

KRISTU JAYANTI SCHOOL OF MANAGEMENT HOSTED 'INCOGNITO 2025' – AN INTRA COLLEGE BUSINESS QUIZ COMPETITION IN COLLABORATION WITH BUSINESS STANDARD

The School of Management at Kristu Jayanti College (Autonomous), Bengaluru, successfully hosted its flagship intra-collegiate business quiz competition, Incognito 2025, on April 9th and 10th in collaboration with the Business Standard. Designed exclusively for MBA students, this annual event pays tribute to the memory of Late Mr Jeeson, a distinguished alumnus whose legacy continues to inspire excellence and innovation in the field of business education. The two-day event witnessed high-octane participation, featuring 40 two-member teams from across the MBA department, all eager to test their business acumen and decision-making prowess in a competitive yet collaborative setting. The competition kicked off with a rigorous preliminary written quiz on April 9th, covering current affairs, business trends, and logical reasoning. The prelims set a high benchmark, with only the top six teams advancing to the finals.

April 10th marked the climactic final round of Incognito 2025, where participants navigated through three intellectually demanding rounds, each meticulously crafted to evaluate rapid recall, analytical thinking, and strategic decision-making. The atmosphere was electric, with an unexpected tie-breaker round for the runner-up position adding a

dramatic twist and elevating the excitement for both participants and spectators. The competition concluded with the crowning of the top teams, with 1st Prize bagged by Ms Pearl Jacinta Rodrigues and Mr Adithyan G, 2nd Prize by Mr UP Shashank and Mr Praveen PS and 3rd Prize by Mr Hemanth MM and Mr Shrivathsa MR. The event was steered by a talented panel of second-year MBA students acting as Quiz Masters – Mr Misbah Bin Riyas KL, Mr Avin Raj, Mr R Jithin, Ms Sri Kruthi, and Mr Mohammed Yaseen Khan – who impressed with their professionalism and creativity in curating thought-provoking rounds. The winners were felicitated with trophies, certificates, cash prizes, and exclusive gifts from Business Standard. Incognito 2025 once again proved to be more than just a competition; it was a platform for experiential learning, personal growth, and the celebration of business intellect.

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