

# Kaun Banega Crorepati Simulation

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## Abstract

Success of a television game show requires brand-building effort and brand value management like any other product. However, aspects of information, entertainment, novelty, instant gratification, and experience dimensions are more salient in game shows. This has been amply proven by the television game show Who Wants To Be A Millionaire. The purpose of this research is to explore why some entertainment products succeed, while others fail. Design/methodology/approach – In this paper, we present the system dynamic model of brand management of the game show Kaun Banega Crorepati (KBC), the Indian version of Who Wants To Be A Millionaire. Initially, we present the reference mode behaviour, drawn from published data. In the dynamic model, we include factors such as channel popularity, host popularity, prize money, and competition that work towards building the viewership and influencing operational revenues. Computer-based simulation and experimentalism are then applied as a research method to the model to explore its dynamic behaviour. Findings – Our analysis shows that the right mix of host popularity, channel popularity and prize money has enabled KBC to achieve unprecedented success. Research limitations/implications – Validation of the model is based on the strength that the simulation results can replicate the reference mode behaviour and produce behaviour expected under extreme conditions. The validated model is used to draw what-if scenarios, some of which resemble the experiences of competing game shows. Originality/value – Understanding the dynamics of brand management of this game show can serve as an important tool for brand management of entertainment products. Further, the use of system dynamics for dynamic modelling of brand value has application in broader areas of marketing, and would be of interest to a wide managerial audience.

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## Introduction

**KAUN BANEGA CROREPATI PROGRAMME** is well famous and popular game among many players all over the world. This report details the development of a Kaun Banega Crorepati Simulation Game application that is written in CPP Programming. In addition, the report details the implementation to solve any kind of Quiz Game. Also, how to generate a Game with different level of difficulties and make sure there will be only one solution. The aim of the report is also to discuss and other logics in order to create and solve Quiz Game. Furthermore, the user-friendly environment is considered in the report as the rules of Kaun Banega Crorepati are connected to the interface. This programme improves methods of solving Quiz .The report concludes by evaluating the end application to analyze how good it met its objectives and the performance of Kaun Banega Crorepati Simulation Game. Finally, the report summaries the overall achievements of the application development and indicates other possible extensions.Kaun Banega Crorepati (KBC) simulation system is based on the television show by the same name, hosted by Mr. Amitabh Bachchan. The main objective of this application is to provide its users with an opportunity to play the famous quizzing game at the comfort of their homes on a computer system. The main purpose of this game is to make people learn new things and improve their general knowledge, just by playing a game. You keep yourself updated by recent current affairs. There is a good scope for improving one's general knowledge. You can be one step ahead of others. You can be more confident on any topic and gain more knowledge and also able to convey the information to others as you already know about it. By this projects students will Acquire knowledge for developing many more projects like KBC.

## Research Methodology

In order to run the program users have to first give the proper path of the graphics driver which is available under bgi. To check the whether graphics driver is available or not, you have to quit the turbo C++ shell and you will be taken to the C:\TURBOC3\BIN. You will have to change the directory to check whether bgi driver is

available or not. So you can change directory by CD... and press enter. The directory of bgi can be different as per the compiler you are using. This is the path of the graphics driver which we have to give in this program to enjoy the game.

To start this game, you have to press any key, you will be given a question with 4 options which has been displayed at the bottom of the page. A table with the amount is displayed at the right side of the page, 3 Life lines are displayed at the top right corner. For every right option you will be promoted to the next level and you will awarded with some money. In case the player is stuck with a question he can use any of his life lines. If the player chooses the wrong option the game ends.

### PROJECT AIMS AND OBJECTIVES

KBC GAME involves enhancing skills such as developing research skills, improving language skills and reasoning ability, developing the power of concentration and increasing creative abilities. KBC GAMES Improve IQ Research states that solving Questions helps raise the IQ (intelligence quotient) level of the player. KBC GAMES force the solver to think and reason.

KBC GAMES Improve Cognitive Ability in Students, KBC GAMES enhance their ability to visualize and understand the whole - part relationship. KBC GAMES Enhance Motor Skills.KBC GAMES can be used to speed up the learning process. When players are expected to grasp the objects and fit them into proper.

This improves programme building abilities using Graphic as KBC is graphically oriented programme.

KBC is Design to promote a fun way to study and in the process help improve once General Knowledge .KBC improve or expanding once knowledge of things.KBC is to encourage players to look beyond their textual knowledge and establish a relationship between theory and application of the learnt concepts.

### GAME RULES

Contestant who is in hot seat will be given a Question with have 4 options.

He has to choose the right option from the 4 options.

The contestant has 3 –Life lines I.e. They are:

- ❖ 50:50 – The 2 wrong options will be eliminated. The contestant is left with 2 options of which one is the correct option.
- ❖ Phone a Friend: The contestant can make a phone call to any of his/her friends or relatives and can ask the answer for the question. The contestant has only 30 seconds to do this
- ❖ Audience pole: The contestant can ask the audience and choose the right answer.

### Hardware and Software Requirements

1. Minimum Hardware Requirements
  - i. Monitor
  - ii. Keyboard
  - iii. Mouse
2. Minimum Software Requirements
  - i. Operating System: Windows XP
  - ii. Turbo C++
  - iii. At least 44.0 KB of free space

**Header File Used**

<b>Filename</b>	<b>Description</b>
FSTREAM.H	Provides functions for file and We/o handling
CONIO.H	Used to create text based UIs
STDIO.H	Provides functions with standard We/o capabilities.
MATH.H	Design for Basic mathematical operations
GRAPHIC.H	Facilitate graphical operations such as to draw different shapes, change colors and many more
STRING.H	Contains functions with string handling capabilities
STDLIB.H	This header defines several general purpose functions
DOS.H	Contains functions for handling interrupts, producing sound date and time function etc.

**Functions used in the Program**

<b>Functions</b>	<b>Description</b>
Void page2():	Used to play the game rules, levels of the game, and ask the details of the player.
Void page3():	Used to display 4 options for the respective Questions.
Void Questions();	It is used to display the Question's ,Which are from the Question Bank and that is embedded in <b>TC\BIN FOLDER</b>

Void incorrect1();	This is used when player has chosen the wrong option and ends the Game which is used to check the first option.
Void incorrect2();	This is used when player has chosen the wrong option and ends the Game which is used to check the second option.
Void incorrect3();	This is used when player has chosen the wrong option and ends the Game which is used to check the third option.
Void incorrect4();	This is used when player has chosen the wrong option and ends the Game which is used to check the fourth option.
Void Phone a friend();	This function enables the player to seek help from his friend within 30 seconds
Void fifty();	This function is used for removing two options from the given 4 options.
Void audience();	This function is used for representing a graph in which the ratio of audience selecting the options as shown.
Void sorry(); Void select();	This function is used, when the player has chosen a wrong option it displays the statement: sorry It enables the user to select his described option.
Void total prize money();	This function is used for showing the amount won by the player.
Void ask name();	This function is used for asking the Name and place of the player and it also displays the instructions of the game.

Result and Discussion



Sakshi & Sanika

50:50 PHONE PUKER

- 1000000
- 5000000
- 2500000
- 1250000
- 640000
- 320000
- 160000
- 80000
- 40000
- 20000
- 10000
- 5000
- 3000
- 2000
- 1000

2000

Indian state with the longest coastline

[a] Kerala [b] Maharashtra

[c] Gujarat [d] Tamil Nadu



### Conclusion

This section concludes the report with what have been achieved. In addition, it discusses future activities that could be added to the application. In future we can implement it by timer at each every level of the game.

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