



**About SMQ**

The Student Management Quiz (SMQ) offers an engaging and innovative platform designed to assess students' comprehension across diverse business domains, including branding, marketing, HR management, finance, and noteworthy business figures. It's structured to enhance understanding of business fundamentals while staying updated on industry trends.

**Who can participate:**

- Any student who is interested in learning more about the business world and testing their knowledge of various aspects of it.
- Team of 2 Students
- No bar on Number of teams participating from an institute.

**What to expect:**

Expect a blend of multiple-choice and true or false questions covering a spectrum of topics such as renowned brands, effective marketing strategies, HR methodologies, financial intricacies, significant business occurrences, and prominent personalities making headlines. Questions are crafted to mirror real-world business scenarios.

**Why participate:**

Participating in this quiz promises not just enjoyment, but also serves as a valuable opportunity to evaluate your competencies and gain fresh insights into the business landscape. It's a chance to compete against peers and vie for enticing rewards!

**College Participation/ Sponsor College**

Teams & Benefits	Fee (Excluding GST)
5 Teams	₹ 5,000
12 Teams	₹ 10,000
25 teams	₹ 20,000
50 teams	₹ 40,000

**Prizes**

Winner	Team Trophy, Medals, Certificates & Gift Hampers
Runners Up I	
Runners Up II	

**Sponsorship Options for Hosting Institutes (Excluding GST)**

Category	Benefits		
	Venue Hosting	Complementary Teams	Sponsorship Fee (Excluding GST)
Principal Sponsor	Regional Round, Semi-Final & National Final	25 Teams	3,00,000
Co-Sponsor	Regional Round	15 Teams	2,00,000

**Dates & Regions**

Regional rounds:

There will be various regional rounds across the country from Aug 2024 – March 2025 followed by the National Semifinals & Finals in April 2025.

August	September	October Bengaluru	November Bhopal
December	January	February Mumbai	March Ghaziabad

**Semi Final & India Finale - March 2025**

Principal Sponsor



Co-Sponsors



**For Sponsorship Contact**

**Ashu Sikri** - Assistant Director  
M. 9999978227 | E. asikri@aima.in

**For Registration Contact**

**Pradeep Kumar** - Manager  
M. 98714 13064 | E. pkumar@aima.in

**Saumya Kushwah** - Manager  
M. 9205507301 | E. skushwah@aima.in