

# Cracking start to Cranium

The first edition of the B-school fest presented by **Bangalore Mirror** and organised by CMS Business School, Jain University, draws MBA students from colleges in Bangalore and Mangalore

Tapasya Mitra Mazumder  
tapasya.mazumder@timesgroup.com

It's quite funny to see MBA students tied around their wrists, run around corridors and leap frog their way down the stairs in search of clues. But that was exactly the scene on Monday, the first day of Cranium 2013—a B-school fest presented by **BANGALORE MIRROR** and organised by CMS Business School, Jain University. The college, located in JP Nagar 6th Phase, hosted the first edition of the two-day business fest where students participated from colleges in Bangalore and Mangalore.

Designed on the theme of a cruise ship with rooms named appropriately (for example, the main auditorium was called Captain's Deck and other rooms called Cabins), the fest got the participants excited with the events of the day.

#### TESTING TIE-UP

The day's highlight was Bubble Burst, a unique team competition where the participants were tested on their four verticals of Management, namely HR, Finance, Marketing and Operations. The contest comprised six rounds, with the first round being the most exciting. Four contestants in a team were tied up around their wrists, and had to run up and down the campus in search of nine hidden clues.

Within one hour and a budget of Rs 200 in fake currency, they had to locate the positions of all the clues and bargain the base price of Rs 15 with the vendor guarding the clue. The teams which took the least amount of time and came back with the maximum balance money would qualify for round two. One of the vendors, Bishwajit Sahoo, said, "I was told to try and extract as much money as I can from the participants way above the base price of Rs 15 and I think I am doing my job well."

With the first clue being '18H in GC', literally meaning 18 holes in a golf course, the participants launched their clue hunt and made quite a few crack up by sprinting up and down the stairs in a chain. "This competition is meant to test their operations skill and negotiating power, which are an essential part of a management course. It also is a great team building activity where individuals display the ability to work in a group," said Manjushri Shenoy, one of the organisers.

#### DESIGNED BY STUDENTS

The two-day fest was conceptualised and designed by the second year students of CMS School of Business with the idea of making management fests more fun.

There was an individual activity as well, where contestants were required to prove their mettle as good managers in the 'Best Manager' category. While the first of the 10 rounds, called the ice-breaking session, required the participants to entertain the audience on stage in spite of being booted down, other rounds that



MBA students perform on stage in the Business Manager round at Cranium 2013 on Monday



A student of CMS Business College performs Bharatanatyam. Right: Contestants taking part in Bubble Burst event



followed were based on their personality and aptitude.

Also displaying his talent was Naga Sutej, a 23-year-old first year MBA student at CMS School of Business. He wowed the audience with his flawless Yoga Asanas and Kriyas at the fest. He said, "Singing and dancing are common. I wanted to do something that people haven't seen before."

#### LEARNING HOW TO HARD SELL

A hurried lunch later, the contestants in the Best Manager category, went around the campus asking people whether they would be interested in having ice gola, pop corn, candy

**Bubble Burst is a great group activity where individuals display the ability to work in a group**

MANJUSHRI SHENOY, ORGANISER

floss and American sweet corn with the professional skill of a vendor.

It turned out that this was one of the rounds under the Best Manager category, where the participant with the maximum number of snack coupons collected would qualify for the next round. "This round is called 'hard selling' and it tests the contestants' on their communication, persuasion and negotiation abilities. These qualities are mandatory to excel in the field of management," added Manjushri.

Ruth Sam, from Jain college, Jayanagar, had no idea what she was up for when she registered at the fest. "I won the Miss Fresher award in college. I had no preparation absolutely because I had no idea what I would be facing here. This is also the first time I am taking part in a fest," she quipped.

#### GETTING QUIZZICAL

A one-hour head-breaker, the Business Quiz required participants to answer 40 questions in the given time with categories ranging from current affairs to brands, personali-

ties and logical reasoning. "In a business quiz it is essential for all participants to know about all these categories. They will be given brand taglines or logos and asked to identify the brands. Similarly quotes from famous personalities would require the participants to identify the personality who uttered the quote," says Nagarjun KA, event head for Business Quiz.

Management students from National School of Business and quiz participants, Kavyashree Das and Swapnil Pashin, said, "The first round was very interesting and we are 50 per cent sure of winning. We read a lot of newspapers for the last two days and brushed up online about current affairs to prepare for today."

Around 100 students participated from colleges such as IFIM Business School, Indus Business Academy, National School of Business, Xavier Institute of Management and Entrepreneurship, Jain college, Amity, St. Aloysius college (Mangalore), Alliance School of Business, IIPM, IBMR Business School, and Loyola college.