

# **BUSINESS QUIZ**



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**Himalaya Publishing House**

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# PREFACE

The book has been compiled with great care keeping in mind the competitiveness and the need of students to keep them updated with fast changing present day business environment. It has been quite fun and pleasure that we authors experienced, while preparing the questions and facts for this book. This book will help students to improve their inquisitiveness and urge for learning which has acted as the driving force behind this endeavour.

Our experience as organisers of management meets in our institution and the expertise as quiz content designers and trainers for management students helped us to undertake this venture to design this book. This effort would provide the guidance and information to face the competitive exams and contests with enthusiasm and confidence. From our experience, book in area such as business quiz is a glaring necessity, as lack of availability of such books often hamper and curtail the enthusiasm of rural students to participate in national level biz quiz contests.

The book has been carefully categorised into multiple heads namely, company, milestones, advertisement, personality, in general and the inclusion of micro areas, like Kids, Maritime, Sports and Automobiles stands distinctive.

This book tries to share successful advertisements, the reason for its success and the personalities behind such advertisements and how they successfully differentiated the products they represented to create an interest into the science of advertising. The book takes a look at how business grew taking different route like mergers and acquisitions along the way sharing the path tread by successful business personalities.

This book provides an insight into different entrepreneurial ventures that captures the spirit of entrepreneurs which in turn should ignite young business minds. Being a book on business quiz, there will be certain areas which can change over a very small period of time perhaps even when the book goes to print, like, the largest and fastest as given in the book. The book just serves to guide students to look into such facets of management.

We sincerely thank the owners of Himalaya Publishers for having taken efforts in bringing the book to print and have a special regard for Ms. Sangeetha Rajesh, Editor, Himalaya Publishing House Pvt. Ltd., Chennai. We thank Mr. Yeshwanth Rao, Executive, Himalaya Publishers for his efforts in getting this work on print.

**Authors**

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# Section – I

1. Company
2. Founder
3. Name
4. Brand
5. Product
6. Personality
7. Advertisement
8. Mergers and Acquisitions
9. Milestones





## Questions

1. Which company had to make a recall of its drug Vioxx in 2004, the drug which earned it revenues totalling \$ 2.3 billion in 2003?
2. Which company was the sole supplier of the infamous napalm to the US military during the Vietnam War?
3. For which company did former US Vice-president Dick Cheney serve as the chairman and CEO from 1995 to 2000?
4. Which company created the original Mickey Mouse watch for Disney in 1914?
5. Which is the only firm in India to produce the indelible ink used in elections?
6. In 1826 an enterprising Scotsman established a trading company with its headquarters in Madras. After a change of hands this company is presently the ` 5,000 crore United Spirits Ltd. What was the name of the company and the person who established it?
7. Which company has moved into the social networking arena with an initiative [www.myhumannetwork.com](http://www.myhumannetwork.com), a site which enables individuals and organizations to associate with causes and initiatives close to their heart?
8. Which company has globally launched Creative Suite 5 master collection?
9. Which public sector enterprise has launched three new tea brands – MIM Organic Darjeeling tea, 'Himalayan Delite' organic green Darjeeling tea and 'Speciality tea'?
10. Which company manufactures Portland Pozzollana Cement (PPC) with the brand name Champion?
11. Its name was chosen by the poet Raghavan Nambiar and it was first published in 1890. It grew from a weekly to a bi-weekly in 1901, a tri-weekly in 1918 and a daily since 1928. What is it?
12. Which Indian company has claimed the pioneering innovation in textile industry, the 'DEO2' a chemical that would arrest the growth

- of fungi and bacteria keeping fabric fresh and anti-odour even after day long wearing in humid and warm climates like India?
13. Which company has launched the 'JOOS' brand of lithium mobile phone batteries?
  14. Which company was started in 1898 and has its name projects like building the Hoover Dam, The Hong Kong International Airport and the Channel Tunnel, the under sea tunnel linking UK and France?
  15. Which is the first original combat aircraft developed by Embraer and which later became a successful military prop trainer with more than 650 units sold around the world?
  16. Which company is referred to as Big Blue?
  17. What is the in-flight magazine of Finnair called?
  18. Which luxury leather goods manufacturing company was started by Dilip Kumar in Puducherry?
  19. John Francis Queeny could not continue his education after the age of twelve due to the great Chicago fire of 1871. His first job was as an office boy with the drug firm of Tolman and King. In 1891 he came to St. Louis as an employee of Meyer Brother's drug company. He married shortly and incorporated his company in the name of his wife in 1901. His company used saccharine as its chief product and expanded into the general manufacture of fine chemicals. Identify the company.
  20. Which is the first company to flag-off operations after the concession agreement allowing the private sector to ply container trains?
  21. S. Susindran a typical home textiles company in Karur district in Tamil Nadu, started exporting to the US from 1997. It soon shifted the pillow filling work from India to the US where it has a 200 strong all American workforce. In 2002 it set-up a base in China and all man-made fibre products are made in China. His company based on a worked out model now identifies the product on behalf of Walmart, Target, JCPenney and Kmart in US, manufactures and ships them to outlets and works with retail floor managers till the product is sold. Identify the company.
  22. K. Gopal started a company to manufacture valves for pumps. By 1970 he started manufacturing pumps. Today, it is a household name associated with water lifting pumps in the Indian market. Starting with a handful of irrigation equipments the company caters hugely to industries like agriculture and mining and is one of the first ones in India to come up with 100 per cent stainless steel pumps. Identify the company.
  23. Rajiv Mittal was sent to India from London in 1996 by his employer an Austrian headquartered water treatment major, to start the Indian operations. When the parent wanted to sell-off the India business in 2005, Mittal teamed up with three colleagues and with support from

- ICICI Ventures bought out the company. In 2007 Mittal again with ICICI Venture bought out the Vienna based parent and built the prestigious Chennai desalination plant. Identify the company.
24. Which was the first Indian company to launch an indigenously developed Hepatitis B vaccine?
  25. Manish Sabharwal along with his college friends Ashok Reddy and Mohit Gupta started one of the country's largest HR Services provider which has formed the country's first public-private partnership employment exchange – the Karnataka Employment Centre. Name the HR Services Company.
  26. Which is the world's largest diamond manufacturing company?
  27. Vikaas Gutgutia started India's first floriculture retail network, with a small seed capital of ₹ 5,000 in 1994 which has grown to nearly 100 outlets, 70 strategic alliances across the country and nearly 160 vendor partners outside the country. This is the first chain in India to offer local and imported flowers through its own web portal. Identify the company.
  28. M. Manal saw restless elephants being fed with a root to pacify them which made him to develop the anti-hypertensive drug Serpina. He spent his days riding his bicycle through the forests and learning about herbs from the local healers. This legacy of researching nature has converted Ayurveda's herbal tradition into a complete range of proprietary formulations dedicated to healthy living and longevity. Name the company.
  29. Which personal computer company was formed in 1982 by Rod Canion, Jim Harris and Bill Murto, former Texas senior managers?
  30. Pandiarajan along with his wife started a HR Services Company with a French term as its name meaning 'my word'. His company is now part of Randstad (Earlier it was part of Vedior since 2004 and Randstad acquired Vedior). The company was officially formed on August 15, 1992. Name the company.
  31. Which Ahmedabad based technology company introduced Pi, an e-book reader in March 2010, programmed to support 13 different Indian languages?
  32. Which is the oldest textile company in India, established in 1871 and now part of Ashok PIRAMAL Group?
  33. Two Scotsmen George Stephen and Alexander started a partnership firm in February 1867, at Kolkata. In 1972, it became a public sector company and is involved in diverse fields like industrial packaging, tourism packages, etc. Identify the company.
  34. Which company was the first to mass produce penicillin and is today the world's largest producer of psychiatric medicines?

35. This pharma major, X publishes, 'The X Manuals' a series of medical reference books that includes the 'X manual of Diagnosis and Therapy', the world's best selling medical textbook and the 'X index', a collection of information about chemical compounds. Name this company X.
36. Which pharma company when faced with a shortage of Calcium Citrate that it imported from Italy for the manufacture of Citric acid during World War I learned of a fungus that converts sugar to Citric acid and was able to commercialize production of Citric acid through this route since 1919?
37. Which cosmetic company was started because the then Indian Prime Minister Jawaharlal Nehru was concerned that Indian women were spending precious foreign exchange on beauty products and personally requested JRD Tata to manufacture them in India?
38. Desh Bandu Gupta worked for four years with Khandelwal Laboratories and two years at May & Baker. In 1968 with a capital base of ` 5,000 he bought over a defunct company and subcontracted the manufacture of drugs to a number of small suppliers. Its sales revenue is ` 37,775.9 crore for FY09. It's putting together a blue print known as 'plan 13' which charts the company's growth plans between now and 2013. Name the company.
39. Ajit Balakrishnan and Arun Nanda after completing a course on Mass Communication and Marketing borrowed ` 1 lakh, acquired premises on a haunted building in Worli-Mumbai and opened a shop. Today, it is a leading media agency in India and comprises a creative agency, a media company, an event management company and OOH (Out Of Home) offering. It also runs *India Abroad*, a widely read weekly newspaper for the non-resident Indian community in the USA. Identify the company.
40. This was started as a cooperative society-cum-trust in March 1959 by seven middle-class house wives with a total investment of ` 80, its first products being batches of papads rolled by hand on a building terrace in Mumbai's Bhuleshwar locality. Their product has expanded to 19 offerings, including papad, khakra, masala and even detergents and provides employment to over 4,000 women all over India. Identify the company.
41. This company started out as 'The Aircraft Research Laboratory' in 1917 which was reorganized as Nakajima Aircraft Company Ltd. and was the primary manufacturer of aircraft for Japan during World War II. What is the present name of the company?
42. Which is the largest single location cement plant in India?
43. What is the maximum number of characters that can be posted on Twitter?

44. Which airline introduced the 'Everyday Low Fare' programme in order to increase the average load factor which was at 70 per cent in each flight?
45. For what technology upgradation did 'Kelly Moore paints', partner with Autech software and design?
46. Which Dutch brewing company was initiated by Gerard Adriaan in 1864 that now owns brands like Żywiec, Birra Moretti and Cruzcampo?
47. What is the present name of the company that was started in 1895 in South Africa as South African Breweries which later acquired a brewing company in North America from the Altria Group?
48. Which company manufactures the tortoise coils?
49. Which company has launched Ireland's first pyramid shaped tea bag?
50. Who was the logistics partner for Nokia when they offered to replace one million faulty batteries in August 2007, which involved a mammoth transnational effort?
51. Who acquired Biocon's enzyme business with which Kiran Mazumdar Shaw started her entrepreneurial career?
52. Which is the first Indian bank to issue hybrid, which is a financial instrument that has the characteristic of both debt and equity?
53. Which company has partnered with S&T Motors of Korea to assemble and sell S&T's Hyosung branded two-wheelers in the Indian market?
54. What is the name of the urban retail sales and service outlet of Amara Raja Battery?
55. Which Indian company has acquired Malaysia's Sabah Forest Industries (SFI) which operates the largest pulp and paper mill in Malaysia?
56. Which construction company executed the foundation for the Gate way of India?
57. What is the name of the smart basic hotel launched by Roots Corporation Limited?
58. Which company was started post a bicycle tour arranged by John C. Dangler in 1933?
59. What is the name of the sandwich retail chain started by friends Sinclair Beecham and Julian Metcalfe which comes from the French for 'ready to eat'?
60. Which is the oldest air carrier in the world still operating under its original name?
61. Who is the first aircraft manufacturer in the world to manufacture 1,00,000 aircrafts?

62. Which company delivered the 'world's first space consumable pizza' that was eaten by the astronauts living onboard?
63. Who is the largest manufacturer of Stainless Steel and Silver plated cutlery in India?
64. What is the name of the company that was founded as California Perfume Company by David H McConnell, a door-to-door book seller who gave perfumes to entice women and who later found the perfume more popular than his books?
65. John Bissell arrived in India in 1958 on a two-year contract from Ford Foundation to work with the nascent Indian crafts set-up. In 1960 he incorporated his company in the US. Bissell met Terence Conran of Habitat; a leading European alternate retail chain which was a major customer for more than two decades. Due to regulations, he registered it as an Indian company in 1976 and the first retail store was started in Greater Kailash I, Delhi in 1976. Today there are 123 stores and the chain has become synonymous with ethnic trends and is a case study in Harvard Business. Identify the retail chain.
66. Which place in India is associated with the highest value car transaction in India within a short period involving Mercedes Benz?
67. Why is the Qantas Airways so named?
68. Who own's the Eveready brand in countries other than India, Nepal and Bhutan?
69. Which agency was founded by Vanessa Ohri and Jaishri Sivaraman that helps working women making a come back find flexible work options?
70. Raj Saraf founded the mass market focused PC brand Zenith. Name his daughter who launched the luxury brand Vu Technologies.
71. Which clock company was started by Benedict & Burnham manufacturing company, a leading brass producer?
72. What is the name of the global nutrition, weight loss and skin care company founded by Mark Hughes who attributed the product to the weight loss concerns of his mother whose death he attributed to an eating disorder and an unhealthy approach to weight loss?
73. What is the name of the company started by Greg Herro, Mike Herro, Rusty VandenBiesen and Dean VandenBiesen to synthesize memorial diamond from the carbonised remains of humans and other pets?
74. Which company was started by Shivkisan Agarwal in Bikaner, Rajasthan?
75. Which cooperative sells milk, curd and sweets under the name Nandini?

76. With which Chinese company has the Anil Dhirubhai Ambani Group signed a \$ 8.29 billion deal to supply power equipment?
77. What is the other name of Central Workshop, Thiruchirapalli, the biggest wagon construction unit in India?
78. Which bank was founded by the family of Devkaran Nanjee under the name Devkaran Nanjee Banking Company Ltd.?
79. Whose IPO did the Indian media hail as 'Black Gold'?
80. Identify this car brand that invented the muscle car model under its flamboyant engineer John Z. Delorean, identifiable by their split grille and red arrowhead emblem in the middle and named for the Michigan city where the company started.
81. Which is at present the only Indian company to own an English premier league football team, Blackburn Rovers?
82. Shriji Arvind Singh Mewar has built a chain of luxury hotels, all palaces and Royal retreats named \_\_\_\_\_.
83. Which US headquartered IT Company of Israeli origin has acquired the Indian companies Apar Infotech (which was in outsourced product development space) and Hyderabad-based Innova solutions?
84. Which company acquired Boots Health Care International in 2006 for \$ 1.9 billion bringing under its portfolio Clearasil, Nurofen?
85. Which company had acquired Indo Pharmaceutical works in 1995, Recon Health Care in 2000, German Remedies in 2001, Aten in 2001, Banyan Chemicals in 2002, Alpharma France in 2003, Nippon Universal Pharmaceuticals in 2007 and Simayla in 2009?
86. Which is the largest investment bank in the world?
87. Who has launched Ontario, a processor that combines the power of central processing unit and graphic processing unit in one chip?
88. Which company has launched the LeAF range of e-readers and e-diaries?
89. Julian Assange is the founder of a company whose slogan is 'We open Governments'. Identify.
90. Which is the largest wheel manufacturer in the world?
91. What is the present name of the company that was started as Rampur Distillery and has brands such as 8 PM whisky, Contessa rum and Old Admiral brandy?
92. Which company was established in 1984 by Rajesh Kumar Wadhawan as a financial company for providing loans for the purpose of construction of houses?
93. Which company was started by Atul Nishar in 1990 as a provider of process outsourcing and IT services throughout the globe?

94. Gurumukh Das Somani started as a roadside chaat vendor in Ahmedabad's down-market industrial suburb of Naroda. He later opened a roadside eatery in upmarket Western Ahmedabad along with a tag line, 'Delhi's Chandni Chowk now comes to Ahmedabad'. He soon entered into catering and started a centralised kitchen (Food factory) and extended it to a one-stop solution for the wedding market. He has nine bakery outlets and an Italian speciality restaurant named 'Little Italy'. Identify his ₹ 100 crore group for which he is CMD.
95. Which Indian corporate was the first to offer international share offering when it offered global depository receipts listed on New York Stock Exchange?
96. Which is the first Indian company to win the Deming prize for total quality management?
97. Which is India's first retail store to get an ISO certification?
98. Which company unveiled two Facebook focused Android phones called Cloud Touch and Cloud Q?
99. Who has started India's first mall for pre-owned trucks?
100. Hemu Ramaiah while in Chennai's Stella Maris College started working part-time at Taj Hotel's book shop. She rented a space on Nungambakkam High Road and went ahead without a nameboard and frontage for selling books and then incorporated sections for toys, gifts, cards and music. She introduced computerised inventory and billing – a first for any book store. As a backward integration she started Westland books in 1993 as a distribution company. By 2005 the employee base touched 1,300. In 2005 she sold 75 per cent stake to Tata Group and again in 2008 sold the balance stake. Identify the retail chain.
101. Which company has acquired Siva's Soft Drink Pvt. Ltd.'s Fruitnik brand?
102. Which company set-up the first ever telegraph line between India and London in 1870?
103. Which corporate happens to be the largest bankruptcy filing in US history when this Wall Street entity filed for chapter 11 on September 15, 2008?
104. What was the reason that caused BP's shareholders to lose \$ 93.4 billion in just 59 days in 2010?
105. Which on line e-learning portal where the teaching approach is based on translating the concept of cricket for an easy understanding of management problems has been started by former Indian cricket skipper Kris Srikanth?

106. Which pharmaceutical company was established by Dr. John Gray and George Frederick Bingham in 1892 that was known for the antiseptic product Betadine solution and Senokot laxatives?
107. Which company is a major bottler of Coca-Cola whose brands include Grolsch, Peroni Nastro and Pilsner Urquell?
108. Why was the name 'Pizza Hut' so chosen?
109. Which company invented the 'T' Shirts, both printed and plain, in 1950 and established a new style in casual wear?
110. This television channel was launched by Usman Fayaz and G. Murthy whose Martin Lottery Agencies Ltd., started the channel to promote transparency in lottery trade. It is a niche channel dedicated to music in Southern India. Identify the channel.
111. Which company has launched lastminuteinventory.com to offer unsold media spaces online?
112. Which company has opened a showroom at the holy shrine of Mato Vaishno Devi that sells chattars, mukuts, chain, gold and silver coins and help devotees to purchase offerings that are as pure as their emotions?
113. Which Indian company acquired the bankrupt US suit maker Hartmarx Corporation?
114. What is the present name of the company that was originally set-up as Central Provinces Prospecting Syndicate in 1896?
115. Which company developed the Flora silk scarf and the Jackie O shoulder bag?
116. Which company's artisans developed a leather weaving technique called intercciato (criss-cross weave) that happens to be the signature of the brand?
117. Who has launched, 'Smart Kitchen' – a company owned showroom selling its entire range of pressure cookers, non-stick cookware, etc.?
118. What is the name of Bharat Petroleum Corporations retail chain which has been an 'Errand Mall' proposition?
119. Which is the world's highest airfield?
120. Which is India's first ever branded public issue?
121. Which Indian hospitality chain's indigenous spa brand is Jiva?
122. What is AFR, which was set-up in Associated Cement Company (ACC) in late 2005 by Holcim?
123. Which company launched the carbon 20 initiative in 2007 which aims to cut carbon footprint from creation to disposal by 20 per cent by 2020?
124. Which is the first airline in the world to introduce the business class?
125. Which is the lone paint company that supplies to nuclear power plants in India with its protective coatings?

126. What is common between Michael Porter, Catherine Hayden, Mark Fuller, Joseph Fuller, Mary Kearney, Michael Bell, Mark Thomas and Thomas Craig?
127. Which was the first Indian knitwear company to go public?
128. Which concrete pumping company set a world record for vertically pumping concrete to a height of 2,345.8 ft. while constructing the Parbati hydro-electric power project in Himachal Pradesh?
129. Which is considered as India's first microfinance institution?
130. Which country's national airline is Koninklijke Luchtvaart Maatschappij?
131. What is the name of the real estate and tourism property development firm that created the two large man-made island Jumeirah Palm and Jebel Ali Palm?
132. Vishal Anand started this e-commerce company that made small town people log on to the net and order branded products by the click of the mouse. It was at one time the only portal to sell two-wheelers and LG Sampoorna colour televisions online. The business model is unique by combining e-commerce with direct selling and has introduced a human interface in the form of a web chain owner for the tech weary. Identify the company.
133. K.R. Naik started his career with IBM and soon started his own assembling and trading in computers and components from its garage like operations. In 1994 he became a partner of Taiwanese Corporation and acquired its present name. He is a leader in the networking interface cards, hubs and modem market and one of the largest manufacturers of motherboards in India. His company is also into structured copper cabling products. Identify the company.
134. What is the present name of the company that began as 'The Imperial Tobacco Company India Ltd.' in 1910?
135. Which company discovered the world's largest oil field (Ghawar) in Saudi Arabia?
136. What is Smaland with reference to IKEA stores?
137. This company bought Halfords a bicycle and car parts business in 1991 and developed the children's world business in early 90s, but sold both of them in 2002 and 1996 respectively. It sold the Lasix' eye surgery services to Optical Express in 2004. It developed Ibuprofen a pain killer and sold it to BASF in 2004. Identify the company.
138. A ticker symbol is a short abbreviation used to uniquely identify publicly traded shares of a particular stock on a particular stock market. What does LVB as a US ticker symbol represent?

139. What was the name of the hard drive and storage solutions manufacturer that was incorporated in 1978 as Shugart Technology?
140. What is the present name of the company that was known as Amalgamated Copper Mining Company?
141. Where in the world is Kit Kat not produced by Nestle?
142. What is common between Hutch, HMV, Andrex, Dulux and Mack trucks?
143. Which is the first Indian company to launch a handheld console?
144. This confectionery manufacturer had acquired a plant in Tanzania making it the first Indian multinational confectionery company. It has also set-up a manufacturing plant in Johannesburg, South Africa. It was earlier the confectionery division of the Bakeman's Group. It sold its Minto brand to ITC in 2001. It's famous for its products like Time Bomb, India's first centre filled sour gum and Loco POCO that was introduced with a tattoo. Identify the company.
145. X is the largest single location cement plant in Northern India and is part of the B.G. Bangur family. Its red oxide cement under the brand name X Ultra Red Oxide Jung Rodhak Cement, it claims has rust retarding properties. Their per tonne energy consumption is one of the lowest in the world and is the first in the country to use 100 per cent petroleum coke (a waste from refineries) for their captive thermal power project. Identify the company.
146. What is the name of the lonely wives club of TCS conceived by Mala Ramadorai which was initially a networking and support group for TCS wives but has now extended to a global network covering TCS-ers in all locations and organizes group activities like trekking trips, yoga and music lessons?
147. Margaret Rudkins, third son was allergic and asthmatic, a condition which made him unable to eat commercially available foods. She decided to bake her own stone ground whole wheat bread which suited her son and was also endorsed by her son's doctor. Soon she started selling the bread through a grocery stall and at speciality shops in New York City. Margaret had no business model but every loaf was made sure that it was as good as can be. The *Readers Digest* published an article called "Bread Deluxe" which gave lot of publicity to the product. In 1961 she sold the company to Campbell soup and became the first woman to serve on the Campbell soup board. Identify the company.
148. Who sold cyanoacrylate to Loctite who distributed it under the brand name 'Loctite Quick Set 404' in the 1960s until it manufactured its own cyanoacrylate which it marketed as 'Super Bonder'?

149. Who were the outfitters for Roald Amundsen, the first man to reach the South Pole?
150. Dom Perignon a brand of vintage champagne, named after a monk who was an important quality pioneer for champagne wine is produced by \_\_\_\_\_.
151. Which jewellery retail chain introduced Karat meter, the only non-destructive means to check the purity of gold and machine made jewellery?
152. Which company's name was changed to Altria Group Inc. in 2003?
153. What is the present name of the company that had its roots as a regional air-charter company named Tradewinds Charters, formed in 1976?
154. Which company was founded in 1925 by Arthur J Nesbitt and Peter A Thomson?
155. What is COGS and DIO from the point of view of consumer product companies?
156. Which Canadian Oil Company was fined \$ 2.92 million in October 2010 for causing the death of 1,603 ducks?
157. What is the present name of the company that was started as GE Capital International Services (GECIS) started to offshore back-office work to India?
158. Who founded the country's first aviation company that was later to become Hindustan Aeronautics Ltd. (HAL)?
159. Why was The Goodyear Tyre and Rubber Company so named?
160. What was the first major product of Kashio (present-day Casio)?
161. The T in the music label T Series (Super Cassettes Industries Limited) stands for.
162. Nintendo when translated from Japanese to English means.
163. If it is IOS for Apple then WoPhone is for.
164. Sheaffer is a brand of pens owned by.
165. *Bombay Times* founded on November 3, 1838 has been renamed as.
166. Who has agreed to buy out Australian Stock Exchange on a move to cut cost and fight competition?
167. Starting from a four-hectare rose farm in Bangalore in 1994, the company has moved to manage 220 hectares of rose farms in Ethiopia, Kenya and India. It is the global leader in cut rose production and is adding 450 more hectares in Ethiopia. What is the name of the company?
168. Who coined the watch brand name Rolex?

169. What is the name of the corporate biography of Sandvik Asia brought out in commemoration of Sandvik Asia's golden jubilee celebration which charts the company's progress in the context of India's economic and political milestones?
170. Which company has introduced, "The Mosquito Killing System", in the Indian market being manufactured by Product Research and Development LLC of the U.S. and developed with the assistance of NASA?
171. What is the present name of Taketsuru's company?
172. Which book store was set-up by Charles, his son William and Clifford, the business was purchased by Leonard Riggio in 1971 and in 1974 became the first book store to advertise on television?
173. The first woman to serve as an air hostess was Ms Ellen Church, a registered American nurse. Which airlines had hired her?
174. Which is the oldest joint stock bank in India and it was incorporated by a group of Europeans and nationalized in 1969 when it was owned by Chartered Bank?
175. What did Hotel Chocolat start in 1998 that helped its style of relying on customers for feedback for its trial versions?
176. Which is India's first hotel to have been granted permission to operate helicopters from its roof top heliport?
177. This group draws its history and name from two music stores established in 1865 by Bernado Xavier and Luis Manoel subsequently located at the over a century old Jer Mahal building in down town Mumbai's Dhobi Talao area. In 1953 the first store, essentially a Christian religious and Sporting goods store was purchased by John A. Gomes while the other was purchased by him six years later. The Gomes family still holds 70 per cent in this music venture having 14 stores, franchises and showrooms in North and South India. Identify the music store chain.
178. The upcoming film '*The Social Network*' is about which internet phenomenon?
179. Which not-for-profit venture, has set-up an initiative called the India-Japan Initiative (IJI) to help Indian and Japanese companies do business with each other with two broad areas of focus, business and culture – the former includes manufacturing and IT and the latter ranges from teaching Japanese women to wear a sari to sake appreciation?
180. Uniball is a brand of pen and pencils made by \_\_\_\_\_.
181. Daily Bread founded in 2003 by Arjun Sekri is a wholly-owned subsidiary of \_\_\_\_\_.

182. Which company was established at la Ferte'-Milon in France and is a leader in writing instruments, presently headquartered in Valence?
183. Which diagnostic equipment company launched project DISHA a telemedicine initiative in association with ISRO and Apollo in July 2005?
184. Which is the world's largest family run spirit company?
185. Which is the largest pencil manufacturing company in India?
186. What was the name of the company Exide when it was started in 1888?
187. D. Sudhakar Reddy, member of the promoter family of Oriental Hotels Ltd. has started a bakery chain, named \_\_\_\_\_.
188. For which company did Frank Peters create the In-Er Seal Package which is a system of inter-folded wax paper and cardboard to "seal in the freshness" of the product?
189. Which company introduced King Cola?
190. Which company was founded based on Sven Wingqvist's 1907 Swedish patent for a multi-row self-aligning radial ball bearing?
191. Which company traces its history to the formation of Norwich Union by Thomas Bignold in 1797 and the commercial union in 1861?
192. Which company is credited with designing the first men's underwear brief in 1934, introducing the first men's underwear print advertisement, organizing the first underwear fashion show and designing special long underwear for NASA astronauts?
193. What is business model of the Miami based website [www.bagborrowsteal.com](http://www.bagborrowsteal.com)?
194. In May 1860 the French Ministry of finance permitted the Comptoir d'Escompte de Paris (CNEP), a joint stock bank which was set-up in 1848, by a special decree to create branches overseas, for the first time in Shanghai, Calcutta and Bombay. In 1913, CNEP was merged with a French bank Banque Nationale pour le Commerce et l'Industrie to form the Banque Nationale de Paris which in 1999 bid for another bank to form the present outfit which has completed 150 years of its existence in India with eight branches the first having been started in the present-day Kolkata \_\_\_\_\_.
195. Which company donated 500 2 GB flash drives to underprivileged children in India through their partner Bharti Foundation as part of their Satya Bharti School Programme?
196. What is the present name of the company registered in 1984 by a Houston born man as 'PCs Limited' to sell personal computers directly to consumers, saving the costs of an indirect retail channel?

197. Which among the present twenty-two private life insurance companies in India is as on date the only company that does not have a foreign partner and operates as a standalone company?
198. Which scheme was launched by ITC to inculcate the habit of segregating waste and increasing the level of recycling garbage?
199. The used and pre-owned car business of which Indian company is named "True Value"?
200. Which company launched the world's first Hepatitis A vaccine?
201. What does the McDonalds motto of 'QSC' stand for?
202. For which technology was there a battle between Bajaj and TVS when TVS planned to launch the Flame motorcycle?
203. What is the present name of the company that was started as 'Ideal' in Berlin in 1923?
204. Which mercantile institution was set-up by Sardar Dayal Singh Majithia in Lahore, with an emblem of three mountain peaks?
205. Which is the first ever company in India to be taken over by its workers union?
206. Which company created the first mass produced pocket watch and the first pocket watch with two time zones?
207. What is the name of the restaurant chain that was started as Bell's Drive-in by Marine Glen Bell?
208. This Japanese company entered India as a joint venture with Kalyani Group but could not use its name as a Bangalore based Indian company was using the same and hence retailed its product under the name Optonica. Later it freed its brand name through an out of court settlement with that company. Identify this Japanese concern.
209. Which is India's only higher education NBFC and which was started by Anil and Ajay Bohra?
210. Which group owns the speciality retail chain 'Mom & Me' that caters to the need of pregnant women, young mothers, infants and children?
211. What is the name of the online retail company founded by Gap Inc. in 2006?
212. Which company first exploited the opportunity to reach Indian homes with water purifier at affordable rates?
213. Which company developed the solar powered Gramateller Duo ATMs?
214. Which group has introduced the super-luxury bus concept "Konferenz on Wheels"?
215. Which Swiss based company introduced limited edition of divinity pens embodying Ganesha, Shiva and Buddha?

216. Which company's initiative is Corporate Service Corps (CSC) that combines Leadership Development and Corporate Social Responsibility?
217. Connect Hino Motors, Scion, Daihatsu, Highlander and Tundra to a giant umbrella company.
218. Which mobile operator in India first offered Third Generation services?
219. This Italian company was founded by two brothers in 1934 and engaged in design and manufacture of menswear and accessories and is today run by the second and third generation of the family. The present marketing director is credited for taking the brand to Canada and Mexico and is today the only player in the Italian province around Milan. It entered India and has partnered with Genesis Luxury Pvt. Ltd. Name the company and the person.
220. Which company's venture is Megamart?
221. This company is the world's second largest professional services firm. Its consultancy business was absorbed into IBM Global Business Services in the year 2002. In September 2010, the name was shortened as PwC as a result of brand repositioning with an introduction of new logo. Name the company.
222. The Korean Lak-Hui chemicals established into plastic industry with Goldstar Co. Later they merged to form this company. Name it.
223. Which airline was acquired by Kalanidhi Maran, The Sun Group and has become a part of Kal Airways?
224. Which company owns the chain of skin care facilities with the brand name of "Kaya Skin Clinic"?
225. This company was started in 1929 when Radio Corporation of America started a UK branch called RCA Services to support the cinema industry. It runs, trains, operates hospitals, schools and prisons and manages air traffic control systems and missile defence systems on behalf of governments. It is said to employ more scientists in UK than anyone else. In 2008 it acquired 60 per cent stake in Infovision and increased its presence in India with the acquisition of Intelenet. Identify the company.
226. What is the name of the shell company set-up by ex-McKinsey head Rajat Gupta?

## Answers

1. Merck {the drug was known to double the risk of sudden cardiac attacks leading to deaths than those who took Celebrex (Vioxx's main rival)}
2. Dow Chemical

3. Halliburton
4. Timex
5. Mysore Paints and Varnish Ltd.
6. McDowell & Co. and Angus McDowell
7. CISCO
8. Adobe
9. Andrew Yule Company
10. Prism Cement
11. Malayala Manorama
12. Vimal
13. Okaya Power Group (OPG)
14. Bechtel
15. Tucano
16. IBM
17. Blue Wings
18. Hidesign (He started his venture as a hobby, a one man artisan shop in 1978 and still teaches students at Auroville on International affairs).
19. Monsanto
20. Gateway Distriparks (the wagon used were still of Concor (Container Corporation of India))
21. Sabare International
22. CRI Pumps (Coimbatore's Rajendran Industries)
23. VA Tech Wabag
24. Hyderabad based Shantha Biotechnics in 1997
25. Teamlease
26. The Antwerp headquartered \$ 1.8 billion Rosyblue Group
27. Ferns 'N' Petals
28. Himalaya Drug Company
29. Compaq Computer Corporation
30. Ma Foi
31. Infibeam
32. Morarjee Textiles (formerly the Morarjee Goculdas Spinning and Weaving Co.)
33. Balmer Lawrie (George Stephen Balmer and Alexander Lawrie)
34. Eli Lilly and Company
35. Merck
36. Pfizer

37. Lakme
38. Lupin
39. Rediffusion
40. Shri Mahila Griha Udyog Ltd. makers of Lijjat Papad
41. Fiji Heavy Industries
42. Vasavadatta cement section
43. 140
44. Malaysian Airlines
45. Click & Paint V3, that helps customers to visualize the way their house will look post-painting
46. Heineken
47. SABMiller
48. Bombay Chemicals
49. Lyons Tea
50. DHL
51. The world's largest enzyme company, Novozyme
52. UCO Bank
53. Garware Bestretch makers of latex and rubber products
54. Pitstop
55. BILT
56. Gammon India
57. Ginger
58. SITA (Students International Travel Association)
59. Pret A Manger
60. KLM
61. Cessna
62. Pizza Hut
63. Kishco, its new cookware plant at Nashik has an in-house facility for manufacturing hard anodized ware, non-stick ware, pressure cookers, etc.
64. Avon
65. Fab India
66. Aurangabad where Mercedes Benz sold 150 cars to a group of customers valued at close to ` 150 crore
67. Queensland and Northern Territory Aerial service
68. Energizer
69. Moms@work

70. Devita Saraf
71. The Waterbury Clock Company
72. Herbalife International
73. Life Gem
74. Haldirams
75. Karnataka Milk Federation
76. Shanghai Electric Group
77. Golden Rock Locomotive Workshop
78. Dena Bank
79. Coal India
80. Pontiac
81. Pune based Venkateshwara Hatcheries
82. HRH (Historic Resorts Hotels)
83. Ness Technologies
84. Reckitt Benckiser
85. Cadila Health Care
86. Nomura
87. AMD (Advanced Micro Devices)
88. Vestal Enterprise a 100 per cent subsidiary of Vestal Corporation, Singapore
89. Wikileaks
90. Hayes Lemmerz
91. Radico Khaitan
92. Dewan Housing Finance Corporation
93. Hexaware Technologies
94. Grand Bhagwati Group of Hotels and Restaurants
95. Reliance
96. Sundaram Clayton
97. Landmark
98. INQ
99. Shriram Transport Finance Company
100. Landmark
101. Amrutanjan
102. Cable and Wireless (C&W)
103. Lehman Brothers Investment Bank

104. Oil spill at the company's Macondo project deep-water rig in the Gulf of Mexico
105. [www.careerstrokes.com](http://www.careerstrokes.com)
106. Purdue Pharma
107. SABMiller
108. There were only three spaces left after the word Pizza
109. Ladybird
110. Southern Spice Music
111. Dentsu India
112. MMTC Ltd.
113. S. Kumars Nationwide through SKNL North America
114. Manganese Ore India Ltd.
115. Gucci
116. Bottega Veneta
117. Prestige
118. In & Out
119. Bangda airport in Eastern Tibet
120. Reliance Khazana in 1986
121. Taj
122. Alternative Fuels and Raw Materials. Coprocessing is the practice of substituting fossil fuel (mostly coal) with hazardous and other wastes in a cement kiln. The process is referred to as thermal substitution and is considered a better way to dispose of hazardous waste compared to a land fill.
123. Reckitt Benckiser
124. Qantas
125. Berger
126. They started the privately owned management consulting firm Monitor group
127. TT Ltd., (formerly Tirupati Texnit Ltd.) in 1990
128. Schwing Stetter
129. Shri Mahila SEWA Sahkari Bank set-up as an urban cooperative bank
130. The Netherlands. It's usually abbreviated as KLM
131. Nakheel
132. Mahamaza.com
133. D-Link
134. Indian Tobacco Company (since 1970)

135. SoCal
136. A play area where parents can drop their children while they do their shopping
137. Boots
138. Steinway musical instruments. It has chosen LVB to honour composer Ludwig van Beethoven.
139. Seagate Technology
140. Anaconda Copper Mining Company
141. USA. In USA alone Kit Kat is produced under license by The Hershey Company, due to a prior licensing agreement with Rowntree
142. A breed of dog as logo or appears in their advertisement
143. HCL
144. Candico India
145. Shree Cement
146. Maitree
147. Pepperidge Farm
148. Eastman Kodak
149. Burberry
150. Moet & Chandon
151. Tanishq
152. Philips Morris Companies
153. Silk Air
154. Power Corporation of Canada
155. Cost of Goods Sold and Days Inventory Outstanding
156. Ontario Syncrude
157. Genpact
158. Walchand Hirachand (Doshi)
159. In honour of Charles Goodyear who invented vulcanized rubber in 1839
160. Yubiwa pipe, a finger ring that would hold a cigarette allowing the holder to smoke the cigarette down to its nub
161. Trishul
162. 'Leave luck to heaven'
163. China Unicom
164. BIC Corporation
165. *Times of India*
166. Singapore Stock Exchange

167. Karuturi Global Limited and its Managing Director is Ramakrishna Karuturi
168. Hans Wilsdorf
169. The spirit of Sandvik
170. Alpha Moscon Technologies. It was designed to attract mosquitoes using its natural hunting patterns
171. Nikka
172. Barnes and Noble
173. United Airlines
174. Allahabad Bank
175. The Chocolate Tasting Club
176. ITC Royal Gardenia, Bangalore
177. Furtados
178. Facebook
179. The Pune based Kirloskar Foundation
180. Mitsubishi Pencil Company
181. Britannia
182. Reynolds
183. Philips
184. Bacardi
185. Hindustan Pencils (which has brands such as Apsara and Nataraj)
186. Electric Storage Battery Company
187. La Boulangerie
188. National Biscuit Company for its UNEEDA Biscuit
189. Anheuser-Busch
190. SKF
191. Aviva
192. Jockey
193. Rents designer handbags to women. It charges a monthly fee to borrow designer bags which are shipped by FedEx and come with a return shipping label.
194. BNP Paribas
195. Transcend
196. Dell
197. Sahara India Life Insurance
198. WOW (Wealth Out of Waste)
199. Maruti Udyog Ltd.

200. SmithKline Beecham
201. Quality Service and Cleanliness
202. Digital Twin-Spark-Ignition Technology
203. Blaupunkt
204. Punjab National Bank
205. Kamani Tubes Ltd.
206. Tissot
207. Taco Bell
208. Sharp
209. Credila (HDFC now owns a 62 per cent stake in it)
210. Mahindra and Mahindra Group
211. Pipeline
212. HUL with Pureit (works without running water or power, gets switched off when not in use and provide germ kill)
213. Vortex Engineering in collaboration with IIT, Madras
214. Parveen Travels, a Chennai-based fleet operator
215. Caran D' Ache
216. IBM
217. Toyota
218. Mahanagar Telephone Nigam Limited, New Delhi is the first Mobile operator in India to launch 3G services named "MTNL 3G Jadoo".
219. Canali; Paolo Canali, MD (3<sup>rd</sup> generation of the family); founded by the brothers Giovanni and Giacomo Canali
220. Arvind Mills Ltd.
221. PricewaterhouseCoopers LLP
222. LG – abbreviation of 'Lucky Goldstar' but associated with the tagline 'Life's Good'
223. SpiceJet Ltd.
224. Marico Industries
225. Serco
226. Pasha Ventures

