



Paragana 2009



Presents

Crescere

The Market Research Event





Background

Any organization needs an appropriate market research supplemented by proper communication of the same to succeed in future. Crescere- the market research event gives you a chance to conduct a real-time market research to showcase your analytical skills. The success would lie in understanding the ever changing consumer needs.

The event will be held in two stages

Stage 1: Online Quiz

The objective of the quiz is to test the knowledge of the participants on the various concepts of the services sector.

The top six teams would be then selected for the final round.

Stage 2: Conducting a Market Research

(The objective will be communicated to the shortlisted teams)

This will include Designing the Questionnaire, Collection of responses, analyzing the observations, Suggestions & Recommendations based on the same



Rules & Guidelines

1. The team can have a maximum of **2 members**. Teams coming for the final event need to carry their ID cards compulsorily.
2. Only one entry per team is allowed.
3. No restriction on the number of teams from any institute; however one participant cannot be a part of multiple teams.
4. Teams have to register themselves by sending an email at **crescere.paragana09@gmail.com**
5. The subject line should be
Registration_Crescere_<Institute Name>_<Team Name>
In the email please mention the team members' name, college and contact details.
6. The person from whom the mail has been sent will be considered Point of Contact for the team and the quiz will be sent to him/her only at **10:00 PM**. The answer sheet will be sent along with the quiz.
7. Participants need to send the Excel file to **crescere.paragana09@gmail.com** by 10:45 PM. This Excel sheet should be named as Crescere_Answers_InstituteName_TeamName.
8. Answers to the quiz need to be sent just once – only the first entry will be considered for evaluation.
9. The shortlisted teams (6 confirmed and 3 waitlisted) would be informed by email. Teams need to send their confirmation regarding participation within 24 hours, failing which, the team in the waiting list would be invited.
10. The decision of the judges shall be final and binding.



Important Dates

Registrations begin	2 nd November, 2009
Quiz	4 th November, 2009
Stage I Results	5 th November, 2009
Stage II Finals	15 th November, 2009

Prizes

1st Prize: Rs 60,000 (Rs 40,000 cash + Rs 20,000 kind)

2nd Prize: Rs 30,000 (Rs 20,000 cash + Rs 10,000 kind)

- All teams shortlisted for the final round will get Certificates of Appreciation.
- Outstation Teams presenting in the final round will be reimbursed either of : One-way AC sleeper Or Two-way sleeper class train fare.
- Outstation Teams presenting in the final round will get accommodation for the days of the event.

For any further queries, please contact:

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For more details on the Crescere and other exciting events at our annual corporate B-school event, **Paragana '09**, log on to www.paragana.net

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