

INDIAN SCHOOL OF BUSINESS & FINANCE



Awarding Body



Academic Direction



THE POWER OF **WHY**

CHALLENGE 2021 Edition 2.0



RULES & REGULATIONS

- This Challenge is only open to students who are presently in their last year of schooling (Class XII).
- Uninterrupted and strong internet connectivity, any ID Proof and a working webcam is a prerequisite for successfully attempting the Challenge.
- All Bouts in Round 1 will be digitally proctored/invigilated, and any suspicion of an attempt to use unfair means will lead to summary disqualification.
- Only one test session, or login, or attempt, is permitted per *challenger*.
- The deadline for attempting Round 1 is **17 July 2021**. The shortlist for Round 2 will be declared soon after this deadline, and candidates will be expected to submit their essays for Round 2 within 7-10 days.
- Winners of the Challenge must still appear for all steps of the ISBF admission process.
- All scholarships awarded are with respect to the ISBF Tuition Fee.
- Winners will also be eligible to apply for other scholarships offered by ISBF.
- See the ISBF website for more details on tuition fee, admission process and scholarships.
- Candidates who have participated in the first edition of the challenge in the last six months are not eligible.
- ISBF reserves the right to amend these rules and regulations.

INSTRUCTIONS FOR ROUND 1

Total Time

The total time for Round 1 is 1 hour 45 minutes, comprising of 45 minutes for Bout 1 and 1 hour for Bout 2. Both Bouts must be attempted together, during the same test session.

Overall Evaluation Criteria

The overall score for Round 1 will be calculated as the aggregate of your scores in Bout 1 and Bout 2.

Bout 1 - Diagnosing a business/organisation problem

In this Bout, you will have to work through a business/organisational problem inspired by the real world, by choosing to learn relevant information about the business/organisation and using it to formulate your response. This Bout will test and hone your problem-solving and decision-making abilities.

Detailed instructions on how to attempt this Bout will be available to view upon launching the game, and also while attempting it - look for the Section # (i) button on the top left corner of your screen.

How to Play

Once you log in to attempt this Bout, you will be presented with a **Case Situation**, which will describe a difficult situation a business/organisation finds itself in. You will also see a **Problem Statement**, which frames the specific business/organisational problem in the form of two tasks, which you are expected to work through and Take Decision about.

To help you do this, you will have access to **Case Information**, which is in the form of 33 Questions that are clustered under the heads of various business/organisation functions. By choosing which Questions to 'ask', and viewing the answers to those, you can build an information set which can help you work through the given problem.

As suggested above, not all Questions are directly, and equally, relevant for working through the given problem and taking a decision about the Problem Statement. Besides, you are permitted to 'ask', and view the answers to, a maximum of 15 Questions only, so you must choose these carefully.

Finally, armed with the information you have gathered, you must Take a decision to the Problem Statement as instructed. Note that you should Take Decision only after having viewed

and worked through the Case Information as described above, as you cannot 'ask' any further Questions after choosing to Take Decision (you will, however, be able to view the answers to all Questions already 'asked', after choosing to Take Decision).

Evaluation Criteria

The final score will be calculated on the basis of:

- The relevance of Questions 'asked' in the Case Information section - note that each Question carries 0, 1 or 2 marks, depending on its relevance for working through the given problem.
- The Problem Statement entrusts you with two tasks towards diagnosing the business problem presented.
 - The first task is to identify the broad area or segment that requires immediate intervention from a given list. A correct answer fetches 2 marks.
 - The second task is to identify the micro causes of the business problem from a list of possible causes. Every correctly identified cause fetches 2 marks.

Time

You will have a total of 45 minutes to complete this Bout.

Tips for Preparing

- You can prepare for Bout 1 by reading about how a business/an organisation functions.
- It would also be useful if you could look at a few case studies around organisational/ business failures. This happened to be the theme of the latest ISBF Newsletter, attached for your reading [here](#).
- Finally, you can navigate around [this](#) database of business case studies at your own pace and have fun while you're at it!

Bout 2 - Rethinking and Questioning Globalisation

This Bout tests your prowess with regard to assimilative reading and logical reasoning. Most questions are preceded by a passage - when answering the questions, draw on your comprehension of the passage and the context provided by it, as well as your understanding of the shifting context of globalisation.

Detailed instructions on how to attempt this Bout will be available to view upon launching the game, and also while attempting it - look for the Section # (i) button on the top left corner of your screen.

Time

You will have a total of 60 minutes to complete this Bout.

Tips for Preparing

Read about globalisation and current trends such as populism and the anti-immigrant backlash which are questioning this process. Look closely at [this](#) Power of Why video prepared by ISBF faculty members, and do your own research on the concepts and ideas discussed in it.

Evaluation Criteria

In Bout 2, each correct answer will fetch 1.5 marks, and 0.5 marks will be deducted for every incorrect answer.

These instructions will also be available to view while attempting the game - look for The Power of Why - Round 1 (i) button.