

## Business Quiz

### Baseline/Tagline/AdLine of Company/Brands

Company	TagLine/AdLine/Baseline
Accenture	Innovation delivered
Air Deccan	Simplifly
Air India	Moving India Forward
Air Sahara	EMOTIONALLY YOURS
Airtel	Express Yourself
AKAI	Land of rising technology
Allen Solly	Friday Dressing
Allianz Insurance	THE POWER ON YOUR SIDE
Apple Computers	THINK DIFFERENT
Bajaj Auto	Inspiring Confidence
Bajaj Pulsar	Born in a gym, not in a studio
Bajaj spirit	The college bike
Blue Star	May your theatre always be House Full
BluestarAC	BREATHE EASY
Bournvita	BALANCED NUTRITION.GREAT TASTE
Brooke Bond	Cheers your senses
BSNL	Connecting India
BUSINESS STANDARD	When you're sure
BUSINESSWORLD	Magazine of the new economy
C A	THE SOFTWARE THAT MANAGES e-BUSINESS
Cholamandalam Insurance	ENTER A BETTER LIFE
Citibank	The city never sleeps
Club Mahindra Holidays	Holidays for a lifetime
Crocodile	Tough Guys, dress easy
CROMPTON GREAVES	Everyday solutions
D'dmas	Art of Beauty
DHL	We move the world

DHL	WE make importing Smooth
Doordarshan	Satyam Sivam Sundaram
Electrolux India	Makes life a little easier
Energizer	Keep going
ESSAR Steel	24 carat steel
Fed-Ex	The World On Time
Ford Mondeo	Redefined Aggression
Ford Motors	Built for the road ahead
Godrej locks	PEACE OF MIND.GUARANTEED
Graviera Suitings	THE MAN OF SUBSTANCE
Gucci	Quality is remembered long after the price is forgotten
Haier	Inspired living
Harley-Davidson	If you don't have to answer to anyone, what would you do
Harrod's retailer, London	ENTER A DIFFERENT WORLD
Hero Honda CBZ	Motorcycling Unplugged
Hero Honda Passion	Born in a studio, not in a factory
Hindustan Times	Let there be light
Hitachi	Inspire the Next
Honda	The power of dreams
Honda DIO	FROM INDIA TO THE WORLD.AND TO YOU
HSBC	World's local bank
Hughes Software	Think skywards
HYUNDAI ELANTRA	Play a bigger game
Hyundai's new ad	Drive your way
Jobsahead.com	FILL IN YOUR AMBITION
Johnnie Walker whiskey	Keep Walking
Kingfisher airlines	Fly the good times
Kodak	You press the button and we do the rest
Lacoste	Because what you are
LG	EXPAND YOUR LIFE
LG AC	BREATHE HEALTHY
Lufthansa	There is no better way to

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	fly	SBI	With you -all the way
MARUTI SUZUKI	Count on us	Singapore Airlines	A GREAT WAY TO FLY
Nikon	At the heart of the Image	Spice Jet	Flying for everyone
Nokia	Connecting people	Tally	Power of simplicity
OBC	Where every individual is committed	Tata	Improving the quality of life
OCM	Be Somebody	Tata	Empowering People
Onida	Neighbor's envy, Owner's Pride	Tata Indica	Spoil Yourself
PagalGuy.com	Insanely Different	Tata Indicom	Talk as you pay, pay as you talk-
PAI International	A WORLD OF HOME APPLIANCES	Thai Airways	SMOOTH AS SILK
Pantaloons	Where India Shops	Times of India	Let truth prevail
Parryware	Sparkling clean glamour rooms	Toyota	Touch The Perfection
Parx (Raymond's product)	Catch up with life	Trump (MTNL)	The easy way to stay in touch
Power (fuel with energy boosters from HPCL)	Unleash the power within	UNION BANK OF INDIA	Good people to bank with
Professional Tutorials	Success Simplified	Virginia Slim Cigarettes	YOU'VE COME A LONG WAY BABY
Punjab National Bank	The name you can bank upon	VOLKSWAGEN	Think Small
Raymond	The complete Man	VSNL	GATEWAY OF INDIA TO THE WORLD
Reid and Taylor	Bond with the Best	Wills LifeStyle	Enjoy the Change
Samsonite	Because you earned your wings	Xerox	THE DOCUMENT COMPANY

### **Brand Ambassador of Company/Brand**

No .	Company/Brand	Brand	Brand Ambassador/ Endorsed By/Ads
1	ITC Chairman- Yogi Deveshwar	SUNFEAST	Shahrukh Khan
		Wills Lifestyle	
2		John Players	Hrithik Roshan
		Aashirwad	
		ITC hotels	
		EXPRESSION greeting cards	
		AIM match sticks	
3	WHIRLPOOL		Kajol and Ajay Devgan
4	RASNA		Karisma Kapoor & Hrithik Roshan
5	EPSON Printers		Sushmita Sen

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6	NEWPORT Jeans		Saif Ali Khan
7	MARCO-RICCI Shoes		Sanjay Dutt
8	LEVIS Jeans	Levis 501 range of jeans	Bipasha Basu & Shahrukh Khan
9	ACME Clothing	PROVOGUE	Fardeen Khan
10	RADO		Lisa Ray
11	MOVADAO		Twinkle khanna
12	LONGINES		Aishwariya Rai
13	TAG HEUER		Sharukh/Sushmita sen
14	Reebok		Kaif
15		Castrol	Ajay Jadeja and Rahul Dravid
16		Veedol	Vinod Kambli
17		Dixcy and Amul	MALLIKA SHERAWAT
18		BUICK CARS	Tiger Woods, Preity Zinta
19		Kamsutra Condoms	POOJA BEDI AND MARC ROBINSON
20		Mayur	GAYTRI JOSHI
21	MIRZA Tanners Ltd	Red Tape Shoes	Salman Khan
22	FRANKFINN AIR HOSTESS ACEDEMY		Soha Ali Khan
23		VEEDOL, PEPSI, EGGS, FOUR SQUARE, FIAT INDIA (PALIO), NESTLE NESFIT, PONDS CREAM,	Vinod Kambli
24		SONY ENTERTAINMENT TELEVISION, IBP, BADSAHA MALPANI GROUP TOBACCO, AC APPLE JUICE, CHANDRIKA BEUTY PRODUCTS	Jacky Shroff
25		CAMAY Soap	Dia Mirza
26	Max New York Insurance		Rahul Dravid
27		Liril	Priety Zinta, Harishta Bhatt, Tara Sharma.

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28	Air Deccan's		Common Man (R. K. Laxman's cartoon)
29		CREAM BELL Icecream	Saif Ali Khan
30		Ultra Heat Treatment (UHT) Milk, 'tetra pak India' company and Samsung	Tabu
31	SKumars	Tamarind (readymade wear)	Hrithik Roshan.
32	Pizza hut		Mallika Arora Khan
33		Godrej Consumer Products and Bausch & Lomb	Mona singh (JASSI)
34	MALABAR GOLD (Kerala)		Sania Mirza
35		TATA TEA. HP, Lotto, and Tata Indicom	Sania Mirza
36		RELAXO Chappls	Aftab Sivasani
37	Yamaha		John Abraham
38	Indigo Nation		UPEN PATEL.
39	ASMI Diamonds		KAJOL DEVGAN
40		Speed/BPCL AMBI PURE (Car Freshener)	Narain Kartikeyan
41	AIS Glass		Shoaib Akhtar
42	TVS		Surya -Tamil Movie actor
43	Bank Of Rajasthan		Hema Malini
44	Canara Bank		Venkatesh Prasad
45	Bank Of Baroda		Rahul Dravid
46	Dena Bank		Juhi Chawla
47	ICICI Bank		Amitabh Bachchan
48	UTI Bank		Mona singh (JASSI)
49	Tata Tea	Chakra Gold Tea	Bhumika
50		Pizza Hut, Hero Honda Karizma	NANDANA SEN

### India's Top CEO's NAME COMPANY

AC Muthaiah - SPIC(Southern Petrochemical Industries Corporation)  
Adi Godrej - Godrej Group  
Adil Zainulbhai - McKinsey India

Aditya Puri - HDFC Bank(Housing Development Finance Corporation Limited)

Ajay Piramal - Nicholas Piramal  
AK Khandelwal - Bank of Baroda  
AK Purwar - State Bank of India  
AK Sinha - BSNL  
AM Naik - Larsen & Toubro  
Anand Mahindra - Mahindra & Mahindra

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Anil Agarwal - Vedanta Resources  
Anil Ambani - ADAE  
Anuradha Desai - Venkateshwara Hatcheries  
Arun Maira - BCG India ([Boston Consulting Group](#))  
Ashok Sinha - Bharat Petroleum  
Ashwin Dani - Asian Paints  
Asim Ghosh - Hutch  
Azim Hasham Premji - Wipro  
B Muthuraman - Tata Steel  
Bharat Puri - Cadbury India  
BN Kalyani - Bharat Forge  
Brian Tempest - Ranbaxy  
Brij Mohal Lall Munjal - Hero Group  
BS Nagesh - Shoppers' Stop  
BVR Subbu - Hyundai India  
C B Bhave- SEBI  
Chanda Kochhar- ICICI Bank  
Deepak Parekh – HDFC  
[Keki Dadiseth](#)- HUL  
FV Vandrewala - Motorola India  
Gautam Singhanian - Raymond  
Gautam Thapar - Crompton Greaves  
GR Gopinath - Air Deccan  
Hans-Michael Huber - Daimler-Chrysler India  
Harish Manwani - Hindustan Lever  
Harsh Goenka - RPG Group  
Hemendra Kothari - DSP Merrill Lynch  
Jagdish Khattar - Maruti Udyog  
Jaspal Bindra -Standard Chartered  
Jeh & Ness Wadia - Bombay Dyeing  
K Anji Reddy - Dr. Reddy's Labs  
K Ramachandran - Phillips India  
Karsanbhai Patel - Nirma  
Kiran Mazumdar Saw - Biocon  
Kishore Biyani - Pantaloon Retail  
KR Kim - LG India  
Kumar Mangalam Birla - AV Birla Group  
Lalitha Gupte - ICICI Bank  
Mallika Srinivasan - TAFE  
MB Lal - Hindustan Petroleum  
Mukesh Ambani - Reliance Industries  
MV Subbiah - EID Parry  
Naina Lal Kidwai - HSBC India  
Nandan Nilekani - Infosys Technologies  
Naresh Goyal - Jet Airways

Niall Booker - HSBC India  
Nimesh Kampani - JM Morgan Stanley  
Noel Tata - Trent  
Kris Gopaldaswamy- Infosys Technologies  
NS Sekhsaria - Gujarat Ambuja Cement  
Onkar S Kanwar - Apollo Tyres  
Peter Mukerjee - Star TV India  
Proshanto Banerjee - GAIL  
R Seshasayee - Ashok Leyland  
Rahul Bajaj - Bajaj Auto  
Rajeev Bakshi - Pepsi Co.  
Rajiv Bajaj - Bajaj Auto  
Rana Kapoor - Yes Bank  
Ratan Tata - Tata Group  
Ravi Venkatesan - Microsoft India  
Renuka Ramnath - ICICI Ventures  
RS Lodha - Birla Corp  
S Ramadorai - TCS  
Sanjay Nayar - Citigroup India  
Sarathak Behuria - IOC  
SB Mathur - UTI  
Scott Bayman - GE India  
Shashi Ruia - Essar Group  
Shikha Sharma - ICICI Prudential  
Shiv Nadar - HCL Technologies  
Shobana Bhartia - HT Media  
SP Hinduja - Hinduja Group  
Subhash Chandra - Zee Telefilms  
Subir Raha - ONGC  
Sunil Mittal - Bharti Enterprises  
Suresh Krishna - Sundaram Fasteners  
Uday Kotak - Kotak Mahindra Bank  
VC Burman - Dabur  
Venu Srinivasan - TVS Motors  
Venugopal Dhoot - Videocon Industries  
Vijay Mallya - UB Group  
Vinita Bali - Britannia  
VK Mittal - Ispat Industries  
VS Jain - SAIL  
YK Hamied - Cipla  
Yogesh C Deveshwar - ITC  
YV Reddy - Reserve Bank of India  
Zia Mody - AZB Partners

### **List of Top CEO of India and World Business Companies**

List of CEO's of some of the Famous companies :

[The World's 30 Best CEOs](#)

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- 1 Warren Buffet (Berkshire Hathaway)
- 2 Kenneth Chenault (American Express)
- 3 George David (United Technologies)
- 4 Charlie Ergen (EchoStar)
- 5 Larry Fink (BlackRock)
- 6 Lew Frankfort (Coach)
- 7 Richard Fuld (Lehman Brothers)
- 8 Fred Goodwin (Royal Bank of Scotland)
- 9 Jeffrey Immelt (General Electric)
- 10 Satoru Iwata (Nintendo)
- 11 Steve Jobs (Apple)
- 12 Henning Kagermann (SAP)
- 13 Richard Kovacevich (Wells Fargo)
- 14 A G Lafley (Procter & Gamble)
- 15 Terry Leahy (Tesco)
- 16 John Mackey (Whole Foods)
- 17 Lakshmi Mittal (Arcelor Mittal)
- 18 Allan Moss (Macquaire Bank)
- 19 Angelo Mozilo (Countrywide Financial)
- 20 Rupert Murdoch (News Corp)
- 21 Michael O'Leary (Ryanair Holdings)
- 22 Franck Ribould (Groupe Danone)
- 23 Peter Rose (Expedito International)
- 24 Steven Roth (Vornado Realty)
- 25 James Schiro (Zurich Financial)
- 26 Bob Simpson (XTO Energy)
- 27 James Sinegal (Costco Wholesale)
- 28 Fred Smith (FedEx)
- 29 Ratan Tata (Tata Steel)
- 30 Jong-Yong Yun (Samsung Electronics)
- 31 Dinesh Aggarwal (IndiaMart Limited)

### Computer/IT/Mobile

- 1) **Which is the most expensive domain name to be auctioned on the net till date?**  
Business.com for \$8 mln [4.3 m pounds]
- 2) **Why a name as queer as altavista.com had a price tag of 3+ million dollars?**  
While Compaq owned the AltaVista technology some Marshall guy owned the domain name.  
  
So the sale was a settlement of a long-standing dispute between the 2 parties. In 1998, it was the highest recorded amt paid for a domain name, when digital owned AltaVista, the web add for it was altavista.digital.com  
  
[It was developed by Digital Corp. in 1995 then sold to Compaq. Now it's a part of overture (which recently discovered is a part of yahoo!) AltaVista means view from above, Altavista.com WAS sold 3.3mil\$]
- 3) **What was Bill Gate's and Paul Allen's SAT score?**
- 4) **Which school did Larry Ellison go to? When did he start Oracle?**  
Ellison went to Univ of Chicago, dropped out after one semester. Also had gone to UIC, dropped out from there too... Oracle started of a CIA project in 1977. Ellison was 33 then. Oracle - 1978
- 5) **Which company did Adobe buy recently and for how much?**  
Macromedia for \$ 4 billion
- 6) **Who founded Adobe along with John and when?**  
December 1982, John Warnock and Charles Geschke
- 7) **Which Univ did Jhon study from**  
Univ of Utah (BS,MS,PhD )
- 8) **Where is Adobe's HQ and India center?**

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Headquarters: San Jose, California and India office at Noida

GE - developed n established it professionally

**9) Why did founders named Adobe so?**

Name of the river "Adobe Creek" that ran behind John's house

**19) Finally MS has launched what's seen as life threat to Adobe. What's it**

Metro. To be launched as part of Windows Longhorn. (Metro was Acrobat's code name in dev stages)

**10) 'Corporated Incorporated' and 'Limited Unlimited' were names considered but not adopted. What was finally adopted ?**

Microsoft

**11) What was HP's first product? When?**

Audio oscillator. (1938)

**20) Hewlett & Packard, the founders, were very particular about the quality to be perfect.**

When Carly was hired, she changed that to ..... (give name of what it is called)

Adopt and Go. Keep the winners and ditch the losers

**12) Who is Andy Grove?**

Intel CEO

**13) What is the old name of 3i InfoTech? what does it 3 I stands for?**

ICICI InfoTech is the old name

**21) HP - Compaq merger was challenged in court by one of the largest shareholders of HP, Who was the guy? (He lost of course)**

Walter Hewlett, Son of Bill Hewlett

**14) What is the consulting firm recently (not very recent) acquired by the electronics giant Hewlett-Packard?**

Price Waterhouse Coopers

**22) What was Accenture previously known as??**

Andersen Consulting

**15) Which online matrimony site was founded by J. Murugavel, who himself found his wife through the Internet.**

Bharatmatrimony.com

**23) What is the name of the annual newsletter that Microsoft publishes?**

10 Great Mistakes That Microsoft Did

**16) Which new Mac. OS introduced by APPLE?**

TIGER

**24) Expand WIPRO.**

West Indian Vegetable Products Ltd

**17) What was IBM nicknamed as in 1960's?Why?**

Big Blue, Due to its big size and blue color. Also the color of the it's employees uniform, was of blue color and they seemed to be present at most of the places. From original word. Big Brother

**25) HP developed a programming language as competitor to Java. What did they name it?**

HP Chai

**18) Founder of 6-sigma methodology?**

Motorola - actually brought in the practice

**26) How did Apple have its name?**

Actually, when Steve had to register the company name, he repeatedly asked the partners to come up with some good

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name or else he will register it with whatever comes in his mind. However, no one came up with any name till noon. When he was going for registration, he saw someone eating apple during break and that struck his mind. Hence, he registered company with same name and kept the same half bite apple as its symbol. (Read it long back on some article about how some famous company got their names).

**27) What is the personal finance software that competes with MS Money and gives it a run for its money? This is one of the very few companies/products that have taken Microsoft on and survived to tell the tale.**

Quicken.

**28) Who is "Hughes" in "Hughes Software" (Think skywards)?**

Howard Hughes. [He created several companies in his lifetime, an offshoot of one was Hughes

Networks. Hughes Software is primarily owned by Hughes Networks.]

**29) What is the full form of YAHOO!**

Yet Another Hierarchical Official Oracle  
[For Google : The company formed was called GOOGOL (derived from Googplex). However the first contract cheque that the founders received was for GOOGLE. Hence the company came to be known as GOOGLE.]

**30) Largest BPO in India? 2nd largest?**

Largest -WNS Global Services, 2 largest-Spectramind

**31) Name the person who pioneered Macintosh.**

Steve Jobs, Steve Wozniak

**32) Whose designed computer in garage**

**took the world by storm?**  
Steve Jobs, Steve Wozniak

**33) 'India's Online Marketplace' is now ...?**

Ebay India(formerly bazzee.com)

**34) Which country has the domain name ".ch"?**

Switzerland [ its after the Latin name for Switzerland Confoederatio Helvetica (CH)]

**35) When MIT graduate Ray Tomlinson showed his invention to one of his colleagues he also told him: "Don't tell anyone I did this! This is not what we are supposed to be working on." What did Tomilson invent?**

Email... [Ray Tomilson invented email and also popularized the '@' sign for email addresses.]

**36) Connect: Microsoft, Garry Kasparov & Irina Krush.**

World Internet chess championship  
[ In 1999, a 'Kasparov vs. The World' chess match was held on msn.com. Although anybody in the world could suggest a move, literally the entire world went by teenage prodigy Irina Krush's (15 yrs.) choice of moves.]

**37) Who coined the term "Information Superhighway"?**

Al gore Former US Vice-President

**38) Which famous software personality once admitted on the David Letterman show in the US that he modified his school time-table program so that all girls would be in his class at any given time?**

Bill gates

**39) What major technology was developed by European telecom major Ericsson in 1999?**

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### **How did the technology get its name?**

Blue tooth. Ericsson named the technology after Danish king Harald Blatand, better known

As Harald Blue tooth. The king had a great desire for blueberries due to which his teeth would always remain blue & hence the nickname.

### **40) Which Internet term originally meant "harmless, creative fun"?**

Hacking

### **41) US firm that I-flex bought last year?**

Supersolutions

### **42) What is i-flex core banking solution platform called?**

Flexicube

### **43) Which international software company has got so many Indians that it has got a special**

**Indian cafeteria?**  
Oracle

### **44) World's richest bachelor is**

Larry Ellison

[ According to Forbes, the richest bachelors (and hence the most eligible also) are Sergey Brin(31) and Larry Page(32), the famed 'google boys'. Each of them is worth \$7.2 billion. and Lawrence Ellison(Oracle) is married with 2 kids.]

### **45) Which Indian started his company on 3rd floor apartment at 10 St Paul Street,**

**Cambridge Massachusetts? His wife was his first employee and the year was 1972.**

Narendra K Patni

### **46) Infosys has decided to make a Public Offering Without Listing in----**

Japan

### **47) Which computer Firm also manufactured clocks ?**

IBM .

[From the close of the 19th century through 1958, IBM and its predecessors manufactured and sold a wide variety of devices and systems to record, use, transmit and display time. The International Time Recording Company, makers of all types of timekeeping systems, was made a division of the IBM Corporation . IBM sold the Time Equipment Division to Simplex in 1958.]

### **48) What is common to a cursor, Dynamic RAM ( DRAM) , Floppy Disk and RISC architecture ?**

[IBM invented many of the core technologies used in all forms of computing, including the first hard disk drive and the Winchester hard disk drive, the cursor (on computer screens), Dynamic RAM (DRAM), the relational database, Thin Film recording heads, RISC architecture, the Scanning Tunneling Microscope, and the floppy disk. The infamous Control-Alt-Delete keystroke (Bradly, 2001: "I invented it, but it was Bill that made it famous"), also invented at IBM, is still frequently used on PCs running Windows operating systems.]

### **49) What is the full form of Intel?**

Integrated Electronics

### **50) Who is the famous brother in law of Gururaj Deshpande, the promoter of sycamore**

**networks?**

N R Narayana Murthy

### **51) Who is the chairman & CEO of i2 Technologies?**

Founder-Chairman of i2 Technologies - Sanjiv Sidhu

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52) Which Indian played a lead role in the development of the Pentium Chip for Intel and

also the K6 chip for AMD?

Vinod Dham (he's from DCE)

53) What designation the founders of Yahoo have? Also, name the founders.

David Filo and Jerry Young designation is Chief Yahoo!

54) Cool was codename for what. It was from a major software company based in

Washington State, US.

Cool is C# by Microsoft

55) According to CNN, Internet, Cell phone, PC and Fiber Optics come at 1,2,3, and 4 in the

Top 25 innovations in the technical world . Which innovation occupies the 5th position?

e-mail

56) What was coined on June 12, 1995 in an e-mail sent by a 52-year old Massachusetts

Programmer named David Eddy. He later said, "People were calling it CDC and Faddle.

There were other contenders. It just came off my fingertips." What am I referring to?

Y2K

57) IBM BCS bought which consulting major?

PriceWater Coopers PWC

58) Addition of "N" ; in the European version of Windows XP ; i.e. XPN signifies

—  
it means Not included with windows media player.

59) At CEBIT-05 which company had it's theme as "Heart of Technology"

INTEL

60) Which Indian businessman was part of the design team at Intel that designed the Intel

80486 microprocessor?

Rajeev Chandrasekhar of BPL

61) Which university did Bill Gates drop out before establishing Microsoft ?

Harvard

62) When Carly Fiorina joined HP, she started the campaign to renovate its image. What

Exactly did she do?

It was a video campaign showing the garage where Hewlett& Packard first made that oscillator,

And then showing her in front of it

## India Business

1) What would be the name of the airline brand which ROYAL AIRWAYS erstwhile modiluft airways is going to launch this summer?

SpiceJet

2) What is the name of the low cost airline floated by AIR INDIA?

Air-India Express

3) Which company has done an in house advertisement in AIR DECCAN? Also which

Television Company is written in AIR DECCAN flights?

NDTV

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4) Which is the biggest passenger plane??

Airbus A380

5) What is the name of the holding company JET AIRWAYS promoted by Naresh Goyal?

Tail Winds [Registered in the Isle of Man, Mauritius, owns 99.99% in Jet Airways]

6) Who is the started Air Deccan?

Captain G.R. Gopinath

7) Rono Dutta is CEO of which Airlines? He represented which Airlines in the past as CEO?

Air Sahara [Previously United Airlines]

8) Which Airline associated with the Billionaire Howard Hughes, finally went under in

January 2001 and was bought over by American Airlines?

TWA or Trans World Airline

9) Busiest airport in the world?

Hartsfield Jackson Atlanta International Airport, Atlanta US

10) What was Spice Jet Ltd. previously known as ?

Royal Airways [Modiluft Airways. of K.K.Modi Group]

11) Who makes Mirage fighter jets?

Dassault Aviation

12) Some aero planes of which airline sported Meera Mehta's "Paithan Sari Motif" on

their tails for sometime?

British airways

13) IA signed a 120 Cr. deal recently with a company for providing aircraft maintenances

support? Which company?

Kingfisher Airlines [the airlines floated by liquor baron Vijay Mallaya started operations on May with a Bangalore-Mumbai flight, said pricing would be not like Air Deccan but around 20% cheaper than Jet, Sahara and IA.]

14) V. Thulasidas is associated with which company?

Air India, Managing Director

15) Airline Code for King Fisher Airlines?

IT (one of the better Q's in the Quiz)

16) Who is eyeing a 74% stake in AIR SAHARA??

SpiceJet

17) With which group ZEE group has done alliance 2 compete with Times of India in Mumbai

and other regions?

Dainik Bhaskar group

18) How do you know Indra Nooyie? Her recent achievement?

CEO of Pepsi Co. Achievement is in a joint committee with CEO Steven Reinemund to develop

North American market

19) Who is the highest paid CEO of India? Latest achievement?

Vivek Paul – Wipro, Achievement is he has got a place in Barron's list of top 30 managers of the world

20) Liquor baron VIJAY MALLAYA owns a monthly magazine. Name it.

CINEBLITZ

21) Name the television channel of UTV.

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Hungama TV

22) Which Bank was the main funding partner for Ambani when he started out?

Syndicate bank

23) Metal Junction, the dotcom for procurement and selling services of steel products and

Ferro alloys, is the venture between which two Indian steel companies?

Sail & Tata Steel

24) Which Indian company recently forged a joint venture with the Michelin Group, one of

the global tyre majors?  
Apollo tyres

25) In which television channel does actor Jackie Shroff have a stake?

SONY entertainment television

26) Eureka Forbes is part of which group of companies?

TATA Group

27) Who has been the only Chairman of the Tata Group who wasn't a Tata?

Sir Nowroji Saklatvala

28) Mudra, India's 1st adv firm, started with only one customer? Which one?

Reliance

29) What's the name of autobiography written by Mudra's just retired CEO?

THE INVISIBLE CEO by A.G. Krishnamurthy

30) Recently which company has acquired the ColorPlus?

RAYMOND (Gautam Singhanian)

31) When send an SMS and end up winning a free cruise in Singapore! this headline was

seeing in the print ad of which cellular phone service brand?

Airtel

32) Ravi Deol is the CEO of which company?

BARISTA

33) Currently with which company, Alcatel has tied-up to beef up its marketing and distribution channel?

Agrani

34) Which company has launched 'most fuel-efficient' bike?

Hero Motors

35) Ashwin Dani is the Managing Director of which company?

Asian

Paints

36) which agency currently handles HP Gas account?

HTA

37) 'Now, 2 different talcs in the same pack!' this headline was seeing in the print ad of

which talcum powder brand?

Fair

and

Lovely

38) The brand Galleria belongs to?

Galleria is of THOMSON (claiming US's no 1 TV company)

39) Which brand has the "Whistle and win contest"?

PRESTIGE

40) After RELIANCE INFOCOMM, which company has now fallen into a row with BSNL

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regarding inter connectivity problems?

Tata Indicom

41) A company has agreed to pay somewhat like 100 crores to M.F.Hussain for his 100

paintings? what is the name of the company?

Swarup Group of Industries

42) And who has been roped 2 endorse the paintings??

FARDEEN KHAN

43)Mr. M A Alagappan is the chairman of which Indian bicycle major?

Tube Investement Cycles (TI cycles) [Part of the Murugappa Group]

44) Which ad agency currently handles the 'Outlook' magazine account?

Triton Communications

45) which nationalized bank has signed a MoU with Bajaj Auto Limited to finance Bajaj two-

Wheelers?

Canara bank

46) Which suiting brand has come up with a 'Win 4 Sure' offer, which entitles a consumer to

an assured gift?

GRASIM

47) Which car major has recently launched 'Petra' in Indian market?

FIAT

48) Tobacco major 'Godfrey Phillips', is a flagship company of which group?

K K Modi

[Shri Krishan Kumar Modi (born on-August 27, 1940 at Patiala) is the eldest son of Late Rai

Bhadur Gujrarmal Modi (1902-1976), the Founder of MODI GROUP OF INDUSTRIES

Godfrey Phillips India is a joint venture between K K Modi (36.67%) and Philip Morris (35.93%)

of the US, Also K.K. Modi owns MODICARE. and he is ex-Chairman of FICCI]

49) Which company owns The Black Berrys range of ready-made garments ?

Mohan Clothing Company, Gurgaon

50) The brand Keo Karpin belongs to which company?

Dey's medical

51) What does BPL & LG stands for?

LG - Lucky Goldstar

BPL - British Physical Laboratories

52) What is the projected name of the new ZEE-DAINIK BHASKAR alliance newspaper to be

launched in Mumbai in June?

DNA [DNA-Daily News & Analysis]

53) Name the news channel owned by DAINIK JAGRAN?

Channel 7

54) Which company was involved in a controversy for having used Adolph Hitler's picture in

its advertisement?

Louis Philippe

55) Where are the Head Quarters of Asian Development Bank?

Manila

56) Which company is India's largest synthetic textile producer?

Reliance

57) Whats does TIPS stand in TIPS Cassettes Industries?

To Improve and Promote Singing

## Business Quiz

58) What is the name of the music label(company) owned by producer VASHU

BHAGNANI?  
PUJA MUSIC

59) Which is the largest traded e-commerce site in India?

<http://www.irctc.com> tickets booking site of Indian Railways

60) A comp painted whole of concord blue for ad campaign, which was it?

PEPSI

61) Mr. V. Leeladhar is the chairman of which nationalized bank?

Union Bank of India

61) Which television brand has announced the launch of its 'Gol do, Flat lo' exchange offer?

SAMSUNG

62) What is the name of the mobile launched by NOKIA in India starting from 2lakhs to 17

lakhs premium range. and who is the distributor for it?

Mobile: Vertu, Distributor: Regent Watches & Jewellery Company, MUMBAI

63) Tehelka.com is a part of which company?

Agni Media Pvt Ltd

64) Which company was launched by Manoj Prabhakar?

Naturence Research Labs Pvt Ltd

65) Why was Rajdeep Sardesai in news recently?

Rajdeep recently left NDTV, considered to be his Alma mater is Times of India

[He left NDTV n joined hands with TV18 group for BROADCAST news channel- a journalists'

initiative. to be launched in September/October 2005]

66) A recent magazine named this as "India's best known and biggest brand overseas",

though it is not a brand in the conventional sense. Name the brand.

IIT

67) Which Indian confectioneries brand and Times Warner are involved in legal wrangle

over the 'Bunny' logo?

Nutrine

68) What we know as Maruti Zen was launched worldwide by Suzuki in the 90's under

what

name?

Alto

69) In which fashion house did the minister Maneka Gandhi address her remark, "The skin

of the python is no less precious to the snake than fur is to the fox"?

Calvin Klein

70) First ever IPO by some bollywood company?

Mukta Arts

71) Which publishing group owns Star News?

ABP-Anand Bazaar Publications

72) Once mudra high post guy was sittin watching a cric match, suddenly his mind gets an

idea and he creates a first ever kind of its ad (by Mudra of course), a mega hit !!

Can u

## Business Quiz

### recall the ad?

it was only Vimal, match was between India & West Indies, so its the ad of Viv in Vimal and

was first ad with cricketers in suiting

**73) The Monte Carlo and Canterbury brands are owned by ?**

Mohan Clothing

**74) Which cloth manufacturing company has filed its IPO papers with SEBI ?**

Provogue [Acme Clothing]

**75) What would be the new name of Hindustan Lever Limited(HLL) ?**

Hindustan Unilever India

**76) Which former high profile CEO in India has started the firm SKA Advisory?**

Sunil Alagh of Britannia

**77) Which site is the 2nd largest online trading site after icicidirect.com??**

<http://www.indiabulls.com/>

**78) Which are the two production companies floated by ShahRukh Khan??**

Dreamz Unlimited / Red Chillies Entertainment

**79) What is the name of the movies producing company of Birla's?Name two movies**

**produced by the same company?**

The company is Applause Entertainment Pvt Ltd.

The two movies are Dev(Amitabh Bacchan) & Black

**80) Name two movies produced by Kishore Biyani's Pantaloons?**

Hritik's Na Tum Jaano Na Hum  
CHURA LIYA HAI TUMNE(Esha Deol n Zayed Khan)

**81) Which actor is the MD of a BPO called as**

Arvind

**Pro-Lease**

Swami

**82) Which Indian company is the largest producer of denim in the world?**

Arvind

Mills

**83) What is Joint Venture between NTPC and BSES knows as??**

UTILITY POWER TECH LTD  
[Incorporated 1996 -- NTPC 50% BSES 50%]

**84) Which Private group is the largest producer of white cement in India?**

**85) Which Private group is the world leader in viscose staple fiber?**

**86) Which Private group is the world's largest single location palm oil refinery?**

(84)-(85)-(86) Aditya Birla Group  
[Cement-Grasim n Refinery-Pan Century]

**87) ITC and HLL each has started CSR (Corporate Social Responsibility) initiatives. What**

**Were they?**

E-Choupal n Project Shakti

**88) Unlike reliance, which other Indian major solved the bro-bro fight btw themselves**

**without going to the court?**

Bajaj

**89) How we know Bajaj Tempo today?**

Force Motors

**90) Bajaj Auto is going to re-launch one of their bikes. Which bike?**

Eliminator

**91) Who is Kinetic's partner for bringing Acquila in India?**

Hyosung Motors

## Business Quiz

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- 92) What is the name of the new FM channel introduced by India Today?  
Red FM [on 26th June 2002 - Punch line - "Red is in your hand"]
- 93) What is 'Agfa' the trade mark for?  
Pictures & Photo accessories
- 94) Which company's commercial is India's first win at Cannes?  
Ericsson Mobile  
[One black coffee, please' TV commercial by Ericsson when it launched the smallest mobile phone in 1996. (Ad director: Prasson Pandey)]
- 95) What was the erstwhile name of the Ambassador?  
Hindustan Landmaster
- 96) New model planned for Chevy?  
Chevy Trailblazer ss
- 97) Skoda's recent launch??  
Skoda interiors Laurin & Klement
- 98) STAR in STAR network stands for--  
Satellite Television for Asian Region
- 99) TEN in TEN Sports stands for--  
Taj Entertainment Network
- 100) Mudra got Rasna as its 2nd customer, to catapult it in soft drink market, what ad line did Mudra came up with  
I love u Rasna
- 101) What business exactly did reliance start in?  
Textiles
- 102) What would be the new name of Bajaj Eliminator??  
Avenger
- 103) What is common to the BSE and the Vadodara Stock Exchange?  
Both are located on Dalal Street
- 104) 1st Indian Listing on Singapore Stock Exchange--  
Meghmani Organics
- 105) Kinetic engg. is going to launch Rs.2 lakhs sports bike called--  
Comet 250
- 106) Weekly Entertainment supplement of Hindustan Times--  
Brunch
- 107) 1st PSU to come up with concept of Branded Fuel--  
BPCL
- 108) Which company is marketing Royal Enfield?  
Eicher Group Sidharth Lal
- 109) Which person is behind store chain 'Westside'?  
Simone Tata
- 110) Which brand is related to 'Westside'?  
Lakme
- 111) Which food joints had a major ad Blitz with the "Hungry Kya?" campaign?  
Dominoz Pizza
- 112) Which company has 49% stake in 'Fascel'?  
Hutchinson
- 113) From whom Hindustan Lever took over Lakme?  
TATA Group
- 114) By which name WESTSIDE was known earlier?  
Littlewoods

## Business Quiz

[The Westside story really began in 1997, when the **Tatas sold Lakme**, their cosmetics business, to Hindustan Lever and acquired the Britain-based Littlewoods retail chain. A new entity called Trent Limited emerged from this move and **Littlewoods was renamed Westside**. Today Westside has seven outlets, one each in Bangalore, Hyderabad, Chennai, Mumbai, Pune, New Delhi and Kolkata.,Ahmedabad]

**115) Who is the Brand ambassador for Jolen(US company) beauty care in India?**

Pakistani Actress Meera [She unveiled the product in Bangalore recently]

**116) Which automobile company in India is going to unveil its new logo soon?**

Kinetic

**117) Fortune brand of hotels are owned by?**

ITC group

**118) Current chairman of the planning commission of India?**

Manmohan Singh

**119) Who made the largest foreign acquisition by an Indian ever?**

Mr. P. Chatterjee [The Chatterjee Group in West Bengal, acquired Basell NV of Netherlands

with the help of Access Industries of US]

**120) How many companies does the Tata group own?**

91

**121) Who owns 'the Marine Scope' , 'Twin city Times' (Papers of San Francisco)?**

Vijay Mallya

**122) Which ex-Indian Cricketer owns the company 'PDM Sports'?**

Ajay Jadeja

**123) HAL chairman?**

N R Mohanti

**124) What is the Korean steel major that plans to set up a steel plant in Orissa, the biggest**

**proposed FDI in India till date?**  
Posco Steel

**125) Which product/service was promoted with the phrase "let your fingers do the walking"?**

Yellow Pages

**126) Which publishing house launched a tea brand that subsequently failed called 'Editor's**

**Choice'?**

Bennett, Coleman & Co. Ltd(TOI n ET publisher)

**127) Sidestreet, High street, Gatsby and Rituals are a range from whom?**

Rayban

**128) Videocon recently brought the electronic division of--**

Hyundai.....exactly Hyundai  
Electronics India Ltd

**129) Head of Bisleri? He owned lot more brands other than Bisleri...to which co. did he sell?**

Ramesh Chauhan. [He made a bundle selling ThumsUp,GoldSpot aadi to Coke back in the day]

**130) For which item is Tirupur well known as a huge exporter to many parts of the world?**

Knitted Garments

**131) Which company owns CMC Ltd?**

CMC is a TATA Enterprise

## Business Quiz

**132) Which place in India is well known for its Bio-Diesel Plant?**

Kakinada in AP

**133) Which group owns Business-World Magazine?**

Anand Bazaar Patrika

**134) What was so special about Naina Lal Kidwai when she did her MBA from Harvard in 1984?**

She was the first Indian Woman to Graduate from the Harvard Business School, in 1982

**135) Who's the chairman of Biocon India Ltd?**

Kiran Mazumdar Shaw

**136) While plans of POSCO, a steel major, has been mothballed, which another steel giant**

**(and from which country) has awoken to make a mark at the dawn of emerging great**

**Indian Economy?**

LNM Steel. They're looking at a Greenfield project in Jharkand that has the TATA's cryin

Hoarse, And Posco is in trouble with its project in Orissa as they want to export much more

tones of iron ore from Orissa than the govt is willing to allow

**137) How do we Know MAKER CHAMBERS IV, 222 Nariman Point , Mumbai better as ?**

Reliance Industries has its HQ on 3rd floor , Maker chambers , Nariman Point .

**138) How do we know the Institution, Rippan Kapur started way back in 1979, with a mere**

**Rs 50/- ?**  
Rippan Kapur started Child Relief and You ( CRY ) to help millions of destitute children across

country . [Commendable entrepreneurship by Ripan , who started this operation from his

house dining table . His first fund raising event was "Buy a brick , Build a School" way back in

1980 and was aimed at sensitizing privileged school children towards the needs of their

Lesser-privileged counterpart .]

**139) How do we know "Burmah Shell " today ?**

BPCL (A Government of India Undertaking ) was established in 1976, when the Burmah Shell

Oil Storage & Distribution Company of India was nationalized .

**140) How much are LUX Beauty soap models paid ?**

Nothing !!! It is a privilege for a models/actress to be in LUX Beauty soap opera.

**141) Amartya Sen, seats high on Indian Government Order of precedence, than the Chief**

**Election Commissioner. Serious OR Joking?**

I am serious .

[The Indian order of precedence is the protocol list at which Indian government officials are

seated according to their hierarchy. This is not the list of succession. Bharat Ratna carries no

special title, but they do have a place in the order of precedence.

1

President

## Business Quiz

- 2 Vice President
- 3 Prime Minister
- 4 Governors of States in their governing states
- 5 Former Presidents
- 5a Deputy Prime Minister (if existing)
- 6 Chief Justice of India
- 7 Speaker of the Lok Sabha
- 7 Union Cabinet Ministers
- 7 Chief Ministers in their governing states
- 7 Dy. Chairman, Planning Commission
- 7 Former Prime Ministers
- 7 Leaders of Opposition of the Lok Sabha and Rajya Sabha
- 7a Bharat Ratna awardees
- 8 Ambassadors extraordinary and plenipotentiary and High Commissioners of Commonwealth accredited to India.
- 8 Chief Ministers of states, outside their governing states.
- 8 Governors of states outside their respective states.
- 9 Judges of the Supreme Court
- 9a Chief Election Commissioner
- 9 Comptroller and Auditor-General
- 10 Dy. Chairman, Rajya Sabha
- 10 Dy. Chief Ministers of their states
- 10 Dy. Speaker, Lok Sabha
- 10 Members of the Planning Commission
- 10 Ministers of State in the Union and Defence Ministry
- 11 Attorney General of India
- 11 Cabinet Secretary
- 11 Lt. Governors within their Union territory
- 12 Chiefs of Staff holding the rank of full General or equivalent rank

**142) Grandpa King and Granny Queen. which organization gives away those titles**

Grandpa King and Granny Queen - Beauty Contest for aged people by Helpage India.

**143) What was the name of Mahindra and Mahindra and where does that name came from?**

Mahindra & Mohammad. it was formed before independence, after independence Mr. Mohammad left India. so it was changed to Mahindra & Mahindra keeping M & M as same

**144) Name of the DTH of Tata-Star venture? Also tell about the stake of both the parties.**

Space TV -- 80% Tata and 20% Star Group.

**145) Which company owns Dish TV? Zee Group**

**146) Which Indian got listed in the Guinness Book of World Records as the worlds**

**youngest self-made millionaire?**

Bunny Reuben

**147) Along with Gary Hamel, which Indian coined the term 'core competency'?**

C K Prahalad

**148) Which Indian sportsperson formed 'Hyde Park' Entertainment, a film production**

**company in Hollywood with David Hoberman in 1999?**

Ashok Amritraj

**149) Which businessman of Indian Origin is the Lord Paul of Marylebone? He was the**

**founder of which group of Industries?**

Lord Swaraj Paul, Caparo Group

**150) What was formed under the banyan tree at Horniman Circle?**

## Business Quiz

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Bombay Stock Exchange.

**151) The first public sector share quoted in BSE?**

HPCL

**152) The first woman president of a stock exchange in India?**

Omana Abraham, Cochin Stock Exchange

**153) Which top Indian honor did renowned cartoonist R.K. Laxman win recently?**

The Padma Bhushan

**154) DNA is being launched by ?**

Zee Bhaskar

**155) What is common to Kapildev, Mithun Chakravarty, Zakir Hussain, Kamalahaasan?**

They all appeared in ads of finance ministry for VDIS (Voluntary Disclosure of Income

Scheme)

**156) Which telecommunications giant also owns the phone making company beetel?**

Bharti Telecom

**157) From whom did LN Mittal buy his palatial home in UK?**

Bernie Ecclestone, the Formula One motor racing tycoon for \$120 million from. [It is called

Billioner's lane where you would find the palaces of Queen, Elton Jhone and such likes.]

**158) Who was the first female sportsperson to endorse Pepsi?**

Sabatini

**159) This famous multinational company entered the Indian biscuit market & took operations of Nutrine confectionaries. Within two years of its launch it announced its**

**exit from Indian market. Name the company.**

Sara Lee

**160) What is the name of India's first two way high speed internet device launched by Bharti**

**Broadband?**

Skymantra

**161) when Steel Ministry in India was first formed? Who was the head of it then?**

The ministry of Steel was formed on 30th May, 1955 and the first steel minister was Krishnamachari.

**162) The number of Agriculture Export Zones at present in India is?**

46

**163) What is an unusual service offered by Bank of Baroda at Tirupati?**

It's the Prasada, the special darshan ticket holders collect their Ladoo at the bank counter

**164) Hindustan Motors' Ambassador adopted its model from Which British car model?**

Morris Oxford

**165) Recently our Honorable PM has formed Knowledge Commission. Who is the chairman**

**of the commission?**

Sam Pitroda of World Tel

**166) Khaitan's (which) tea company bought which another Tea Company (which is the**

## Business Quiz

holder group)?

Brijmohan Khaitan's tea company McLeod Russel is buying Williamson Tea Assam

Holding Company Borelli Tea Holdings Ltd, UK

**167) Can you tell the % growth for the following industries in 2004-05?**

Software - 34%

Textile -29.4%

BPO- somewhere near 31.5%

**168) Company 'maharashtra scooters' belong to which group?**

Bajaj

**169) 'Nobody cares as much' is the tagline of which firm?**

Taj Hotels, Resorts & Palaces

**170) India's first color TV was launched by which company & in which year?**

In 1983, through a technical tie-up with Toshiba of Japan, Videocon International Limited

launched India's first Color Television

**171) Which Indian conglomerate's logo is designed by Wolf Olins and it reflects the 'Fluid**

**Motion'?**

TATAS

**172) Which famous Indian mascot was conceived and created by Bobby Kooka along with**

**Umesh Rao, an artist with J.Walter Thompson Ltd., Mumbai?**

Air India maharaja

**173) What is the exact designation hold by Mr.Piyush Pandey at O&M?**

Chairman and National Creative Director of O&M.

**174) Nirma has entered into an alliance with Procter & Gamble to manufacture and distribute one of its brands in India. Which one?**

Camay

**175) In 2001, which Indian Industrial house obtained world rights to Allen Solly?**

Indian Rayon

**176) Who owns the majority stake in CNBC (name the TV channel)?**

Raghav Bahl's TV18

**177) In which year did the Bournvita quiz contest make its debut?**

Bournvita Quiz Contest made its debut on radio in 1972 and moved to television in 1994

**178) Which agency did UTI hire to rebuild its image, after the fiasco of its US-64 scheme?**

FCB Ulka

**179) Who runs the Bangalore-based Stump Vision - the only company in India focused on**

**providing software solutions to the sporting fraternity?**

Anil Kumble

**180) What is the name of to be launched news channel of Benett,Coleman n Co. Ltd?**

Times Now

**181) Which company owns Farex brand?**

Heinz

**182) Which Indian economist or guru has signed up Sachin Tendulkar as its BA for 1 of its**

## Business Quiz

**organization?**

Arindam Chaudhary for his GIDF(Great Indian Dream Foundation)

**183) K.Srikanth is endorsing which brand(also looking for product name)?**

LG, MAX

**184) Which group owns INOX cinemas??**

Inox group

**185) Which Indian actor has inspired the brands SK Gold and SK Silver?**

Shah Rukh Khan

**186) Ezee, Trilo & Key from Cussons India Ltd., was acquired by whom ?**

Godrej

**187) Which mercantile institution was set up by Sardar Dayal Singh Majithia on 19 May,**

**1894, with an emblem of three mountain peaks?**

Punjab National Bank

**188) Which trading house was started in 1894 as a collaboration between Tata Sons and**

**Volkart Brothers?**  
Voltas

**189) The companies EID Parry, Carborundrum Universal and Coromandel Engineering are**

**all part of which Indian business group?**

The Murugappa Group

**190) What trade organization was founded by a group of industrialists led by G.D. Birla and**

**Purushottam Thakur Das in 1927?**  
FICCI [Federation of International Chambers and Commerce of India]

**191) Which industrialist, who was also**

**responsible for setting up the Vishakhapatnam**

**Shipyards, established the Hindustan Aircraft Ltd. in Bangalore in 1940?**  
Walchand Hirachand

**192) Which Indian brand name, set up by the Tatas, get its name from a Leon Delibes opera**

**about an Indian maiden called Lakshmi?**

Lakme

**193) Which Calcutta-born industrialist contributed a sum of Rs 22000 in the twenties for**

**C.V. Raman's path breaking research, which won him the Nobel Prize?**

G.D. Birla

**194) With the acquisition of which British owned hotel did M.S.Oberoi start his hotel chain**

**in 1934?**  
Cecil Hotel Simla

**195) Which company began in the late nineteenth century from a small house in Calcutta's**

**Cotton Street, which served as Dr.S.K Burman's free dispensary?**

Dabur

**196) Which business magnate pioneered the concept of a hospital as a corporate venture**

**through his Indian Hospital Corporation formed in 1982?**

Pratap Reddy

**197) What company was set up by T.P.G. Nambiar in 1963 to manufacture measuring**

**instruments like multimeters and oscilloscopes?**

BPL India Ltd

## Business Quiz

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198) Who resigned as a finance minister in 1958 following Justice Chagla's report on the

LIC Haridas Mundhra share imbroglio?

T T Krishnamachari

199) Gulf Oil and IndusInd Bank are group companies of which business house?

The Hindujas

200) Which Indian household brand name was initiated by Kaka Dandekar in 1930 as a

Swadeshi product range, and was named after an American cigarette brand?

Camel

201) In 1984, which company became the first to be taken over by its worker's union?

Kamani Tubes Ltd

202) In 1872 which Parsi master ship-builder who was originally from Surat, constructed the

first docks in Bombay?

Jamsedji Wadia

203) Which Indian businessman entered into a collaboration with Carr Gordon and Princep

to form India's first foreign collaboration in 1833?

Dwarka Nath Tagore

204) When the Prince of Wales Museum started in 1922 the art collection of which business

house was the first major acquisition of the museum?

Tatas

205) PIT Stops are retail sales and Service Outlets for which automotive battery

brand?

Amaron

206) The Future of India-Politics, Economics & Governance; who wrote the Book ?

Bimal

Jalan

207) "Eicher" Sold to which company?

TAFE

208) "Kool" is a brand name of which Cigar company ?

R.J.Reynolds

209) Jumbo King in Bombay

Vada

Pav

210) Who wrote the Jingle, "Naughty but Nice" for a Shampoo Ad

Salman Rushdie.

211) Which city in eastern India was originally built for the workers of Sakchi and got its

present name in 1919?

Jamshedpur

212) The bat is the registered trademark of which drinks company?

Bacardi

213) Which company has opened "ProBiking" showrooms across various cities in India??

BAJAJ AUTO [Probiking showrooms will sell bikes all bikes with a power of more than 150cc

will be sold there, so as of now 2 bikes of Bajaj in the >150 cc segment, Pulsar 180 n

Avenger – Avenger too is 180cc DTSi engine]

214) Who took a major stake in Landmark recently??

Trent

## Business Quiz

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**215) Which company may buy out 25% in Vivek's (South India's famous consumer durable**

**shop)?**

Pantaloon

**216) PVR cinemas may be acquired by?**

Anil Ambani

**217) Which music channel owns VH1(music channel)???**

M TV

**218) Who owns Ayush therapy centers?**

Hindustan Lever

**219) Expand MTR.**

Mid Term Review

**220) Which auto company owns Sunadaram Fasteners and Sundaram Clayton?**

TVS Group

**221) Who owns Kaya Skin Clinics?**

Marico Industries

**222) Which company got the Emerging company award in ET Awards?**

Jet

Airways

**223) Sharukh Khan has been roped in as Brand Ambassador by which cosmetics company**

EMAMI ( SRK is Brand Ambassador of LUX also)

**224) What is the name of the car to be launched by FORD this November?**

Ford Fiesta

**225) Which is India's largest amusement park (theme park)? which company owns it?**

Wonder-Laa, its from V Guard Group of Kochi [V Guard is into stabilizers, water heaters,

Geysers n stuffs.]

**226) Which Indian company did Sumantra Ghosal worked for before taking up teaching?**

IOCL

[ he had joined IOCL in the same batch when Subbir Raha (ONGC) and Prashanto Bannerji

(GAIL) and Behuria joined IOCL in 1974 (a bit unsure +/- 2 years).Ghoshal was the first one

to leave the co. to make better future]

## International Business

**1) Which is the world's biggest mutual fund company?**

Fidelity

**2) Name the CEO who is responsible for moving 3G mobile phones in the market.**

**Hint: the**

## Business Quiz

**company** is **Vodafone.** Consolidated Fund to pay off expenses..  
Paul Donovan

**3) Which major US company at one time filed for bankruptcy as a result for a suit brought**

**against it by Pennzoil?**

Texaco

**4) Of which company was Richard Cheney, the CEO?**

Halliburton Co.

**5) Former name of Exxon Mobil? Who owned it? what was the parent company's name??**

Previous Company: Standard Oil And John D. Rockefeller in order

Parent Company: ESSO

**6) Which top Bschoool rejected Warren Buffett and Why? Which one accepted him?**

Harvard (because he was too young) accepted by Columbia

**7) where were the stock exchanges first established?**

Amsterdam Stock Exchange , Antwerp

**8) Which company owns the brand name Equal?**

Merisant

**9) Which is the world's largest Spirit's co now?**

Diageo

**10) Which company refers to its hometown as: "This is the sweetest place on earth".**

**Also name the hometown?**

Hershey Park, Its in Pennsylvania

**11) What is the Appropriation bill?**

The appropriation bill is the green signal to enable the government to withdraw money from the

**12) What is Calpers?**

California Association of Pensioners- one of the biggest investors the world over as they handle

the pension money of all California employees

**13) What is a golden parachute?**

It's done specifically keeping in mind mergers or takeover of the co. i.e. if the co. is to be

merged or taken over the CEO may not keep his job so in his contract there is a provision for

his financial settlement in such a case

**14) What was Visa International known as before 1976?**

Bankamericard

**15) What is transfer pricing?**

The practice that multinational enterprises adopt of organizing their accounting practices so as

to declare high incomes and profits in geographical areas with low taxation rates

**16) Another big wig, had shown a rabbit under crosshair with ad line: we r going rabbit**

**hunting. Which comp are we talking about?**

Penthouse

**17) For Interactive Marketing , CNN has tied up hands with which coffee chain?**

Barista

**18) What redoubtable Swiss watchmaker markets a range of metal-cased watches under a**

**clever and ironic name of "Irony"?**

Swatch

## Business Quiz

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**19) What did the Buttonwood Agreement (1811) lead to?**

NYSE was formed because of this agreement by brokers of NY

**20) What was first listing on NYSE?**

Bank of New York

**21) Adidas has launched the world's first intelligent running shoe? What's it called?**

Adidas 1.[Rs 12990 shoe. It can do 50,000 calculations per second]

**22) Which company claims to be the World's 2nd largest appliance maker?**

Haier

**23) With which Worldwide Advertising Agency would you associate the concept of**

**"Disruptive Approach"?**

TBWA (Trevor Beatie Worldwide Associates)

**24) Jorma Olilla is the CEO of which famous company?**

Chairman & CEO Nokia Group

**25) It is known as Venture in South Africa, in India it is known as---**

Toyota Qualis [also known as Unser in Malaysia, Zace in Taiwan, Tamaro in Philippines]

**26) Which company boasts of having fitted it's optical lens in the camera that took photographs of Neil Armstrong when he first landed on the moon?**

Carl Zeiss , lens was Ziess 60mm & Camera Hassleblad 500 ELM

**27) Which company invented the cell phone?**

Motorola & inventor was Martin Cooper

**28) first U.S. company to reach revenues of \$1 billion without merger or acquisition?**

Federal Express(FedEx) in 1983

**29) who started the Wall Street Journal and when?**

Charles Dow and Edward Jones in 1889

**30) ING-VYASA - Indian collaboration ING-???? - German collaboration**

ING-DiBa

**31) CEO of Wall Mart?**

John B Menzer

**32) World's largest producer of canned butter?**

Ballantyne Foods, Sweden

**33) Which is said to be the world's biggest mobile phone company by users?**

China Mobile Ltd.

**34) which company shifted to its acronym because of the negative connotations attached to its middle name?**

Coke

**35) What was the earlier name of Nokia?**

Finnish Rubber Works [Well the genesis of the telecommunications business was Finnish Cable Works...though the co itself was originally established as Nokia in 1865.]

**36) In which year was the term 'Silicon Valley' first used?**

In 1971, in the magazine Electronic News

**37) What is nicknamed as "The Great Lady of 43rd Street"?**

New York Times

## Business Quiz

**38) Which company was recently in news for coming up with a self-heating coffee can?**

**Who made that coffee can?**

OnTech [California based company, It took more than 7 years & 24 million dollars to come up

with that self-heating can. The discoverer was an LA based chef called Wolfgang Puck. The

can will uses a chemical reaction to heat the coffee to a pleasant 145 degrees in six minutes.

The can will be priced at \$2.25 only for 10 Oz. of coffee]

**39) Current chairman of Nokia---**  
Jorma Ollila

**40) Which 1976 Nobel Prize winner for economics coined the slogan "There is no such thing**

**as a free lunch"**

Milton Friedman

**41) Which is the oldest stock exchange in the world. which year?**

Antwerp Stock Exchange in Belgium.1460, Under King Philip [traded basically in financial

securities such as bonds!!]

**42) In which country is Bandung located. people may recall that this city was the host to**

**Conference of African and Asian countries, which led to establishment of NAM?**

Indonesia

**43) What does ISO 9000 and ISO 14000 signify? How is it different from six-sigma?**

ISO 9000-Quality Management Standards

ISO 14000-Environment Managmnt Standards

[They are certificates awarded by International Org for Standardization. These are just certifications]

where as Six-Sigma emphasizes on increasing productivity and profitability.

[6 sigma pertains to error free process (some six defects per million.. e.g. mumbai dabawalla)]

**44) Which country is the largest consumer of Nuclear Power based upon percentage?**

France [their %age consumption of nuclear power relative to total power generation is the

highest in the world]

**45) "Success is a lousy teacher "- Who said so in " The Road ahead " ?**

" Success is a lousy teacher. It seduces smart people into thinking they can't lose." Bill Gates

said so in his book " The road ahead"

**46) First Elevator(aka Lift) were created by which company ?**

OTIS [Elisha Otis invented a safety device for hoisting machinery ]

**47) First minister for Corporate Social Responsibility was appointed in which country?**

UK

**48) Which company markets Tommy Hilfiger in India? Which group owns the same**

**company? Name some other brands of the company.**

Tommy H is marketed by Arvind mills owned by Lalbhai Group. Other major brands from Arvind

Mills are - LEE, Wrangler, and Arrow.etc

## Business Quiz

**49) What "OBJECT" was named by Time magazine as the 'Man of the year' in 1982?**

Computer [it is the only non human to feature on the front page of TIME magazine.]

**50) which company is the highest producer of steel in the world? which company is No.2?**

No1 is Mittal Steel Co. and no2 is Arcelor

**51) Name the countries to which the following companies originally belong to!?**

- |                 |  |
|-----------------|--|
| 1. Volvo        | Sweden                                 |
| 2. Hutch        | Hongkong                               |
| 3. Philips      | Holland                                |
| 4. Haier        | China                                  |
| 5. TCL          | China                                  |
| 6. Ericsson     | Sweden                                 |
| 7. Bata         | Czech Republic                         |
| 8. Rover        | UK                                     |
| 9. Peugeot      | France                                 |
| 10. Michelin    | France                                 |
| 11. Bridgestone | Japan                                  |
| 12. BenQ        | Taiwan [BanQ's original name was Acer] |
| 13. Pantech     | South Korea                            |
| 14. Moser Baer  | India                                  |
| 15. Amkette     | India                                  |
| 16. De Beers    | South Africa                           |

**52) In which year was the button wood agreement signed? What did it lead to?**

1792. New York Stock Exchange

**53) The first listed company in NYSE?**

Bank of New York, traded under the Buttonwood Tree, 1792.

**54) The first foreign company listed in NYSE?**

Sony

**55) Who was the first American to make \$100m a year?**

Al Capone

**56) What is the capacity of a 'barrel' as commonly referenced for crude oil production**

42 gallons (35 UK gallons = 42 US gallons = 159 litres)

**57) Duracell Battery is an arm of which company?**

Gillete [Now P & G acquire Gillete, that's why Duracell is under P & G]

**58) Which magazine was co-founded by Henry Luce and Britton Hadden in 1923?**  
TIME

**59) Which magazine used the ad line "We're Going Rabbit Hunting" with a sharp**

**tongue in cheek reference to Play boy bunnies?**

Penthouse

**60) Which financial company has the motto in utmost Good Faith?**

Lloyds Insurance

**61) Which business magnate owns the Miss Universe pageant along with CBS TV?**

Donald Trump

**62) Which business magnate owns the world's largest private yacht brought from the Sultan**

**of Brunei?**

Sheikh Mohammed Bin Rashid al-Maktoum, the crown prince of Dubai.

**63) This product is manufactured only by one company - The Mysore Paints & Varnishes**

**Ltd.What?**

Voter's Indelible Ink

## Business Quiz

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- 64) Which brand created a sensation by sticking a Ford Cortina to a billboard at a busy junction in London?  
Araldite  
Vodafone
- 65) To which company did the shipment of tea destroyed by the American colonists during the Boston Tea Party in 1773 belong?  
East India Company
- 66) When Henry Ford died, amongst his last possessions was a test tube. What did it supposedly contain?  
Last breath of Edison
- 67) According to PWC & Financial Express which company was voted as the most respected company for fourth decade?  
General Electric
- 68) What has been voted by the "Advertising Age" as the marketing icon of the 20th century?  
Marlboro man
- 69) Which brilliant inventor & businessman kill himself leaving a note that said "Why Wait"?  
George Eastman Kodak fame
- 70) 'Dell computers' is the client of which advertising company?  
Origin design
- 71) Headquarters for 'Johnson & Johnson' ?  
New Brunswick, New Jersey
- 72) Which British company made UK's first mobile call at a few minutes past midnight on 1st of January 1985?  
Vodafone
- 73) Brands 'rodeo', 'axiom', 'sport', and 'trooper' belong to which automobile company?  
ISUZU
- 74) Which international corporate has 42 dots in its logo?  
Sony
- 75) Which brands are associated with the logos known as "Dynamic Vector" and "Stripes"?  
Adidas (Dynamic Vector) n Reebok (Stripes)
- 76) Which GM subdivision provides financing?  
GMAC - A is for acceptance, was setup in early 1900s to help dealers with finance.
- 77) Which is the world's 2nd largest selling English daily?  
TIMES OF INDIA  
[ TOI is the largest circulating English language Broadsheet paper and not newspaper per se.. The Sun with a circulation of 4 mill. a day and Daily Mail with 3 mill. are way ahead of TOI's 2.4 million copies. So in the context of the question, the answer might be Daily Mail.]
- 78) which is the world's fastest four-door sedan?(was in news recently)  
Bentley Continental Flying Spur which was recently launched is New Delhi
- 79) Which company entered the mass markets for soaps in Bangladesh by acquiring  
Camelia and Magnolia brands?  
Marico
- 80) Famous Energy Drink by Otsuka pharma company ?  
Pocari Sweat

## Business Quiz

81) Which international Ad-guru would you associate with the conservative Party of UK ?

Moris Sachi

82) Gentlemen named Erwin Komunda, designed what famous product of Automobiles ?

Volkswagen

83) Which famous man, was a stock broker for Henry Hoggets ?

Sir Don Bradman

84) Brand in Japanese, means "Ripening the Rice Fields" ?

Minolta

85) in Pakistan it is called Meheran, what is it called in India ?

Maruti 800

86) who bought Manchester United? at what price?

Malcolm Glazer - 790million pounds

87) which team does this person already own?

Tampa Bay Buccaneers

88) which company sponsors Chelsea?

Samsung

89) which company had majority holdings in Manchester united before it was bought?

Cubic expressions [Owned by JP McManus and John Magnier]

90) what is famous about the owner of Fulham club's son?clue:he died in France

Dodi Al Fayed, boyfriend of Princess Diana and son of Mohammad Al Fayed, owner of Fulham

91) Which car name translates as 'people's car'?

Volkswagen

92) From which country does the lambada dance originate?

Brazil

93) What is the World's Number one Gourmet ice-cream brand ?

Haagen-Dazs

94) who is UK's biggest retailer?

UK's biggest retailer is MARKS N SPENCER.....U.S's biggest retailer is Walmart.

95) The name of which Japanese company literally means '50 Bells'?

ISUZU

96) Who wrote the book 'Liar's Poker'?

Michael Lewis

97) US Vice President D Cheney used to be CEO of which company?

Halliburton

98) Who co-authored the book "Competing for the future" with C. K. Prahalad?

Gary Hamel

99) Who coined 80-20 principle?

Pareto

100) Author of the book "Being Digital" ?

Nicholas Negroponte

**Identify Personality/Fill In Blanks**

## Business Quiz

1) It wasn't the first time the No. 9 batsman was using this brand in a Test match. It was, in fact,

the second time! But it came under close scrutiny from rivals England during a Test match at Perth in December 1979. The batsman would later recount in his autobiography Menace that he was merely marketing the product. The No. 9 batsman was the business partner of Graham Monaghan, who is said to have developed the product for recreation use. Which product or brand are we talking about?

**Dennis Lillee with his aluminum bat**

2) In the late sixties, X started his career with McKinsey and Co. After some years he moved on to American Express where he worked for 11 years quickly moving up to the No.2 position just behind Jim Robinson. In 1989, he moved on to become the CEO of Nabisco, a major company in the foods business. However most people know him better as the CEO of another gigantic company where he moved on to after his stint with Nabisco. Identify X.

Hint : X even wrote a book about the company we famously associate him with.

**Lou Gerstner. IBM. book is "How to make Elephants Dance."**

3) The name of this 94 year old product translates into English as 'Soul enlightenment'. Was created by Hakim Hafiz Abdul Majeed. What?

**Rooh Afza**

4) This Scottish veterinarian was very annoyed by the deep grooves that his son's tricycle left in his carefully tended lawn. He solved it by using a length of

hose that he found lying around. Who and what was the solution?

**John B. Dunlop, he converted the hose into a rudimentary set of tyres.**

5) What name literally means 'prosperous rice field' in Japanese?

**Akio Morita**

6) This term was first used by the politician Subramaniam Swami in the context of Pepsi in

India. What term ?

**Kick forward. [It means bribing to keep someone out. The reverse obviously is kickback**

**to Secure business advantages.]**

7) An early but short-lived name for this product was 'Elite'. It was first marketed in 1928 by the

County Chemical Co., Birmingham. The company's then manager Mr. Wilfred Hill was responsible for this product to be manufactured. Name the product

**Brylcreem - a combination of "brilliantine" and "cream"**

8) The name was devised by Mr. A.R.Reid, to whom it came 'out of the air' when he was traveling

one evening in 1929 on his usual train home from London to South end-on Sea. The name

also is [ or was ] that of a brand of adhesive tape in Australia, and a consequent embarrassment to at least one lady visitor to England who should have asked for Sellotape or

Scotch tape. Identify the brand

**Durex - condoms by LRC Internationals**

## Business Quiz

9) Toyota was launched by a Japanese inventor Sakichi Toyoda in the early 1930s. Originally the company was called Toyoda. Why was the name changed to Toyota ?

**Toyota Motor Co. was established as an independent company in 1937. Although the founding family name is Toyoda**

[ reason was Toyoda requires 10 characters in Japanese but Toyota requires only 8 and for the-Japanese 8 is a lucky number.

Signify the separation of the founders' work life from home life;

Simplify the pronunciation, and

Give the company an auspicious beginning. Toyota is considered luckier than Toyoda due to

the fact that eight is a lucky number, and is the number of strokes it takes to write Toyota in katakana.]

10) What is the Kanban system used in manufacturing?

**KAN BAN is the Two bin system used for reducing the production time in manufacturing or production lines...one bin is labeled in and the other bin is labeled out and raw materials and processed goods are stored in them respectively...**

11) Full Form of TEN as in TEN SPORTS? Which company markets the same in India?  
**Taj Entertainment Network**

12) The Euro King is a French Helicopter. What connection does it have with the Indian National

flag flying on a steel mast in Kurukshetra?

**The connection here is "Jindal".**

[O.P Jindal died in a helicopter crash recently. His son, Navin Jindal, the MP of Kurukshetra won in a supreme court case the right to hoist the national flag 365 days a year. And the steel mast - well, the Jindals are a steel conglomerate!

13) A Sri Lankan by birth, he was a colleague of Rajat Gupta at McKinsey and went on to head

one of the fastest growing software services outsourcing companies. Who is he?

**He is Kumar Mahadeva - former CEO of Cognizant Technology Solutions.**

14) Whats the connection between the comic strip Peanuts and the coffee chain Starbucks?

**The surname "Schultz". Peanuts is by Charles Schultz, while Starbucks was started off by Howard Schultz.**

15) She may be the wife of the chairman of Blowplast but is more famous for the books she writes.

Who is she?

**Gita Piramal she wrote the book "Business Maharajas"**

16) It was being considered to name it Jersey and Highland Milk, the product that was launched to

challenge the Swiss domination in this category. What was the product ultimately called?

**Dairy Milk**

17) This was first used as cellulose bandage in WW1, whats the product?

## Business Quiz

### Sanitary Napkin

18) How do we connect Nipper and music industry?

**The name of the dog in the HMV logo**

19) This company was founded by John Knowles F. in 1913. It was a publishing company that sold data to Wall Street. Name this company.

**Fitch Ratings was founded as the Fitch Publishing Company on December 24th, 1913 by**

**John Knowles Fitch in New York City. It is the third largest Rating Agency in the world**

20) This Company was founded in 1965 by Fred DeLuca and Dr. Peter Buck as Pete's Subs. Later

this name was changed to the current name. Jared Fogle, a young man lost 245 pounds by

consuming this company's products.. Name this Company.

**Subway Chain of Sandwich Restaurants. Jared Fogle consumed low fat Subway Sandwiches in a diet and exercise program of his own design.**

21) all of us must have heard of the 51% stake in CRISIL sought by Standard and Poor's, now the question is ...to which famous group of companies does S & P's belong to ?

**McGraw Hill group of Companies**

[among other things they also publish the Business Week

Magazine, Tata McGraw Hill is their venture in India.]

22) Which company began as Geophysical Service, an oil exploration company founded in 1930 by J. Clarence Karcher and Eugene McDermott pioneering the use of sound-wave technology to locate oil deposits? The current no longer operates in the oil business but is more famous in another completely different field altogether.

### Texas Instruments

23) Harvard Business School once conducted a special case study on which NRI businessman

who was able to establish a Rs.500 crore business empire without a single advertisement?

Who was he?

**Lakhubhai Pathak** the Pickle King [he was also involved in that corruption case in which he

had accused P V Narasimha Rao ]

24) Recently two companies signed an agreement: Air India and APCO. According to the

agreement, what item will be exclusively provided to Air India by APCO?

**Sarees to air hostesses for Air India** [APCO is a co-operative from Andhra Pradesh]

25) What is the new name of Barbie dolls, introduced, after she split with her boyfriend Ken

**Cali Barbie which stands for California Barbie**

26) Who is the official sponsorer for Davis Cup which is presently going on?

**BNP Paribas**

27) Which company was the first to sponsor Davis Cup in India?

## Business Quiz

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### SAIL

28) Which is the company founded by the person who drafted the 1st Electricity Act of Britain. The company still exists in India.

**Compton Greaves, Person was Colonel Compton**

29) Mandira Bedi once approached an Ad agency for career. She was made to write a story on the spot by this famous Ad man. Which company and Ad man/guru am i talking about? (it's in India, though not Indian)  
**Piyush Pandey, O&M.**

30) How is these two guys Don n Frank related with reference to a special dish of Italy?

**Pizza Hut, Don n Frank are the 2 who started it.**

31) Jeff Bezos is the name associated with which famous company?  
**Jeff Bezos is the founder and CEO of Amazon.com**

32) Sildenafil Citrate is more popularly known as--  
**Viagra**

33) ANZ in ANZ Grindlays stands for—  
**Australia and New Zealand Bank.**

34) The most expensive part of the body ever to be insured are the legs of a famous football player for 60 mn pounds. Name the player  
**David Beckham**

35) Which logo is the most tattooed in the

world?

**Harley Davidson**

36) Name the first ever brothel to be listed on a Stock Exchange

**The daily planet at Elsternwick on the Melbourne Stock Exchange**

37) This company was called Lutsuko and later changed its name to something that literally means

'to lose money'. Which one?  
**Sony**

38) Which international brand had an ad campaign - 'Tomorrow is mine' and had signed Rahul

David for the campaign?  
**Reebok**

39) This organization has 1356 members and has the ad-line "the world put stock on us". Which

organization?  
**New York Stock Exchange**

40) Of whom did Shahrukh Khan once say that 'our figures are similar'?

**Cindy Crawford & Pierce Brosnan while modeling for Omega watches**

41) Who designs jewellery for the company called

Artex?  
**Priyanka Gandhi(Vadhera) [ Artex is his Mr. Vadhera's co.]**

42) What is a coin with a minting error called ?

**FIDO**

43) To whom is the following quote attributed: "I have done more than anybody else to change the

face of mankind."  
**King Camp Gillette**

## Business Quiz

**H.Kuroda (President of ADB)**

**44)** It was a big news few months back when A cargo giant took over Blue Dart. Name it.

**DHL Express India took over Blue Dart**

[Recent news--Dutch express company TNT is

buying secunrabad based GATI cargo]

**45)** 'Father, Son & Co.' is a book written by--

**Thomas Watson Jr. the son of Thomas Watson Sr. who was the founder of IBM.**

**46)** "I want \_\_\_\_\_ to be as well-known around the world as Coca-Cola", fill the blank & tell who

said it

**Richard Branson for Virgin.**

**47)** What was Fed Ex earlier name? Why they changed their name?

**Federal Express** [One reason for it to change was that in some other parts of the world,

people had trouble pronouncing Federal Express. Also in Latin American countries, it conjured

images of the federals i.e. it was considered bureaucratic].

**48)** Who said "The surest way to become a millionaire is to start as a billionaire and invest in the

airline industry"?

**Richard Branson**

**49)** Whats the connection between the following — the Fevicol campaign; the "Chal Meri Luna"

campaign; and the controversial movie song Choli ke peeche kya hai??

**The people behind it were all siblings...Prasann Pandey and Piyush Pandey and Ila Arun**

**50)** Who is the chairman of Asian development bank?

**51)** Name the brand that appears in Harry Potter movies and shares its name with an Indian

Creative Company.

**Nimbus.** [remember the broomsticks for Quidditch. Malfoy gets **Nimbus 2001** for all players

and gets admitted into Slytherin team. Harry gets a Nimbus 2000 when he is admitted as a

seeker into Gryfindor.**The Indian connection is Nimbus communications private limited**

**which makes entertainment software for TV channels.]**

**52)** Saudi's make most oil, Americans consume most. Which countries citizens ship most of the

world's oil...(remember Jackie Kennedy)

**Greece**

**53)** In Gulliver's Travels, if dwarfs are Liliputs and Giants are Brobdingnagians, then what are the

race of animal like humans called.

**Yahoos**

**54)** In 2001, John Keogh, an Australian, obtained a patent for what he called 'Circular Transport

Facilitation Device'. This he did to show that patent system was flawed. What did he make

**Wheel**

**55)** Which three Asian countries have agreed to come together to help ASIA fend off attacks on its

currencies?

**China, Japan and S. Korea**

## Business Quiz

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56) The founder of Harrod's H.C Harrod, was a retailer of ....

**Tea**

57) In Taiwan, the Pepsi slogan, Come Alive With the Pepsi Generation, was transliterated as.

**Bring you ancestors back to life**

58) Elite, Classic and Comfort are ITDC's hotel brands

59) Who said this recently: "I understand that lam, to put it mildly, a controversial figure. But I hope

that as people get to know me better, they will understand that I really do believe deeply in the

mission of the bank"?

**Paul Wolfowitz**

60) In 1906, Ammembal Subba Rao Pai founded this organization as the Bank Hindu Permanent

Fund. Fill up the blank. (Some more details: the organization has a bi-monthly, bi-lingual house

journal called Shreyas, and has on its rolls sportsmen such as Venkatesh Prasad and Vimal

Kumar.)

**Canara Bank Hindu Permanent Fund**

61) RECC: Reva; Adam Motors:....?

**Revo (Adam Motors, Pakistan)**

62) It is a three-letter word which in Sanskrit means 'Mother Earth.' The word is also the brand

name of a designer jewellery collection launched by D. Navinchandra & Co. What's the word?

**IRA**

63) Which newspaper company has filed its papers with SEBI recently? Also, name the group who

owns the same company.

**Hindustan Times of HT media Ltd. K.K.Birla Group owns it.**

64) In Middle ages Vatican also used to be in Business. What did they sell?

**They sold tickets to heaven**

65) Currently, two American companies are locked in a bitter struggle to acquire MCI - a telecom

company. Which two?

**Verizon and Qwest Communications had bid against each other.**

[ MCI is merging with Verizon Communications Inc.]

66) This leader termed the use of dollar as international standard as an 'Exorbitant privilege' to

the Americans. He also switched his country back to gold standard. But he is more famous for

other exploits....Who?

**Charles De Gaulle** (He also said "China is a big country, inhabited by many Chinese.")

67) He started out big time by manufacturing toothpaste tubes. Now he is a media mogul. Who?

**Subhash Chandra of Zee Network.** [He started Essel Packaging Ltd. that manufactured toothpaste tubes]

68) This firm was accused of using slave labor from concentration camps during the WW2. It

## Business Quiz

produced armaments for Third Reich. Its owner were tried at Nuremburg and all but were

convicted and served time. Which is the firm?

**Krupp Works.**

69) 'Pegasus' meaning the flying horse, is the logo of Career Launcher in India. Which famous

magazine has the same logo.

**Readers Digest**

70) What are the celebrities, who refuse to endorse products in ads, called in marketing terminology?

**Virgins**

71) Complete The Group:Ruma Guha Thakurta,Yogita Bali,Leena Chandawarkar.....

**Wives of Kishore Kumar**

72) whose Oscar speech was voted as the most memorable speech of the last 30 years?

**Halle Berry**

73) originally the name of this party meant "rebirth" in Arabic. originally there was just one

party, then it split into two, one each in Syria and Iraq. name this.

**Ba'ath**

**Party**

74) he wrote a book "a salmon of doubt" before his death. his book has various manifestations like

tv,radio,comp games, bath towels. It's being made into a major movie. his name?

**Douglas Adams**

75) who found general motors?

**Willian**

**Durant**

76) in dec.1985,two teenage boys, James Vance and ray belknap attempted suicide on a

cemetery.belknap died but Vance survived only to die of drug complications three years

later. on trial in 1990,the boy's parents alleged the subliminal messages contributed to their

suicidal impulses.those messages were believed to be heard in songs "better by you better

than me", " beyond the realms of death", both on a 1978 album "stained class"

of a Birmingham based band with rob halford as lead singer: Glenn tipton and k.k.downing

were on the guitars. the name of the band?

**Judas Priest**

77) which artist is credited for sketching and designing a helicopter as early as in 1483?

**Leonardo Da Vinci**

78) General Dwight D. Eisenhower sent a telegram requesting 10 \_\_\_\_ plants for the troops

overseas on June 29, 1943. At the beginning of the war, Robert W. Woodruff, president of

\_\_\_\_, issued an order to "see to it that every man in uniform gets \_\_\_\_ for five cents wherever

he is and whatever it costs the Company." Fill in.

**Coca Cola**

79) "The companies in The \_\_\_\_ Index were carefully selected based on this formula:

Company = (P\*10)+X+Y where P is my personal opinion and X and Y are both letters that don't

## Business Quiz

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mean anything. P is subject to sudden and unexplained change, based on the e-mail reports I

get from readers in the field. Weight is given to companies that have high numbers of cubicles, engineers." Who explaining what?

**Warren buffet on his inability/ability to invest in tech stocks**

**80)** Canon, 11 Bentley, 6 Timberland, 5 Jaguar, 1 Xerox, what are these means in USA in 2000?

**these are the names of newborn baby given by some gr8 brand loving parents.**

**81)** which airline was originally called Dobrolet?

**Aeroflot**

**82)** What is the connection between Finding Nemo and Steve Jobs?

**Steve Jobs heads Pixar Animation Stidio, which has produced Finding Nemo**

**83)** The person next in command to the CEO is often referred to as the 'Upper Roger'. From what

Indian (Sanskrit) word does this phrase come?

**Yuva**

**Raja**

**84)** What 'social expression' company (if I may coin a phrase) was started by the 18-year-old

Joyce Hall in 1910?

**Hallmark**

**85)** What is the name given to software developed exclusively for use by infants and toddlers?

**Lapware**

**86)** What spectacular success story was started in 1889 by Lila Acheson Wallace and DeWitt

Wallace?

**Reader's Digest**

**87)** Whose failed Oil and Gas venture was named Arbusto? The name is a Spanish translation for

the Guy's surname?

**George.W.Bush**

**88)** Golden handshakes are payoffs that are made to employees retiring before their term, usually

to facilitate a downsizing. What are incentives used to retain employees called?

**Golden Handcuffs**

**89)** 'Every Street is paved with gold' is the autobiography of--

**Kim Woo Chang founder of Daewoo**

**90)** 'Beyond Last Blue Mountain' is the autobiography of--

**JRD Tata**

**91)** Expand Following

**ECOSOC** - Economic and Social Council

**FAO** - Food and Agricultural Organization

**IFAD** - International Fund for Agricultural Development

**ILO** - International Labor Organization  
**UNESCO** - United Nations Educational, Scientific and Cultural Organization

**IBRD** - International Bank for Reconstruction and Development

[it is World Bank's original name - IBRD]

## Business Quiz

**MIGA** - Multilateral Investment Guarantee Agency

**IFC** - International Finance Corporation

**Adidas** - ADolf DAssler. [and then the popular All Day i Dream About]

**92)** Give Organization formed in the year, no. of members and HQ Detail of following

**European Union (EU)**, 1991, 25 Brussels  
**Association Of South East Asian Nations (ASEAN)**, 1967,10, Jakarta  
**South Asian Association for Regional Cooperation (SAARC)** ,1983 , 7 Kathmandu

**Organization of the Petroleum Exporting Countries (OPEC)** ,1960 ,12 , Vienna

**International Criminal Police Organization (Interpol)** ,1914, 177, Lyon (France)

**The Asian Development Bank (ADB)**, 1966 , 63, Manila

**93)** The name of the flavor base included in the secret formula of Coca-Cola is referred to as?

**7X**

**94)** Expand YAHOO? **Yet Another Heirarchial Officious Oracle**

**95)** The management guru who describes himself as "Prince of disorder" and a "Professional

Loudmouth"?

**Tom**

**Peters**

**96)** What connects Hexley , the platypus to Apple computers?

**The Darwin** [developers decided to adopt a mascot in 2000, and chose Hexley the platypus

Darwin is the core operating system of Apple Computer's Mac OS X, and runs on an open

source kernel called XNU. Apple first released Darwin to the open source community in 2000.]

**97)** He is a self-made multi-billionaire CEO. He is obsessive about mopping up water puddles in

the men's restroom, colleagues say. He has a slew of pets, including three dogs and six birds.

His company features one of the loopyest corporate cultures, where "having fun" is an official

goal. He has pinned up jumbo-sized pictures of grinning employees all over the hallway at the

company's corporate headquarters in Pleasanton, California. Who, and which company?

**David Duffield of PeopleSoft.**

**98)** Born in 1837, descendent of Welsh ancestors who came to Massachusetts in 1636, he began

his career in 1856. He disliked and disagreed frequently with Theodore Roosevelt, and when

the president was off on a safari in Africa, he is alleged to have said 'I hope the first lion that

he meets does its duty'. He was once asked for money by a friend in need. He took the friend

for a walk all around New York and after an hour, told him 'Now that you have been seen with

me, you will have no problems getting a loan'. A churchman called him 'Pierpontifex Maximus'.

The Wall Street Journal called him 'the undisputed leader who has stood between the business

of this country and disaster'. Who?

**John Pierpont Morgan - JP Morgan**

## Business Quiz

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**99)** In 1923, he left Kansas and boarded a train to California with \$40 in his pocket. When a fellow

passenger asked him about his intentions, he said 'I'm going to direct great Hollywood motion

pictures'. After seeing 'The Jazz Singer' he wrote to his brother: "I think this is, Old Man,

Opportunity rapping at our door. Slap a big mortgage on everything we've got and let us go

after this thing in the right manner." In 1938, he received honorary degrees from both Harvard

and Yale universities, and also accepted an award from the League of Nations. He started the

'Experimental Prototype Community of Tomorrow' center in USA. Who?

**Walt Disney**

**100)** At a meeting of advertising heads at National Cash Register which was going nowhere, this

young Sales Manager jumped to his feet and yelled 'The trouble with every one of us is that

we don't think enough. We don't get paid for working with our feet - we get paid for working

with our heads. Any man on the selling force could make two dollars where he now makes

one if he would think along the right lines. 'I Don't Think' has cost the world millions of dollars'.

Who?

**Thomas Watson**, who later went on to head IBM -& also it was he who gave IBM the motto

'THINK'

**101)** This person wrote about himself thus : "Principal virtues : keeps his nails clean. Principal faults

that he has no family, is bad tempered and has a poor digestion. One and only wish : Not to

be buried alive. Greatest sin : that he does not worship Mammon. Important events in his life :

None".

Who?

**Alfred Nobel**

**102)** He called his wife 'The Believer' because she encouraged him at a time when everyone else

called him crazy. John Kenneth Galbraith said this of him: "If there is any certainty as to what

a businessman is, he is assuredly the things \_\_\_\_\_ is not." Thomas Alva Edison once told

him 'Young man, you have the right idea. Keep at it'. He got his greatest inspiration while

watching Chicago meat-packers cut beef that moved past them on an overhead trolley. Who?

**Henry Ford** - He got the idea of assembly line production while watching Chicago meat-

packers cut beef that moved past them on an overhead trolley.

**103)** He has launched a university at Elk Grove Village, Illinois. President Nixon once met him and

asked "What is it now, eight or nine billion?" To which he replied, "Mr. President, it is 12

billion." When his company's market value surpassed U.S.Steel's, Senator Lloyd Bentson

complained 'Something is wrong with our economy when the stock market is long on

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and short on steel' At the age of 72, he acquired the San Diego Padres baseball team. Till the age of 52 he was a peddler of milkshake machines. Who?

**Ray Kroc** , He was the main force behind McDonalds. he has started a Hamburger University in Illinois. **The answer for the blank is Burgers**

**104)** An author, as a sign of gratitude to the nurse who had cared for his firstborn child, gave a script and asked her to sell it when she was in need of money. Years later, when the nurse was really in want of money, she sold it and lived in comfort for the rest of her life. The manuscript was the first part of a famous work of this author. Name the book and author?

**Book: Jungle Book Author : Rudyard Kipling.**

**105)** Masaru Ibuka, after graduating in engineering, failed the entry examination for lifetime employment at Toshiba, and decided to start his own small business. He was fortunate to find a partner who had a flair for finance and salesmanship. Who was this partner? What was the company they started?  
**Akio Morita was the partner & company was Sony**

**106)** Who was the star of a film "Grime goes green' along with John Cleese?  
**Prince Charles**

**107)** What is the difference between 'Made in America' and 'Well Made in America'?

**'Made in America' is a book on Walmart by Sam Walton while 'Well Made in America' is a book on Harley Davidson by Peter C. Ried.**

**108)** Which very famous personality name was deleted from the list of the Top Philanthropists for some unscrupulous reasons. And why ?

**Warren Buffet-** because his charity was not at par with his wealth and others on the list

Voted against his inclusion, he is famous for two things. First, for amassing the second-

biggest fortune in the U.S. as one of the most talented investors the world has ever known.

Second, for an aversion to spending a dime of that \$41 billion on anything but the strictly

necessary. That includes declining to provide his kids with fortunes of their own, collecting

yachts or racehorses, or giving large chunks of his wealth to worthy causes.

**109)** " Back to back ticketing" what is it and how come it is used intelligently.

**Back to back ticketing – is it buying round trip tickets like A -> B -> C & back but**

**using only one leg of each trip ( for economical reasons).**

[ In simple words, it means, either you are intentionally using only a part of your itinerary or

your itinerary is not used in sequential manner to save money and take advantage of various discount offered by Airline which may not be available for general booking.]

**110)** You must have heard the famous ad of" saat swad main lijjat papad "!!! Where does that saat

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comes from?

saat swad main lijjat papad – **because started by seven seven sister members of Shri**

**Mahila Griha Udyog** Lijjat Papad, now it has more than 40000 sisters as its members.

Incidentally, its Product 'Papad' is also available in 7 categories.

**111)** Jaggery was followed by potatoes then castor, black pepper, turmeric and hessian-what is

this series.?

**Forward trading is allowed only on these commodities in India.**

**112)** Richard Branson usually associated the word Virgin with almost all of his business ventures.

However the only exception was when he launched this Condoms brand. Deciding that the

word Virgin would not go down well with a Condoms brand, he came up with this other name.

Now, what was the name of this brand??

**Mates condoms**

**113)** The year was 1950. She had brought a big bag filled with merchandise, and she set it up and

was in business at Neiman Marcus. Stopping everyone who came in the door, she said, "Try

this. I', \_\_\_\_\_, and these are the most wonderful beauty products in the world." Who?

**Estée Lauder**, who founded the Estée Lauder Co. Today, it controls over 45% of the cosmetics market in US department stores - three times the volume of its closest competitor.

**114)** This famous person's political involvement came with its share of controversy. Most notably,

in 1975 he spent six days giving lectures on public policy in Chile and had one brief meeting

with the right-wing dictator Augusto Pinochet. The result was a storm of protest. When he was

awarded the Nobel Prize the next year, public objections came from all directions, including

previous prize winners Linus Pauling and David Baltimore. Who?

**Milton Friedman**, one of the greatest economist of all times

**115)** He has been a professor of Electrical Engg and Computer Science at the Massachusetts

Institute of Technology for 35 years. His products have been used in GM Cars, Zenith and

Phillips TV divisions, NASA space shuttles, the Queen Elizabeth liner, and Broadway theatres.

His father fled from Calcutta where he was wanted by the British police for revolutionary

activities. Who?

**Amar Bose (Bose Speakers)**

**116)** He set up shop in 1859 as a dry goods trader. The business thrived in 1861 after the outbreak

of the US Civil War, when the US Army bought a lot of grain and supplies from him. He was a

regular at the Euclid Avenue Baptist Church in Cleveland and served as a Sunday School

Superintendent. In 1881, he set up a trust of dozens of companies that controlled 80% of a

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particular industry. Other industries followed suit and this started off the first 'Anti-Trust regulations' in the USA. Who?

**John Rockefeller**

**117)** Microsoft issues a 'Certificate of Authenticity' to guard against counterfeit software. It has a watermark with the image of a woman. Name the woman.

**Ada Byron**

**118)** His wife Tove was six times Karate champion of Finland. He became famous for something he wrote as a student at the University of Helsinki. Name him.

**Linus Torvalds, Linux**

**119)** In 1979, two American executives were imprisoned without charge in Iran when Ayatollah Khomeini deposed the shah of Iran. Their CEO sent in a bunch of company executives, led by a former commando called Arthur Bull Simons, who rescued them, freeing 13000 other prisoners in the process. This incident was later turned into a best-selling novel On Wings of Eagles by Ken Follett. Just name the CEO.

Texas businessman **Ross Perot** of EDS.

**120)** Computer Peripheral Devices is a Bangalore based firm which manufactures electronic PCO

call monitors, which are commonly used in STD booths across India. Which former Indian cricketer owns this firm?

**Brijesh Patel**

**121)** Which business tycoon once said "I don't think Internet is going to change the world how people chew gum"?

**Warren Buffett**

**122)** Big Ideas and Global Knowledge Portals are companies founded by\_\_\_\_\_.

**Dan Lifton founded big ideas... Derek O'Brien. Global Knowledge**

**123)** Which song was used as the theme song for the launch of Windows 95? also give the name of the band by whom it was composed.

**Rolling stones-"Start Me Up"**

**124)** Synergy Communications a Pvt Ltd co is floated by\_\_\_\_\_

**Siddharth Basu**

**125)** Connect: Santoor, Glucovita & BabySoft.

**Wipro**

**126)** on the recommendation of kumaramangalam birla committee on corporate governance Sebi asked stock exchanges on 21 Feb 2000 to insert a new clause 49 in their listing agreements with companies. it had about 2000 words. then appointed another committee under Narayana

## Business Quiz

Murty, following it, sebi revised clause 49. then in oct 2004 it sent another version to the stock

exchanges, this time about 3 times as large as the previous one Now by the end of 2005 all

listed companies will have to---. according to the amended definition under clause 49... what is it

**it deals with the appointment of independent directors and the new amended clause tightens the gamut of independent directors**

**The proposed Clause 49 of the Listing Agreement stipulates that at least 50 per cent of the board of companies should comprise independent directors.** This is basically a corporate governance initiative to avoid the Board of directors being for from a single family or maybe too many government servants as in the case of ONGC.

The Government-controlled listed entities (where the Government has a majority stake), including ONGC, have in the recent months have been forced to review the composition of their boards on account of the proposed revised Clause 49 and also due to the capital market regulators' stance that the Government nominees on the boards of Government-owned entities cannot be counted as independent directors.

**127)** Name the drink that was initially sold as medicine for the headache and it was advertised with

a tagline of "The Idea Brain Tonic"  
**Coca Cola**

**128)** This term is derived from the Greek word

'Oikanomia' means "House Management". What is it?

**Economics**

**129)** How ABN AMRO bank got its present name?

the Nederlandse and the Twentsche Bank merged to form the **Algemene Bank Nederland**

**(ABN)**. later the Amsterdamsche Bank and the Rotterdamsche Bank merged to form the Amro

Bank. than, ABN and Amro Bank merged to form ABN AMRO

**130)** He is the pioneer in mutual fund industry and often referred as the Father of Index Fund

investing. He created the first S&P 500 Index fund. Identify this person?

**John Bogle**

**131)** Which financial services giant is referred as the "Thundering Herd"?

**Merrill Lynch**

**132)** What term became popular after the newspaper report of Watergate Scandal in the year

1973?

**'Money Laundering'**

**133)** If you file the 'chapter number 11' in USA in the name of your company what would you do?

**You'll be filing for bankruptcy**

**134)** What were built under the project 178 ?  
**FIAT cars Siena, Siena weekend, and Palio**

**135)** Cannaught Plaza Restaurants and Hardcastle Restaurants have had the responsibility for the

entry of Which MNC to India ?

**Mc Donalds**

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**136)** This famous business personality earned money by repairing toy trains when he was at 13. His

father escaped from the British Police in 1920 and landed in USA with \$20 in his pocket and

later married an American school teacher and settled in Philadelphia. His corporate headquarters is known as "The Mountain". Identify him.

**Amar Bose of Bose corp.**

**137)** Big Blue is IBM. Which corporate is referred as 'Big Black' ?

**United Parcel Service (UPS)**

**138)** This famous Japanese corporation first started as a tiny cork manufacturer in Hiroshima in

1920, and was known as Tokyo Cork Togyo Co Ltd. How it is known today?

**Mazda**

**139)** You may know what is blue collar or white collar worker. What's steel collar worker? And Open

Collar workers?

**Steel collar** - robots are doing actual work instead of men; **Open collar** - someone who

works at home or telecommutes.

**140)** She was born in St. Petersburg, Russia on Feb 2, 1905. In 1926, she left for Hollywood to

pursue a career as a screenwriter. Cecil B. DeMille gave her a job, first as an extra, then as a

script reader. She sold her first screenplay 'Red Pawn' to Universal Studios in 1932 and also

staged her first play 'Night of January 16th' on Broadway. Her first novel was rejected by

publishers for years, until Macmillan published it in 1936. Identify her.

**Ayn Rand**

**141)** This world famous direct marketing company was founded by Rich DeVos and Jay Van Andel

in 1959. Name it?

**Amway**

**142)** Name the person who coined the term "Management by Wandering Around (Walking About)",

and popularly known as MBWA?

**Tom Peters** [In his book **In Search of Excellence**, Tom Peters detailed for millions of

readers the trick behind HP's phenomenal growth and success. The trick, it turned out, wasn't

so much whiz-bang technology as it was a special kind of spirited management.

HP's idea of "management by walking around" focused more on a boss's ability to

communicate goals (rather than orders) to his or her staff. It also put a high premium on a

manager's ability to watch and listen (rather than bark and bite).

Here's an excerpt from one of interviews of Tom Peters:

he says...

".....So we talked to our colleagues and we then ended up chatting up Hewlett Packard and

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chatting up 3M and chatting up only about two or three other companies and people had

talked to us and we said 'my gosh, they are talking about all these incredibly strange things

for big companies like people listen to their customers, and if you an officionardo of my work

you will know that **we shamelessly stole from Hewlett Packard this idea** that was called

MBWA – Managing By Wandering Around' – which you could call the worst kind of

management consultancy crap but at the time the whole notion was business is not all an

abstraction, business is not all about MBA schools, business is not all about numbers, it's

about managers who get the heck out of their cubicles and who are actually in true contact

with their employees and their vendors and their customers and doing the face to face thing

which was not where enterprise was at the time....."

more details of the interview:

<http://www.redworld.biz/redbusiness/issue/vol3/issue04/guru>

more about MBWA go to :

[http://www.1000ventures.com/business\\_guide/mgmt\\_mbwa.html](http://www.1000ventures.com/business_guide/mgmt_mbwa.html) ]

**143)** Which successful investor is popularly known as "The Oracle of Omaha"? And his famous

quote is "Rule No.1: Never loss money, Rule No.2: Never forget the Rule No.1"

**Warren Buffet**

**144)** Which is the only country having paper currency and have no coins and it introduced cheque

only in 1997?

**Vietnam**

**145)** "I knew a trade name must be short, vigorous, incapable of being misspelled to an extent that

will destroy its identity, and in order to satisfy the trademark laws, it must mean nothing". Who

said this and name the brand?

**George Eastman- Kodak**

**146)** What was known as the Blue Ribbon Sports company earlier?

**Nike**

**147)** Which brand got its name from a Sanskrit word which means "Priceless"?

**Amul**

**148)** The Experience Music project in Seattle, Washington is an interactive music museum

designed by architect Frank O Gehry.

Who is its founder?

**Paul G. Allen [co-founder of Microsoft]**

**149)** In medieval times, as they do even now, merchants used to buy goods in bulk, for example

12 dozen bales of cloth, and sell these at fairgrounds. Now, what word was coined to describe

such

merchants?

**Grocery**

**150)** One of the risk analysis models used to analyze, say a stock price, is a simulation method

that randomly generates values for uncertain variables over and over to simulate a model.

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This model is named after a European city. Which method?

**Monte Carlo method**

**151)** 'The Meghdoot Awards for Excellence' is awarded to employees of which profession in the

Indian Service Industry?  
**Postal Service**

**152)** In 1851, when consumers balked at the \$75 price tag, this company "originated the world's

first installment plan to make it affordable"? Name the company.

**Singer - the Sewing machine company.**

**153)** connect : Bagpiper whisky brand ambassador, Bajaj 2 wheeler and ITC brand mascot...

**ITC brand mascot- Sunny mascot**  
**Bagpiper whisky brand ambassador- Sunny's father- Dharmendra**  
**Bajaj 2 wheeler- Bajaj Sunny**

**154)** Who was the first Indian actress to endorse LUX.?

**Leela Chitnis**

**155)** The first product made by this company was a car record player. They gave themselves a

name similar to the name of the market leader in record players in those days. Name the

company.

**Motorola**

**156)** This product is considered the best of its kind. The first one was completed in September

1968, took four years and \$1.5b to build, and the effort almost sank the company and threw

the city of Seattle into a depression. 7000 men worked to make it. What?

**Boeing 747**

**157)** What principle of stock speculation was first propounded by Thomas F. Woodlock?

**the concept that odd lotters are always wrong**

**158)** He called his wife 'The Believer' because she encouraged him at a time when everyone else

called him crazy...Who is he?

**Henry Ford**

**159)** For which corporate Carolin Davidson designed the logo for \$30 while she was a student in

Stanford University?

**Nike**

**160)** This former maid was the first woman to sell products by mail order, organize a nationwide

door-to-door sales force, and open her own beauty school.

**Sarah Walker / Madam C J**

**161)** Known as the 'Queen of Seventh Avenue,' this fashion designer launched her own line in

1984.

**Donna Karan**

**162)** The first woman to purchase a seat on the New York Stock Exchange was:

**Muriel Siebert**

**163)** After working as a stockbroker, she founded a catering company that led to a magazine and

TV show devoted to cooking and entertaining

**Martha Stewart**

**164)** Her 1989 conviction for income tax evasion and her tough reputation earned this hotel owner

the nickname 'The Queen of Mean.'

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### Leona Helmsley

**165)** What cosmetics executive is known for giving pink Cadillacs as incentives for her sales staff?

**Mary Kay Ash**

**166)** It was called Racal Telecom when it was formed in 1984 as a subsidiary of Racal Electronics

Ltd. It became an independent company seven years later, at which time it changed its name

to \_\_\_\_\_ ?

**Vodafone**

**167)** Who said this recently: "Although there will always be more work to be done to preserve and

enhance the integrity and strength of our nation's corporations and markets, I believe the time

has come for me to step down and return to the private sector and my family."

**William Donaldson Leaving the SEC**

**168)** KitKat has always been seen in its well known red and white wrapper except between 1945

and 1947 when it sported a blue wrapper. Why was it changed then?

**the wrapper was changed to a blue one in 1945 ,when it was made with a plain chocolate covering instead of milk chocolate owing to acute shortage of milk after**

**World War 2**

**169)** Dorcas Market Makers Ltd is the marketing arm of which wellness and personal care

company?

**Cholayil**

**170)** Such bonds of Latin American countries are issued in US dollars and backed by US Treasury

zero coupon bonds. They are named after a former US Secretary of Treasury.

What are we

referring

to?

**Brady Bonds**

**171)** North American Sports Network is a cable channel that broadcasts baseball, basketball, and

other US sports in Europe. Now, which investor, one of the world's richest people, recently

decided to sell his 70 per cent stake in it?

**Allen Paul**

**172)** Acme Clothing bought Acme Global and Acme Hospitality last year. What was it renamed as

this year?

**Provogue**

**173)** Byung-Chull Lee's business, started in 1938, initially focused on exporting dried Korean fish,

vegetables and fruit to Manchuria and Beijing. In over a decade, it had its own flour mills and

confectionery machines. Which company are we referring to?

**Samsung**

**174)** The currency of which country is zloty, literally meaning 'golden'? (The modern zloty was

introduced in 1924 after the hyperinflation post-World War I. It replaced the country's currency

'mark,' which had been around for eight years.)

**Poland**

**175)** Allied Domecq wants to revive the fading

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Canadian Club whisky, and for that it has unveiled a

strategy wherein 10 lucky winners of a programme will have a chance to compete alongside

champion Chris Moneymaker for a multi-million dollar purse. Chris is a leading player in which

'sport'?

**Poker**

**176)** Written by Steven Levitt and Stephen Dubner, the book's baseline reads, 'A Rogue Economist Explores the Hidden Side of Everything.' Which book?

**Freakonomics**

**177)** Following protests from business leaders and unions, the British Government decided not to

go ahead with the proposal to change the name of the Department of Trade and Industry.

Which two words, separated by a comma, were proposed in the place of 'Trade'?

**Productivity, Energy**

**178)** The weekly Economist compiles two indexes based on the concept of purchasing-power

parity. One is the Big Mac index, which compares the prices of the McDonald's burger around

the world. The second is the 'tall latte index.' What does it compare?

**Prices of Starbucks Coffee**

**179)** Which Indian company has joint ventures and alliances with organizations such as Babcock &

Wilcox, Kawasaki Thermal Engineering Company, Eco Tech, Honeywell, Bloom Engineering,

Struthers Wells and Ozone Systems?

**Thermax**

**180)** The chief of Mirna Voda, a mineral water company in Zagreb which has launched a brand

called 'Titoz Izvor,' said about the name: "It has nothing to do with politics. It is purely a marketing move which could help us make a breakthrough in a rather saturated market."

What's with the name?

**Its named after late Yugoslav leader Tito**

**181)** About what did Warren Buffett refer to when he wrote this: "From 1733 to 1758, Ben Franklin

dispensed useful and timeless advice through Poor Richard's Almanack. Among the virtues

extolled were thrift, duty, hard work, and simplicity. Subsequently, two centuries went by

during which Ben's thoughts on these subjects were regarded as the last word. Then Charlie

Munger stepped forth."

**Poor Charlie's Almanack , an assortment of Mungers ideas**

**182)** Kleenex and Huggies are brands of which company?

**Kimberly Clark**

**183)** In 1993, a Director at this Ahmedabad-based pharma company, while travelling in interior

Gujarat, saw deep cracks in the heels of women working in the fields. "Some of them had

difficulty in walking and the mud, stones and dirt aggravated the problem." Which product was

created based on this experience?

**Krack Cream Paras Company**

## Business Quiz

**184)** "The histories of the family (which founded the business) and of the company are directly

linked to one region: eastern France, Montbeliard. The Lion, the emblem of the make, is also

on the coat of arms of Franche-Comte, the birthplace of the family." Which company?

**Peugeot**

**185)** A company called SeaCode has presented an "innovative service" called 'Hybrid-Sourcing.'

According to the plan, workers from countries such as India and Russia would get paid

around \$22,000 a year, which is about a third of the market rate. As what will the workers be

classified, and why is this scheme so unique?

**"Seamen", The Californian company plans to have its engineering facility just beyond**

**the three-mile limit off the US coast and will have foreign software programmers.**

**186)** Complete the name: Peter Ferdinand ...  
**Drucker**

**187)** Recently, the Sanctuary group, which manages artistes such as Beyonce, took over Twenty

First Artists, originally co-owned by three people, including Frank Presland and Keith Bradley.

Who was the other?

**Elton**

**John**

**188)** Who has recently become the majority

shareholder in Crisil?

**Standard & Poor (S&P)**

**189)** The same two key words are used to describe the following two phenomena: (i) This kind of

liability is one wherein the injury or harm takes time to become known, and the gap between a

claim and the circumstances that caused it could be decades. (ii) The phrase coined by Chris

Anderson to describe how products that are in low demand can collectively make up a market

share that rivals or exceeds the relatively few current bestsellers or blockbusters if distribution

is adequate. Can you name them?

**Long Tail**

**190)** In an interview to a daily, he said: "I live on my farm most of the time, coming to Mumbai only

for shootings." He was asked about his decision to be the brand ambassador of Mahyco

Monsanto's Bt Cotton products. Who's he?

**Nana Patekar**

**191)** The origins of this company go back to 1901, when Englishman William Knox D'Arcy got to

explore the oil resources of Persia, thanks to a concession he obtained from the Shah of

Persia. It took years to make the discovery, and when it was made, the Anglo-Persian Oil

Company was formed, which is now called what?

**British Petroleum**

**192)** Pepsi lost its bid to trademark one of its

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product's brands in the European Union. A EU court

ruled recently that the name could be confused with a German potato chips brand, marketed

by Intersnack Knabber-Geback. Which is this brand, and what is Pepsi 's?

**Ruffles**

**193)** Complete the name: Cara Carleton Sneed ....

**Fiorina**

**194)** Under what brand name does Bengal Waterproof Ltd, whose subsidiaries include Bihar

Rubber Company Ltd and Bensri Rubber Products, sell its products?

**Duckback**

**195)** Which pioneering industrialist said: "There is one rule for the industrialist and that is: Make the

best quality of goods possible at the lowest cost possible, paying the highest wages

possible"? He sure practised what he preached!

**Henry Ford**

**196)** Charles Simonyi, along with Butler Lampson, is said to have developed the first WYSIWYG,

pronounced 'wizzy-wig' or 'wuzzy-wig', document preparation programme. What does it stand

for?

**What You See Is What You Get**

**197)** Which country's Postal Department, for the first time, dressed up its postmen as Santa

Clauses in an effort to match up with the Christmas promotions of private players?

**India**

**198)** What is Santa Claus Effect w.r.t US

teenager behavioral pattern?

**The phenomenon of most US teenagers losing their virginity during Christmas**

**Holidays!**

**199)** What was Mrs. Weasley's Christmas gift to Harry Potter on his first Christmas at Hogwarts

School of Witchcraft and Wizardry?

**A bright emerald-green hand-knit sweater**

**200)** Name the world's first bicycle brand

**Bonshaker (1866) manufactured by Swift cycle company at Coventry, England**

**201)** In 1906, Ammembal Subba Rao Pai founded this organization as the ... Bank Hindu

Permanent Fund. Fill up the blank. (Some more details: the organization has a bi-monthly, bi-

lingual house journal called Shreyas, and has on its rolls sportsmen such h as Venkatesh

Prasad and Vimal Kumar.)

**Canara**

**202)** The following is part of Bono's foreword to this book: "His voice is louder than any electric

guitar, heavier than heavy metal. He is not just animated; he's angry. Because he knows that a

lot of the crisis in the developing world can be avoided." Can you name the author and the

book, which talks about putting an end to poverty?

**"The End of Poverty", author is Jefferey D Sachs**

## Business Quiz

**203)** After years of delivering speeches about a scandal and his survival of colon cancer, he has

landed his first regular job in 10 years — as commercial manager of Ireland's Galway United

Football Club. Who's he?  
**Nick Leeson**

**204)** It was started in 1887 as the Clinton Pharmaceutical Company, when its partners, McLaren

Bristol and John Ripley Myers, got it officially incorporated. In 1898, the company got a new

name, with the founders' names becoming part of it. After Myers' death in 1899, when the

company became a corporation, its name underwent a further change. How was it known

before and after Myers' death?

**Bristol , Myers** - after his death it got changed to **Bristol-Myers**

**205)** 'India's Online Marketplace' is now ...?

**Baazee.com [now eBay.in]**

**206)** Which is said to be the world's biggest mobile phone company by users?

**China Mobile**

**207)** A broken printer ribbon forced Tom Stemberg to look for a store that could supply him the

stuff, but he was getting nowhere with the search. That was in July 1985, and the incident was

the basis for a pioneering effort by Tom. What did he start 10 months later?

**Staples**

**208)** This breath freshener brand in Belgium has been called "a small company with big

ambitions." So, according to an executive with the ad agency Duval Guillaume, which worked

for the brand, there had to be enough excitement around the product without it costing a lot.

What did the agency do recently, and can you name the brand?

**'One Second.' The agency created a TV commercial for one second!**

**209)** Which is the flagship company of the group that owns Hikal Chemicals, Automotive Axles and

Epicenter Technologies?

**The Kalyani Group and that would be Bharat Forge**

**210)** — Iron & Steel is more famously known as Posco. Fill up the blank.

**Pohang**

**211)** If you are a 'Sheru,' you would be a registered member of ...?

**ShareKhan.com**

**212)** Alain de Pouzilhac stepped down as CEO of which advertising company recently?

**Havas**

**213)** 'Idiots Price Our Devices!' This was one famous comment among the many that were seen on

the Internet when this company launched a product nearly three years ago. Demand,

however, seems to have soared now. Which product are we referring to? Also, which is the

company?

**Apple i-pod**

**214)** M. P. Sharma, Dr Madan Vaidya Mishra

## Business Quiz

and P. L. Agarwal. Why were the three names in the news?

**Priyamvada birla will case**

**215)** This bank was established in Lahore in 1943 by Rai Bahadur Lala Sohan Lal, who also

became its first Chairman. After Partition, the bank's registered office shifted to Amritsar. Its

current head office is in New Delhi. Can you name this bank?

**Oriental Bank Of Commerce.**

**216)** Can you name the company set up by Prince Charles in the early 1990s to make organic food

products?

**Duch Original**

**217)** Japan's second and fourth biggest banks in terms of assets have agreed to merge. The

merged entity will become the world's biggest banking group. Can you name the two banks?

**Mitsubishi Bank n UFJ Holdings**

**218)** In 1907, Eugene Schueller, a French chemist, developed a hair-colour formula. Two years

later, he registered his company as 'Societe Francaise de Teintures Inoffensives pour

Cheveux.' How do we know it today?

**L'oreal**

**219)** SMS : Short Messaging Service:: XMS : ?

**Secure Messaging Service**

**220)** "Authentic Marketing isn't knowing the cost of selling of what you make, but knowing what you

make" – Golden words, whom?  
**Philip Kotler**

**221)** Connect - Bernard Tapie, Credit Leonige, Robert Louie Dreyfuss to a Brand ?

**ADIDAS. After the Adidas Family gave over the entire Stock holding, these were the**

**various people with whom the shares were transferred one after another.**

**222)** Connect : Interstate, Chronical, Pure Design(or was it Theo Design) , etc

**Hindu newspaper called in Mario Garcia to re-design their newspaper and these were**

**the 2 Fonts he introduced (Interstate, Chronical).**

**223)** James Wilson, founder of Economist Newspaper and also Standard Chartered Bank gave

India something – What?  
**Income Tax**

**224)** Started by Aristotle Onasis, it is the National Airline of Greece?

**Olympic Airlines**

**225)** Jet-ix is one of the lesser known channels of –

**Disney**

**227)** Net merger is a registered trademark merging Telephony with Microsoft Speech server

Platform, developed by –

**Intel**

**228)** Eye-ware, goggles designed for Golf specifically by – **Adidas.**

**229)** IQ magazine's Online Publication is done by – **CISCO.**

## Business Quiz

**230)** Connect : (All pics are shown)  
Nimbus, Reliance, NAL's SARAS  
(Fighter plane), Silk Route (Album) and then  
there is the  
song : "Chinna Chinna Aasai" from  
ROJA

**All of them are registered Trademarks  
Paint Shades of Asian paints (ROJA,  
Nimbus,  
etc)**

**231)** Connect : (Again Pics)  
SS Music, Inquilab, Metro Railways,  
Kiran Karnik(Photo)

**Midday Magazine. Connect being,  
Metro being their editorials, Inquilab being  
Midday's  
Hindi periodical, SS investments  
being their International stocks(or  
something)**

**232)** Connect : (Pics again)  
Polaris, Hotel Trident, Hercules(& XENA  
warrior princess), Carmen Electra, and Song  
of U2 ?

**All Plane brands of Lock Heed  
Martin.**

**233)** Connect : (pics)  
Alan Cox, "Story of accidental  
revolution", Phoebe Buffay(friends) , Mustang  
Logo, Spirit  
watches. and Song from Enigma.

**Linux ; connect being like this :  
"Story of accidental revolution" was the  
subtitle of**

**Linus torvaldis's Auto Biography.  
Alan Cox gave the initial idea of the Tux.  
Phoebe,**

**Mustang , enigma and e-spirit are the  
Code names of Unix versions.**

**234)** Which sporting company entered a tie-  
up with Searra to enter into the Indian Market  
–

**Lotto**

**Sport**

**235)** Rallisport is the Blue tooth Mobile from  
Motorola with collaboration with –  
**Oakley.**

**236)** Which mercantile institution has had the  
motto "My word is my bond since 1801?"  
**London Stock Exchange**

**237)** By what popular name was the coalition  
of various reformist groups that overthrew  
Ottoman

Sultan Abdulhamid II in 1876 known?  
(Hint: The answer is a very popular show on  
CNBC

TV18, well even though all the shows are  
popular this one has become famous )  
**Young Turks**

**238)** By what brand name is the Federation of  
Italian Automobile Works at Turin, more  
popularly  
know?  
**FIAT**

**239)** Which economist put forward the  
proposition " Work expands to fill time"?  
**Parkinson's law**

**240)** Its principal subsidiaries are MGM  
Studios Inc., United Artists Corporation, and  
Orion Pictures

Corporation. The name is taken from the  
three companies that formed a corporate  
merger in

1924 under the control of movie theater  
magnate Marcus Loew ?

**Metro-Goldwyn-Mayer Inc. (Ars  
Gratia Artis)**

**241)** ----- was founded by Toshio Iue, a  
former Matsushita employee, in 1947

## Business Quiz

The company's name means three oceans in Japanese, referring to the founder's ambition to

sell their products worldwide, across the Atlantic, Pacific and Indian oceans.

**Sanyo**

**242)** \_\_\_\_\_ was founded in February 1982 by Rod Canion, Jim Harris and Bill Murto, three senior

managers from semiconductor manufacturer Texas Instruments. This company recently

merged with another company, the merger was one of the most talked about mergers after

AOL Time Warner in America..

**Compaq**

**243)** The first edition of the \_\_\_\_\_ was published in 1955, commissioned by the Guinness

brewery after a debate over the fastest species of gamebird could not be settled with existing

reference books. It was researched by Ross and Norris McWhirter, twins and noted British

athletes and journalists, who at the time ran a fact-finding agency in London.

**The Guinness Book of Records**

**244)** \_\_\_\_\_ was co-founded in Hollywood, California, in 1923 by four brothers, Harry (1881-195,

Albert (1882-1967), Sam (1887-1927) and Jack (1892-197). The first major star of this company was a dog, Rin Tin Tin.

**Warner Bros**

**245)** Goodricke Group of companies head office in South Calcutta is called " \_\_\_\_\_ house"

.Give me the full name and justify the name(why is it called so)

**Camellia House**

**246)** The brains behind this tractor model, developed in late sixties, gave it a name that signifies

'something Indian'. Name the brand

**Swaraj**

**247)** Which Indian organization has used outsourcing to the highest level and has 570 employees

all over the country handling business worth Rs 54000 crores?

**Xansa**

**248)** Which car has become the first car ever to be conferred with the Five star diamond award?

**Merc Maybach**

**249)** Which famous brand name is derived from a combination of two words, that means 'dead' in

French and 'one' in German?

**Mortein ( Mort + Ein )**

**250)** What's common with Gujarat Ambuja Cements, Bharti Televentures and Max Healthcare??

**Warburg Pincus , it has invested in all the three companies.**

**251)** Its Mexico ads were supposed to have read, "It won't leak in your pocket and embarrass you."

The company thought that the word "embarazar" (to impregnate) meant to embarrass, so the

ad read: "It won't leak in your pocket and make you pregnant!"

**Parker Pen**

**252)** Its "Come Alive With the [company name] Generation" translated into "[company name]"

## Business Quiz

Brings Your Ancestors Back From the Grave" in Chinese.  
**Pepsi**

**253)** It introduced a toothpaste in France called Cue, the name of a notorious porno magazine.

**Colgate-Palmolive**

**254)** This auto major marketed this car in Central and South America by the name meaning in

Spanish, "it doesn't go".  
**GM for car Nova**

**255)** This Scandinavian vacuum manufacturer used the following in an American campaign:

"Nothing sucks like an [company name]."

**Electrolux**

**256)** In takeover jargon, what is a Poison Pill ?

**Liabilities or losses deliberately assumed by a company, to make it a less attractive candidate for takeovers.**

**257)** What is the key difference between cars for the American & Canadian markets?

**Dashboard in FPS system vs. MKS system.**

**258)** What is the similarity between Levi Strauss and Fevicol?

**Their logos are similar:** horses pulling apart jeans for Levi's, elephants pulling apart a ball

for Fevicol. As mentioned above, the respective product logos are derivatives of the Magdeburg hemisphere experiment

**259)** A British company called Wire & Plastic

Products Ltd. is the world no. 1 in its field. What field?

**Advertising.** It's the core of the WPP Group that owns O&M, JWT and other companies.

**260)** What invention of the confectioner George Smith was named after a famous race horse of the

early 20th century ?

**The Lollipop**

**261)** If you had bought stocks worth \$15 in this company in 1964, it would be worth more than

\$5000 in 25 years. This company's success is, more or less, based on a single product.(Hint: The company's name contains the product it sells)

**Kentucky Fried Chicken**

**262)** "Any Airline which has been in service since 1365..." is the beginning of an advertisement for

which airline ?

**SaudiA**

**263)** Tata - Fiat , connect (recent news)

**Tata Motors going to use the Palio engines for the Indica petrol versions.**

**264)**Tommy Hilfiger is being considered by which Fortune 500 company for buy out

**Wal-Mart is buying Tommy Hilfiger**

## General

## Business Quiz

1) Name two movies distributed by Ronie Screwala's UTV?

Lagaan, Mission Kashmir, Sarfarosh, Asoka, Hyderabad Blues, Phir Milenge, Swades etc.

2) Who conceived the idea of ISB? Who was the dean? The founder headed which world

known company?

Rajat Gupta (McKinsey), S.Ghoshal (Dean)

3) Indian contender (very strong one, really!!) for Papal election??

Ivan Dias [Joseph Ratzinger from Germany is the new Pope]

4) This sporting event, the first edition of which was played at the Warehouseman's Cricket

Ground at Albert Park, is sponsored by Kia Motors. Which is it?

The Australian Open

5) Kishore Kumar has modeled for one product, which one?

Brylcream

6) On which TV channel now in India would you find a frog as the logo?

Kermit

7) During Clinton and Bush presidency fight, Clinton's party came up with a 4 letter slogan,

what was it?

Its the economy stupid

8) What is a Dutch Auction?

An auction method that uses a bidding process to find an optimal market price for the stock, the

lowest price at which an issuing company can sell all the available shares

9) Who is Africa's richest man?

Nicky Oppenheimer

10) can anyone list me the order of payment to the variety of stakeholders in a company

once it has been liquidated by a trustee?

i need the order, who gets paid first and who the last and the reasons listed alongside.

Logically the creditors should get it first...  
unsecured creditors  
floating charge holders  
preferential creditors  
debenture holders

then go the shareholders?  
preferential shareholders  
equity shareholders  
promoters.

11) Which Indian cricketer is the endorser of the world's first state-of-the-art cell phone with

harmless radiation? Also Name the company.

Sachin Tendulkar, G-Hanz mobile phones

12) what is the original name of "lalitaji"-the surf fame "?

Kavita Chowdary

13) The 'A' series refers to sizes of paper like A3, A4 etc. What series describes the envelopes or folders that will enclose the A series?

size C..

14) Which Indian city was the first to have lager number of cell phones than landline phones?(now. whole India has more cell phones than landlines)

Chandigarh

15) Who wrote the book Liar's poker?

Michael Lewis

## Business Quiz

- 16) **James Bond is supposed to be an employee of which company?**  
her majesty's secret service / Mi6!!
- 17) **Who are the sponsors of Zimbabwe n South African cricket team?**  
Bata(Zimbabwe) MTN-- South African
- 18) **Which product was first certified by ISI?**  
Indian National Flag
- 19) **Which car in Spanish means 'Charming'?**  
Matiz
- 20) **Which famous 'rehab center' had the text "Welcome home, welcome to xxxxx", where xxxxx is its name?**  
well this rehab center is the prison, on which is based the lovely movie **The Rock**, its name is Alcatraz
- 21) **Which US prez was part of a publication group? acn u name that?**  
Roosevelt
- 22) **In Calcutta, Tata Indica have been converted into AC taxis. What are they called?**  
Blue Arrow
- 23) **In management jargon, if you have heard of IQ and EQ, then what is SQ?**  
SQ - Spiritual Quotient
- 24) **Which company is the sponsor for all cricket umpires??**  
Emirates (<http://www.icc-cricket.com/umpires-referees/>)
- 25) **ABCL is coming back with which film?**  
Ranveer has been put on hold...It will be Ajnabi now..(\*ing big n dia)..others include Viruddh and Family
- 26) **Which word connected to stock exchange has its origin from Latin for 'money bag'?**  
Bourse
- 27) **Who is voted as the most influential person of ALL TIMES?**  
Muhammad [Preacher of Islam]  
Jesus Christ comes 2nd...
- 28) **Which was the first building in the world to have air cooling system & when?**  
The British Parliament in 1837
- 29) **On August 4,1922 the entire telephone system of US & Canada was switched off. What was the reason?**  
Alexander Graham Bell died.
- 30) **What does "sheep" mean in Stock Market?**  
The sheep in stock market is the one who follows the leader.
- 31) **Cine personality to be appointed as the UNICEF icon for child health--**  
Angelina Jolie
- 32) **What was marketed as Indian version of the blue pill- Viagra**  
Sheelajit
- 33) **What is Built-operate-Transfer (BOT)?**  
Its a model in which u build a firm, operate it for some time n then sell it to a big shot firm. example --- DAKSH sold to IBM
- 34) **What is Paris Club?**  
The Paris Club is an informal group of official creditors whose role is to find co-ordinated and

## Business Quiz

sustainable solutions to the payment difficulties experienced by debtor nations.

Paris Club

creditors agree to rescheduling debts due to them. Rescheduling is a means of providing a

country with debt relief through a postponement and, in the case of concessional rescheduling,

a reduction in debt service obligations.

The first meeting with a debtor country was in 1956

when Argentina agreed to meet its public creditors in Paris.

**35) Who is the only Indian American US congressman?**

Dalip Singh Daund

**36) Youngest man in Union cabinet—**

Anbumani Ramadoss

**37) What is dead-weight debt?**

Debt without security

**38) BSE is located on Dalal Street. On what street is the London Stock Exchange located?**

Lombard Street

**39) Which is the official beer of Manchester United club?**

Budwieser

**40) What is the term given to focusing the camera on beautiful young ladies in between**

sports events?

Virgins tour

**41) specifically, which international cricket team was referred to as "white ferns"**

New Zealand women's cricket team

**42) whose biography is "songs my mama**

**taught**

Celina Dion

**me"**

**43) 'grease' made john travolta a star. who was he paired against?**

Olivia

Newton

John

**44) before beauty crowns and movies lara dutta first faced camera in an obscured video of**

**an even more obscure song "tuu chalu hai re" who sung it?**

Devang Patel

**45) zizou or zinedine zidane is the son of immigrants. from where did his parents immigrate**

**to**

Algeria

**France?**

**46) Name the new movie produced by ShahRukh Khan?**

Paheli

**47) In B-school lingo, who are "poets"?**

The poets are people without business or quantitative backgrounds

**48) The Mughal Emperor gave East Indian Company the privilege of 'dastak'. What does**

**'dastak'**

**mean?**

The ability to import and export good without paying any taxes

**49) Where is Bay Street located?(Hint: Similar to Wall street)**

Toronto,

Canada

**50) If something is accredited with AMBA , what would be that ?**

AMBA is an international organization that accredits mostly international elite business schools

## Business Quiz

and MBAs, similar to the AACSB in the US. EQUIS is the European counterpart for the same .

**51) Which product get its name from its contents phenol-synthetic ?(Hint: Toiletries)**

Cinhol--Cinhol is made up of synthetic phenol hence the name Cinhol that makes it

Vegetarian, and hence to make it distinguishable this name was adapted. and so much so that it has become a super brand..

**52) Every body knows last supper but do you know what is "first supper"?**

First Supper – it is the first dinner paid by Macnamra with Diners Club Card of Diners Club International.

**53) who has come on the playboy magazine cover the max n how many times?**

Pamela Anderson , with 11 covers to her name

**54) Who invented the small alkaline battery?**

Lew Urry [in 1949]

**55) Who coined the term 'battery'?**

Benjamin Franklin [in1748 ] first coined the term "battery" to describe an array of charged glass plates.

**56) Which is the most common space battery?**

Nickel-Cadmium

**57) Which Godman of Indian origin was famous for his collection of Rolls-Royce cars?**

Osho.(Rajnish).

**58) In which Sherlock Holmes' story does the detective let go the criminal and says to Dr**

Watson "...it is the season of forgiveness." [the case began "upon the second morning

After Christmas"]?  
The Adventure of the Blue Carbuncle

**59) Whose birthday is celebrated throughout the world on 25th January?**

Robert Burns

**60) On what road did Nellie the Elephant meet the Head of the Herd?**

Mandalay

**61) Which Instrument does the Leader of an Orchestra play?**

Violin

**62) Bewick and Whooper are types of what bird?**

Swan

**63) To which flower family does garlic belong?**

The Allium family

## Business Quiz

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### General Quiz:

1. What was founded by Herb Kelleher in 1973 in Dallas, Texas, USA?

**South West Airlines**

2. The former chairman of Proctor & Gamble, Edwin L. Artzt got a nickname for his demanding and harsh treatment of his subordinates. How he nick-named?

**Wrecking Ball**

3. Shashi Chimala sold his IT startup Indigo Technologies to Chennai based SSI technologies before eyeing into his new venture which is totally unrelated to his previous field. Name it?

**Qwikys Coffee**

4. Who endorsed the shaving product 'Erasmic', a brand owned by Hindustan Lever Limited, in 1970s?

**Tony Creig**

5. In business context what is claimed to the fame of Åhus, a town in Sweden?

**Manufacturing base of Absolut Vodka**

6. Which NRI businessman owns the Caparo Group?

**Lord Swaraj Paul**

7. Cannought Plaza Restaurants and Hardcastle Restaurants have had the responsibility for the entry of Which MNC to India ?

**McDonalds**

8. N.Thanu got a double first class in BA from Loyola College, Madras. He worked as an illustrator in Ananda Vikatan and later with The Indian Express and Swarajya. Which famous organisation was founded by him?

**Brilliant Tutorials**

9. Which Indian industrialist owned Tail Winds limited?

### Naresh Goyal of Jet Airways

10. What were built under the project 178 ?  
**FIAT cars Siena, Siena Weekend and Palio**

11. This famous business personality earned money by repairing toy trains when he was at 13. His father escaped from the British Police in 1920 and landed in USA with \$20 in his pocket and later married an American school teacher and settled in Philadelphia. His corporate headquarters is known as "The Mountain". Identify him.

**Dr. Amar Bose**

12. Which famous corporate was founded in 1894 in Zlin and made its presence in India in 1931 and commenced the manufacturing of shoes at Batanagar plant in 1936?

**BATA**

13. Name the world's largest fully integrated Live Entertainment company?

**SFX (Spectacular Fun eXcitemen)**

14. What is the name of Belgium's National Airlines?

**SABENA - Societe anonyme Belge d'Exploitation de la Navigation Aeriene**

15. What is the commercial Tradename of Monosodium Glutamate?

**Ajinomotto**

16. Name the company founded by Acharya P.C. Ray and Rajshekar basu in the early 1920's?

**Bengal Chemicals**

17. Hindustan Motors' Ambassador adopted its model from Which British car model?

**Morris Oxford**

18. From the following lines identify the Corporate. "Since 1935, We have given

## Business Quiz

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millions of apples to countless daily visitors to the agency worldwide"

**Leo Burnett**

19. With which brand of healthcare house would Dr.Mukesh Batra associated?

**Positive Health Foundation** - First Corporate Homeopathic Clinic in India and the First ISO 9002 certified homeopathic clinic worldwide

20. Initially it was started as 'Brahmanara Coffee Club' in 1924 and changed the name in 1951 to the present one. In 1976, during emergency, it started instant foods business due to the price controls imposed by the Indira Gandhi Government. Identify this successful desi company/brand?

**MTR - Mavalli Tiffin Rooms**

### Abbreviations:

1. How do we better know the Fabbrica Italiana Automobili Torino?

**FIAT**

2. What does SIM stand for in cellular telephone industry?

**Subscriber Identity Module**

3. One of the most successful small cars on Indian road is ZEN from Maruti. What does it mean?

**Zero Engine Noise**

4. CIPLA was set up by Khwaja Abdul Hamied in 1935 in India. Expand CIPLA

**The Chemical Industrial and Pharmaceutical Laboratories**

5. What is CALS, an initiative framework for e-commerce developed by US Department of Defence?

**Continuous Acquisition Life-cycle Support**

6. What does the abbreviation FFP stand for as in airlines jargon?

**Frequent Flyer Programme**

7. If you buy health drink brands you would have noticed the words RDA Balanced Formula on it. What does it mean?

**Recommended Dietary Allowance**

8. Expand SKG in the production house Dreamworks SKG?

**Spielberg, Katzenberg and Geffen**

9. The famous luxury goods maker IKEA was founded in 1943 by Ingvar Kamprad. What does IKEA mean?

**I and K from the initials of the founder, E and A stands for Elmtaryd and Agunnaryd, the farmhouse and the village respectively, where I K grew up**

10. In computer terminology what does the acronym VERONICA stand for?

**Very Easy Rodent Oriented Netwide Index for Computer Archives**

**11. DHL-Dalsey, Hillblom and Lynn**

### Stock Market:

1.Name the index which used to detect the Bullish or Bearish trend in stock market?

**Advance-Dcline Index. Ratio of the number of shares which increase pricewise to those decreased pricewise**

2. What are the certificates issued by the US depository bank representing the shares of a foriegn company?

**American Depository Receipts**

3. What was formed under the Banyan tree at Hormiman Circle?

**Bombay Stock Exchange**

4. What does Chalu Upla mean in stock trading?

**An unofficial deal, i.e a deal not made on the floor of exchange**

## Business Quiz

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5. How is the interest paid by the buyers on the borrowed fund in carry forward transaction called?

**Contango**

6. Name the Stock Market Regulator in United Kingdom?

**Financial Services Authority**

7. Name the first Public Sector share quoted on the Bombay Stock Exchange?

**Hindustan Petroleum Corporation Limited**

8. Name the First women President of a Stock Exchange in India?

**Omana Abraham of Cochin Stock Exchange**

9. What is DJIA in world stock market trading?

**Dow Jones Industrial Average, an average of 30 blue chip stocks**

10. Which is the first foreign company listed on NYSE?

**SONY**

11. NASDAQ- **National Association of Securities Dealers Automated Quotations**

12. SEBI chairman- **C.B. Bhav**

13. NSE- 1992-Listed: 1587--**Mr.RAVI**

**NARAIN Managing Director**

14. BSE -1875-Listed: **4909**

15. Total Stock exchanges in India- **23**

16. World Bank/International Bank for Reconstruction and Development- President:

**Robert B. Zoellick/27-12-1947/186 countries.**

### **Finance and Economics:**

1. In the world of trade and commerce what is special about the commissioning of Monte dei Paschi si Siena in Italy in 1742?

**First Trading Bank in the world**

2. Which bank is promoted by 20th Century Finance Corporation and Keppel Tatlee Bank of Singapore in India?

### **Centurion Bank**

3. Name the term used for depreciating a company's intangible assets?

**Amortization**

4. This term is derived from the Greek word 'Oikanomia' means "House Management". What is it?

**Economy**

5. What is known as the cost of living index which represents the goods and services purchased by consumers?

**CPI - Consumer Price Index**

6. How ABN-AMRO bank got it's present name?

**ABN-Algemene Bank Nederland. AMRO-formed after the merger of Amsterdamsche Bank and Rotterdamsche Bank. Created after the merger of ABN & AMRO in 1991**

7. What is known as "Greenshoe Option" or "Overallotment"?

**A typical underwriting agreement allows the underwriters to buy upto an additional 15% of shares at the offering price.The term originated from the Green Shoe company which first having this option.**

8. Name the first Indian woman CEO of a Foreign Bank?

**Tarini Vaidya of KBC Bank India & South Asia**

9. Royal & Sun Alliance recently re-entered, after 29 years, to Indian financial market and it is the first foreign insurance company started operations here through a joint venture with an Indian company. Name the company?

**Sundaram Finance**

10. He is the pioneer in mutual fund industry and often referred as the Father of Index

## Business Quiz

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Fund investing. He created the first S&P 500 Index fund. Identify this famous person?  
**John Bogle**

11. In Indian economic scenario what significant reform was introduced by the Indian Government on April 1, 1957?  
**Decimal Coinage System was introduced**

12. Who founded the famous Wall Street Journal?  
**Charles Dow and Edward Jones**

13. Name the first private sector corporate launched the gold fund in India?  
**Dundee Mutual Fund**

14. Which financial services giant is referred as the "Thundering Herd"?  
**Merrill Lynch**

15. What is an unusual service offered by Bank of Baroda at Tirupati?  
**Only bank in India to sell Prasad**

16. What term became popular after the newspaper report of Watergate Scandal in the year 1973?  
**Money Laundering**

17. How does the transaction termed when a company borrow money to lend it at a profit, taking advantage of a **short term rise in interest rate**?  
**Round Tripping**

18. What is the exchange rate of one currency for another over a fixed period of time called?  
**Swap or Currency Swap**

19. In which country's coins you can find the following lines imprinted, 'This is the root of all evils' ?  
**Vatican City**

20. Name the person who introduced the 'Double Entry' book keeping concept?  
**Lucas Pacioli**

21. Name India's largest Mutual Fund scheme which recently had a troublesome run and make the investors unhappy?  
**US 64 from UTI**

22. Name this famous personality who founded Pratichi Trust with the use of his Nobel Prize money?  
**Amartya Sen**

23. Who is the first woman became the President of Madras Chamber of Commerce?  
**Mallika Srinivasan**

24. What is known as the purchase of insurance against losses because of currency fluctuations?  
**Hedging**

25. If you are going for a 'Forward Contract' what will you do?  
**Sell or Purchase a specified amount of a foreign currency at a fixed rate of exchange for delivery or settlement on a specific time limit**

26. Which successful investor is popularly known as "The Oracle of Omaha"? And his famous quote is "Rule No.1: Never loss money, Rule No.2: Never forget the Rule No.1"  
**Warren Buffet**

27. Which is India's first Equipment Bank launched recently by SREI International Finance Ltd.?  
**Quipo**

28. Currency trivia. In India where is the Paper for the currency manufactured?  
**Security paper Mill at Hoshangabad, Madhya Pradesh**

## Business Quiz

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29. What do you call when a firm's actual bank balance is greater than the balance shown in the firm's book?

**Payment Float**

30. What is ANCOM?

**Andean Common Market covering Bolivia, Chile, Colombia, Ecuador, Peru and Venezuela**

31. Which word was derived from the French word Bougette meaning 'Little Bag'?

**Budget**

32. What is known as the 'Slash Fund'?

**Money spent for payment towards the influential persons for the benefit of organizations**

33. What does 'Asset Tripping' mean?

**Buying a company to sell its assets**

34. Which is the only country having paper currency and have no coins and it introduced cheque only in 1997?

**Vietnam**

35. This agreement was introduced in 1946 that each government pledged to maintain a fixed exchange rate for its currency. This arrangement supposed to reduce the risk involved in international trade and transactions. Name the agreement?

**Bretton Woods Agreement**

36. In financial lingo what is a 'Bridge Loan'?

**Temporary finance provided until the availability of long-term arrangements**

37. What is a 'Credit Crunch'?

**Supply of credit falls, though there is sufficient demand**

38. What is the rate of interest at which short-term funds are exchanged between banks in London called?

**LIBOR, London Interbank Offered Rate**

39. What is known as the working balance in foreign currency maintained by a bank in Country X with its correspondent bank in Country Y to facilitate delivery or receipt of currencies?

**Nostro Account**

40. Who created SDR, Special Drawing Rights, in 1967 which deals with the reserve of international assets whose value is based on the widely used currencies?

**International Monetary Fund**

41. Who is known as the Father of modern Economics?

**Adam Smith**

42. Which country's foreign market is known as 'Rembrandt Market'?

**The Netherlands**

43. Where is the European Central Bank located?

**Frankfurt**

44. In 1921 the three Presidency Banks in India named Bank of Bengal, Bank of Bombay and Bank of Madras were amalgamated to form which other Bank?

**Imperial Bank of India**

45. Which is India's first Credit Rating Agency set up jointly by LIC, GIC, UTI, ICICI and Asian Development Bank in January 1988?

**Credit Rating Information Services of India Limited, CRISIL**

46. In money market, what is the term used for the non-convertible paper money?

**Fiat Money**

47. What are the Bonds that carry low ratings with correspondingly higher yields called?

**Junk Bonds**

## Business Quiz

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48. Which country's currency is known as Drachma, which in Greek means 'to grasp'?

**Greece**

49. If you file the 'chapter number 11' in USA in the name of your company what would you do?

**Filing Bankruptcy**

50. CAMEL is an effective system of rating by the banks. The model insists five main criteria and based on these the financial health is evaluated on a scale of highest to lowest, 1 to 5. In that A means 'asset quality', M means 'management' and L for 'liability', then what are C and E refer?

**Capital adequacy and Earning**