teacher (coordinator) who will be the Person to Contact for all concerns, information for the particular team.

- The team members under no circumstances shall be changed between rounds and must remain same throughout the competition.
- Teacher's role will simply be to provide a guidance to the students, as this is the first time an event based on Commerce is being held.

### **Date of Competition**

- Stage -1 : 14<sup>th</sup> Oct., 2019
- Stage -2 : 21<sup>st</sup> & 22<sup>nd</sup> Oct., 2019
- Stage -3 : 14<sup>th</sup> Nov., 2019

### **Competition Structure**

#### **Stage1 – The Quest**

This stage will be an online event which will be conducted in all the schools at the same time using the competition portal. The stipulated time for this stage is 95 min (divided into 3 rounds). Questions of this stage will test students for their academic knowledge and their decision making skills based on their curriculum.

#### **Structure :**

The following structure is proposed to organize at stage 1

- **Round 1 MCQ** Time : 30 minutes  
Marks : 40

The students will be provided with 40 MCQs to solve over a time period of 30 minutes. Curriculum based Questions on Accountancy, Business Studies, Economics and Reasoning.

- **Round 2 Cross Word** Time : 25 minutes  
Marks : 20

The students will be asked to solve Cross word based on Curriculum using the hints provided (20 clues will be provided).

- **Round 3 Decision Making** Time : 40 minutes  
Marks : 40

Students will be provided with 10 short cases in MCQ format and will be asked to solve decision making questions based on them. This round will test their managerial acumen and presence of mind to take right decisions.

### **Marking/Scoring :**

- The final ranking will be calculated on the basis of points scored in all the 3 rounds.
- In case of a tie minimum time taken by the team will decide the ranking.
- The teams will be allowed to review and change their answer before submission of answers of a particular round. Once the students have submitted their answers of a round and move to the next one, they shall not be allowed to go back and change answers of the previous round.
- Teams will come to know their scores after submission of round 3 answers of Stage 1 competition.
- Only top 60 teams will proceed to stage 2.

### **Stage 2 – Chase the Case**

The second stage will be conducted by sending a concept note on 17<sup>th</sup> Oct., 2019. A detailed case study will be sent on 21<sup>st</sup> Oct., at 10.00 am and solution should be sent back before 12 noon on 22<sup>nd</sup> Oct., 2019. The Case Study will be sent to the winners of Stage 1 (Top 60 Schools) on their registered school mail id. It will include financial data of a company, Corporate and general information about the Sector/Industry, facts, figures and corporate trends. The students are expected to solve the financial statements given and then take the case study to its logical conclusion and prepare a summarized Business Plan using their business acumen. The students need to submit a 300 word response. Based on their answers team will be judged.

The case study will be closely knitted and will not be open ended. To help the students there will be certain clues present in the case study. The students are expected to use them while preparing their Business Plan and will carry weightage if used correctly. While we are looking for ingenuity and are open to out of box solution, the plan needs to take into consideration the clues and various facts and figures provided with the case study and use it to justify their roadmap.

### **Marking/Scoring :**

- The result of the above round will be declared on **25<sup>th</sup> Oct., 2019.**
- Top 15 teams will be selected for the final stage 3.
- After the results are declared and top 15 teams are selected an additional information related to the above case will be sent to the top 15 teams for final round. The team are required to send a detailed Business Plan in both PPT and PDF format to the Organising Committee by **11<sup>th</sup> Nov., 2019.** The same shall be used to present their plan during final stage 3.
- PPT and PDF once submitted shall be considered as final submission and request for any changes in the same shall not be entertained.

### **Stage 3 – Winning Streak**

One Day Event to be Hosted in Delhi-NCR

The students are expected to reach to the venue of the Stage 3 alongwith their faculty coordinator.

The teams will be picked by lottery system to present their Business Plan

### **Business Plan Presentation-**

- Each team will be given 10 minutes (6 minutes for presentation and 4 minutes for judges round)
- If a team exceeds the 6 minute time frame for presentation-a score penalty shall be levied on them. (details will be explained at the venue.)
- The PPT to be used for presentation should be same as sent to the Organising Committee.
- The teams will be judged on their Business Plan feasibility, its ingenuity, usage of clues and their presentation skills.
- It is upto the team to decide whether the plan will be presented by a single team member or more than one.

### **Brand Awareness**

The teams will be shown a numbers of questions on a screen. These questions will contain taglines, logos and other factual information (CEO/Founders) regarding popular Indian and International consumer brands or organizations. The teams are expected to write the answer in the sheet provided to them.

### **Final Scoring**

- The final scoring shall be done after calculating scores from Business Plan presentation (60 Marks) and Brand Awareness (40 Marks). Maximum 100 marks can be awarded to a team.
- In case of any tie the marks of B-Plan Presentation will be given weightage, followed by Brand Awareness.
- The team which gets the highest score based on the factors mentioned above shall be declared as the winner of the fest.

**For any competition query, please contact**

- Mr. Ankit Gupta : 9810333312
  - Mrs. Archana Ahuja : 9582077726
- 2 pm to 4 pm ( On all Working Days)**

### **Any Technical Query**

- Mr. Rajat : 7018007011
- Mr. Rishi : 9816329050
- Mr. Dinesh : 8219572522
- Mr. Sunil : 9459959178
- Mr. Nitin : 7814877987

**9 am to 5 pm**

### **DAVCAE Staff :**

- Mr. Gopal Mishra
- Mrs. Vanita Jaisingh

011-23503500 Extn. 249  
011-23503500 Extn. 302

**NOTE :** Detailed instructions regarding conduct of Stage 2 & Stage 3 of the competition will be uploaded on our website **[www.davcae.net.in](http://www.davcae.net.in)**

**Our Letter No. DAVCAE/2019-20/145 dated 9.7.2019 be treated as cancelled.**

With Warm Regard

Yours sincerely



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(Dr. Nisha Peshin)