



BCC&I Marketing Quiz 2022

25th March 2022

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Media Coverage of BCC&I Marketing Quiz, held on 25.03.2022



BCC&I'S WHAT'S YOUR MQ? WITH THE TELEGRAPH, WAS A KNOWLEDGE-SHARING PLATFORM

The marketing and brand committee of BCC&I hosted the third edition of their marketing quiz titled *What's Your MQ?* in association with *The Telegraph*, on March 25. The quiz covered all aspects of business like marketing strategy, advertising, brand management, channel distribution and other facets of marketing. The main aim of the quiz was to provide an interactive platform to spread and gain knowledge about marketing.

More than 20 teams from different corporate and management institutes took part and six teams — Tata Steel, Exide Industries, Capgemini, Team SVIMS & Glance, Team M&Ms and Team No Brainers — made it to the finals. Charanpreet Singh was the quizmaster. Glimpses.



Bedbyas Datta (second from right) and Debanjan Bose (right) aka Team SVIMS & Glance won the contest and a cheque of Rs 20,000



Samanway Banerjee (left) and Piyus Kedia of Team M&Ms were the first runners-up.



Charanpreet Singh was the quizmaster for the evening.



Anoop Hoon (left), the chairperson of the marketing and brand committee of BCC&I handed over the second runner-up prize to Team Capgemini — Arijit Sen (right) and Rajeeb Bhattacharyya. "The third edition of the BCC&I Marketing Quiz was finally back in physical format. This was a grand success appreciated by all for the quality of questions making it an imperative knowledge barometer for marketers in a widely connected world," said Hoon.

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