

**G. PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY,  
Kurnool**

**Department of MBA**

**Report on “Kurukshetra-The Battle for Knowledge”**

***“Management meets provide useful tools to help you improve your leadership and management ability.”***

With the above objective, the Department of Management Studies, G. Pullaiah College of Engineering and Technology has taken initiative and organized its first National level Management meet on 26<sup>th</sup> March, 2011 by name “Kurukshetra – The Battle for Knowledge”. Continuing its trend of organising the Management Meet, **5<sup>th</sup> National Level Management Meet** was organized on **4<sup>th</sup> March, 2017**.

Kurukshetra aims to provide a platform for sharing experiences and information to budding managers from across the country. The overall objective of the event is to elucidate the major business activities through different events and to elicit diverse responses from the students of management.

**Chief Guest for the Event:** Dr. Cailassame, Professor and Head- Department of MBA , Placement; Sri Manakula Vinayagar Engineering College, Puducherry



### Events hosted:

- Biz Mavin – Business Quiz
- Patraparichay – Paper presentation

### Procedure of B-Quiz conducted

Total 4 colleges have participated in B-Quiz. There are 2 rounds in B-Quiz

#### 1. Round 1 – Written test

The written test consists of 25 fill in the blanks related to current affairs, Business, Sports and etc., the duration of the written test is 30 minutes. Among 8 teams we short listed 4 teams for the 2<sup>nd</sup> round based on their merit in the written test.

#### 2. Round 2 – Final round

The final round consists of 5 rounds again.

- a) Take a punch – Logos and punch lines
- b) Buzzer round
- c) Picture assembling
- d) Face the rival
- e) I'M nutty

### Winners of B-Quiz

N. Sai Samhitha, Shaik Amzad (Ambani Team) from K. V. Subba Reddy Institute of Technology.



## Runners of B-Quiz

B. Haritha & C. Vasanthi (Murthy Team) from Dr. Subba Reddy Institute of MBA.



### Feedback from the above participants

1. Ambani team – Biz Mavin created awareness of present corporate world.
2. Murthy team – It is a place where we can prove our self and helped us to participate in other events too.

### Audience feedback:

Audience have enjoyed by saying the skipped answers from the teams. And many of the students got impressed by getting the knowledge. They got entertainment by playing the music in between the rounds.

### 1. Patraparichay – Paper Presentation

For paper presentation we got 12 papers among 12 papers we short listed 8 papers for presentation. Dr.Cailassame, Prof & Head, Dept of MBA for Sri MAnakula vinayagar Engg college, Puducherry has acted as an adjudicator for PPT and given his valuable inputs to students.

**Winners of PPT** are Ankitha Jain, A. V. S. Shravani from KVSR



### **Feedback from participants**

- Participants said that by participating in Patraparichay they can elicit themselves for a particular topic.
- One of the participants said that this is the place where we expose our hidden talent and can nullify our stage fear.
- By participating in PPT, I come to know how to collect the information for a particular topic. And we got awareness to the present topics.

**HOD-MBA**