

The prelims consisted of 25 questions. Here wego!

1. Which Company has a logo called Joe and the ad line “change your body, Change your life” ?

Ans- Gold’s Gym



2. The Italian company Barilla is the world’s largest maker of what ?



Ans: Pasta

3. The Indian arm of which company traces its history to the accounting practice of Marc Merengue and W.A.Brown in Calcutta in 19th century.

Ans: PWC



4. Identify

Ans: Vineet Nayar

5. What was first patented in 1949 as “classifying apparatus and methods” and described as “article classification through the medium of identifying patterns” ?

Ans: Bar Code.

6. Which cleaning product first appeared in 1904 as an off shoot of monkey brand soap and has the meaning “force,vigour” ?

Ans: Vim

7.In food and FMCG category marketing. what is LUP ?

Ans: Low Unit Packaging.

8. Identify the advertiser:



Ans: Deccan Chronicle.

9. Which finance term derives from Latin word meaning “condition of flowing” ?

Ans: Currency.

10. Which Hotel founded by four Armenian Sarkies brothers , during WW II it was renamed as Syonan Ryokan meaning “Light of South” ?

Ans : Raffles.

11. Which cellphone maker launched superluxury mobile phones costing 1.11 lakhs under the brand name “Aura” ?

Ans: Motorola

12. Which chocolate brand set up its own website “www.takeitlightly.com” ?

Ans : Cadbury Perk

13. Which Unilever brand launched the world’s largest jigsaw puzzle challenge called “Life the great challenge” in Mumbai ?

Ans: Lipton



14.

15. Ellen Kullman became the first woman CEO of which company in its 200 year history ?

Ans: Dupont

16. Which former ICICI banker has joined the board of Infosys ?

Ans: K.V.Kamath

17. What is the new low cost arm of Jet Airways launched in May 2009 ?

Ans: Jet Konnect.

18. Which computer manufacturer launched ultra thin luxury laptop line “Adamo” ?

Ans: Dell

19. Which computer giant offers a new service “Magcloud” which tests anyone print their own magazine?

Ans: HP

20. Which two wheeler manufacturer’s marketing initiative “Keep riding” to give buyers a true feel of its motorcycles ?

Ans: Royal Enfield

21. Who owns Codex Leiciester ?

Ans: Bill Gates.

22. Which university was founded in 1961 at Elk Grove village, Illinois, located at 2815, Jorie Boulevard in Oak Brook, Chicago, Illinois, over 70,000 people have graduated from here from 119 countries ?

Ans: Hamburger University.

23. Born at 10, Downing Street, London, the second son of Prime Minister Fredrick John Robinson he was an authority in Self and Local governance. Who is this , in whose name a landmark stands at CHENNAI ?

Ans: Lord Rippon.

24. Audio Version of this ad :

Ans: Nescafe.

25. Identify the advertiser.

Ans: Dinamalar 😊

# Tata Crucible Corporate Quiz -Chennai Finals Q&A

By bplusq

TATA TRACK:

1.This company won a patent on Basmati Rice.

Ans: RiceTec

2. It gets its name from a tribe in Iran.

Ans:Godrej

3. Paper ideas (or) ideas in paper

Ans: BILT (Ballarpur Industries Limited)

4.Formal off ground wear for Manchester United

Ans: PAULSMITH

5. Excel, Dynasty, Genesis.

Ans: Hyundai.

6. Against all odds.

Ans: Toyota.

7. Ronald Reagan

Ans: Van Heusen.

Round 2: Optical Crucible.

1.Onida print ad.

2. Identify the laboratory started by him.



Ans: Jyothy Labs

3. Whose ad campaign is this ?



Brand Launch Ad

4. Connect :



Unable to recollect other two pics.

Ans: Grameen

5. What is this ?



Ans: First ever Share Certificate.

6. Connect:



Ans: Revolver

## Round 3 – TATA Round:

1. TATA Technologies.
2. THE GATEWAY HOTELS.
3. TAL Vertipark- an Innovative Tower Parking solution
4. TATA AIG – Tata co associated with renewal of Premiums

## Round 4: Multi Clue Crucible:

Q1 : 1. Sponsored by

 2. Brand

 3. Isaac Meritt



Ans: Singer Sewing Machines.

Q2. Brand name:



2. 

3. 

## TATA CRUCIBLE-CHENNAI

Ans: Saudi Aramco

Q3. Emaar

Q4. Target Corporation.

Round 5 – Rapid Crucible:

1. Founded in 1988 by Dr. Eli Harari and Sanjay Mehrotra, listed in NASDAQ on 1995. Identify the company.

Ans: SANDISK

2. Who owns the Monarch Group ?

Ans: Mithun Chakraborti.

3. "If my life is double life"

Ans: Alyque Padamsee.

4. Full form of GCC in GCC Summit:

Ans: Gulf Co-ordination Committee.

5. Founder – Peter Peterson, financial services company.

Ans: Blackstone.

Tie breaker: Dell in India started climate edu exchange initiative, who is the principal partner in India ?

Ans: Teri

NON-TATA TRACK

## ROUND 1- GET AHEAD

1. Founded by Narayana Ranga Rao in 1948 as "Mysore Products and General Trading Company" producing soap nut, turmeric and agarbathis, its presence in 40 countries.

Ans: Cycle Brand

2. I own a Bombay based company, I am the designer of Indian version of Lambretta, owns Automobile Products of India .



Ans: M.A.Chidambaram

3. Created by Greeks and Romans in 600 A.D. ,”the organised guild for benevolent societies”,  
What concept ?

Ans: concept of Life being Insured

4.The Japanese and Italians are the first one to use it. Chinese use specific Arabic gum, egg whites, gelatin and bees wax. Identify this.

Ans: Nail Polish.

5.Kamadhenu- Auspicious

Kaanch- Voice of People

Lotus- Purity

Grass- Fertility

Sun- Vitality

What are these referring to ?

Ans: The logo of “THE HINDU” newspaper (two elephants missing)

6.What is in the world of finance ? “Seigniorage”

Ans: The difference between the face value of a coin and the cost of producing, distributing and retiring it from circulation.

Round 2 – Throttle Ahead

1. Id



2. Id



3. Pic of a Social networking Website. Whose entry into india ?

Ans: Yahoo

4. What special about this Time magazine?



Ans: No visual at the back ground for the first time.