India Business Quiz

Business- Quizzes, News and more

Weekly Business Quiz # 202

October 9, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q1. Which small town in USA is home to 67 Coca Cola millionaires who have been buying Coke shares since 1920s and have kept with them ?

Ans. Quincy, Florida

Q 2. Which healthcare venture is funded by Azim Premji in his personal capacity ?

Ans. Health Care Global

Q 3. Which PSU had supplied critical equipment for LHC thereby deserving some credit for the Nobel prize in Physics this year ?

Ans. ECIL

Q4. Which brand has replaced Thums Up as the largest selling soft drink in India ?

Ans. Sprite

Q5. Besides being Public sector banks what is common to Bank of India, Allahabad Bank, United Bank and SBI ?

Ans. CMDs are women

Q6. Which co recently lost its reign over the purple colour in a UK court against Nestle ?

Ans. Cadbury (Mondelez)

Q7. After Enron went bust who owns and runs the infamous Dabhol power plant ?

Ans. Ratnagiri Gas and Power Ltd , a JV of NTPC and GAIL

Q8. Which cricketer will replace Dhoni as the new face of Big Bazaar ?

Ans. Shikhar Dhawan

Q9. What is ‘ Latte Art’ ?

Ans. Art made on coffee cup while poring cream over coffee

Q 10. After China which country stands No 2 as a.shoemaker of the world ?

Ans. Vietnam

Q 11Match the messaging apps to the country of their origin

a. Line b. Whatsapp c. WeChat

1. China 2. Japan 3. USA

Ans. Line – Japan, Whatsapp-USA, WeChat – China

Q 12. In economics, what do we call someone who consumes more than a fair share of limited resources or shoulders too little cost ?

Ans. Freerider

Q 13.Which celebrity couple are endorsing Prestige kitchen appliances ?

Ans. Abhishek and Aishwarya Bachchan

Q 14. With whom has Archaelogical survey of India tied up to offer 360 deg virtual view of India’s 100 monuments ?

Ans. Google

Q 15. What is the unique feature of Flutter a Indians promoted firm acquired by Google for 40 Mn $?

Ans. It can close apps or programs by gesture recognition

Q 16. As per companies act what is.the ceiling for.no of investors to which a private placement can be done ?

Ans. 49

Q 17. Which Ahmedabad based co has regd the MODI Kurta brand – mandarin collar shirts with an Indian twist ?

Ans. Jade Blue

Q 18. Which is India's largest English language trade publisher ?

Ans. Penguin Random House

Q 19. ___ has made an "unprecedented decision" among automotive makers, it is eliminating the "cigarette lighter jack" and replacing it with USB ?

Ans. Hyundai

Q 20.Which Indian co will be the title sponsor for the New York City Marathon this year ?

Ans. TCS

Q 21. How is Tirumala Tirupati Devstahanams promoting walking among the devotees visiting the Balaji temple ?

Ans. A free Laddoo

Q 22. Which country is No 1 on global remittances for 2012 as per World Bank ?

Ans. India with 70 bn $

Q 23. What is the approx cost per episide of 24 debuting in COLORS shortly ?

Ans. Rs 3 Crore

Q 24. Match the Indian IT cos to their european acquisitions

1 TCS 2 Cognzant 3 Infy

a Equinox b Alti c Lodestone

Ans. 1-b, 2, a, 3 -c

Q 25. After wrinkle free trousers we now have stitch less shirts. Who has launched such shirts in India ?

Ans. Arrow

Q 26. Three of the top investors in Microsoft want to throw out BIll Gates as Chairman. What is Gates' holding in Microsoft now ?

Ans. 4.5 %

Q 27. World economic forum publishes Human Capital Index. India is ranked 78th out of 122 countries. Which country is no 1 on this list ?

Ans. Switzerland

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 201

October 3, 2013

businessbaatein Uncategorized Brands, Business, India, quiz 1 Comment

Q 1. Name the IAS Officer who is incidentally a St Stephen, IIM-A alum who unearthed the Bihar Fodder scam.

Ans. Anil Khare

Q2. What is the subject of the movie " Fire in the Blood" by Dylan Mohan Gray ? Clue: It has an Indian Business connection.

Ans. Indian pharma industry's contribution to bring down cost of AIDS treatement in Africa. CIPLA is mentioned

Q3. With which company would you associate Colour Idea stores ?

Ans. Asian Paints

Q4. What is common to the iconic cars VW Beetle, Fiat 500 and BMW's Mini Cooper ?

Ans. Iconic cars popular elsewhere but failed in India

Q5. With which Indian group has Polaris tied up to manufacture ATVs in India ?

Ans. Eicher

Q6. From which three streams of education are the Aditya Birla Scholars identified and awarded scholarships annually ?

Ans. Engineering, Law and Management

Q7. Who will become the first woman to become the Chairman (chairperson) of State Bank of India after Pratip Chaudhuri retires ?

Ans. Arundhati Bhattacharya

Q 7. Due to the US govt shutdown many Federal employees will be on furlough . In simple words, what is a ‘furlough’ ?

Ans. Unpaid leave

Q8. In which highly successful TV series is Walter White a high school chemistry teacher who gets into Meth business and builds an empire ?

Ans. Breaking Bad

Q9. Apple has been rated as the most valuable brand for 2013 by interbrand. Which brand did it replace, a brand that was at the top since 2000 ?

Ans. Coca Cola

Q 10. Bitter Brew by William Knoedelseder is a book on the rise and fall of which major American company ?

Ans. Anheuser Busch, makers of Budweiser

Q 11. How did ‘Cappuccino’ get its name ?

Ans. Colour of the robes of the Capuchin monks

Q 12. Which brand has launched a TV which is supposed to have been co-created with Sachin Tendulkar ?

Ans. Toshiba

Q 13. Name the publication which was founded in July 1995 by David Talbot, often credited as the web’s first strictly online only magazine.

Ans. Salon.com

Q 14,What can you do by using the Google service goo.gl ?

Ans. URL shortening

Q 15. Which public sector co will implement India’s first chip fabrication facility to come up near Gandhinagar Gujarat ?

Ans. Hindustan Semiconductor Manufacturing Corporation

Q 16. What service was started by Google in 2002 when they realised their Search was not giving relevant results after 9/11 incident?

Ans. Google News

Q 17. What is Project Columbus launched by Hindustan Unilever Ltd ?

Ans. Rural distribution expansion

Q 18. In M & A lingo what is a 'Bear Hug " ?

Ans. An offer made by one company to buy the shares of another for a much higher per-share price than what that company is worth. A bear hug offer is usually made when there is doubt that the target company's management will be willing to sell.

Q 19. What is the difference between a 'samurai' bond and a 'sushi' bond ?

Ans. A Samurai bond is a foreign co making a bond issue in Japanese market and a 'Sushi" bond is a bond issued by a Japanese issuer in a market outside Japan and denominated in a currency other than the yen.

Q 20. Fabindia is test marketing a cola based on an unusual ingredient in some Indian cities. What is the ingredient ?

Ans. Tulsi

Q 21. According to Kellogg's in US only 36 % of adults and 60 % of children have breakfast. So what innovation has Kellogg's done ?

Ans. Cereal bars on-the-go

Q 22. In consumer behaviour what is 'buyer's remorse' ?

Ans. Sense of regret after making a purchase, usually a high value item like car or house.

- *Compiled by G.Mohan Twitter @ go_mohan*

Share this:

- Twitter1
- Facebook4
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 200

September 24, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. What is the name of the tool started by Google for creating and comparing Governments across the world ?

Ans. Constitute

Q 2. Why there may be little or no 0 % EMI schemes for buying gadgets and durables this festive season In India ?

Ans. RBI has asked all banks to stop such schemes.RBI is against the practice of banks tempting consumers to make big-ticket purchases by offering to break up credit card payments into EMIs.

Q 3. Name the businessman of Indian origin behind Fairfax, the company that has acquired Blackberry

Ans. Prem Watsa

Q4. Which video game launched recently has totted up 1 Bn $ sales in 3 days, which is the fastest by any entertainment property, incl films ?

Ans. Grand Theft Auto 5

Q 5. He is the richest Chinese. He owns AMC Theatres chain in US. He now wants to create a film complex bigger than Hollywood in China. Name him.

Ans. Wang Jialin of Dalian Wanda Group

Q6. Google has a new logo which does away with embossment and shadows. What font does Google logo use ?

Ans. Catull

Q7. The _____ Quarterly published articles on Enron as enthusiastically as Hello! runs pieces about the Beckhams. Fill in the blank.

Ans. MckInsey

Q8. Which husband and wife were the highest paid corporate executives in India last year ?

Ans. Kalanithi and Kaveri Maran of Sun TV

Q9. ‘ Grand brand ____’ by Balasubramanian and Ramakrishnan is a book about what or whom ? Fill in the blank.

Ans. Rajini (Rajinikant)

Q 10. In arts or engineering, who is a Bricoleur ?

Ans. Bricoleur is a person who constructs and creates a work from diverse range of things that are available at that particular time.

Q 11. In which City has the Mahindras announced an engineering college in association with Ecole centrale of France ?

Ans. Hyderabad

Q 12. Margo and Neem were age old brands of Calcutta Chemicals..Now who owns these brands ?

Ans. Jyothi Laboratories

Q 13. In ‘Seven elements that have changed the world ” by John Browne, the elements are Iron, Carbon, Gold, Silver…Name the balance three

Ans. Uranium, Titanium and Silicon

Q 14. Which economist/market analyst is known as Dr Doom and why he is called so ?

Ans. Nouriel Roubini for his pessimistic forecasts

Q 15. In which business are the startups Industree Crafts, Rangsutra, Earthy Goods, Crafts villa

Ans. Marketing of traditional handicrafts and handlooms

Q 16. Which business magazine has been sold by ABP to an undisclosed buyer ?

Ans. Business World

Q 17. Who has been selected as the MD for Tata Steel after the current one H.M.Nerurkar retires ?

Ans. T.V.Narendran

Q 18. With which adult magazine would you associate FriendFinder Networks which has filed for bankruptcy protection ?

Ans. Penthouse

Q 19. In which business is the Google financed co CALICO getting in ?

Ans. Research on preventing ageing

Q 20. What does the suffix c in iPhone 5c stand for ?

Ans. Color

Q 21. Denmark is a country with a growing population of ‘freegans’ . Who are freegans ?

Ans. Those who reclaim and eat discarded food.

Q 22. Why did Guinness a brewery get into the business of publishing Book of records ?

Ans. Sir Hugh Beaver, the managing director of of the Guinness Breweries got into an argument regarding which game bird is faster. As he could not find a reliable record for establishing it, he thought a book containing such records will be useful and started it in 1954.

Q 23. Which MOOC site will be offering the courses from leading UK universities online for free ?

Ans. FutureLearn

Q 24. Which town in Rajasthan is giving a good fight to Nagpur in the oranges market ?

Ans. Jhalawar

Q 25. What is the Guinness record made by Austin Coulson that has the Texas vanity plate ‘IM BIG’ ?

Ans. Smallest roadworthy car

Q 26. With which IT company would you associate Eliza , a blonde humanoid that can answer upto 1 lakh emails, and 67,000 phone calls every day ?

Ans. IPSoft

Share this:

- Twitter1
- Facebook3
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 199

September 17, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. “Smash it to pieces, love it to bits” is the ad slogan for which brand ?

Ans. Terry’s Chocolate Orange

Q 2. Which publication has the slogan ‘Capitalist Tool” ?

Ans. Forbes magazine

Q 3. What is the name of the Tamil newspaper launched by The Hindu recently ?

Ans. The Hindu (written in Tamil)

Q4. Two of the uncles of Lawrence Summers, former Treasury Secretary and person to become Fed Chairman were Nobel Prize winners. Name them.

Ans. Paul Samuelson, paternal uncle and Kenneth Arrow, maternal uncle.

Q 5. Chicken would soon become the largest selling meat in the world. What sells more than chicken now ?

Ans. Pork

Q6. What is the phrase for a good or product traded in the non-physical realm, typically in online communities and games ?

Ans. Virtual goods

Q7. As per the new Companies Act, what is the minimum number of women directors mandatory in a Company Board of Directors ?

Ans. One

Q8. Which Indian businessman’s IT account was hacked by a Hyderabad based CA student and has been caught ?

Ans. Anil Ambani

Q9. From which co has Hindalco picked up Mr Satish Pai as their CEO of aluminium business at Us $ 5 Mn per year, apparently highest paid exec. ?

Ans. Schlumberger

Q 10. Taking private, going public seems to be a cycle As Dell decides to go private which Hotel co is going public after going pvt earlier?

Ans. Hilton Worldwide..It had gone private in 2004

Q 11. What law in US makes it possible for TWITTER Inc to file for an IPO and yet keep its finances confidential ?

Ans. JOBS (Jumpstart on Business Startups) Act

Q 12. Name this partner and friend of Warren Buffett, with whom he bought Heinz and also the richest Brazilian in the world. He owns 3G Capital.

Ans. Jorge Paulo Lemann

Q 13. What is unique about the newly launched Nokia 114 ?

Ans. First mobile with urdu capability

Q 14. Which American car major introduced Minivan as a separate category in cars, 30 years ago ?

Ans. Chrysler

Q 15. Why is RBI angry with people who make garlands out if currency notes in marriages and political gatherings ?

Ans. Defacing reduces the life of the currency

Q 16. Which bank has issued an advertisement in the papers that though it has no bank in its name it is a Scheduled Commercial Bank as per RBI ?

Ans. BNP Paribas

Q 17. What brand of food and bakery products are owned by the North Indian firm Mrs Bector's ?

Ans. Cremica

Q 18. Which cement unit of Jaypee has been acquired by Ultratech for 3800 crore ?

Ans. Gujarat unit

Q 19. In HR lingo, who or what is a Boomerang ?

Ans. An employee who returns after quitting earlier

Q 20. Which new web-site/ network is positioning itself as the LinkedIn for Blue collar jobs like welders, technicians etc ?

Ans. Workhands

Q 21. Green shoots indicates first signs of recovery from a recession. Who and when used this term first in the economics context ?

Ans. Norman Lamont,then chancellor of the exchequer of UK during the 1991 recession.

Q 22. Who has acquired the Transmission and Distribution business of Hyderabad based Vijai Electricals ?

Ans. Toshiba

Q 23. Name this Chinese drink which is a white spirit and retails for 300 $ a bottle. It is believed to have been the spirit behind the Red Army.

Ans. Baijiu

Q 24. Which unusual player has entered the smart watch market by announcing NISMO ?

Ans. Nissan

25. Identify the logo and its business

Ans. Lululemon Athletica, Yoga apparel

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter2
- Facebook3
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 198

September 10, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1,.Why did its founders, Tompkins and Klopp name the outdoor products company 'The North Face' ?

Ans. Climbing the The North face of any mountain is toughest in the Northern Hemisphere

Q 2. What unique pre-paid service has been started under the name Baron Eagle in India ?

Ans. Prepaid service for hiring planes and helicopters for HNIs and Corporates

Q 3. Which consumer products co is offering 10% discount as its leader for last 42 years Sri Gajanan Pendharkar celebrates 80th bday?

Ans. Vicco Laboratories

Q 4. About whom Jobs once said, "He has more operational power than anyone else at Apple except me" ?

Ans. Jonathan Ive , SVP of Design

Q 5. What is common to Tesla Motors, LinkedIn, YouTube, Yelp and Yammer ?

Ans. All cos floated by ex Paypal people, known as Paypal mafia

Q 6. Taj Group has created a recycling project for PET bottles thrown from their hotels in Chennai. What products are made out of them ?

Ans. Chairs and tables

Q 7. If the start ups area around San Francisco Bay Area is called Silcon Valley, what is the start ups area around Los Angeles called ?

Ans. Silicon beach

Q 8. In the book Barons of Banking by Bakhtiar Dadabhoy six eminent bankers in India upto the 1990s have been covered. Name them

Ans. Sir Sorabji Pochkhanawala, Sir Purushotamdas Thakurdas, . Sir Chintaman D. Desmukh, A.D.Shroff, H.T.Parekh & R.K.Talwar.

Q9. Why did young engineer Arul Kumar from Salem receive a reward of $ 12,500 from Facebook ?

Ans. Identifying a bug which resulted in one member being able to delete another member's photos

Q 10. Which co in news was set up by Fredrik Idestam as a wood pulp mill company 148 years ago?

Ans. Nokia

Q 11. Which coupon site got an overwhelming response to its onion offer at Rs 9 per kg even leading to the site crashing for 10 minutes ?

Ans. Groupon

Q 12. What does the Buttonwood column in the Economist magazine cover and how did it get its name ?

Ans. It covers stock market.It got its name from the Buttonwood Agreement of 17 may,1792,the agreement so named after the tree individuals would gather under daily,trading stocks and bonds.

Q 13. The Union Telecom Minister Kapil sibal inaugurated EDUROAM facility yesterday on the occasion of Teacher's Day. What is it ?

Ans. Free Internet for academics worldwide

Q 14. A school dropout from Gujarat who has made it big in trading, power and infrastructure. He is known as The Other Big A. Name him.

Ans. Gautam Adani

Q 15. What business term comes from the French phrase that means "pledge to the death" ?

Ans. Mortgage

Q 16. For what price has Microsoft acquired Nokia's cellphone business ?

Ans. US $ 7.2 Bn

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook4
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 197

September 3, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. Who is the author of the soon to be released book ' How not to make money ' ?

Ans. Raj Kundra of Rajasthan Royals

Q 2. B-Schools like ISB, SPJain Institute are using the Flipped Classroom model. What is a Flipped Classroom ?

Ans. Students watch lectures are delivered through videos on their own and then assemble in the class to discuss

Q 3. The Vodafone – Verizon deal was called Project River. What were Vodafone and Verizon called to keep them secret ?

Ans. Verizon was called Hudson and Vodafone as Thames , after the rivers close to their offices

Q 4. The most expensive coffee in the world retails at 80$ a cup. It is made from the shit of palm civet. Name it.

Ans. Kopi Luwak

Q 5. What term often used in management jargon was given by Alex Osborne 60 years ago ?

Ans. Brainstorming

Q 6. What was the original name of Nike ? Philip Knight when he went to Japan to import sports shoes he made up a name.

Ans. Blue Ribbon Sports

Q7. Which Indian patriotic film song was used in a television commercial for the Pakistani Al Habib Bank in 2012 ?

Ans. Hum layen haim toofan se kashti nikal ke by Kavi Pradeep from Jagriti

Q8. If RECs are traded in India Energy Exchange, expand REC . Clue : They come in two varieties Solar and Non-Solar.

Ans. Renewable Energy Certificates

Q9. Which brand of Britannia was rejected to be registered as a trademark because it was too close to the generic name ?

Ans. Snax

Q 10.Which actor MBA has produced the Shoojit Sircar directed films Vicky Donor and Madras Cafe ?

Ans. John Abraham

Q 11. Besides being PSUs, what is common to the following Air India, MTNL, BSNL and HMT Ltd ?

Ans. Loss making in the last 3 years

Q 12 With which fast food chain would you associate Connaught Plaza restaurants Pvt Ltd ?

Ans. McDonald's

Q 13. Which company is the largest exporter of buffalo meat from India for the last 20 years ?

Ans. Allanasons

Q 14. After 25 years Titan has a new logo and has also renamed the company. What is its new name ?

Ans. Titan Company Limited

Q 15. In which business is the company AEG, Anschutz Entertainment Group ?

Ans. Managing stadia and arena

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 196

August 28, 2013

businessbaatein Uncategorized Brands, Business, India, quiz 1 Comment

Q 1. Which major international generics pharma manufacturer is making a large FDI to make India its largest sourcing base ?

Ans. Mylan

Q 2. Which car manufacturer has promised that they will launch self driving cars by 2020 ?

Ans. Nissan

Q 3. Besides being the best batsman ever, what was the profession of Sir Don Bradman ?

Ans. Stockbroker

Q 4. Who are the top 3 suppliers (countries) of crude oil to India ?

Ans. Saudi Arabia, Iran and Venezeula

Q 5. Under what rule is the PSU Shipping Corporation if India set to lose its Navaratna status ?

Ans. Losses in 3 consecutive financial years

Q 6. What is the Project through which Mark Zuckerberg wants to bring access to Internet the next 5 Billion ?

Ans. Internet.org

Q7. Who said ” A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large.” ?

Ans. Henry ford

Q 8. “An American in Gandhi’s India” is a book about an American who brought Apples to Himachal Pradesh. Name him.

A**ns. Samuel ‘ Satyananda ” Stokes**

Q 9. Who is known as the Father of Fracking, the technology that helps production of shale gas ?

Ans. George P.Mitchell

Q 10. Who will be the new Director of IIM Ahmedabad from September 2 ?

Ans. Ashish Nanda

Q 11. What brand of premium chocolates has been launched by Nestlé to counter Toblerone and Ferrero Rocher ?

Ans. Alpino

Q 12. RIL has launched Vimal suitings with the tagline “be unformal’. What is unformal ? They say it isnt informal

Ans. Unusual Formal

Q 13. Nishi Vasudeva will be the first woman CMD of a Navratna PSU. Which PSU will she head ?

Ans. HPCL

Q 14. What is the name given Google , where Google + members can connect to experts ?

Ans. Google + HelpOut

Q 15. Which drink introduced recently by Heineken was invented in Germany for sportsmen seeking something between a beer and a soft drink ?

Ans. Radler

Q 16. In which tech company, the CEO says the company culture is ‘work-life balance is for those who don’t like their work’ ?

Ans. Amazon

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 195

August 20, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. In a move to reduce outgo of forex and earn customs duty, what is the duty imposed by Govt of India in import of TVs from August 26 ?

Ans. 35 %

Q 2. Expand VCES, the service tax amnesty scheme launched by GoI .

Ans. Voluntary Compliance Encouragement Scheme

Q 3.Which co has patented a 'pay-per-gaze' technology that will help advertisers track emotional response to real world and online ads ?

Ans. Google

Q4. Which is India's and perhaps world's largest permission marketing firm which uses 'missed call' to get potential customers ?

Ans. ZipDial

Q5. What was the tag line of the Vijay's Tamil film Thalaiva, which led to a standoff with the TN CM and hence not allowed to release in TN ?

Ans. Time to Lead

Q6. Which policy, now discontinued by Google, led to the creation of products like GMail, Google Reader, Google News etc ?

Ans. 20% time on personal projects for employees

Q 7. Airtel has launched an entertainment store for selling videos, music, photos etc.What is the price of each download there ?

Ans. Re 1.

Q8. With layoffs illegal in Japan, how do Japanese companies like Sony deal with their excess staff ?

Ans. Employees are assigned to a Boredom Room where they spend time reading newspapers and technical books

Q 9. As per a recent Forbes study what us the average revenue per app earned by developers who build Apple apps ?

Ans. 17.5 cents

Q 10. How did Levi Strauss the man behind the eponymous brand of jeans make his wealth ?

Ans. Supplying tools like shovels to Gold miners

Q 11. Who is the partner of Shripal Morakhia in the sports entertainment venture Smaaash Entertainment which has augmented reality simulators ?

Ans. Sachin tendulkar

Q 12. As onion prices are likely to hit Rs 100 per kg soon, govt has fixed a minimum export price for onions. What is the value ?

Ans. 650 $ per tonne

Q 13. Which agency owns the not for profit venture capital firm In-Q-Tel that invests in cutting edge IT related to intelligence ?

Ans. CIA

- *Compiled by G.Mohan Twitter handle @go_mohan*

For visual questions please also visit the FB page
http://www.facebook.com/IndiaBusinessQuiz

Share this:

- Twitter1
- Facebook6
- Email
- Print
- More

-

Like this:

Weekly Business Quiz # 194

August 14, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. Over 100000 people have applied paying 38 $ for Mars One project. What is the offer ?

Ans. One way trip to Mars

Q 2. Which UMPP is.owned by the co Coastal Gujarat Power Ltd ?

Ans. Mundra in Gujarat , part of Tata Power

Q 3. Wade Groom, an employee of LaCoste Manhattan store lost his job because he posted something against co policy on Instagram. What did he post ?

Ans. Posted his paycheck

Q 4. Which airport is credited to have the first ever duty free shop in the world ?

Ans. Shannon airport in Ireland

Q 5. Chennai Express is officially releasing today. But some people have seen it and it has collected a record 6.75 cr. What is this called ?

Ans. Paid preview

Q 6. With which website would you associate the company BigTree Entertainment ?

Ans. Bookmyshow.com

Q 7. Chad Hurley and Steve Chen have created a new app called MixBit which people are watching with great interest. What did they found earlier ?

Ans. YouTube

Q 8. Which web major has launched a ‘ 30 days of change’ campaign after which it will reveal its new logo ?

Ans. Yahoo

Q9. As per the New Companies bill which will soon be an Act, Indian cos can face Class Action Suits. What are class action suits ?

Ans. A class of people such as shareholders can jointly file a suit against the company

Q 10. Owners of which popular Indian mobile handset co have been caught by CBI red handed while handing over bribe to MCD officials ?

Ans. Micromax

Q 11. Which Bollywood actor is the face behind the 'Dark is beautiful' campaign launched by WoW ?

Ans. Nandita Das

Q 12. Who is the.man behind JH Bevels chain of luxury salons ? Clue expand JH

Ans. Javed Habib

Q 13. Which co markets premium milk delivered to the likes of Mukesh Ambani under Pride of Cows name ?

Ans. Parag

Q 14. With which brand of soups would you associate Andy Warhol ?

Ans. Campbell soups

Q 15. What is common to Chetan Bhagat and the new RBI Gov Raghuram Rajan ?

Ans. Both are alumni of IIt-Delhi and IIM- Ahmedabad

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 193

August 6, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. Who funded 250,000 GBP for doing the research to create a lab-grown beef burger that was tasted yesterday ?

Ans. Sergei Brin of Google

Q 2. Of which international confectionery major is IIM-B alum Sameer Suneja take over as the CEO ?

Ans. Perfetti Van DeMelle

Q 3. How is the Pashmina shawl known in the west ?

Ans. Cashmere

Q 4. Who was the star speaker in the MOOC 'GIving with purpose' a free online course on philanthropy by Learning by Giving started on 15th July?

Ans. Warren Buffett

Q 5. From whom has Jeff Bezos acquired Washington Post for 250 Million $?

Ans. Grahams family

Q 6. Wonga, Xoom, Azimo are hot startups getting eye popping valuations. In what business are they in ?

Ans. Financial technologies firms who are disrupting many services like money transfers, micro lending etc

Q7. Which company is the biggest buyer of used jets in 2013 ?

Ans. Boeing to create a market for new 747s

Q8 .In which zoo, industrialist Harsh Neotia has adopted a white tiger, Sanjay Budhia a one-horn rhino and Narayana Murthy some animal ?

Ans. Alipore zoo in Kolkata

Q 9.Name the TV channel launched in US exclusively for dogs. It is for canines and humans who love them. Claims to be scientifically developed.

Ans. DogTv

Q 10.In popular cinema, FIlmfare awards are highly respected. It was instituted in 1954 under a different name. What was it called then ?

Ans. Clares

Q 11. What is common to Birell and Moussy brands owned by Heineken and Carlsberg respectively ?

Ans. Non-alcoholic beers

Q 12. What does a oenophile love ?

Ans. Wine

Q 13. Which low cost carrier is maniacal about timeliness that it has now imposed a 1 GBP per min fine if the passenger delays beyond the 40min deadline for boarding ?

Ans. RyanAir

Q 14. Which South Indian celebrity endorses Lux, Parachute oil and now Center Fresh ?

Ans. Dhanush

Q 15. Who was the Quiz Master in the Bournvita Quiz Contest show when it first appeared on radio nearly 40 years ago ?

Ans. Hamid Sayani, elder brother of Amin Sayani

Q16. Rumi Virjee is the recent PIO who has got membership in the UK's House of Lords. Which chain did he bring to UK ?

Ans. Domino's pizza

Q17. As per the recent TRAI report, as of March 2013, the no of Indians who access Internet on mobile is about a) 30 m b) 100 m c) 150 m d) 200m

Ans. c) 150 m

Q 18. In the context of enivironment/development what is the full form of NIMBY ?

Ans. Not in My BackYard

Q 19. In which country, the grocers will be selling pre-cooked soft-boiled eggs, eliminating the need for the most basic culinary challenge !!

Ans. UK

Q 20. Which group now owns the luxury car maker Bentley ?

Ans. Volkswagen group

Q 21. Frederick W Taylor is known as the Father of Scientific Management. He was also an inventor. What process did he develop with White ?.

Ans. Taylor-White process for high speed steel used in tool making

Q 22. Why the creation of Telangana is causing misery to map makers ?

Ans. Unsold stock of printed maps with the old AP state boundaries

Q 23. Which Birla co produces Birla Tyres, Birla Shakti Cement and Vasavadatta cement ?

Ans. Kesoram Industries

Q 24. With 2200 clubs in 50 states of US and 14 countries, this Minneapolis HQ co has the world's fastest growing fitness club chain. Name it.

Ans. Anytime Fitness

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 192

July 30, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. Saregama has decided to stop manufacturing CD/DVDs etc and go digital. To whom have they decided to outsource their manufacturing ?

Ans. Sony

Q 2. Which international watch brand has a luxury range called Ananta ?

Ans. Seiko

Q 3. What will the TV programme/ website Power of shunya showcase ?

Ans. Innovations from India that will have minimum negative effects

Q 4.Which Indian CEO figures at No 3 on the Top 30 CEOs to follow on social media worldwide compiled by worldofceos com ?

Ans. Anand Mahindra

Q 5. Under what brandname has Sadanand Maiya the man who built MTR launched processed foods once again after selling MTR earlier to Orkla Foods of Norway ?

Ans. Maiya's

Q 6. Name the Economist who coined the acronym BIMARU for backward states in a paper submitted to Rajiv Gandhi in the '80s .

Ans. Ashish Bose

Q 7. Which retail chain owns the mult-brand multi-product multi-location service chain ResQ ?

Ans. Reliance

Q 8. A case study has been written by Harvard Business School on Kerala based Synthite Industries. In which business is the co in ?

Ans. Natural oleoresins

Q9. Which two major holding cos in advertising will merge to create the largest advertising co worldwide and what will it be called ?

Ans. Publicis and Omnicom

Q 10. Which is the first place outside UK where Unilever has created Four Acres, a leadership development institute recently ?

Ans. Singapore

Q 11. Before Gmail was started by Google, it was a free mail service from a site named after a comic strip character. Google acquired it. Name it.

Ans. Garfield.com

Q 12. Large scale recall of which model of GM in India, has sent tremors through the ranks of the co and also made govt sit up ?

Ans. Chevrolet tavera

Q 13. Which manufacturer of liquid soap created an entry barrier for others by booking the entire supply of plastic pumps for 3 years ?

Ans. Minnetonka later sold to Colgate Palmolive

Q 14. What term was coined in 2008 by Dave Cormier and Bryan Alexander during a course called ” Connectivism and Connective Knowledge” ?

Ans. MOOC- Massive Open Online Courses

Q 15. With 30.7 billion $ in endowment, which is the wealthiest university in US ?

Ans. Harvard

Q 16. Name this largest employee owned (not publicly traded) company in US. it also the most profitable grocer in USA.

Ans. Publix

Q 17. Who sent out 5000 telegrams with the msg ” The telegram retires today, with no plan for the future. Do you have a plan for your future ” ?

Ans. Birla Sun Life

Q 18. Which was the first ever drive-in restaurant way back in 1919 in California ?

Ans. A & W Root Beer

Q 19. Which are the only countries in the world where Coca Cola and PepsiCo products are not sold ?

Ans. North Korea and Cuba

Q 20. With which brand would you associate Flyknit a sock like shoe that is expected to enhance the performance of the athlete ?

Ans. Nike

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 191

July 23, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. Which player got the highest price in the Indian Badminton League auctions held yesterday ?

Ans. Lee Chong Wei of Malaysia

Q 2. In the context of Indian television, expand BCCC

Ans. Broadcasting Content Complaints Council

Q 3. Complete the tech industry maxim " No one ever got fired for buying ___" with a brand

Ans. IBM

Q 4. With which anti-virus software would you associate Sachin Tendulkar ?

Ans. Kaspersky

Q 5. Who is the invisible man who makes the investment choices for SAFE, which has 3.5 Trillion $ funds ?

Ans. Zhu Changhong, the Chief Investment Officer of SAFE

Q6. Which car has been rated as the best taxi in the world by BBC's Top Gear programme ?

Ans. Ambassador

Q7. Which brand has created a micro site thefuturegenius.com an edutainment site, even roping in Ruskin Bond to blog ?

Ans. Parle-G

Q8. What is unique capability of the street lights named Tvilight designed by NRI designer Chintan Shah ?

Ans. Street Lights which light up when someone is around

Q9. Between which two places did the Mumbai monorail make its maiden run today ?

Ans. Wadala and Chembur

Q 10. Which city in US is filing for the largest municipal bankruptcy in history ?

Ans. Detroit

Q 11. Which indie film by Anand Gandhi has received multiplex release thanks to support by Kiran Rao and a well thought out social media strategy ?

Ans. Ship of Theseus

Q 12. Who has dug in his heels in the stand off with the union that even if the unit is closed for 500 days labour will not get free ESOPs ?

Ans. Rajiv Bajaj of Bajaj Auto

Q 13. What is the unique proposal from the Dubai Municipal Corp to the residents in the " Your weight in Gold" contest ?

Ans. 2 grams of gold if they loose 2 kgs weight in 30 days. There after 1 gm of gold for every kg reduced. This is to promote healthy life style

Q 14. With which e-commerce web–site has IRCTC tied up to launch its e-retailing business ?

Ans. Yebhi.com

Q 15. Name the life insurance company which is 100 % owned by the battery maker Exide Industries Ltd.

Ans. ING Vysya Life Insurance Co

Q 16. Which premium high-brow weekend newspaper from the Times of India group will have its last print run on 20th July ?

Ans. Times of India Crest

Q 17. What is the term for a bond market investor who protests a country's fiscal policies by selling off its bonds and refusing to buy them ?

Ans. Bond Vigilante

Q 18. Pagers peaked in 1994. After which pagers lost out to the mobile. But they are not extinct. In which industry, pagers are still being used ?

Ans. Hospitals

Q 19. What unique verification for payment is being developed by Finland based startup Uniqul ?

Ans. Face recognition

Q 20. References to which brand have been removed in the TV and DVD version of which brand has been removed from Yeh Jawaani Hai Deewani ?

Ans. Rooh-Afza

- *Compiled by G.Mohan Twitter handle @go_mohan*

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More

Like this:

Weekly Business Quiz # 190

July 16, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. What was the amount charged by Milkha Singh from Rakeysh Omprakash Mehra for giving the rights to make the biopic Bhaag Milkha Bhaag ?

Ans. Rupee 1

Q 2. In yet another instance of crowd sourcing of ideas, Institute of Economic AFfairs, UK is offering a Brexit price. What is it about ?

Ans. A plan for UK to exit the European Union

Q 3. Which auto co has launched a Student Brand Manager contest for MBA students with a car being the first prize for the winner ?

Ans. Nissan

Q 4. 1st digitally colored Indian movie Qayamat was made by them. They worked on Avatar, Independence day. They want to be Pixar of India. Who ?

Ans. Prime Focus

Q 5. Who said " The best ideas come as jokes. Make your thinking as funny as possible." ?

Ans. David O'Gilvy

Q 6. Name this niche coffee exported from India sold in upmarket stores like Harrods and compared with Darjeeling tea.

Ans. Monsooned Malabar

Q 7. What Indian brandname will become part of the UK's Keyline Brands, owners of Cuticura and other brands ?

Ans. Godrej

Q 8. The telegram breathed its last in India yesterday. Who was the recipient of the last telegram ?

Ans. Rahul Gandhi

Q 9. Quattrocchi represented Snamprogetti in India. He managed to swing many fertiliser projects for his co. now it is part of which company ?

Ans. SAIPEM, of ENI Group

Q 10. Half the money I spend on advertising is wasted; the trouble is I don't know which half…this quote is attributed to whom ?

Ans. John Wanakamer

Q 11. In a business relationship, what is 'commensality' ?

Ans. When one party gains and the other is unaffected. For example, providing surety for a loan.

Q 12. With which brand would you associate Hausla Buland Academy ?

Ans. Haywards 5000

Q 13. What unique offer does the Pune based Dreamers Media and Advtg have for new car owners in Pune ?

Ans. The co will pay 3 years EMI in a 5 year loan for a new car. In return the co will use the car body to advertise brands. Codnitions are the car should be driven 1500km in a month and should be kept clean.

Q 14. According to a UN report, which country has the largest % (32.8) of obese adults in the world ?

Ans. Mexico

Q 15. What will be the first fashion label to be launched by Yash Raj Films with Karol Bagh Saree House ?

Ans. Diva"Ni

Q 16. Which 2 cos are in competition to take control of the Vijay Mallya owned Mangalore Chemicals and Fertilizers ?

Ans. Zuari and Deepak Fertilizers

Q 17. With whom has Indian Overseas Bank collaborated to offer a one year course in banking so as to build a pipeline for POs ?

Ans. Manipal

Q 18. Which company has a vision to become "world's hard disk" ?

Ans. DropBox

Q 19. “Early to bed, early to rise, work like hell and advertise” is a quote attributed to which media baron ?

Ans. Ted Turner

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter2
- Facebook3
- Email
- Print
- More
-

Like this:

Arista Club Open Business Quiz

July 12, 2013

businessbaatein Uncategorized Leave a comment

Arista Club of Bachelor of Management Studies(BMS), St Francis College for Women, Begumpet, Hyderabad announces an OPEN BUSINESS QUIZ.
The quiz will cover topics ranging from brands, business persons, advertising, logos, management theory, economics, finance etc. An infotainment event, that hopes to entertain as much as it wishes to educate.
The quiz will be open to all and any interested quizzers can register. No entry fee.
Entry : FREE
Team Size : TWO (Any two individuals. Organisational sponsorship not required)
Date : 20th of July, 2013 (Saturday)
Venue : St Francis College for Women, Uma Nagar, Begumpet, Hyderabad.
Programme Details :
Written Round : 1.30 PM

Main Quiz Round : 2.30 PM – 4.30 PM

Quiz Master : Prof G.Mohan,

For More Information :
Please contact :
G.Mohan

Share this:

- Twitter4
- Facebook4
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 189

July 9, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. As per Ravi Venkatesan in his book Conquering the chaos , MNCs like Honda, initially succeed by catering to premium segment, later growth stops. What he calls this trap ?

Ans. Midway trap

Q 2. As per the Stanford Binet Intelligence test rank the following

a)Moron, b) Dull, c) Idiot, d)Imbecile in descending orders of intelligence

Ans. b, a, d, c

Q3. Who is the man behind Intl Premier Tennis League, inspired by IPL, which has the likes of Murray, Djokovic, Nadal, Serena Williams etc ?

Ans. Mahesh Bhupati

Q 4. Funds and fund managers are seeking alpha all the time. In finance lingo, what is alpha and how is it measured ?

Ans. Addl return over the benchmark index

Q 5. Name this luxury city where the male police drive BMWs and the female police Ferraris.

Ans. Dubai

Q 6. Rajesh Jain and BG Mahesh are going to be leading the social media campaign of BJP in elections. With which web cos were they associated ?

Ans. IndiaWorld and Indiainfo/ OneIndia respectively

Q7. How much does Twitter charge in India to create a trend on Twitter for an advertiser ?

Ans. Rs 5.5 lakhs

Q8. Who is slated to take over from Som Mittal as the boss at the IT industry body NASSCOM ?

Ans. R.Chandrasekhar

Q 9. Which iconic Indian IT company's shares were traded last on 3 rd July in stock exchanges, due to its merger ?

Ans. Satyam

Q 10. Which company has patented a mail system where the e-mail can be destroyed from a remote location or it self destructs after some time ?

Ans. AT & T

Q 11. These couriers annually carry between 70,000 crore to 100,000 crore cash mostly between Mumbai and Gujarat. In Gujarati what are they called ?

Ans. Angadiyas

Q 12. The rights for which character and novels created by Bengali novelist Saradindu Bandopadhyaya has been bought by YRF and Dibakar Bannerjee?

Ans. Byomkesh Bakshi

Q 13, He invented the computer mouse, which sold 1 bn units. Yet he made only 40000 $ licensing the patent to Apple. He died recently. Name him.

Ans. Douglas Engelbart

Q 14. The former McKinsey India boss takes over as the head of UTI AMC. Name him.

Ans. Leo Puri

Q 15.India Post is one of the applicants for a banking licence. What important criterion of RBI licensing policy does this not satisfy ?

Ans. It is not a company regd under the Companies Act

Q 16. Which is India's first Agriculture open and Virtual University and where it is located ? Farmers of all ages can do courses here.

Ans. Sri Arvind Open Agriculture and Virtual University

Q 17. Which famous fast-fashion apparel brand has the policy " If a new style is not a hit within a week, it goes off the shelf " ?

Ans. Zara

Q 18. What is the name of the budget airline restarted by Lufthansa in Europe ?

Ans. Germanwings

Q 19. There is a PSU engaged in procurement and transport of fruits and veg called Fresh and Health Enterprises. It's a subsidiary of which co ?

Ans. Container Corporation of India

Q 20. Which company is facing a Public Relations crisis after their sacked PR Chief Charudatta Deshpande has committed suicide ?

Ans. Tata Steel

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 188

July 2, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q1.Which leading Indian antivirus vendor was started by the Katkar brothers as a calculator repair shop in 1993 ?

Ans. QuickHeal

Q2. Murdoch's media businesses have been split. One is the newspaper and print business and the other is cable, TV etc, what are they called ?

Ans. News Corp and 21st Century Fox

Q3. What is the name of the Superbike team owned by MS Dhoni, Nagarjuna and Dhoni's friend Arun Pandey ?

Ans. Mahi Racing

Q 4. Connect the following Aardvark, Picnik, Dodgeball, Jaiku …

Ans. Discontinued Google products

Q5. USA has a fast growing market for catastrophe bonds, currently valued at $ 4 Billion annually. What is a catastrophe bond ?

Ans. It is a high return bond linked to a specific catastrophe…if the catastrophe happens, then the bondholder stops getting interest and may even not get the principal back. Often subscribed by insurance cos.

Q6. Which is the world's oldest central bank set up in 1665 ?

Ans. Sveriges Riksbank of Sweden

Q7. Who will be the brand ambassador for the Oral B toothpaste being launched by P & G in India shortly ?

Ans. Madhuri Dixit

Q8. Under what brand name is Future Group launching a chain of small fashion retail stores targetted at the youth ?

Ans. I am In

Q9. Name the Indian businessman in UAE who is releasing 1000s of prisoners by paying off their debts.

Ans. Feroz Merchant

Q 10.Toplink is a Facebook like network for the rich and famous. Which Indian American is behind it ?

Ans. Vivek Ranadive

Q 12. You know sci-fi as a genre. What is cli-fi ?

Ans. Climate Fiction

Q 13. What is special about the new range of medical equipment launched by Philips under its Efficia range ?

Ans. Neonatal critical care equipment designed and produced in India totally.

Q 14. If you enter any of the Max hospitals, what is the smell you are likely to get ?

Ans. Coffee, Max India boss Analjit Singh disgusted with the smell of the disinfectant at the hospital has set up coffee shops at the entrance. if there is no coffee made for 10 mins, there is a standing instruction to make coffee and drain it in the sink.

Q 15. NourishCo is a JV between an Indian and a global FMCG majors to market vitamin fortified water among other pdts. Which two companies ?

Ans. Tata Global Beverages and PepsiCo

Q 16. Attano is an e-book store with a difference. What is the difference ?

Ans. Sells e-books in chapters, usually text books.

Q 17. Shaquille O'Neil, basketball legend, is doing a PhD in Organisational Leadership from Barry University, Miami. What is his dissertation on?

Ans. The Duality of Humor and Aggression in Leadership Styles

Q 18. Mika says " Punjabi dil se hi branded hai". Honey Singh has a song " Main kaha kaali teri ___ , te ___ tera laal ". Fill the brands.

Ans. Gucci and Prada

q 19. Recently RBI started issuing inflation indexed bonds. Which will be the first MF in the country to have an inflation indexed bond fund ?

Ans. Deutsche MF.

Q 20. What is the name for the newly launched index by CRISIL that measures financial inclusion of a country or state ?

Ans. Inclusix

Q 21.Which wonder ingredient used in soda, chewing gums, fireworks etc is produced by Sudan only and is considered Sudan's oil ?

Ans. Gum Arabic

Q 22. Outside India, where has Reliance MediaWorks launched Big Cinemas to screen Bollywood movies ?

Ans. USA, Nepal

Q 23 Which co is the world's biggest maker of white goods ?

Ans. Haier

Q 24. Which product in the McDonalds menu is available for only a small period in the year creating a lot of hype about it ?

Ans. McRib

Q 25. Titan markets Titan watches through World of Titan stores. Under what brand of store does it market other premium brands like Police, etc ?

Ans. Helios

Q 26. Before Roger Federer crashed out of Wimbledon, the authorities had a problem with his Nike Zoom Vapor 9 Tour LE shoes. What was the problem?

Ans. Orange sole..As per Wimbledon rules, the attire has to be all white only.

Q 27. Which country's mobile network with speeds of 150 mb per second has been voted as the fastest in the world ?

Ans. South Korea

Q 28. American Icon by Bryce G.Hoffman is a book on the turnaround story of which company ?

Ans. Ford Motors

Q 29. What is the difference between bulk deal and a block deal in the Indian stock exchanges ?

Ans. Bulk deal >0.5% of a company's share. Block deal > 500,000 shares / Rs.5 Crore. Bulk deal happen throught the market hrs. But block deal happens in a 35 min time frame for a min 5 lac shares. All deals are reported by members to nse/bse at the end of day

Q 30. In the context of sales promotions, what is Math Anxiety ?

Ans. % discounts involve calculations that cause anxiety. Hence some customers prefer absolute discounts.

- *Compiled by G.Mohan Twitter handle @go_mohan*

Today we cross 4,00,000 hits on this blog. Thanks to all the regular visitors and followers who receive this page on email, for patronising this page.

Share this:

- Twitter3
- Facebook10
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 187

June 25, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. Under what brand name is Titan launching fragrances in the Indian market ?

Ans. Skin

Q 2. 30 years ago on 25th June Kapil's Devils opened the champagne bottle to celebrate World Cup win. What is the difference between champagne and sparkling wine ?

Ans. Champagne is a region in France. Sparkling wines from can be produced anywhere in the world, only those produced in Champagne can be branded such.

Q3. Which IIM will be for the first time have over 50 % of the batch as women ?

Ans. IIM Kozhikode

Q4.Connect the following brands – Domino's, Max Life Insurance, Tata Nano, Airtel and Maggi…

Ans. Khushi/ Khushiyan is a term in all their advertising taglines

Q5, Which is the only PSU in the Top 10 cos listed as best workplaces in a survey conducted by ET and The Great Places to Work Institute ?

Ans. NTPC

Q6. Lloyd's of London is a world famous insurance market. How did it start of as in 1688 ?

Ans. Coffee House

Q7. Philip Rosedale created a company called Linden Lab in June 2003. This co is associated with a famous service that has now lost much of its traffic ?

Ans. Second Life

Q8. In recession marketers and consumers do "down-trading" ? What is "down-trading" ?

Ans. Down trading is introduction of products with fewer features to bring down cost . it also means consumers shifting preference from products or brands with fancy features to a more functional one.

Q9. Which ad agency has won the largest number of golds (among Indian agencies) in the Cannes Festival this year ?

Ans. Taproot India

Q 10. As Pepsi moves closer towards health foods and beveraes, under what brand name would they be marketing yogurt worldwide ?

Ans. Muller

Q 11. RK KrishnaKumar after his retirement on July 18 would join RNT Associates. What or who is RNT ?

Ans. Ratan Naval Tata

Q 12. Name this well known vocalist who is behind the online records label underscorerecords dot com.

Ans. Shubha Mudgal

Q 13. As Singapore sky is still covered with haze, all the residents are watching the PSI from their AC living rooms. What is PSI ?

Ans. Pollutants standard index

Q 14. What is the Effie effectiveness index award ? Who has won it this year ?

Ans. Marketing effectiveness award. Unilever in marketing, Coca-cola in brand. O&M in ad agency category.

Q 15. Ratan Tata is among the 14 business leaders who have joined Richard Branson's Plan B . What is Plan B ?

Ans. to change way businesses are conducted and governed..seeks to infuse businesses with a new DNA that puts people and planet alongside profits.

Q 16. What is unique about the Samsung ATIV Q tablet launched recently ?

Ans. Windows and Android in the same tablet

Q 17. In which product category are the following brands leaders – Head, Yonex, Babolat, Wilson and Prince ?

Ans. Racquets

Q 18.Velcro has become a generic name for the hook and loop fastener fabric. How did the name VELCRO come about ?

Ans. It is a portmanteau of French words velour (velvet) and crochet (hook)

Q 19. What is common to Hyundai Accent, Skoda Fabia, Honda Civic, Chevrolet Aveo ?

Ans. These models have been withdrawn from the Indian market

Q 20. In corporate governance lingo, what is 'Tunnelling' ?

Ans. Fraudulent transfer of companies assets and profits to promoters who control the company affairs

Q 21. Name this American brand/ co which was the dominant telegraph co set up in 1851. It stopped telegrams in 2006. But is a global brand today

Ans. Western Union

Q 22 .Between which two cities did East India Co lay the first telegraph line ? it helped them quell the mutiny of 1857

Ans. Calcutta and Diamond Harbour

- *Compiled by G.Mohan Twitter handle @go_mohan*

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 186

June 18, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. Which UK newspaper will have an Indian born 29 year old as its editor ?

Ans. The Independent

Q 2. “Conquering the Chaos: Win in India, Win Everywhere” is a new book by Ravi Venkatesan. Which MNCs did he head in India ?

Ans. MicroSoft and Cummins India

Q3. Who is the new Union Minister for Railways ?

Ans. Mallikarjun Kharge

Q4. What is common to Organic food, Live Music, Hardback and Acoustic Guitar ?

Ans. All are retronyms. They were given the prefix after a variant was discovered.

Q5. Which is the world's No 1 in terms of brand licensing globally ?

Ans. Disney

Q6. Times of India has entered the field of higher education. What is thus division called ?

Ans. TimesPro

Q7. From July 1, Mutual Funds in India will be colour coded on the basis of their risk and return. What are the three colours chosen for them ?

Ans. Blue- Low Risk, Yellow-Medium Risk and Brown- High Risk.

Q8. In which shipyard is India's first homemade aircraft carrier being built ?

Ans. Cochin Shipyard Ltd, Kochi

Q9. PwC India has allowed 'compressed workweeks' for their employees. What does this mean ?

Ans. 40 hours in 4 days and taking 3 day weekend

Q10. When Bill Gates was asked what superpower he most wanted, what did he reply ?

Ans. Ability to read super fast

Q 11. Anand Mahindra, the current chief of M & M is the nephew of his predecessor Keshub Mahindra. Who was his father and which co did he head ?

Ans. Harish Mahindra , Mahindra Ugine Steel Co.

Q 12. What startup came out of its founder Phanindra Sama unable to get bus ticket from Bangalore during Diwali ?

Ans. RedBus.in

Q 13. MusicWorld is shutting down its last and the flagship store in Kolkata. It was a division of which company ?

Ans. Spencer's retail belonging to RP- Sanjeev Goenka Group

Q 14. By acquiring Cooper Tires of US in the largest deal in India's automotive industry, what will be the rank of Apollo tyres globally ?

Ans. 7th

Q 15. Which 160 year old service is being discontinued by BSNL from July 15 onwards ?

Ans. telegram

Q 16. Who said " management works in the system ; leadership works on the system" ?

Ans. Stephen Covey

- *Compiled by G.Mohan Twitter Handle @go_mohan*

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 185

June 11, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. Name this Indian frozen yoghurt brand started by GS Bhalla , having 25 outlets Indiawide and is a big hit on Facebook.

Ans. CocoBerry

Q 2. In the WWDC of Apple, the music streaming service of Apple was shown . What is it called ?

Ans. iTunes Radio

Q3. For what offence has RBI fined Axis Bank and two other banks a total of Rs 10.5 crores with Axis being fined the highest at Rs 5 crore ?

Ans. Violation of KYC norms

Q4. One of the reasons cited by this co while filing for bankruptcy is that Wal-Mart chose its competitor Johnson Controls over it. Name the co

Ans. Exide Industries

Q5. With which industry would you associate the annual event E3 ?

Ans. Electronics Entertainment Expo

Q6. Which company is behind the social message initiative DoRight aimed at children ?

Ans. Tata Capital

Q7. As per the proposed US Immigration bill what is the ceiling in % for foreign workers on H-1 B visas in USA ?

Ans. No more than 15 % of the contractor employees working in a US client's premises can be on H-1 B visas.

Q8. Nissan Micra is sold as Renault Pulse. Sunny as Scala. What is this called in marketing lingo ?

Ans. Cross badging

Q9. Nissan boss Carlos Ghosn has put the co goal for the next 4 years as POWER 88. Why 88 ?

Ans. Power 88 is in effect from now until 2016, at the end of which time Nissan wants eight percent of global market share and eight-percent operating profit (hence the "88″). That would represent a 2.2-percent increase in market share and a 1.9-percent rise in operating profit versus last year's levels.

Q 10. Who has sued the Forbes magazine because the magazine has undervalued his wealth by 9.6 billion $?

Ans. Saudi Arabia's Prince Alwaleed bin Talal

Q11. In which bank's board, a court case is on ' Kapur vs Kapoor ' ?

Ans. Yes Bank., Madhu Kapur vs Rana Kapoor for a board position for Madhu Kapur's daughter.

Q 12. Luis Van Ahn , the man behind CAPTCHA, came up with ReCAPTCHA. How is this project helping in digitising 200m books every year, free ?

Ans. By supplying subscriber some images that optical recognition system is unable to read . ReCaptcha services offer words to humans to decipher which is then used for digitising books

Q 13, Expand CAPTCHA, the often annoying step we have to go through while submitting data on the Internet ?

Ans. Completely automated public Turing test to tell Computers & Humans apart

Q 14. Which country with 3,323 cigarettes per year has the highest per capita consumption of cigarettes in the world ?

Ans. Serbia

Q 15. Which Indian bank has decided to offer a choice to the customer for 10 of the 12 digits in their account numbers to incl lucky nos ?

Ans.IndusInd Bank

Q 16. Banca Etica a small Florence based bank is a unique type of bank. How is it different ?

Ans. It is an ethical bank which does not lend or do business with companies which are involved in activities like tobacco, liquor etc

Q 17. In the recent book " The Billionaire's Apprentice" by Anita Raghavan, who is the billionaire and who is the apprentice ?

Ans. Billionaire is Rajarathinam and his Apprentice is Rajat Gupta

Q 19. Working in which co's research lab did Heinrich Rohrer, father of nanotechnology, build the Scanning Tunnelling Microscope ?

Ans. IBM

Q 20. HUL has 10 brands that have more than Rs 1000 crore sales each. 3 brands entered this club in 2012. Name them.

Ans. Dove, Ponds, Clinic Plus

Q 21. Which city was voted as the no 1 city for the SOS Condoms service in an online survey on Facebook by Durex ?

Ans. Batman…this place was selected as a prank by mischievous elements

Q 22. Name this South based sweets chain known for its MYSURPA- a softer version of the traditional sweet Mysore Pak, that melts in the mouth.

Ans. Sri Krishna Sweets

Q23. Name this research oriented telecom co that even had a Pure maths department ?

Ans. AT &T

Q 24, Which AMC has acquired all the schemes of DAIWA MF in India ?

Ans. SBI MF

Q 25. Which Indian co is the world's largest vaccine maker ?

Ans. Serum Institute of India

Q 26. What unique service does Earth 100 offer to corporates ?

Ans. A car service that runs on Bio-diesel

-Compiled by G.Mohan Follow on Twitter @go_mohan

Share this:

- Twitter1
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 184

June 4, 2013

businessbaatein Uncategorized Brands, Business, India, quiz 3 Comments

Q 1. Name this pioneer of e-governance in India who even taught Rajiv Gandhi computers and was DG of National Informatics Centre. He passed away recently.

Ans. Dr N.Seshagiri

Q 2. In the sports management firm Rhiti MSD Alamode pvt ltd what does MSD stand for ?

Ans. Mahendra Singh Dhoni

Q 3. The now bankrupt Halsey Minor sold a tech co for $ 1.8 billion only 5 years ago, becoming a lesson in losing big money.Which co did he sell to whom ?

Ans. He sold CNet to CBS

Q 4. Niels Bohr the Physicist when he won the Nobel Prize also received a prize from the neighbourhood brewery, beer on tap. Name the brand.

Ans. Carlsberg

Q 5. Why does Narayana Murthy call Infosys his middle child ?

Ans. Infosys was born between the birth of his daughter and son

Q 6. Name this pseudo cereal which originated in South America which is gaining popularity among health food enthusiasts for low carbohydrate.

Ans. Quinoa

Q 7. Which is the world's largest lottery company in terms of funds, in the world ?

Ans. Lottomatica, italy

Q 8. What connects Larry Elison, Michael Dell, Howard Shulz, Paul Allaire ?

Ans. Boomerang CEOs, CEOs who returned after retirement to their original co.

Q9. Which university is the first one in India to offer an MBA in court management starting this year ?

Ans. NALSAR University, Hyderabad

Q10. In order to concentrate more on TV and Digital, which business magazine has asked the entire editorial team to leave ?

Ans, Forbes India

Q11. Which Indian private pharma co was involved in the development of the ROTOVAC vaccine ?

Ans. Bharat Biotech International

Q 12. With which ad agency was Rituparno Ghosh associated as a copywriter before he became a Film Director ? Rituparno RIP.

Ans. Response

Q 13. In which international B-school does Reliance offers a Reliance Dhirubhai Fellowship to MBA students ?

Ans. Stanford

Q 14. With which apparel brand would you associate the Japanese co Fast Retailing ?

Ans. Uniqlo

Q 15. On Sony, an analyst writes "Electronics is its Achilles' heel and, in our view, it is worth zero," What is its most profitable business ?

Ans. Insurance

-Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook4
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 183

May 28, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. N.Srinivasan is passionate about 2Cs according to a close associate. One of them is cricket. What is the other C ?

Ans. Cement

Q2. In Britannia, one VB has replaced another VB at the top. Name the two VBs ?

Ans. Varun Berry replaces Vinita Bali

Q3. Edison went to great lengths to prove his competitor's technology was risky by electrocuting elephants etc. Name the technology and competitor.

Ans. AC and Nikola Tesla

Q4. India's second largest vault after RBI is a 40,000 sqft facility that processes 5 million currency notes daily. Who owns it ?

Ans. SIS Prosegur

Q5. The book " Wild Company: The Untold Story of ___ ___" . Fill in the blanks with a global apparel brand.

Ans. Banana Republic

Q6. The Saudi govt is implementing the Nitaqat system , which is affecting a large number of migrant workers. What does Nitaqat mean in Arabic ?

Ans. Ranges.

Q7. In the 19th century natural ice was brought from US to India in ships. This was pioneered by a trader known as Boston Ice King. Name him.

Ans. Frederic Tudor

Q8. With which film production house would you associate, Gurunath Meiyappan, the man now under investigation in spot fixing scam ?

Ans. AVM Productions

Q9. Which is the only private enterprise premises visited by Chinese Premier Li during his India visit ?

Ans. TCS in Mumbai

Q10. Why has the change in govt at Pakistan led to a sharp fall in demand for socks ?

Ans. Nawaz Sharif has ordered that no air conditioning will run in govt offices because of power shortage. He has ordered that no govt staff will wear socks (perhaps it will smell !)

Q 11. What innovation is credited to American trucking magnate Malcolm Maclean in 1956 ?

Ans. Containersiation

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 182

May 21, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q1 What innovation is credited to American trucking magnate Malcolm Maclean in 1956 ?

Ans. Containerisation

Q 2What is Qi (pronounced Chee) charging ?

Ans. Inductive charging of mobile phones

Q 3 Which co now in news for an IPO started life as A & M Communications Pvt Ltd in 1993 ?

Ans. Just Dial

Q 4 Which blogging platform was founded in 2007 by David Karp and is going to be acquired by Yahoo for 1.1 billion ?

Ans. Tumblr

Q 5.The NBA team Sacramento Kings has been acquired by a businessman of Indian origin for over 500 Mn $. This man was even called his 'guru' by Steve Jobs. Name him.

Ans. Vivek Ranadive

Q 6 When the big but obscure insurance company, wanted to come up with an idea for its identity, they discovered that their name sounds like a duck's quack. They created a duck character which has since become an advertising icon recognised in the Madison avenue's walk of fame. Identify the company.

Ans. AFLAC

Q 7. Abdul Mueed the head of Hamdard has a designation of Chief Mutawalli. His sons are called Mutawallis. Why such designations ?

Ans. Waqf

Q 8 Jim Collins in the landmark book Good to great outlined the "Hedgehog principle" . What does it mean and why such a name ?

Ans. Hedgehog which saves itself by winding when any animal attacks likewise it refers to sticking to what one is best at i.e., ones core competency.

Q9. Which entrepreneur connects Fairever cream, Garden snacks, Maa fruit juices and Veg Nation chain of restaurants ?

Ans. C.K.Ranganathan of Cavin Kare

Q 10. Xavier Niel has opened a coding school in Paris where students would be taught coding free. It would not award any degree or diploma. There will be no lectures. For 1000 seats, they have received 50,000 applications. The school is curiously called '42′. Why is it called '42′ ?

Ans. In the Hitchhikers Guide to Galaxy 42 is the ultimate answer to everything in life, universe, everything.

Q 11. The Financial Times described it as "one of the most prominent admissions of failure for a new mass-market consumer product since Coca-Cola's New Coke fiasco nearly 30 years ago.what are we talking about ?

Ans. Microsoft's Windows 8

Q 12. What began in the 17th century in Europe, where they were used to announce the impending arrival of prosperous or aristocratic people to their local town or even their home ?

Ans. Visiting cards

Q 13. Sony Corp has turned in a profit after many years. What is the single biggest reason for the profit ?

Ans. weaker yen

Q 14. In his classic The Theory of the Leisure Class, published in 1899, he argued that once the basis of social status became wealth itself – rather than, say, wisdom, knowledge, moral integrity, or skill in battle – the rich needed to find ways of spending money that had no other objective than the display of wealth itself. He termed this "conspicuous consumption." Who coined the phrase "conspicuous consumption" ?

Ans. Thorstein Veblen

Q 15. What unique policy has been adopted by the UK magazine Boots' Health and beauty, which may become the norms for other mags too ?

Ans. No airbrushing or digital enhancement of models' photographs

-Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook3
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 181

May 14, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

http://www. Greendust.com is in the business of reverse logistics.What is reverse logistics ?

Ans. Reverse logistics is the distribution channel from consumer back to the producer usually for disposal or repair

In colloquial speak if Bain consultants are called Bainies, what are consultants of BCG and McKinsey called ?

Ans. BCG guys are Brainies and McKinsey guys are vainies

In which business are the companies Sport Mechanics, Sporting Minds and Kadamba leaders ?

Ans. Sports Analytics

Who is the first person to speak at Harvard without having a written script ? Hint: He is not a businessman.

Ans. PSY

One company has figured in the fortune 500 every year since 1955. Only in 2012 it did not appear. name it.

Ans. Eastman Kodak

There are only 3 companies which have occupied the top slot in Fortune 500 ever since 1955. Name them.

Ans. General Motors, Exxon Mobil and Wal-Mart

Name this American icon which started in 1904 and got dissolved in 2003. Part of the first Fortune 500, it supplied armours and rails.

Ans. Bethlehem Steel

Which two Indian companies are allegedly involved in the cyber heist worth billions of dollars ?

Ans. Enstage and Electracard

Which vehicles will replace Maruti Gypsy in the Indian Army ?

Ans. Mahindra Scorpio and/or Tata Safari

Who has written the Foreword for Shobha Dondre's book Dhandha : How Gujaratis do Business ?

Ans. Narendra Modi

It started in 1898 as Chicago Butter and Egg Board, an agri exchange. Today it is many times bigger than CBOT. How do we know it today ?

Ans. CME, formerly known as Chicago Mercantlie Exchange

Which group was the major occupant of Rana Plaza building that collapsed in Savar, Bangladesh leading to over 1000 deaths ?

Ans. New Wave Group

ITC Chief YC Deveshwar has bought a house in New Delhi for Rs 85 crore only,Who was the seller ?

Ans. Aman Mehta of HSBC

Who owns the rights for compiling the HSBC purchasing managers index ?

Ans. Markit Group

Who will take over from Pascal Lamy as the next DG of WTO ?

Ans. Roberto Azevedo of Brazil

In airline trade, what is the difference between interline agreement and code-sharing ?

Ans.Interline agreements facilitates travel for guests who require flights with more than one airline to reach their final destination with single reservation.

- **Code share agreements allow multiple airlines to sell space on the same flight as if it were their flight. Only in code share agreements can frequent flyer points be given by flying another airline**.

Which software products major would be the first major co to discontinue CD/DVD to ship software and move to cloud totally ?

Ans. Adobe

Nisaba Godrej, daughter of Adi Godrej, recently married her classmate from Wharton in a simple ceremony. What was the invite ?

Ans. Office memo

Which cartoon character connects McDonalds, Holicks, Reynolds and Max SuperMarkets ?

Ans. Chhota Bheem

As per the TRAI released data for December ' 12 what is the ARPU in Rs for a GSM mobile user in India ?

Ans. Rs 98

Narayana Murthy has summarised his business philosophy as PSPD. What does PSPD stand ? (not to be confused with the Orient Fans acronym:-)

Ans. Predicatibility, sustainability, profitability, De-risking

Who started a co focused on the Indian market called Softronics and closed it when he realised the market was weak ?

Ans. Narayana Murthy

It was started by the owner's son who said " I certainly don't think that we will earn much money on this, but at least it will allow us to take pictures for free." They represented Kodak in Sweden. Their cameras became very famous and was used by NASA in the Apollo mission. These cameras were belovedly archaic, taking pictures in a square format on actual, physical film. Their iconic 503CW ceased production this week. Name this Swedish brand

Ans. Hasselblad

Identify this man.

Clue 1 : Born in Dhaka, Bangladesh. He landed in the UK in '1960s. He only ate Cadbury's milk chocolate for many days, because that was the only thing he was familar with in India.
Clue 2 : He is a manufacturing guru and… runs the Warwick Manufacturing Group in University of Warwick. He trains thousands of Indians and Chinese in cutting edge mfg.
Clue 3 : He was recognised by British govt and made a Labour Peer. He is Lord of Moseley.
Clue 4 : His closeness to Ratan Tata is clear when he says "She got rid of the automotive sector but kept the Jaguar because she knew there was a nugget there. And when it was finally disappearing, I went and told Ratan to buy it." He also influenced Ratan in choosing Cyrus Mistry over other candidates.

Ans. Lord Kumar Bhattacharya

Cyrus McCormick invented the mechanical reaper. His co merged with Deering Harvester in 1902 to become International Harvester. This co was part of the first Fortune 500. Now this co is no longer in agriculture but is still part of Fortune 500. How do we know this co. today ?

Ans. Navistar

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook2
- Email
- Print

- More
-

Like this:

Weekly Post # 180

May 7, 2013

businessbaatein Uncategorized Brands, Business, India, jargon, quiz 1 Comment

Which Indian jewellery co is India's largest importer of gold at 120 tonnes per annum ?

Ans. Rajesh Exports

By using Big Data, Wal-Mart realised that sales of what product went up 7 times with onset of storms and hurricanes ?

Ans. Strawberry pop-tarts

Mukesh Ambani is the first businessman to get Z-category security, he will however pay for it. How much every month ?

Ans. Rs 14 lakhs per month

Which social networking site was started by Reid Hoffman and associates 10 years ago on May 5, 2003 ?

Ans. LinkedIn

What is the popular definition of kids born in the late '70s and early '80s, who attained youth in the turn if the century ?

Ans. Gen-Y or Millennials

Which premier B-school's MBA grads will lose their jobs because they had forged their application forms at the time of entrance ?

Ans. NMIMS, Mumbai

Why did GG Tronics MD Manjunath paid the 90 lakh bribe on behalf of Mahesh Kumar to Pawan Bansal's nephew ? Explain

Ans. GGTronics is in railway signalling business. he paid bribe to help Mahesh Kumar get Member(Electrical) post on Railway Board. This was part payment for the Rs 10 crore bribe.

Harvard Prof , author Niall Ferguson in a recent Q & A session said a famous economist did not worry about future because he was gay. Who ?

Ans. John Keynes…had said ” In the long run, we are all dead”.

Who has acquired the consumer imaging and document imaging businesses of Kodak, that may help it to come out of bankruptcy ?

Ans. The UK Pension Fund of Kodak

Avis, Wonderbread, Sheraton hotels were all spun off from which conglomerate ?

Ans. ITT Corp

Which brand of Coca Cola co sells more than Coke not only in India, even in China ?

Ans. Sprite

Which is the first company in India to receive permission from RBI to set up white-label ATMs ?

Ans. Tata Communicatuion Payment Solutions Ltd

Why has the aviation regulator suspended 2 pilots and 2 flight attendants of Air India ?

Ans. The pilots put the flight on autopilot and went to sleep in the business class. The flight attendants were in the cockpit and accidentally put off the autopilot. There was no accident but it put 166 passengers life in danger

Netflix produced a TV series called ‘House of Cards’ which has become a big hit. It did something that was unusual for a TV series. What ?

Ans. All the 13 episodes were available simultaneously for binge viewers to view them

Which is the only domestic airline in the world to provide power socket and USB to every seat in every craft ?

Ans. Virgin

We heard you. Now we’d love to see you.” Which retail chain has started a campaign apologising and urging customers to return ?

Ans. J.C.Penney

BSE has come up with an Islamic stocks index. What is it ?

Ans. 500 stocks that conform to the Shariah rules as per Islam.

Almost all TV channels are not airing ads. There is a dispute on billings method. What is the difference between gross and net billings ?

Ans.Gross billing incl 15 % commission of the ad agency/media releasing agency and net billings does not include it.

Equity linked savings schemes (ELSS) are EEE ? In investment jargon, which schemes are EEE ?

Ans. EEE (Exempt-Exempt-Exempt) funds are not taxable at all the three stages — at the time of investments, the amount is deducted from your taxable income, during the period of investment when interest accrues it is not taxed and at the time of withdrawal too no tax is payable.

In the film OMG, the atheist Paresh Rawal was refused insurance claim bcoz of Act of God. What is 'act of God' ?

Ans. natural calamity like earthquake, tsunami

In mutual fund parlance what is B15 ?

Ans. beyond the Top 15 cities

Which is the first airline in the world to operate the Boeing Dreamliner after the battery problem has been recitified ?

Ans. Ethiopian airlines

Which company has launched a teeth whitening product called Visible White, with Sonam Kapoor as its brand ambassador ?

Ans. Visible White

Which country's inflation reached an absurd 231,000,000% in the summer of 2008 ?

Ans. Zimbabwe

Who has taken over as the Chairman of the National Skill Development Corporation recently ?

Ans. S.Ramadorai of TCS

The TV spot rates for 10 sec ads for IPL finals was Rs 5-6 lacs in IPl-I. What are the rates for this year's finals ?

Ans. Rs 15 lakhs

As per Indian alcohol policy what is the average age at which an Indian takes the first sip of alcohol today ? It was 28 in '90s

Ans. 19 years

- compiled by G.Mohan

Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 179

April 30, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1What is participatory commerce on internet and who coined it ?

Ans. P-Commerce is a sales model that allows shoppers to participate in the design, selection or funding of the products they purchase…Mark Pincus of Zynga coined it in 2005

Q 2. Connect Rose Valley, MPS Greenery, I-Core , Sumangal to a business and region

Ans. Chit-funds and West Bengal

Q 3. Which Internet service was started by former Yahoo execs Jan Koum and Brian Acton in 2009. It claims to be bigger than Twitter today.

Ans. WhatsApp

Q 4. Businessmen love owning media but most have failed. If Ambani: Observer , Thapar:Pioneer, Sanjay Dalmia:Sunday Mail, Vijaypat Singhania: ?

Ans. The Indian Post

Q5. In which city did India's richest woman Savitri Jindal been served an eviction notice for vacating a govt house for non-payment of rent due

Ans. Chandigarh

Q6. Samsung had been doing a high decibel campaign OWN NOW. Which indian brand has started a campaign using the slogan CAN OWN NOW ?

Ans. MicroMax

Q7. Which old brand from the Nissan Renault stable will return to India after 32 years ?

Ans. Datsun

Q8. Which airline calls itself India's most democratic airline, because it has only one class of passengers ?

Ans. IndiGo

Q9. CCD has launched a CRUNCHY FRAPPE. it will be pleasured by what ? Name the brand.

Ans. Oreo

Q 10. Chris Gayle was dropped from a test bcoz he refused to remove his sponsors logo which was competing with team sponsor Digicel. Name the co.

Ans. Cable and Wireless

Q 11. Naresh Goyal started as a GSA . in airlines trade who or what is a GSA ?

Ans. General Sales Agent

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter3
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 178

April 24, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Sachin spl on his birthday. Sachin has a brand of sports fitness products in partnership with Future Group and Manipal group. What is the brand name ?

Ans. S Drive

When Sachin imported his Ferrari, the customs duty was waived. This led to a big controversy. Finally, who paid ?

Ans. Fiat

Sachin has two Restaurant brands, Tendulkar's and Sachin's. Which restaurateur is his business partner ?

Ans, Sanjay Narang of Mars Restaurants

With which brand has Sachin had the longest association since 1990 ?

Ans. Boost

Lebua hotels is entering India with 4 properties. To which country does Lebua belong ?

Ans. Thailand

Lakshmi Mittal is not only no longer the richest Asian in UK. He has been beaten by an Indian family . Which family ?

Ans. Hindujas

Which port is likely to be the first port in India to cross 100 mt cargo handling annually by the end of this year ?

Ans. Kandla or Mundra

Which brand is positioned as a mosquito repellant for children ?

Ans. Jungle Magic's Banditz

NIP is a 100 year old global brand. In which product category ?

Ans. Baby products

What kind of training is imparted by the startup MBAx.me ?

Ans. technical training for MBAs who join tech cos.

In cryptography, Cesar cipher is one of the common methods of encryption. What is it ?

Ans. Encrypting by shifting letters. A shift of 1 makes HAL as IBM.

Which brand is launching a TV Commercial of over 3 mins built around the story of a Prison Break making it the longest TVC ever in India ?

Ans. Tata Sky +

What brand of tractors will be launched by SDF India from their factory in Ranipet, Tamil Nadu ?

Ans. Lamborghini tractors

What is special about the smart phone designed by Sumit Dagar of Kriyate Design Solutions ?

Ans. First smart phone for the blind

The Economist says this indian IT co has a co-chairman, who is a former bank boss not known for his lack of self-confidence. Name the co.

Ans. Infosys and K.V.Kamath

What is the unique offering of over 200 'Amma Unavagams' in Chennai ?

Ans. 1 Rupee Idli sambar, 3 re sambar rice and Rs 5 curd rice

Who is the author of the book : Business Sutra, a very Indian approach to management ?

Ans. Devdutt Pattanayak

India received 69 bn $ of global remittances in 2012. What is India's rank globally ?

Ans. India is No 1

Why has a restaurant **Sarhad** in Atari on the Indo-Pak border being studied by Harvard Business School?

Ans. It offers Punjabi cuisine from both sides of the border

Which is India's largest selling dark rum brand and It's not Old Monk ?

Ans. McDowell's No 1 Celebration rum

What is the new name for The ISTA chain of hotels ?

Ans. Hyatt

Connect Hampton, Garden Inn, Waldorf Astoria, Embassy suites to a hotel chain

Ans. Hilton

What is unique about Shagun TV a soon to be launched TV Channel ?

Ans. India's first 24 hour matrimonial channel

Which MNC has a corporate tag line. Good Food.Good Life.

Ans. Nestle

Why are airport cos GMR and GVK protesting against the increasing access to Etihad by Indian govt ?

Ans. If Etihad is given more access, Abu Dhabi will become the hub . Delhi and Mumbai airports can never become a hub.

- Compiled by G.Mohan Twitter handle @go_mohan

-

Share this:

- Twitter2
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 177

April 18, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1 Which group has a grocery retail chain called 'Nature's Basket' ?

Ans. Godrej

Q 2 Which ethnic wear brand name can be seen on the helmets of both the rivals of today's IPL match between Knight Riders and Sunrisers ?

Ans. Manyavar

Q 3 With which industrialist (he even called him his 3rd son once) did RP Goenka collaborate to take over Dunlop ?

Ans. Manu Chhabaria

Q 4 Google paid 100 Mn $ in stock to retain this executive of Indian origin when he got an offer from Twitter. Who are we talking about ?

Ans. Neal Mohan

Q 5. Name this economist of Indian origin who has been named the best American Economist under 40.

Ans. Prof Raj Chetty

Q 6. Edifice watches are sold by the F-1 team Infiniti Red Bull Renault as officlal merchandise. Which co owns this brand ?

Ans. Casio

Q7. IPL matches official broadcaster is SONY. Which competing TV channel is an official partner to IPL 6 ?

Ans. Star Plus

Q8. Raipur would be hosting an IPL match for the first time. It is a home ground for which IPL team ?

Ans. Delhi Daredevils

Q9. Which IIM has decided to go against the trend and has decided to cut fees for its flagship MBA programme ?

Ans. IIM-Lucknow

Q10. If we use the same definition of PC as used 5 years ago, last qtr was the worst in terms of sales. Which is the only brand that is growing ?

Ans. Lenovo

Q 11 The cast of which TV serial figure in the TV commercials of Oreo and Clinic plus ?

Ans. Parvarish on Sony TV

Q 12 The company that pioneered the use of one page memo, now uses “decision cockpit” for MIS. Name this company.

Ans. P & G

Q 13 For 5 IPLs we were used to DLF Maximum. In IPL 6 who are the sponsors of ‘six’ or ‘maximum’ ?

Ans. Yes Bank

Q 14. Which two Sri Lankan cricketers own a sea food restaurant chain called ” Ministry of Crab ” ?

Ans. Kumar Sangakkara and Mahela Jayawardene

Q 15. Which car model was the largest selling model worldwide in 2012 ?

Ans. Ford Focus

Q 16. We use passwords all the time. What are pass-thoughts ?

Ans.Where thoughts are used to authenticate a user to a computer. EEG signals are sent through a head-set to the computer from a Neurosky headset to a computer.

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 176

April 14, 2013

businessbaatein Uncategorized Brands, Business, India, quiz 1 Comment

Q 1.In TV Commercial of which brand is the husband cooking dinner and even removing stains using the detergent ?

Ans. Dettol

Q 2. What is artisan food ?

Ans. Food preapred in small quantities by hand.

Q 3. The author Ravi Subramanian who has written many thrillers around banking is the CEO of an NBFC when he is not writing. Which firm ?

Ans. Shriram City Union Finance

Q4. Which bank has created a forum a la Davos called 'Presidium' where industry leaders will exchange views about the world and economy ?

Ans. Kotak Mahindra bank

Q5/Which industry captain has taken from AdI Godrej as the head of CII ?

Ans. Kris Gopalakrishnan of Infosys

Q6. What is the unique contribution of Munich based Giesecke and Devrient to cellphone technology in 1991 ?

Ans. SIM Card

Q7. Which city in the world had the first commercial automated cellular network in 1979 ?

Ans. Tokyo Japan

Q8. Why has Bajaj Auto sued John Abraham's production firm ?

A**ns. Copyright infringeement for using "Hamara Bajaj"**

Q9. Which Indian sportsperson is behind xix Globosport which will manage Andy Murray as its first client ?

Ans. Mahesh bhupathi

Q 10. Which was the first magazine in India to institute a car of the year award way back in 1996 when Indian market had so few models ?

Ans. Business Standard Motoring

Q 11 Which national institute awards the national award for excellence in Corporate Governance ?

Ans, Institute of Company Secretaries of India

Q 12. In US, tag lines can also be trademarked. Who owns the common greeting 'Whassup !' ?

Ans, Annheuser Busch for Budweiser

Q 13. What is the product behind the brand Zoiro, which has a tag line 'One Life' ?

Ans. Men's underwear

Q 13. What is the unique offering of the portal 'Pik a venture' ?

Ans. Crowd-funding for artistic ventures like films

Q 14. Which is the first train in which Indian railways are undertaking a trial for providing Wi-Fi ?

Ans. New Delhi Kolkata Rajdhani

Q 15. What is the major source of revenue for a IPL franchisee accounting for over 60 % of total revenue ?

Ans. telecast rights income shared by BCCI

Q 16. In 1985, Maruti introduced a petrol driven SUV Maruti Gypsy. On which Suzuki model it was based on ?

Ans. Suzuki Jimny

Q 17. Recently Ambanis signed a network deal. It was a deal between Reliance Communications and Reliance Jio. Who owns which Reliance arm ?

Ans. Reliance Jio by Mukesh and Reliance Communications by Anil

Q 18. How do the producers of the adult movie savitabhabhimovie plan to hold the premiere for the Indian audience ?

Ans. Internet premiere

Q 19. Connect Big B, Nestlé & Hungroo to a brand…

Ans. Maggi Hungroo noodles

- Compiled by G.Mohan Twitter handle @go_mohan

Sorry for the delay in posting the above.

Share this:

- Twitter1
- Facebook9
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 175

April 2, 2013

businessbaatein Uncategorized Brands, Business, gillette, India, Lifebuoy, quiz Leave a comment

Q 1. What was the April Fool prank played by Google on All Fools day ?

Ans. Google Nose

Q 2. Novartis has lost a landmark patent case on an anti-cancer drug in the Indian Supreme Court. What is the popular name of the drug ?

Ans. Glivec

Q 3. Who has taken over as the Chairman and CEO of Dr Reddy's Labs after the death of the founder ? How was he related to the founder ?

Ans. G.V.Prasad, son-in-law of Dr Anji Reddy

Q4. What is the 'My Stamp' scheme launched by India Posts ?

Ans. Anybody can get a real postage stamp made for a fee

Q5. What is the key difference between Google Play movie and YouTube rentals launched in India recently ?

Ans. Androuid Play will work only on Android, Youtube in any platform

Q 6.Who or what type of people are 'datasexuals' ?

Ans. Those people who are constantly making measurements about themselves and sharing with others

Q 7.Who will be the brand ambassador for the newly launched Indian online store for adult items http://imbesharam.com ?

Ans. sunny Leone

Q8.Amazon has recently acquired the social network Goodreads for nearly 1 bn $. What is the most common metric used to value networks ?

Ans. No of Users X Value per user

Q9. On what case has Tata Sons won a legal battle with Arno Palmer ?

Ans. Cybersquatting on the domain name tatainfotech.in

Q 10. In Geekspeak what is "dogfooding" ?

Abns. employees of a co using their own software products to demonstrate reliability as well test the product

Q 11.Identify this electronics MNC, whose name in Japanese means " leave luck to heaven". It started life in 1889 as a playing cards co

Ans. Nintendo

Q 12. You may know draught beer. what is craft beer ?

Ans. Beer brewed using special ingredients by microbreweries in US.

Q 13In pharma lingo, what is regenerative medicine ?

Ans. Medicine that counters ageing process

Q 14. HUL has decided to increase the share of digital marketing spend to 10 %. Who will be training HUL executives on digital marketing ?

Ans. Google

Q 15. Rhythm and Hues, an animation studio has filed for bankruptcy protection. For which recent hit film did they do special affects for ?

Ans. Life of Pi

Q 16.Which brand is running a campaign called “Soldier for Women” ?

Ans. Gillette

Q 17. Which video hosting site is owned by France Telecom

Ans. Daily Motion

Q 18Which soap brand was concocted by William Lever in 1894 and sold it as a means to combat cholera ? No longer sold in UK but sold in India

Ans. Lifebuoy

Q19. Which MNC has sued Micromax for a large patent violation claiming damages of over Rs 100 crore ?

Ans. Ericsson

- Compiled by G.Mohan Twitter handle @go_mohan

Facebook page http://www.facebook.com/IndiaBusinessQuiz

How do we better know the company Amalgamated Coffee Bean Trading Co Ltd ?

Share this:

- Twitter1
- Facebook3
- Email
- Print
- More

Like this:

Weekly Business Quiz# 174

March 26, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q1. 8 of the 9 IPL teams will have Pepsi as the official beverage partner in this year's IPL. Which is the only team to have Coca Cola ?

Ans. Mumbai Indians

Q2. As per TRAI guidelines how many minutes of advertising is allowed for 60 mins of programming on TV ?

Ans. 12 minutes

Q3. Who is credited with inventing the JavaScript in 10 days while working for Netscape ?

Ans. Brendan Eich

Q4. What did the sting operation, Operation Red Spider by Cobrapost unearth ?

Ans. How private banks do not follow procedures and assist in money laundering black money

Q5. Who has been named as the editor in chief for network 18 including all its web and print publications ?

Ans. R Jagannathan

Q6. There is an ad for Tigre Blanc music app in the newspapers today. It is a surrogate ad for which product ?

Ans. Vodka

Q7. In competition theory, what is Herfindahl index ?

Ans. The level of concentration of market share in a particular industry. For a monopoly, this index is 1.

Q8. Which is the world's largest e-commerce retailer ? Clue : it is not a US one

Ans. Alibaba

Q9. Who headed the Financial sector regulatory reforms commission that submitted its report to FM today ?

Ans. Justice B N Srikrishna

Q10. Connect TAFE, TVS Motors, Infosys and Lakshmi Machine Works through marraiges …

Ans. Venu Srinivasan of TVS Motors is married to Mallika of TAFE. Their daughter Lakshmi is married to Rohan Murthy, son of Infosys Chairman emeritus and their son Sudarshan will marry the scion of LMW

Q11. Asian Paints' acquisition of Sleek will give them an entry into what business space ?

Ans, Modular kitchen

Q12. SEBI has announced colour codes for Mutual Funds. On what basis will they be colour coded ?

Ans Invesment risk

Q13 What is the Taylor Rule in determining interest rates in the macroeconomy ?

Ans. Taylor rule is a monetary-policy rule that stipulates how much the central bank should change the nominal interest ratein response to changes in inflation, output, or other economic conditions. In particular, the rule stipulates that for each one-percent increase in inflation, the central bank should raise the nominal interest rate by more than one percentage point. http://www.econmodel.com/classic/terms/taylor_rule.htm

Q14. What product is being launched by MTV in collaboration with JK Ansell and what it would be called ?

Ans. MTV Hardwear brought by KS, condoms

Q15. Mahindra recently launched its electric vehicle Mahindra E2O…Expand E2O.

Ans. Energy to Oxygen

Q 16. Which chain of budget hotels is run by Roots Corporation Pvt Ltd in India ?

Ans. Ginger hotels

Q17. McDonalds plans to focus on breakfast in India. According to their own research what % of Indians have breakfast outside home ?

Ans. 2 %

Q 18. Bobby Ghosh the current Time International editor started his journalistic career as a crime reporter in Vizag. which newspaper ?

Ans. Deccan Chronicle

- Compiled by G.Mohan Follow on Twitter @go_mohan

Share this:

- Twitter2
- Facebook3
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 173

March 19, 2013

businessbaatein Uncategorized Brands, Business, India, Maruti, quiz, Symbolics, Winchester 1 Comment

Q1.Who is the world's largest wholesaler of desktops, laptops, printers and software ?

Ans. Ingram Micro

Q2. Nepal has its first Forbes billionaire – Binod Chaudhury. With which business and brand would you associate him ?

Ans. Wai Wai Noodles

Q3. Which brand has the largest number of followers on Twitter ?

Ans. YouTube

Q4. What is the official name of the Twitter bird ? It is named after whom ?

Ans. Larry Bird. name of a basketball player from Celtics Boston

Q5. In the euro zone bail out for Cyprus how do the depositors in banks lose out ?

Ans. all depositors will have to pay a tax. A lower tax for those below 100,000 Euros and higher tax for above 100,000 euros

Q6. In 2010, when US law banned the use of words like Light, Mild in Cigarette names and packs, how did the industry skirt the problem ?

Ans. By replacing words with colors like Marlboro Light became Marlboro Blue etc

Q7. In the new hindi movie Mere Dad ki Maruti which model of Maruti is central to story?

Ans. Maruti Ertiga

Q8. What was the first registered domain name on this day 28 years ago ?

Ans. Symbolics.com

Q 9. Connect Domino's, McDonalds and Snickers …

Ans. All use Hunger as the theme in their ads

Q 10. Montek has been Dy Chairman of Plg commission for 2 plans.. Who is the only other person to have done 2 terms before him ?

Ans. GulzariLal Nanda

Q11. In the context of executive compensation what is the meaning of the phrase 'abzockerei' ?

Ans. Income inequality due to high CEO pay, it means Fat Cat phenomenon

Q 12. What are the stated benefits of plastic currency notes being launched by RBI in 5 cities.?

Ans. Higher life and making it difficult to make counterfeit notes

Q 13,. As per RBI who is a wilful defaulter ?

Ans. A borrower who defaults on the loan even after having the capacity to pay.

Q 14. What is unique about a Winchester shirt ?

Ans. The cuff and color are of a different colour than the body of the shirt. Usually white.

- Compiled by G.Mohan Twitter handle @go_mohan

Facebook Page. htttp://www.facebook.com/IndiaBusinessQuiz

Share this:

- Twitter1
- Facebook8
- Email
- Print
- More

Like this:

Weekly Business Quiz # 172

March 12, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. Which brand of water filter provided water to all the visitors of the Kumbh Mela ?

Ans. Tata Swach

- Q2. What change can you observer in the masthead of The Economic Times newspaper today ?

Ans. Economic and Political Times. And Political is included.

- Q3.
- Which highly respected infrastructure co has been banned by World Bank for 6 months for indulging in forgery ?

Ans. L & T

Q3. Why is Amazon closely watching Google Shopping Express service ?

Ans. It competes with Amazon Prime – same day delivery

Q 4. How or why did Google choose the name Chrome for its browser and other allied products ?

Ans. Chrome was the code name for the browser project. It was named so because the team leader loved fast cars. This name remained even after its launch

Q5. Approx how many applications have SBI received for the Probationery officers exam to be held in April 2013 ?

Ans. 17 lakhs

Q6. Whole Foods has announced that by 2018 all the food sold will have mandatory GMO labelling. What is GMO ?

Ans. Genetically Modified Organisms

Q7. What kind of a job is a 22-22-22 job in the media industry in US ?

Ans. A 22 year old working at a 22 hour job for $ 22,000 p.

Q8. The company Indian Oxygen became IOL Limited later became BOC India limited. What is it now ?

Ans. Linde India Ltd

Q9. Who is the protagonist of the book Fallen Angel ?

Ans. Rajat Gupta

Q 10.As per the recent sales numbers of luxury cars in India what is the pecking order from highest to lowest of MERC, BMW, AUDI & Jaguar

Ans. BMW, Audi, Merc and Jaguar

Q 11. Which brand is behind the Red Rickshaw Revolution which is starting a journey from Delhi to Mumbai today showcasing + stories about women ?

Ans. Vodafone

Q 12. Which brand uses the tag line 'mummygiri nahin chalegi' ?

Ans. Tang

Q 13.What factor does the 'glass-ceiling index' computed by the Economist magazine measure ? Which country ranks no 1 in it.

Ans. It measures the ease with which a woman can get the top job in an organisation. New Zealand

Q 14. India's first theme park IMAGICA is coming up at Khopoli Maharashtra. The man behind it has been labelled India's Disney. Name him

Ans. Manmohan Shetty of Adlabs

.Q 15. With which International apparel brand would you associate Amancio Ortega, the world's third richest man ?

Ans. Zara

Q 16.What is the unique feature of Amex's ezeclick service that makes it safer on internet ?

Ans. By signing a ezeclick service, the user can avoid giving the card number on the Internet

Q 17. What is impact investing ?

Ans. Investments that besides giving return, makes social and environmental impact

Q 18. India has a DTAA with many countries, most notably with Mauritius. Expand DTAA ?

Ans. Double Taxation Avoidance Agreement

Q 19. In which city is the Taj Group opening its 100th property tomorrow ?

Ans. Gurgaon

Q 20. Huawei has decided to offer 'phantom shares' to its employees in India. What are 'phantom shares' ?

Ans. Phantom shares are notional shares issued to employees whose value mirror the shares in the country where it is listed. The difference in value of the shares is given to the employees as a part of compensation.

Q 21. With Ranbir Kapoor becoming the face of Pepsi, what drink is Shah Rukh Khan endorsing now ?

Ans. Frooti

- Compiled by G.Mohan Twitter handle @go_mohan

Facebook Page : http://www.facebook.com/IndiaBusinessQuiz

Share this:

- Twitter
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 171

March 5, 2013

businessbaatein Uncategorized Brands, Business, India, quiz 2 Comments

Q 1. 5th generation Birla, Ananyashree Birla, daughter of Kumar Mangalam has started her business venture after turning 18. What business ?

Ans. Microfinance

Q 2. What % of branded liquor sold in India is accounted for by Whisky ? A. 70% B.60% C.50 % D.40 %

Ans. B. 60 %

Q3. From which B-School is Mukesh Ambani recruiting an Executive Asst for himself, making it a front page news today ?

Ans. IIM-Bangalore

Q4 Where is the world's top tech fair CeBIT held every year ?

Ans. Hanover, Germany

Q5. What was the message on the T-shirt that was considered offensive that. Amazon had to apologise and withdraw the same from its store ?

Ans. Keep Calm and Rape a Lot

Q6. Which business family is behind the restaurant chain Punjab Grill which will open Indian cuisine restaurant worldwide ?

Ans. Burmans of Dabur

Q7. What ingredient in Coca Cola made the co chose red as its color ?

Ans. Kola Nut

Q8. The much maligned IRCTC web-site did a record 5 lakh bookings yesterday. What % of railway bookings are done thru thus site ?

Ans. 48 %

Q9. Which car co would be launching a new model called AMAZE in India soon ?

Ans. Honda

Q10. Which Indian production house has opened a youth films division called 'Y Films' ?

Ans. Yashraj Films

Q 11. YouTube is accused of providing a platform to the 'thinspiration' community. What is 'thinspiration'?

Ans. Showing very thin and anorexic women and promoting it as a desirable attribute

Q11. FM has announced a Women's bank in India. Which country created First Women Bank Ltd, way back in 1989 ?

Ans. Pakistan

Q 12. The Union FM Chidambaram has announced a Rs 1000 cr women's development fund called 'Nirbhay'. Which media house used this name first ?

Ans. Times of India

Q13. Which American retailer is in trouble because of its 'fair and square everyday' pricing policy ?

Ans. JC Penney

Q14. Which network has been labelled by WSJ as the 'ugly duckling of social media' ?

Ans. LinkedIn

Q 15, The hashtag **#inViratsHead** is trending today on Twitter. Which brand is doing a teaser campaign using this hashtag on the social media ?

Ans. Cinthol Deo

Q 16. In order that the budget papers are not leaked, where is the Union Budget printed every year ?

Ans. There is a printing press in the basement of North Block employing 30 people.

Q 17. As per the Eco Survey, the share of agriculture in India's GDP is a. < Than 15 % b. between 15 and 20% c. Between 20 and 25 % d. > 25 %

Ans. a. < than 15 %

Q 18. TCS recently made a payment of 30 Mn $ in an employee class action suit. What is a 'class action suit' as per US law ?

Ans. A law suit where a large group of people collectively bring a claim to court

Q 19.Name this Indian educationist who has received the first TED Prize of 1 Mn $ for his 'Hole in the wall' experiment in Delhi slums.

Ans. Dr Sugata Mitra

- Compiled by G.Mohan Twitter handle @go_mohan

Facebook Page : http://www.facebook.com/IndiaBusinessQuiz

Share this:

- Twitter2
- Facebook5
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 170

February 26, 2013

businessbaatein Trivia Bank, Uncategorized Brands, Business, India Leave a comment

Q 1. Apple brings out iPad. Which co will soon bring out a gaming console Eyepad ?

Ans. Sony

Q2. What is common to Mauritius, Liechenstein, Cayman Islands, Isle of Man, Luxembourg ?

Ans. Tax havens

Q3. Who is the largest shareholder in the newly launched Infrastructure NBFC Infradebt ?

Ans. ICICI Bank

Q4. The key issue brought by InGovern in the Pantaloon demerger case is equity shares and shares with DVR are being treated equal. Expand DVR.

Ans. Differential Voting Rights

Q5. Azim Premji has signed the "Giving Pledge" and donated half of his wealth . He is the third non-American to do so. Who are the other two ?

Ans. Richard Branson and David Sainsbury

Q6. Who will be the Indian partner for Air Asia which is launching a low cost carrier with Chennai as its hub ?

Ans. Tata Sons and Bhatias

Q7. As per Nokia which is the largest selling touch phone in India and many countries in this part of the world ?

Ans. Nokia Asha 305

Q8. Who is known as the ‘father of the yellow school bus’ ?

Ans. Dr Frank W.Cyr

Q9. What behaviour of Tata Sons’ chief Cyrus Mistry does his predecessor Ratan Tata find it very odd ?

Ans. Cyrus does not like to wear neckties, so he borrows when required from whoever is around, incl his driver.

Q10.Which credit rating agency has downgraded Britain’s sovereign rating from AAA, first time ever ?

Ans. Moody’s

Q 11. What is the marketing term for showing a brand in a movie, without overtly advertising it ?

Ans. Product placement

Q 12. Which ad agency is called ‘Samsung’s Shadow’ for its over dependence on Samsung ?

Ans. Cheil

Q 13.Who said “Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.”?

Ans. Jack Welch

Q 14.Why are the PSUs, Hindustan Copper, NEEPCO & THDC Ltd in the news ?

Ans. First set of PSUs identified for disinvestment in 2013-14

Q15.What ritual is followed by ISRO before the launch of any satellite ?

Ans. Performing a puja at Tirupati by placing a model of the satellite before Lord Balaji

Q16. Which Business magazine has turned into a fortnightly from a weekly from the current issue ?

Ans. BusinessWorld

- Compiled by G.Mohan Twitter handle @go_mohan

Facebook Page :- http://www.facebook.com/IndiaBusinessQuiz

Share this:

- Twitter1
- Facebook7
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 169

February 19, 2013

businessbaatein Uncategorized Brands, Business, India 1 Comment

Q 1. Sachin Bansal of Flipkart says success in E-Commerce comes from taking care of 3 factors. Name them.

Ans. Service, selection and Price

Q 2. With BRIC unable to live upto its promise, investors are looking at MINT. Which 4 countries make up the MINT ?

Ans. Mexico, Indonesia, Nigeria and Turkey

Q 3. Switzerland has many watchmakers. Which group dominates the Swiss watch industry accounting for nearly a third of the industry ?

Ans, Swatch

Q 4. 'Swiss made' has become one of the world's most valuable brands. For a watch to be labelled thus, what is the criterion ?

Ans. 50% by value should be manufactured in Switzerland

Q 5. After the success of the movie Life of Pi, the tourism ministry is promoting the regions where it was shot as Land of Pi. Which region ?

Ans. Puducherry and Munnar

Q 6. Named after the painter Andy Warhol, what does a unit of Warhol signify ?

Ans. World famous for 15 minutes

q7. Which co has run a campaign called ' do us a flavor' to get ideas for new flavours from their customers ?

Ans. Frito Lays

Q8. The first page of Sunday Times of India today is an alarmist one on fire, it is infact an advt. Name the brand.

Ans. Fireguard from Eureka Forbes

Q9. Which co runs the helpline for unwanted pregnancy in the website http://www.i-canhelp.in ?

Ans. Piramal Healthcare.

Q10. Why has Bangladesh govt decided to ban cartoon channels on TV in their country ?

Ans. because kids were learning Hindi and not Bangla

Q11. Name this Tumblr challenger acquired by Twitter last year, which has decided to shut down from April 30, this year.

Ans. Posterous

Q12. Which IBM computer made famous by winning Jeopardy will be used as a prosthetic brain for doctors ?

Ans. Watson

Q 13. Which European city is called the electric car capital of the world ?

Ans. Oslo

Q14. What is unique about the REX range of smartphones launched by Samsung in India ?

Ans. First smartphone designed in India for the Indian market

Q15.Which Bollywood entertainment co started as a book library started by Shethia and Maroo families in Mumbai ?

Ans. Shemaroo entertainment

Q16. What are the three elements if 'responsible investing' philosophy, being followed by many PE investors of late ?

Ans. Ecology, Society and Governance

Q17. Wipro and Siemens are going to be dropped from Nifty soon. Which two cos will replace them ?

Ans. IndusInd Bank and NMDC

Q18. Which weekly magazine was founded by Henry Luce in 1923 ?

Ans. Time

Q 19. ____ is to India, what Coca Cola is to US. Name India's no 1 FMCG brand in terms of sales value.

Ans. ParleG

Q20. The Economist brings out Big Mac Index to compare the exchange rates using Big Mac burger as a surrogate. What does it use for India ?

Ans. Maharaja Mac as Big Mac is not sold in India because of beef. Maharaja contains chicken

Q21. Besides being E-Commerce cos, what is common to the following Flipkart, yebhi, Myntra and Snapdeal ?

Ans. All are run by agrawal entrepreneurs, known for their business acumen

- Compiled by G.Mohan follow on twitter @go_mohan Facebook Page http://www.facebook.com/IndiaBusinessQuiz

Regular visitors please note the new page called Visuals on the top of the blog

Share this:

- Twitter
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 168

February 12, 2013

businessbaatein Uncategorized Business, India, Karan, Nescafe, quiz, Shahrukh Leave a comment

Q 1. Which hosiery co owns the lingerie brand ' Wonderbra' ?

Ans. Hanes

Q 2. The cricketer Anil Kumble's firm TENVIC has the tag line ' To ENsure VICtory". There is one more reason it is called TENVIC. What ?

Ans. Ten Wickets Kumble took in delhi test against Pakistan

Q 3. Which online portal has created a character called Sharman Bose, Master of dating gyaan ?

Ans. itimes.com

Q 4. Karan Johar is associated with coffee thru his TV show Koffee with Karan. Which brand of coffee has used Karan Johar ?

Ans. Nescafe Gold

Q5. What is unique about 'Femme Productions' ?

Ans. World's first female owned , all female production house that makes adult films for females

Q6. Which country has the highest penetration of Internet on mobiles ?

Ans. Australia

Q 7. Why does Gutkha ban spell windfall for cosmetics maker Emami ?

Ans. Menthol is an essential ingredient , whose prices have fallen because of the ban.

Q8 .The FM inaugurates the Rajiv Gandhi Eq Savings scheme today. It gives addl tax benefits to New Retail investors. Who are they ?

Ans. New retail investors are those who have opened a new demat a/c or have not traded earlier

Q 9. Sai silks (kalamandir) ltd IPO is the first one with a safety net. What is a safety net as per SEBI guidelines ?

Ans. An option given by the issuer to the retail investors to buy back the shares upto a limit if the price falls below the IPO price within 6 months of issue

Q 10. What is the name of the virtual currency launched by Amazon to buy apps and other items in the Amazon AppStore ?

Ans. Amazon coins

Q 11. Henry Mintzberg uses the phrase 'plural sector'. What does plural sector mean ?

Ans. NGOs, communities and movements

Q 12. E-Commerce crossed 1 trillion $ for the first time in 2012 worldwide. US is no 1, which countries are # 2 Bd # 3 ?

Ans. China and UK

Q 13, What popular video game has been developed by Stockholm based Mojang AB which has sold 20mn copies worldwide ?

Ans. Minecraft

Q 14. Gross enrolment in higher education, the world average is 29 %, how much is India's ?

Ans. 19%

Q 15. In '12 Shahrukh Khan gave a lecture at Yale University. This year he will speak at Harvard University. What is the topic ?

Ans. Economics of film-making

- Compiled by G.Mohan Twitter handle @go_mohan

Facebook page http://www.facebook.com/IndiaBusinessQuiz

Share this:

- Twitter1
- Facebook8
- Email
- Print
- More
-

Like this:

Weekly Business Post # 167

February 5, 2013

businessbaatein Uncategorized Brands, Business, Facebook, India, Philips, quiz, Superbowl Leave a comment

Q 1. Feb 4 is Facebook's birthday. How many years has it completed ?

Ans. Nine years

Q 2. Which brand has been named as India's Buzziest brand byhttp://afaqs.com an advertising industry web-site ?

Ans. Samsung

Q3. 30 software products firms in India have broken away from NASSCOM and formed an industry body. What is its name ?

Ans. iSpirt – Indian Software Products Industry Round Table

Q4. 2013 Super Bowl was held at New Orleans, the most watched TV show as well as the second highest in food consumption, next only to Tahnksgiving Who gave it the name ?

Ans. Lamar Hunt, the NFL Chief

Q5,Which internet service is gaining popularity as the " Instagram of 6 second videos" ?

Ans. Twitter Vine

Q6. Name the world's strongest material, that is 300 times stronger than steel.

Ans. Graphene

Q7. For what deficiency in service was McDonalds asked to pay a compensation of Rs 15000 to Delhi resident Vimal Choudhary ?

Ans. serving non-veg burger instead of veg burger ordered

Q8. Which former banker, software honcho is behind the affordable housing co Value and Budget Housing Corp ?

Ans. Jaitirth or Jerry rao

Q9. Dell to acquire Dell. Explain.

Ans. Michael Dell, the founder of Dell is taking the Dell Computers co private by acquiring public shareholding

Q 10. In which city has Durex launched a iphone app as well as a service by which condom is delivered discreetly by a person dressed like a pizza delivery boy ?

Ans. Dubai

Q 11. Which well known German auto major owns the luxury bus brand Scania ?

Ans. Volkswagen

Q 12. What is the new name of the co Research in Motion ?

Ans. Blackberry

Q 13. Which actor owns the production house Rajkamal Films International ?

Ans. Kamal Hassan

Q 14. Indian Captain MS Dhoni has been named as Vice President in which co recently ?

Ans. India Cements

Q 15. Which country known for its liquor is making laws that stipulate the minimum price to sell liquor so as to curb driniking ?

Ans. Scotland

Q16. Which co had created a comic character called Joe Camel which was banned in '97 bcoz it was promoting smoking among children ?

Ans, R J Reyonolds

Q 17. With which IT co has Govt of India partnered to launched the eBIz Govt 2 Biz application in PPP mode ?

Ans. Infosys

Q 18. Who has acquired the audio and video business of Philips worldwide ?

Ans. Funai

- Compiled by G.Mohan Follow on Twitter @go_mohan and FB page http://www.facebook.com/IndiaBusinessQuiz

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More
-

Like this:

Facebook page

February 2, 2013

businessbaatein Uncategorized Facebook Leave a comment

The India Business Quiz blog has a Facebook page. https://www.facebook.com/IndiaBusinessQuiz. The Daily Business Quiz questions being sent through Twitter will be linked to the above page. Look forward to creating a community of quiz enthusiasts through this page.

Regular visitors and followers of the blog may visit and press "Like" .

Thanks.

Share this:

- Twitter
- Facebook5
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 166

January 29, 2013

businessbaatein Trivia Bank Brands, Business, India, quiz Leave a comment

Q 1. Consim Info is launching India's largest Internet IPO soon. With which website would you associate this company ?

Ans. http://Bharatmatrimony.com

Q 2. What is Turing test in the field of computer science ?

Ans. The ability of a computer to replicate the human brain

Q3. What was the inspiration of naming the humanoid created by IPSoft to solve IT technical problems as ELIZA ?

Ans. GBS's Pygmalion Eliza Dolittle

Q4. Name the oldest Swiss private bank that has gone down recently.

Ans. Wegelin and Co.

Q5. In Marketing lingo, what is 'genericide" ?

Ans. A brand name suffering because it has become generic for its category e.g xerox

Q6. Connect PepsiCo, Apple, Inflexionpoint and an Indian startup changemytyre.com to a person …

Ans. John Sculley

Q7. Name the hormone which is also known as the moral molecule for its ability to promote trust and love.

Ans. oxytocin

Q8. Which is India's first education focused private equity fund ?

Ans. kaizen fund

Q9. Who is the central minister for corporate affairs in the Indian Govt ?

Ans. Sachin Pilot

Q10. To which business group does Eureka Forbes the co known for Aquaguard water purifiers belong ?

Ans. Shapoorji Pallonji group

Q 11. What is the ex showroom price of the new Lamborghini Avantador Roadster launched in Delhi recently?

Ans. Rs 4.77 cr

Q 12. For which item of mass consumption in India is the benchmark Lasalgaon market in Nashik ?

Ans. Onion

Q 13. Which brand introduced mobile phones with dual SIM and 30 day battery recharge for the first time in India ?

Ans. Micromax

Q 14. Which patriotic song written by Kavi Pradeep celebrated 50 years on 23rd January this year ?

Ans. Ae Mere Watan Ke Logon

Q 15. Which two industrialists have recd Padma Bhushan in this years Civilian awards ?

Ans. R.Thyagarajan of Shriram group and AdI Godrej

Q 16. Which accounting firm publishes the European football money league every year ?

Ans. Deloitte

Q 17. When Etihad takes 26 % stake in Jet airways, its international hub will shift from which city to which one ?

Ans. From Brussels to Abu Dhabi

Q 18. To whom was the royalty of the patriotic song Ae Mere watan ke logon supposed to be given as per the original contract ?

Ans. Army widows association

Q 19. To which university has the New York Mayor and businessman Michael Bloomberg made donations of over 1 B $ over the years ?

Ans. Johns Hopkins University

- *Compiled by G.Mohan Follow on Twitter @go_mohan*

Share this:

- Twitter
- Facebook3
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 165

January 22, 2013

businessbaatein Uncategorized Brands, Business, HMV, India, Jessops, LM 1 Comment

Q 1. What is the meaning of the term 'dollarise' the economy ?

Ans. A country abandoning its currency in favour of the US $

Q 2. Price is what you pay. Value is what you get. Who said this ?

Ans. Warren Buffett

Q 3. Who is the title sponsor for University Cricket Championship (UCC) ?

Ans. Toyota

Q 4. Which are the top 3 brands of bathing soaps in the Indian market ?

Ans. Lux, Lifebuoy and Santoor

Q5. Which brand first came out with a Buttoned down shirt , also called a polo shirt and has a trademark for it ?

Ans. Brooks Brothers

Q6.What is the name of the travel guide anyone can edit being started by Wikipedia ?

Ans. Wikivoyage

Q7. What or who connects Expedia, Zillow and Glassdoor ?

Ans. Same founder Rich Barton and Lloyd Frink

Q8. What is the list price of a Boeing 787 Dreamliner ?

Ans. 207 mn $

Q 9. Why did Air India pilot Capt Smiti Trehan delay her Jodhpur flight yesterday ?

Ans. To buy her favourite Onion kachoris

Q 10. Name this legendary music retail brand which was opened on London's Oxford Street by Edward Elgar in 1921. It is about to be closed down.

Ans. HMV

Q 11. Jessops a speciality retailer in UK closed down its 187 stores last week. What was its speciality ?

Ans. Photography eqpt

Q 12. Boehringer Ingelheim has introduced a novel method of networking among its employees called Lunch Roulette. What's it ?

Ans. An app that helps employees to find lunch partners from diff departments randomly..intended to break silos and improve partnerships

Q 13. Who has launched a music label to promote quality music under the name of LM Music ?

Ans. Lata Mangeshkar

- Compiled by G.Mohan Follow on Twitter @go_mohan for a daily quiz

Share this:

- Twitter
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 164

January 15, 2013

businessbaatein Uncategorized Brands, India, Maaza, Metro, Oscar, Swartz Leave a comment

Q 1. Can the Oscar winners or their heirs sell the statuettes legally ?

Ans. The first right of refusal rests with the academy for a value of 1 $.

Q 2. What makes a film eligible for Oscar awards ?

A**ns. It has to have atleast one week paid run in the LA County in the last one year**

For more read the link.

Q3. If Katrina is the face of Slice, who will be the face of Maaza ?

Ans. Parineeti Chopra and Imran Khan

Q4. After PVR acquired Cinemax, which multiplex chain is set to be acquired by INOX ?

Ans. Fun republic

Q5. Kingfisher airlines has provided the Kingfisher brand as one of the collaterals to the lenders for its huge debt. What is its value ?

Ans. Rs 3000 crore valued by Grant Thornton.

For more read the link.

Q6. In terms of per capita income which is the richest country in the world ?

Ans. Qatar at 98,000+ $

Q7. Obama has decided not to go for the platinum coin option. What was the option ?

Ans. Minting platinum coins and stamping a value of 1Trillion $ to avoid the debt ceiling legally

For more read the link.

Q8. Name this Internet pioneer and hacker who was a co-inventor of RSS 1.0 and a founder of REDDIT. He committed suicide at 26.

Ans. Aaron Swartz

Q9/ Which brand has become the world's largest selling PC brand by beating HP ?

Ans. Lenovo

Q 10. Which brand of detergent has become a pain for the retailers across US because of its ease of theft from superstores by drug pedlars ?

Ans. Tide

For more read the link

Q 11. Dialogues from which Tarantino movie has inspired the words of the idea jingle " u r my pumpkin, pumpkin, hunny bunny "

Ans. Pulp Fiction

Q 12. Who has been nominated by Pres Obama to succeed Timothy Geithner as the treasury secretary ?

Ans. Jack Lew

Q 13. Which Indian co has been nominated for the notorious Public Eye awards for worst co worldwide for protection of human rights and environment ?

Ans. Coal India

Q14. In 1875 41 replicas of kilogram was made under the International Prototype Kilogramme (IPK) from a spl alloy of Platinum-Iridium Why is it in news now ?

Ans. Its weight has increased marginally

Q 15. What is the key distinction between a multilevel marketing and a pyramid scheme ?

Ans. MLM makes money by selling products and not by enrolling new members

For more read the link.

Q 16. Twigs from which tree were recommended by Prophet Muhammad for brushing. It is also a brand.

Ans. Miswak

For more read the link.

Q 17. Which city's iconic metro celebrated its 150 years recently ?

Ans. London

Q 18. Which US University has honored HCL Founder Shiv Nadar by naming a Chair of Engineering in his name ?

Ans. Carnegie Mellon

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 163

January 8, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q 1. As per Economist, what is the world's largest peer-to-peer lender with over 1 Bn $ in loans ?

Ans.Lender Club

Q 2. Who are the title sponsors of Hockey India League ?

Ans. Hero MotoCorp

Q 3. In Google, for products to be accepted they need to pass a "toothbrush test ". What is it ?

Ans. Used atleast twice daily

Q 4. What is the value of US treasury bills seized from a stockbroker in Coimbatore by the IT department ?

Ans. Over 5 Bn $

Q 5. Name the Economist who became the youngest Dy Governor of RBI at 49, completed his term on Dec 31

Ans. Subir Gokarn

Q 6. From which co has Soft and Gentle brand been acquired by Godrej in UK ?

Ans. Colgate

Q 7. Which is the world's largest PR firm, headquartered in London ?

Ans. Edelman

Q 8. Who has been named to head the 14th Finance Commission ?

Ans. Y.V.Reddy

Q 9. In the 19th century which Marwari family was the biggest business house in India ? Now , not in business.

Ans. Ghanshyamdas Poddar

- *Compiled by G.Mohan Twitter handle @go_mohan*

I would like to thank all the visitors to help this blog cross 3,00,000 hits.

Share this:

- Twitter3
- Facebook7
- Email
- Print
- More

Like this:

Weekly Business Quiz #162

January 1, 2013

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q1. What new banking service will enable cash to be deposited in any bank ?

Ans. Cash NEFT

Q2. Cyrus Mistry would be the second person with a Non Tata surname to be Chairman of Tata Sons. Who first ?

Ans. Nawrosji Sakhlatwala.

Q3. With which PSU was Abhijit Mukherjee (son of President Pranab Mukherjee) a GM looking after CSR, ?

Ans. SAIL

Q4. There are 21 car manufacturers in India in 2012. How many models are sold in India ?

Ans 120 models

Q5. As per the Jan Nov 2012, car sales numbers in India, which 2 car models have been replaced in the Top 10 ?

Ans. Nano & Eon have replaced Santro and Indigo

Q6. Whose vision was "Would have the Maruti Zen size, the Ambassador's internal dimensions, the price of a Maruti 800 and with the running cost of a diesel" about which car ?

Ans. Ratan Tata about Indica

Q7. In the 19th century which Marwari family was the biggest business house in India ? Now , not in business

Ans. Ghanshyamdas Poddar family.

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook3
- Email
- Print
- More
-

Like this:

2012 in review

December 31, 2012

businessbaatein Uncategorized Leave a comment

Wishing all the readers of India Business Quiz a very Happy and Prosperous New Year. Learn, share and enjoy – G.Mohan

The WordPress.com prepared a 2012 annual report for this blog.

Here's an excerpt:

About 55,000 tourists visit Liechtenstein every year. This blog was viewed about **180,000** times in 2012. If it were Liechtenstein, it would take about 3 years for that many people to see it. Your blog had more visits than a small country in Europe!

Click here to see the complete report.

Share this:

- Twitter
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 161

December 25, 2012

businessbaatein Uncategorized Brands, Business, India, quiz Leave a comment

Q1. What is the name of a new family board game that encourages people to borrow recklessly and go rogue ?

Ans. Market Meltdown

Q2. Which Indian CEO has been ranked at No 7 in the best CEOs of the world by Harvard Business Review ?

Ans. Y C Deveshwar

Q3. Which is the world's largest charity foundation in terms of funds with $ 37.4 Bn ?

Ans. Bill and Melinda Gates Foundation

Q4. For whom has DoT launched a new helpline number 181. ?

Ans. Women

Q5. In telecom business what is m2m communications ?

Ans. Machine to Machine

Q6. To help which well known Carnatic musician did R Thyagarajan of Shriram Group start Shriram Transport Finance ?

Ans Lalgudi Jayaraman

Q7. Who has acquired NYSE Euronext exchange for over $ 8 bn ?

Ans. ICE

- Compiled by G.Mohan Follow me on Twitter @go_mohan

Share this:

- Twitter2
- Facebook
- Email
- Print

- More
-

Like this:

Weekly Business Quiz # 160

December 18, 2012

businessbaatein Trivia Bank Business, India, quiz Leave a comment

Q 1. Who is the first woman to head the industry body FICCI ?

Ans. Naina Lal Kidwai

Q 2. Why is AOL paying a bonus of $ 1056 to all its employees ?

Ans. AOL has sold patents worth $ 1.056 Bn to Microsoft

For more read the link.

Q 3. What revolutionary tech did Norman Woodland invent. He died recently in New York .

Ans. Bar code

For more read the link.

Q 4. Why did the I & B minister ban hindi film music in AIR in1952 that gave opp to Radio Ceylon?

Ans. He felt the Hindi film music was vulgar, erotic

For more read the link.

Q 5. According to ISB what % of BSE top 500 cos. Are family owned ?

Ans. 73 %

Q 6. In EID Parry what does E I D stand for ?

Ans. East India Distillers

Q 7. India's first sugar plant was set up in 1842 in Nellikuppam TN. Which co owns this plant now ?

Ans. EID Parry

For more read the link.

Q8. Which indian city's TEDx licence has been cancelled ?

Ans. Chennai

Q9. Which bank will open 12 branches in 12 districts of 12 states at 12.12 pm on 12.12.12 ?

Ans. IDBI bank

Q 10. One of the early brands of Wipro has been sold to Cargill India. Name the brand.

Ans. Sunflower

- *Compiled by G.Mohan Twitter @ go_mohan*

Share this:

- Twitter3
- Facebook4
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 159

December 11, 2012

businessbaatein Business, Trivia Bank Brands, Business, India, quiz Leave a comment

Q 1. What is the social welfare project in Mumbai which Ratan Tata will take up after his retirement ?

Ans. Veterinary hospital

For more read link.

Q 2. Which Indian co has acquired an FMCG co In Singapore for over 144 mn $?

Ans. Wipro

For more read link.

Q3. What was the amount spent by Walmart in lobbying for FDI policy change in India ?

Ans. 25 Mn $

For more read link.

4. Which Indian co is the largest tractor manufacturer in the world ?

Ans. Mahindra and Mahindra

Q5. When a caviste asks " blanc ou rouge " in Paris what is he talking about ?

Ans. Red or white wine

For more read link.

Q6, French are obsessed with Provenance when they buy things. What is it. ?

Ans. Source of things or objects

For more read link.

Q 7. Nassim Taleb has a new book on Antifragility . What is anti-fragility ?

Ans. Things or qualities that gain from volatility

For more read link.

Q8. Which recently released movie has been given two awards by Indian govt for promoting Indian tourism ?

Ans. Life of Pi

- Compiled by G.Mohan Follow on Twitter @go_mohan

Share this:

- Twitter
- Facebook4
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 158

December 4, 2012

businessbaatein Trivia Bank Brands, Business, India, quiz Leave a comment

Q1. Which MNC pharma co is stirring up the insulin market with a pen called Allstar ?
Ans. Sanofi

Q2. Where did the FM Chidambaram inaugurate the second campus of Indian School of Business yesterday ?
Ans. Mohali

Q3. If IMAX is from Canada, Village Roads is from Australia from which country is Cinepolis ?
Ans. Mexico

Q4. Who is the new face of Revital after Yuvraj Singh ?
Ans. Salman Khan

Q5. In the context of men's apparel connect peak, notch, shawl etc
Ans.Designs of coat lapels

Q6. Which Indian business group had planned to launch SHILTON chain of hotels and later abandoned it ?
Ans. UB Group of Vijay Mallya

Q7. Which brand came up with the original digestive biscuit ?
Ans. McVities

Q8. What new method of writing Internet address is now available in India ?
Ans.IPv6

Q9. The first cola brand from Parles was not Thums Up. What was the name of the first cola launched by them in 1949 ?
Ans. Gluco Cola

Q 10. Parle G is the world's largest selling biscuit by volume. In 1929, it was launched as a substitute for an imported brand. Name it.
Ans. Glaxo

- Compiled by G.Mohan Folllow me on Twitter @go_mohan

Share this:

- Twitter
- Facebook8
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 157

November 27, 2012

businessbaatein Trivia Bank Business, India, quiz 2 Comments

Q1.In the context of Indian banking what is CTS 2010 standard ?

Ans. Cheque Truncation system For more on this read the link

Q2. Which is the UK software acquisition for which HP has taken a writedown of 8.8 Bn $ this quarter ?

Ans. Autonomy For more on this read the link

Q3. In men's fashion what is 'spezzato'?

Ans. Wearing contrasting jacket and trousers For more Read the Link

Q4. Who will be taking over as the MD and CEO of National Stock Exchange from Ravi Narain next April ?

Ans.Chitra Ramakrishna

Q5. Name the movie on financial planning for youth produced by IDFC Foundation and directed by Amole Gupte .

Ans.One Idiot For more read the link

Q6. What is the 3-6-3 life of a banker ?

Ans. Borrow at 3 %, lend at 6 % and be at golf course by 3PM

For more read the link

Q7. With which hot IT co that uses robots and algorithms to do work done by programmers would you associate Chetan Dube ?

Ans. IPSoft

For more read the **link**

- Compiled by G.Mohan *Twitter handle @go_mohan*

Share this:

- Twitter2
- Facebook
- Email
- Print
- More

•

Like this:

Weekly Business Quiz # 156

November 20, 2012

businessbaatein Uncategorized Bezos, Business, India, quiz, Twinkies Leave a comment

Q 1. Which co owns Twinkies , the co has filed for bankruptcy protection ?

Ans. Hostess

Q 2. Which soft drink brand started life as “ideal brain tonic” for headaches and exhaustion sold exclusively in pharmacies ?

Ans. Coca Cola

Q 3. Name the liquor baron behind the Wave group of companies.

Ans. Ponty Chadha

Q 4. Who has been selected as the Businessman of the year by Fortune magazine for 2012 ?

Ans. Jeff Bezos

Q5. This japanese brand considers itself as.the Apple of toilet design. Name the brand.

Ans. Toto

Q 6. Biscuit market pref have changed in last two years.Glucose is.now no 3. Which are the first two?

Ans. Cookies and Cream

Q 7.In the recently concluded 2G auctions Telewings is the highest bidder for 6 circles. Which MNC owns Telewings ?

Ans. Telenor

Q8. Name the Hindi and Urdu newspapers brought by Associated journals ltd which used to bring out National Herald.

Ans. Navjivan and Quami Awaz

Q9. Japan has lost it's edge in TV. Among the following brands Sony, Panasonic, Hitachi, Sharp which brand has stopped mfg TVs ?

Ans. Hitachi

Q 10. Tom and James Monaghan started a pizza restaurant.James sold his 50 % stake to his bro for a used VW Beetle. Which chain ?

Ans. Dominos

Q 11. On the Diwali day, BSE has a special Mahurat trading for start of a new year. What Samvat starts today ?

Ans. 2069

Q 12. One of the well known FMCG brand had a photo of a lamp in its early packs and it had Diwali had its sub brand. Name the brand.

Ans. Tata salt

Q 13. In management jargon, what is gamification ?

Ans.Use of game mechanics and game design techniques in workplace like giving badges, leader boards etc

- *Compiled by G.Mohan Twitter handle @go_mohan*

The Weekly Business Quiz completed three years on Nov 17. Thanks to all the subscribers and readers. It would be a pleasure to listen to you, what more or different you would like to see in this forum. Please post it as a comment or send an email to go _ mohan at yahoo dot com.

Share this:

- Twitter
- Facebook7
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 155

November 12, 2012

businessbaatein Uncategorized Business, India, quiz 1 Comment

Q 1Which US defence major will have a woman Marilyn Dewson as CEO ?

Ans. Lockheed martin

Q 2. What is the amount which Vikram Pandit will receive in 2012 from Citi ?

Ans. US $ 15 million

Q3. In the context of bond prices, what are clean and dirty prices ?

Ans. Dirty price includes accrued interest and clean does not

Q4. Connect the brands Maruti Astar, Xylys, Tata Motors, Omron to a celebrity.

Ans.Farhan Akhtar

Q5. What was the brand of Whisky which Diageo had in India before it decided to quit in 2002 ?

Ans. Gilbey's Green Label

Q6. Connect the brands Li Ning, Flypower, Thwack and Victor to a sport

Ans. All are Badminton eqpt suppliers

Q7. Name the NYT blogger who has become a celebrity after getting his Obama reelection prediction bang on.

Ans. Nate Silver

Q8. Which MNC chain has launched Indian desserts like Coconut Rossogollas, Petal Gulab Jamuns , Motichoor for the season in India ?

Ans. Dunkin Donut

Q9. What is fiscal cliff ?

Ans. Fiscal cliff used to describe the conundrum that the U.S. govt will face end 2012 due to Budget Control Act 2011

Q 10. What are industrial show tunes ?

Ans. Songs and tunes created by the companies for their employees, suppliers etc. These are not ad jingles.

Q 11. Name this consulting firm that once advised Gadhafi and even employed Rahul Gandhi. The firm was promoted by Harvard Professors.

Ans. Monitor Consulting

- Compiled by G.Mohan Twitter handle @go_mohan

Wishing all the readers a very happy and prosperous Diwali !

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 154

November 6, 2012

businessbaatein Uncategorized Brands, Business, India, Penguin, Sportsfit Leave a comment

Q 1. Merger of Bertelsmann's and Pearson's publishing divisions will create a. Mega publisher. Name the two houses

Ans. Penguin and Random House

Q 2. What does "open book management" advocate ?

Ans. A philosophy where mgmt shares a lot of info particularly on finances with employees

Q3. Deepika Padukone : Sony Cybershot, Priyanka Chopra | Nikon, Anushka Sharma : which brand ?

Ans. Canon compact

Q 4. With which Indian cricketer would you associate SPORTSFIT ?

Ans. MS Dhoni

Q5. Who is acquiring the production co Lucas Works the co that made Star Wars ?

Ans. Walt Disney

Q6. Which Mumbai based co is behind Haldia Bulk Terminals that has decided to leave Bengal because of safety issues ?

Ans. ABG Shipyard

Q7. What will be the name of the company for the non-IT businesses of Wipro Ltd ?

Ans. Wipro Enterprises Ltd

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 153

October 30, 2012

businessbaatein Uncategorized Brands, Business, India Leave a comment

Q 1. In the BCCI auction for IPL Hyderabad franchise earlier held by Deccan Chargers , who has won it ?

Ans. Sun TV

Q 2. Where was Late Jaspal Bhatti employed as an Executive Engineer before he became a full time TV artist ?

Ans. Punjab State Elec Board

Q3. Which TV news channel is slated to have blackmailed JSPL ?

Ans. Zee News

Q4. What was the earlier name of First Source now acquired by CESC ?

Ans. Icici OneSource

Q5. Why has the NYSE been shut down on 29th October, 2012. The first unscheduled one after 2001.

Ans. Hurricane Sandy

Q6. Which cricketer endorses “One Nation One Card” ?

Ans.Sourav Ganguly

Q7. Connect Telenor and Sun Pharma …

Ans. Sudhir Valia , the brother in law of Dilip Shanghvi of Sun Pharma will acquire 26% in the Indian arm of Telenor

Q8. Expand IRB . The infra co in the news.

Ans. Ideal Road Builders

Q9. For shooting the ad for which jewellery brand has Diego Maradona come to Kerala ?

Ans. Chemmannur jewellers

Q10. Who is world’s largest manufacturer of petro coke ?

Ans. Rain Commodities

Q11. Who has acquired Familycredit a vehicle finance co recently ?

Ans. L & T Finance

Q12. The old refrigerator brand Kelvinator has been relaunched.who owns the brand now ?

Ans. Videocon

Q 13. Apple announced the price of.its latest offering iPad Mini recently. What is the price of the base version ?

Ans. US $ 329

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter
- Facebook1
- Email
- Print
- More

-

Like this:

Weekly Business quiz # 152

October 24, 2012

businessbaatein Trivia Bank, Uncategorized Brands, Business, ecommerce, India Leave a comment

Q 1. With which 'social' entrepreneur would you associate Purti group of companies ?

Ans. Nitin Gadkari

Q2. What was the ecommerce site yebhi.com known when it was a single category vendor ?
Ans. bigshoebazaar.com
Q3. In the newly opened Starbucks cafe in Mumbai what brand of tea is going to be served ?

Ans. Tata Tazo

Q4. Which businessman has a private plane with his initials VT-VJM ?

Ans. Vijay Mallya

Q5Name t. he International news magazine whcih has decided to go all digital from 2013 after being 80 years in print

Ans. Newsweek

Q6. Who has repalced Vikram Pandit as the chief at Citigroup ?

Ans. Mike Carbot

Q7. What new model has been introduced by M & M which is priced between XUV 500 and Pajero ?

Ans. Ssangyong Rexton

Q8. What is the official name for the Nobel Prize in Economics ?

Ans. The Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel

-Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 151

October 16, 2012

businessbaatein Uncategorized 3 Comments

Q 1. Who has acquired 70 % stake in Sprint telecom USA ?

Ans. Softbank of Japan

Q 2. Which two US economists have won the Nobel Prize for Economics 2012 ?

Ans. Alvin Roth and Lloyd S Shapley from US

Q3. With which brand would you associate the world record breaking jump from stratosphere of Felix Baumgartner ?

Ans. Red Bull Stratos was sponsored by Red Bull

Q4, Who is the subject of the Audio book " the Man who made the elephants dance" ?

Ans. Verghese Kurien

Q5. Which brand of Indian confectionery has been confiscated by FDA in USA ?

Ans. Parle Mango Bite

Q6. Who are the new Owners of Deccan Chargers, the IPL Team ?

Ans. Kamala Landmarc bought it but BCCI has cancelled DC franchise

Q7. To which city is Air India shifting its HQ in true Tughlaqian style ?

Ans. New Delhi from Mumbai

Q8. Who is the new CFO of Infosys ?

Ans. Rajiv Bansal

Q9. The first digital camera prototype was built by Steve Sasson in 1975: it was the size of a toaster .which co was he associated ?

Ans.Kodak

Q 10. What is the new name of the company Cadbury India ?

Ans. Mondelez

Q 11. With which celebrity would you asscoiate the Skylight Group of Companies

Ans. Robert Vadra

- *Compiled by G.Mohan Twitter handle @go_mohan*

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 150

October 8, 2012

businessbaatein Uncategorized Leave a comment

Q 1. Who is credited to have coined the term “animal spirits” in the context of economy ?

Ans. John Maynard Keynes

Q2. Who has acquired 65% stake in Gujarat Gas from British Gas

Ans. Guj Govt PSU GSPL

Q3. What are the five new airports that have been given international status by Govt of India today ?

Ans. Lucknow,Varanasi, Mangalore, Tiruchi, Coimbatore

Q4. Which brand has created a Facebook app to have the world’s biggest ‘break’ on October 11 ?

Ans. Kitkat

Q5. Which tech co in US is headed by an African American woman Ursula Burns ?

Ans. Xerox

Q6. Which airline is the flag carrier of Abu Dhabi ?

Ans. Etihad airways

Q7. What kind of social network is Stockoy ?

Ans. A social network for the trading community

A special thanks to all the followers and visitors of this blog as the weekly business quiz completes 150 weeks.

- *Compiled by G.Mohan Twitter handle go_mohan*

Share this:

- Twitter
- Facebook6
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #149

October 2, 2012

businessbaatein Uncategorized Business, CD, India, quiz Leave a comment

Q1. 30 years ago which was the first commercially released audio CD?

Ans. 52nd street by Billy Joel

Q2. How many towns in India have a population greater than 1 million ?

Ans. 53

Q3. Name this executive who after leading ABB, Volvo and Power Divn of L & T is joining JSPL as its MD & CEO.

Ans. Ravi Uppal

Q4. In Japan what is a 'kozukai' ?

Ans. An allowance given by wife to husband for his expenses

Q5.What is a 'desk derriere" ?

Ans. Atrophy of buttocks muscles due to sitting excessively at the desk

Q6. Which new Tata co has a young 33 year old woman CEO ?

Ans. Tata Starbucks – Avani Sanglani Davda

Q7. Name this India's leading designer leather bags brand which is the largest employer in Puducherry…

Ans. Hidesign

Q8. When govt is planning to open up FDI, which foreign retail chain's stake in Infiniti Retail is being bought out by Tatas ?

Ans. Woolworths

Q9. On the European central bank website what is €conomia ?

Ans. A game that teaches the basics of EU monetary policy

Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter

- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 148

September 25, 2012

businessbaatein Uncategorized Amul, Business, India, Management, quiz 1 Comment

Q 1. How did the Nokia company get its name ?

Ans. From the Finnish river Nokiavirta

Q2. Who has been recently appointed as the chief economist of World bank ?

Ans. Prof Kaushik Basu

Q3. What is the name givn to RBI project to identify fake currency ?

Ans. Paisa Bolta Hai

Q4. Name the Zurich based consultancy acquired by Infosys recently for 350 mn $,

Ans. Lodestone

Q5. What was the professional qualification acquired by Verghese Kurien before he became a milkman.

Ans. Mechanical engineer.

Q6. Which university has beaten Cambridge University to become the top university in QS university rankings for 2011-12 ?

Ans. MIT

Q7. In the long haul flights Air Asia has designated seven rows as “quiet zone” . Why is the zone quiet ?

Ans. No tickets are issued to children below the age of 12 in these rows

Q8. After the resignation of TMC leader Mukul Roy over FDI in retail issue, who is the new Minister of Railways ?

Ans. CP Joshi

Q9. Saina Nehwal has signed the biggest contract for a non-cricketer. Who is managing her endorsements ?

Ans. Rhiti sports management

Q10. Asian heart institute in Mumbai has been given the permission to implant artificial heart in patients. What is its price ?

Ans. Rs 1 crore

Q11. In managerial decision making what is confirmation bias ?

Ans. Seeking info that supports the argument and discount the info that does not

Q 12. What is the new name of the brokerage firm Morgan Stanley Smith Barney ?

Ans. Morgan Stanley Wealth Management after MS inc its stake to 65 %

There were no posts during the last two weeks. My sincere apologies.

- *Compiled by G.Mohan Twitter handle @go_mohan*

Share this:

- Twitter1
- Facebook4
- Email
- Print
- More
-

Like this:

Weekly Business quiz #147

September 4, 2012

businessbaatein Trivia Bank I've, strategic alliances 4 Comments

Q 1. Name the two leading tech cos whose alliance dominated the computer industry in the last 20 years. It was called the WINTEL alliance.

Ans. Microsoft and Intel

Q2. As per the Indian FDI policy for insurance, FDI is allowed only upto 26%. Aviva is a British company/brand. Name its Indian partner who owns 74%.

Ans. Dabur

Q3. FDI in retail is not allowed as per current Govt. of India policy. With which Indian group is Wal-Mart, getting ready to launch in India as soon as it is announced.

Ans. **Bharti**

Q4. Which Indian group had set up JVS with many internal majors fan later broke it. With GE, P&G, Sara lee, Pillsbury, etc?

Ans. Godrej

Q5. Which Steel Plant was set up by the Indian Govt. with a strategic alliance with Krupp & Demag of Germany ?

Ans. Rourkela Steel Plant of SAIL

Q6. Honda entered India through many JVs. With Honda for motorcycles, with Kinetic for scooters, with whom did they tie-up for cars?

Ans. Shriram Industrial Enterprises Litd

Q7. In aviation business, there are three major alliances between airlines to do code shsaring, managing ground operations etc. Name them.

Ans. Skyteam, OneWorld and Star Alliance

Q8. Which 2 PSUs have come together to set up a EPC company ? The foundation stone was laid by Prime Minster in 2010 at Mannavaram in Chittoor District of AP

Ans. NTPC and BHEL

Q9. HPCL Mittal Energy Ltd which has implemented the Guru Gobind Singh Refinery Ltd. at Bhatinda, Punjab is a JV between HPCL and Lakshmi Mittal. What is the equity holding structure of the company ?

Ans. HPCL and Mittals have 49 % each. 2 % is with FIs

Q10. Tokio Insurance has a JV with IFFCO for General Insurance. With whom do they have a JV for Life Insurance?

Ans. Edelweiss

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More

Like this:

Weekly Business Quiz #146

September 1, 2012

businessbaatein Uncategorized Brands, Business, India, quiz 1 Comment

Q 1. A clothing store in Vastrapur Ahmedabad that opened recently has sparked a controversy. Why ?
Ans. It has been named Hitler

Q2. In airline business what is code sharing ?
Ans. An arrangement by which airlines can reserve seats in each other's flights

Q3. Name the pharma co that has launched a women's cream called "18again"
Ans. Ultratech

Q4. Name the Russian billionaire who has instituted a prize for fundamental physics that has a prize money of 3 mn $.
Ans. Yuri Millner

Q5. Which Internet co has got the deal for conducting the 2 G spectrum auction recently ?
Ans. Times Internet Ltd

Q6. Which website is India's largest music service ?
Ans. http://Gaana.com

Q7. Which co prides itself as the world's largest digital satellite linked cinema chain?
Ans. UFO Moviez

Q8. What unique feature has been provided in a Logitech keyboard ?
Ans. Washable keyboard

Q9. Who has acquired Bharti's Centum learning division ?
Ans. Everonn

Q 10. Name the Indian auto major which is working on car that runs on compressed air .
Ans. Tata Motors

Q 11. Which science writer is credited with introducing the much abused term "paradigm shift " nearly 50 years ago ?
Ans. Thomas Kuhn

Q 12 As per Comscore what is the no 1 activity of Indian Internet users accounting for 1 in every 4 minutes ?
Ans. Social media

- *Compiled by G.Mohan Twitter handle @go_mohan*

Share this:

- Twitter
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 145

August 24, 2012

businessbaatein Uncategorized Business, India, Microsoft, quiz Leave a comment

Q 1. Manna Dey, _____ artist was inscribed in the visiting card of the legendary singer. Fill in the brand name.

Ans. HMV

Q 2. Which Indian company is the world's largest manufacturer of cricket gear ?

Ans. SG Sanspareils Greenlands often mistaken with Sunny Gavaskar

Q3. Which retail chain started life as a butter manufacturer in Ooty in 1905 by Muthuswami Mudaliar ?

Ans. Nilgiris

Q 4. Name the travel brand which Google has acquired from John Wiley to provide info on hotels and destinations .

Ans. Frommers

Q 5. What is innovative about the Dutch Postcode lottery started by Boudwijn Poelmann in 1989 ?

Ans. All tickets winning postcode get the lottery

Q 6. Name this accomplished B & W fashion photographer who created the landmark Kama Sutra campaign in '90s who passed away.

Ans. Prabuddha Dasgupta

Q7. Name the Russian billionaire who has instituted a prize for fundamental physics that has a prize money of 3 mn $

Ans. Yuri Millner

Q8. What unique service do self-storage firms provide ?

Ans. They offer space starved cust. space to store things they don't need but can't throw

Q9. Expand REIT ?

Ans. Real estate investment trust

Q10. Name the earliest angel investor in Facebook whose 500,000 $ investment has become more than 400 mn $ and has exited largely .

Ans. Peter Thiel

Q11. By going past market cap of which co in 1999, Apple has become the biggest company ever ?

Ans. Microsoft

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 144

August 14, 2012

businessbaatein Trivia Bank Brands, Business, India, quiz, Zakaria 1 Comment

Q 1 Who will take over from Kaushik Basu as the Chief Economic Advisor in the Finance Ministry ?

Ans. Raghuram Rajan

Q 2. What item of everyday use was distributed by the producers of Gangs of Wasseypur as a promotion ?

Ans. Gamchha

Q 3. Name the author of Indian origin who has been accused of plagiarizing a column in TIME and therefore suspended by CNN and Time

Ans. Fareed Zakaria

Q 4. Which brokerage in US got virtually bankrupt because of the bug in the software that led to erroneous automated trading

Ans. Knight Capital

Q 5. Name the beauty brand founded by Ayurveda obsessed Mira Kulkarni

Ans. Forest Essentials

Q 6. Which Indian production house which produces Hindi films to this date was founded on 15th August, 1947 ?

Ans. Rajshri Productions

Q 7. What is the unique credit of Jaiwant Paul who read Economics in St Stephens College in 1949 ?

Ans.First Indian mgnt trainee of Hind Lever

Q 8. What was the name given to a private station started by M V Gopalaswamy in Mysore in Pre independence India ?

Ans. Akashvani, later adopted by All India Radio as its name

- *Compiled by G.Mohan Twitter handle @go_mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 143

August 7, 2012

businessbaatein Uncategorized brand, Business, India, MDLR, quiz 1 Comment

Q 1. With which airline was the Haryana minister Gopal Kanda associated ?

Ans. MDLR airlines

Q 2. In view of the recent turmoil in Deccan Chronicle, which finance co has become the principal shareholder of the co ?

Ans. Future Capital

Q 3. Under the Food for Peace programme also known as PL 480 India imported foodgrains from US . What does PL 480 stand for ?

Ans. Public Law 480

Q 4. For which TV ad campaign has film director Anurag Kashyap appeared recently ?

Ans. Cadbury's dairy milk eclairs

Q 5. Why is the current business environment being called VUCA ?

Ans. Volatility, uncertainty, complexity and Ambiguity

Q 6. Rahul Da Cunha, Manish Jhaveri and Jayant Rane are the crack creative team for which advertising campaign ?

Ans. Amul butter

Q 7. Before 'Utterly Butterly Amul" what was the tagline for AMUL Butter ?

Ans. Purely the Best

Q 8. How much fine did ShahRukh Khan pay for smoking in public ?

Ans. Rs 100

- *Compiled by G.Mohan Twitter handle @go_mohan*

Share this:

- Twitter1
- Facebook3
- Email
- Print
- More

Like this:

Weekly Business Quiz # 142

July 31, 2012

businessbaatein Uncategorized Leave a comment

Q 1. Which PSU is the principal sponsor to the Indian contingent to the London Olympics ?

Ans. ONGC

Q 2. Which Google product was called “a stolen product” by Steve Jobs ?

Ans. Android

Q 3. Since 1975 , only one new European co has entered Global 500, whereas 29 have entered from California alone. Name the co

Ans. Inditex of Spain

Q4. Name the prosthetics co that has been sponsoring Paralympics for the last 24 years.

Ans. Otto Bock

Q5. Which airline ordered by US court to hire men also bcoz their business was not to forthrightly titillate and entice male customers ?

Ans. Southwest Airlines

Q6. How many gms of gold does gold medal weighing 410 g contain ?

Ans. 6gms

- *Compiled by G.Mohan Twitter handle @go_mohan*

Share this:

- Twitter
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #141

July 24, 2012

businessbaatein Trivia Bank Botox, Business, chiclet, discoveries, India, olympics, quiz Leave a comment

Q1. Which iconic company's name can be translated roughly as "play well" in Danish ?

Ans. Lego

Q2. A Dutch shipmaster in 16th cent discovered that it is better to transport 'burnt wine" where water can be added later. What drink ?

Ans. Brandy

Q3. What did Alastair and Jean Calluthers discover accidentally in 1987 while experimenting with medicines for eye muscle disorders ?

Ans. Botox

Q4. What accidental discovery did Thomas Adams make in 1870 while experimenting with chicle as a substitute for rubber ?

Ans. Chewing Gum – chiclet

Q5. As Pranab Mukherjee becomes the 13th President of India, he will discard his white Ambassador for a new car. What will be his official car ?

Ans. Mercedes Benz Black Pullman Limo

Q6. "_____ is now the national airline of India. That's what people say," sighs the retired Air India man. Fill in the blank

Ans. Emirates

Q7. The sponsors are paying to provide publicity for Olympics. How ? Sponsors cannot put logo on players/stadia.

Ans. They advertise Olympics in their products that they are official sponsors.

Q8. Which co will be handling the entire IT systems of the London Olympics ?

Ans. Atos

Q9. The global sponsors of Olympics are called TOPs. What does TOP stand for ?

Ans. Top Olympic Partners

Q 10. Who has taken over as the new CEO of Yahoo ?

Ans. Marissa Meyer

Q 11. What coding gaffe has led Microsoft to apologise ?

Ans. a particular patch of code was called 'Big Boobs". This remained in the release also.

- *Compiled by G.Mohan Twitter handle @go_mohan*

Share this:

- Twitter1
- Facebook3
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 140

July 17, 2012

businessbaatein Uncategorized Leave a comment

Q 1 If you type http://msnbc.com to which site you will be taken now ?

Ans. www.nbcnews.com because Microsoft has sold its stake

Q 2 Which Indian co has acquired controlling stakes in Shanti Gears ?

Ans. Tube Investments of India Ltd

Q3. Who are the people behind the regional airline Air Mantra ?

Ans. The Singhs of Religare

Q4. How did Oxfam raise over 100,000 pounds when Roger Federer won the Wimbledon title ?

Ans. A lottery ticket on Fedex winning 7th Wimbldon title that was bequeathed to Oxfam

Q5. Which social media platform for sharing content started in 2004 by Kevin Rose raised 45 mn $ got sold for a mere 500000 $?

Ans. Digg

Q6. What is being packed and sold in tetrapaks by a veterinary college in Wayand district of Kerala hat Rs 5 per litre ?

Ans. Cow urine as pesticide

Q7. Which bank in US was called Bank of Italy before 1930 ?

Ans. Bank of America

Q8. What is the average discount given by the aircraft cos like Boeing & Airbus to airlines ?

Ans. 40-60%

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 139

July 10, 2012

businessbaatein Uncategorized Atlanta, bikini, Business, golf, India, quiz, RIM 2 Comments

Q1. Which town in Tamil Nadu is the hub for the borewell drilling industry supplying rigs all over India ?

Ans. Tiruchengode

Q2. Which travel agency has been stopped by supreme court to operate the Maharaja Express ?

Ans. Cox & Kings

Q3. Which malware is expected to create havoc tomorrow by changing DNS of the computers tomorrow ?

Ans.DNS Changer

Q4. Name the great indian businessman who will give a talk on knowledge of life Aspects tomorrow for his investors and workers.

Ans. Subroto Roy

Q5. LIBOR is polled between different London banks and published by BBA. Who or what is BBA ?

Ans.British Bankers association

Q6. On july 5 1946 what costume was designed by french automotive engineer Loius Reard and why did he call it so.

Ans. Bikini, after Bikini Atoll where on July 1 a bomb explosion took place

Q7. In the context of HR what is ROTI ?

Ans. Return on Training Investment

Q8. CEOs take their golf more seriously than their business. Here is a golf question. How many dimples are there in a golf ball ?

Ans. 250 – 450 balls

Q9. Which was the worlds busiest airport in 2011 ?

Ans. Atlanta, USA

Q10. The town Waterloo 100km southwest of Toronto was recognised as the most intelligent community in.2007. Today it is on edge. Why ?

- Compiled by G.Mohan Twitter handle

Ans. RIM, the maker of Blackberry is in trouble

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More

Like this:

Weekly Business Quiz # 138

July 3, 2012

businessbaatein Uncategorized Business, India, quiz, RBS, Renault Leave a comment

Why have the bigwigs of Barclays bank like Bob Diamond and others decided to forgo their 2012 bonuses ?

Ans. LIBOR scam

What unique situation forced RBS to open its bank's branches to operate on a Sunday for the first time ?

Ans. Software crash

What is the popular or code name for Android 4.1 ?

Ans. Jelly Bean

Which car brand has launched a monster of an SUV called 'Duster' ?

Ans. Renault

The small pack revolution now comes to liquor. What small size bottles are being used by Bacardi, Teachers etc to boost sales ?

Ans. 60ML, 90 ml

Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 137

June 26, 2012

businessbaatein Trivia Bank Bhat, Harish, India, Nokia, quiz, Tata, YSL Leave a comment

Q 1. What is the popular name for the UN conference on development and sustainability being held in Rio De Janeiro called ?

Ans. RIO + 20

Q 2. What is a John Doe order in the context of Internet piracy ?

Ans. A stay order on web-sites when the pirate is not known

Q3. Why have the top 11 cement makers been imposed a huge penalty by Competition commission ?

Ans. Cartelisation

Q4. Which industrialist MP tops the list of LPG consumers in New Delhi as per a recent report launched by Oil marketing cos. ?

Ans. Naveen Jindal

Q5. Who is the new CEO and MD of Tata Global Beverages ltd ?

Ans. Harish Bhat

Q6. What is the new brand name of Yves Saint Laurent ?

Ans. St Laurents Paris

Q7. In which country they have a vending machine activated by a Tweet that dispenses a cup of ice tea ?

Ans. South Africa

Q8. Name the luxury division of Nokia which has been sold off recently to generate cash for the beleaguered company.

Ans. Vertu

Q9. What is the name of the Tablet announced by Microsoft ?

Ans. Microsoft Surface

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook

- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 136

June 19, 2012

businessbaatein Uncategorized Business, BYOD, India, LME, Microsoft, quiz, Shah Rukh Leave a comment

Q 1. Which group has created an Orbit in London at the Olympic Park designed by Indian born designer Anish Kapoor ?

Ans. Arcelor Mittal

Q 2. What is the name of the Tablet announced by Microsoft ?

Ans. Surface

Q3. What unique step is taken by australian online retailer http://Kogan.com to dissuade people from using IE ?

Ans. A tax for using IE

Q4. Which new film is being promoted with the slogan TERI KEH KE LOONGA ?

Ans. Gangs of Wasseypur

Q5. Which bank was founded in New York on June 16, 200 years ago ?

Ans. Citibank

Q6. What price did the first Apple computer Apple I fetch in a New York auction ?

Ans. 345,000 $

Q7. A German Bank Sparkasse Chemnitz is issuing a MasterCard with a very unusual image for a credit card. Whose image ?

Ans. Karl Marx

Q8. Which Bollywood superstar is behind the education cum entertainment venture KidZania ?

Ans. Shah Rukh Khan

Q9. Which Indian group has sought the suffix .indians under the new Internet domain registration policy of ICANN ?

Ans. Reliance

Q10. Which exchange is going to acquire the prestigious London Metal Exchange for 2.1 bn $?

Ans. Hong Kong Stock Exchange

Q11. In the context of enterprise computing what is a BYOD policy ?

Ans. Bring your own device

-Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 135

June 13, 2012

businessbaatein Uncategorized Leave a comment

Name the BEML Chairman who has been suspended in the Tatra scam.
Ans. VRS Natarajan

In which brand of juice in a tetrapak was a dead snake found?
Ans. Maa juice from CavinKare
For which popular brand did kishore Kumar appear in an ad ?
Ans. Brylcreem

Which new gen film director still runs an ad film co called Freshwater films ? Ans. Dibakar Bannerjee

Which programme on ZEE TV claims to have higher TRP rating than even Satyameva Jayate ?
Ans. Lil Dids
What unique capabilities does the app Swiftkey have ? It has been released alongside Queen's platinum jubilee celebrations.

Ans. Text like Queen Elizabeth
- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 134

June 5, 2012

businessbaatein Trivia Bank Business, fracking, India, motels, quiz Leave a comment

Q1. Which American city proposes to ban large bottles and cans of colas and beverages to fight obesity ?

Ans. New York

Q2. Why is the Morgan Stanley analyst Scott Devitt in the news ?

Ans. He is the analyst who brought dwn the earnings estimate of Facebook before IPO

Q3. Name the social network started by Ayab Abdullah of Uzbekistan which looks a lot like Facebook.

Ans. YouFace

Q4. Who is the newly appointed Chairman of LIC ?

Ans. D.K.Mehrotra

Q5. What innovation has been highlighted by Bill Gates as an innovation that has saved max lives in the last 200 years ?

Ans. a flushing Toilet

Q6. What is the popular term for"hydraulic fracturing" of rock using water, sand to recover natural gas called ?

Ans. Fracking

Q7. Name the science fiction author who gave the Law of three for Robo-ethics ?

Ans. Isaac Asimov

Q8. Which ’80s classic Hindi comedy had Dipti Naval playing a door-to-sakesperson selling Chamko detergent ? This is being remade

Ans. Chashme Buddoor

Q9. A new book ” Life behind the lobby ” by Pawan dhingra is a story about which industry and class of entrepreneurs ?

Ans. On how Indian Americans, particularly Patels came to dominate the Motel industry in US

-Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 133

May 29, 2012

businessbaatein Uncategorized Amul, Brands, Cook, Facebook, Fairfax, Preethi, quiz, Thomas, Watsa Leave a comment

Q1. What is unique about The Divorce Hotel ?

Ans. They have packages for couples to have divorce during weekend with legal and other services

Q2. Which American multiplex chain of 5000 screens was acquired by the Chinese group Dalian Wanda for over 2.5 billion $?

Ans. AMC

Q3. Name the business group of Aike Batista, the richest man in Brazil and 7th richest worldwide.

Ans. EBX Group

Q4. Name this IIT Madras alumnus who is often called the Canadian Buffett for his value investing skills.

Ans. V.Prem Watsa of Fairfax

Q5. What was the earlier name of SML Isuzu Limited ?

Ans. Swaraj Mazda Limited

Q6. Why did Zuckerberg marry 1 day after the Facebook IPO?

Ans. Bec California divorce laws says any wealth acquired before marriage cannot b shared

Q7. What is Grexit in the context of the Euro crisis?

Ans. Exit of Greece from Euro

Q8. Who has acquired the online marketplace co Ariba yesterday for 4.5 Bn $?

Ans. SAP

Q9. What item belonging to Late Ronald Reagan is being auctioned online ?

Ans. A vial of his blood

Q10. Which Mumbai based group is positioning apartments based on the cars they own , Dadar for BMW and Worli for RR owners ?

Ans. Wadia Group

Q11. Name the Facebook CFO who is being blamed for the IPO fumble

Ans. David Ebersman

Q12. Which brand of mixie an affiliate of Philips got badly affected bcoz of Jayalalithaa's freebie schemes in TN ?

Ans. Preethi

Q13. McDowells becomes the 2nd brand to reach 2 Billion $ in retail sales in India. Which was the first ?

Ans. Amul

Q14. Who has acquired controlling stake in Thomas Cook's India operations ?

Ans. Fairfax belonging to Indian American Prem Watsa

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook3
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 132

May 22, 2012

businessbaatein Trivia Bank Brands, Business, Facebook, India, Kodak, quiz, seoul, Zuckerberg Leave a comment

Q1. In which Stock Exchange will Formula One will soon be listed ?

Ans. Singapore

Q2. Which Tech major has launched a new social platform called so.cl ?

Ans. Microsoft

Q3. Name the apex agency in India that gives products Halal certification.

Ans. Halal India

Q4. As per Jeff Bezos ” _____ of the 100 top titles in Kindle today are self published”? Fill in the blank

Ans. 16

Q5. As per AAI, India has how many airports and airstrips incl many of the WW -II era ?

Ans. 456

Q6. Why is Priscilla Chan in the news ?

Ans. She married FB founder Mark Zuckerberg recently

Q7. Zuckerberg delayed taking FB public until he had no choice. What was the regulatory compulsion ?

Ans. Publishing quarterly results for over 500 private investors

Q8. Which. Law states that "for any group of size n, the number of Subgroups that can be assembled is 2 ^ n.?

Ans. Reed's law

Q9. Connect the following Between, Path, Familyleaf, Storytree …

Ans. New online social networks which promote private interactions

Q10. Connect the Mumbai non-profit Millennium Mams with Warren Buffett.

Ans. 16 ladies from this NGO went to Omaha to listen to Buffett's AGM speech of Berkshire Hathaway

Q11. Which Hollywood celebrity has taken Punjab actor Varinder Singh Ghumman as the brand ambassador for his products ?

Ans. Arnold Schwarzenegger

Q12. Which group has acquired a 27 % stake in Living Media , the co that publishes India Today ?

Ans. Aditya Birla group

Q13. Starbucks invites its rivals to Coffee cup Summit at MIT. What do they discuss in that summit ?

Ans. Disposal of paper cups

Q14. Which co as a part of its sustainability initiatives has devised a calculator for calculating the carbon footprint of every package ?

Ans. UPS

Q15. As per the new TRAI guidelines, max how many minutes of advertising time is allowed per hour of TV broadcast ?

Ans. 12 mins per hour

Q16. Which Indian group has acquired the US based health information co Decision Resources for Us $ 635 mn ?

Ans. Piramal

Q17. As per the Economist, which is the busiest airline route in the world for the year 2011 ?

Ans. Between Seoul and Jeju in South Korea

Q18. Which co had a nuclear reactor in their office building in New York for 30 years ?

Ans. Kodak

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 131

May 15, 2012

businessbaatein Trivia Bank Borogrammer, Business, India, Morgan, quiz, Rovio, Sassoon, Vidal Leave a comment

Q1. On what issue the Yahoo CEO Scott Thompson had to quit ?

Ans. Inaccurate information given in CV

Q2. Which brand took advertising into outer space in the year 2001 when a Russian rocket had its big logo painted on it ?

Ans. Pizza hut

Q3. Name the hair dresser who pioneered the ‘ Bob cut’

Ans. Vidal Sassoon

Q4. What is the meaning of the term seigniorage in public finance ?

Ans. The difference between the value of money and the cost to produce it

Q5. Which type of biscuits are very popular from Kayani bakery of Pune ?

Ans. Shrewsbury biscuits

Q6. What unique feedback does the hybrid car Honda Insight provides to Its drivers ?

Ans. Mileage based on the way they're driving

Q7. What is the real name of the JP Morgan trader labelled London whale who has caused a 2 bn $ trading loss ?

Ans. Bruno Iskil

Q8. After it's split with TATA Motors where has Fiat started it's first independent dealership ?

Ans. Hyderabad

Q9. Which MNC seed co is in the eye of the storm between Hindu and TOI started by a P Sainath article ?

Ans. Monsanto

Q10. Who are the Partners of Dunkin Donuts in India ?

Ans. Jubilant Foodworks

Q11. How many failures did Rovio have before they hit pay dirt with Angry Birds ?

Ans. 51 failures

Q12. What or who is a "brogrammer" in silicon valley speak ?

Ans. A programmer who breaks the usual expectations of quiet nerdiness and calls everyone else a 'bro'. Made famous in the movie The Social Network.

-Compiled by G.Mohan @go_mohan

Share this:

- Twitter1
- Facebook4
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 130

May 8, 2012

businessbaatein Business, Trivia Bank B, Brands, India, Leone, Manforce, Pantaloon, Pepsi, Rashmi, Slideshare 1 Comment

Q 1. Which brand of condoms has signed up Sunny Leone for endorsing their product ?

Ans. Manforce condoms

Q2. Which airline's name will appear in the names of two London underground stations, Greenwich peninsula and Royal Docks ?

Ans. Emirates

Q3.Why has the Google's latest upgrade called Penguin created a stir in India ?

Ans. It may trigger unemployment among SEO outsourcing firms

Q4. In Management lingo,what is Prozac leadership ?

Ans. Excessive reliance on positive thinking

Q5. Which CEO of Indian origin leads Slideshare , the co which has got acquired by LinkedIn for a whopping 119 Mn $?

Ans.Rashmi Sinha

Q6. For what product/ brand has AShton Kutcher appeared in an ad as an Indian named Raj creating an outcry ?

Ans. Popchips

Q7. What is the price range for IPO indicated by Facebook ?

Ans. 28 $ – 35 $

Q8. Formula for which beverage was developed by Richard Ritchie in 1931 ?

Ans. Pepsi Cola

Q9. Which web co in the news serves ppts from beautiful servers named after Aishwarya Rai, Dia Mirza, Bipasha etc ?

Ans. Slideshare

Q10. Which two ivy league universities have come together to launch a online learning platform called edX ?

Ans. Harvard and MIT

Q11. 28 years ago (May 3rd) with $1000, instead of studying for finals during my freshman year at the Univ. of Texas, I started ____ ? Fill in the blank.

Ans. Dell

Q12. In which e-book reader has Microsoft taken a 17% stake , hotting up the competition for Apple and Amazon ?

Ans. Nook of Barnes and Noble

Q13. What govt measure will make it diffcult for Benson and Hedges or Marlboro to be available in local shops in India ?

Ans. Ban on import of cigarettes.

Q14. Which brand of fans has an unusual celebrity Rajesh Khanna endorsing it ?

Ans. **Havells**

Q15. As per a recent survey which is the best seat in an aircraft ?

Ans. 6A is the best and 32E is the worst

Q16. Which group will take a controlling stake in Pantaloon retail from the Future Group ?

Ans. Aditya Birla Nuvo

Q17. Which will be the first airline to operate a refinery to bring down its fuel costs ?

Ans. Delta airlines

Q18. Which beverage will have a new tag line ” Live for Now ” ?

Ans. Pepsi

Q 19. How do we better know the Shinkansen trains ?

Ans. Bullet trains

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook
- Email
- Print
- More

Like this:

Weekly Business Quiz # 129

May 1, 2012

businessbaatein Uncategorized Akshaya, Brands, Business, India, quiz, Samsung, telecom, Tritiya, Vespa Leave a comment

Q1. Which beverage will have a new tag line ” Live for Now ” ?

Ans. Pepsi

Q2. How do we better know the Shinkansen trains ?

Ans. Bullet trains

Q3. Who is slated to take over as the Chairman of NASSCOM from Rajendra Pawar of NIIT ?

Ans. N Chandrasekharan of TCS

Q4. Which 4200 cr company was started by school dropouts Soundarrajan and Sunderrajan in Udumalpet near Coimbatore ?

Suguna Poultry

Q5. Which global co was started by Danish carpenter Ole Kirk Kristiansen in 1932 to augment his income by making wooden toys ?

Ans. Lego

Q6. Which designer brand was started by Domenico and Stefano who met in 1980 when they were assts at a fashion house in Milan ?

Ans. Dolce & Gabbana

Q7. Which businessman of Indian origin is Britain’s richest man ?

Ans. L N Mittal

Q8. Where has the new Guru gobind Singh refinery come up in Punjab ?

Ans. Bhatinda

Q9. Micromax has launched an Android smartphone which even has a SIRI like Assistant called AISHA . Expand AISHA

Ans. Artificial Intelligence Speech Handset Assistant

Q10. Steve Coll's latest book Private Empire is an account of which American co ?

Ans. Exxon Mobil

Q11. Which Indian airport is slated to become the most expensive airport in the world as per IATA ?

Ans. IGIA Delhi

Q12. ISRO launched a spy sattellite RISAT-1 successfully ? Expand RISAT

Ans. Radar Imaging Satellite

Q13. How did the infamous "watergate " scandal get its name ?

Ans. Name of a hotel in Washington DC

Q14. Which social networking site has been described by blogger Kevin Gil Martin as "lazy mob justice" ?

Ans. Twitter

Q 15. Which cult scooter brand has been relaunched as a gearless one at the premier end in India ?

Ans. Vespa

After the recent results which co has become the worlds biggest cellphone maker ?

Ans. Samsung

Q 16. In the context of telecom spectrum regulations, what is "refarming" ?

Ans. Reassigning govt.reg. spectrum for services with higher value.

Q 17.Google has launched a new service for storing 5GB data on the cloud a la Dropbox , what is it called ?

Ans. Google Drive

Q 18. Which co was set up by Jack Dorsey and Jim McKelvey when Mckelvey could not accept credit card payments for his hand-blown glass ?

Ans. Square

Q19. Which consumer goods co that is a sponsor to the London Olympics created a viral ad saying Thank you Moms ?

Ans. P & G

Q20. Which Indian famous jewellery chain has opened its ipo today ie akshaya tritiya day ?

Ans. Tribhovandas Bhimji Zaveri

Q21. The Google Doodle featured a zip…why ?

Ans. The birthday of Gideon Lundbeck who invented zip

- *Compiled by G.Mohan Twitter handle @go_mohan*

Share this:

- Twitter1
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 128

April 24, 2012

businessbaatein Trivia Bank Aamir, Audi, Brands, Business, Ford, quiz, RBI, Salman, TRAI 2 Comments

Q 1. Who is the new President of World Bank ?

Ans. Jim Yong Kim

Q2. Which luxury car manufacturer has acquired the Italian bike mfr Ducati for 860 mn € ?

Ans. Audi

Q3. ASCI and TAM have launched NAMS . What is NAMS ?

Ans. National Audience Measurement System for measuring reach of ads

Q4. Which online for profit news blog has been given a Pulitzer prize ?

Ans. Huffington Post

Q5. Star moves out of the alliance with ABP. what will be the new names of Star news, star Ananda and Star Majha ?

Ans. ABP will replace Star in all names for eg ABP news

Q6. Who will be the celebrity endorsing the bike Suzuki Hayate ?

Ans. Salman Khan

Q7. Which CM has announced that they will launch their own newspaper and TV channel ?

Ans. Mamata Banerjee

Q8. Who had said ” if I had asked my customers what they wanted, they would have said a faster horse “?

Ans. Henry Ford

Q9. For which TV show which is to be aired on 10 channels is Aamir Khan charging rs 3 crore per episode ?

Ans. Satyamev Jayate

Q10. As per TRAI guidelines what is the maxm mumber of tariff plans a mobile operator can have at a given point in time ?

Ans. 25 plans

Q 11. What two pieces of info has been made mandatory in pass book and a/c statement by RBI for every bank?

Ans. MICR and IFSC

Q12. As per The Economist, what technology is central to the 3rd industrial revolution ?

Ans. 3D printing

Q13. Which global food major has acquired the nutrition business of Pfizer for over 11 bn $?

Ans. Nestle

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook1
- Email

- Print
- More
-

Like this:

Weekly Business Quiz # 127

April 17, 2012

businessbaatein Trivia Bank Brands, Ertiga, Google, quiz, Sony Leave a comment

Q1. One Titanic tweet..which shipping line owned the ship Titanic ?

Ans. White Star Line

Q2. The corporate HQ of Google is Googleplex. From which cult book has this name been taken ?

Ans. Douglas Adams book Hitchhikers guide to galaxy

Q3. Sony has announced digital imaging, gaming and mobile phones as their core products. What product is conspicuously absent ?

Ans. TVs

Q4. You know BMW. AMW is the third largest truck co in India. Expand AMW
Ans. Asian Motor Works
Q5. What new model of MUV has been launched by Maruti to compete with the likes of Innova and Xylo ?
Ans.Ertiga
Q6. Name this doyen of Indian capital markets who founded the National Stock Exchange.
Ans. RH Patil RIP

Q7. Which TV channel has been shut down by Turner Broadcasting in India ?

Ans. Imagine TV earlier known as NDTV Imagine

Q8. What was the original name of HTC, the mobile device manufacturer ?

Ans. High Tech Computers

Q9. In mobile phone market what does “tyranny of the flagship” mean, as per the Economist ?

Ans. iPhone/ Samsung Galaxy walking away with profits

Q 10. What is unique about the business of etailer http://EDABBA.com ?

Ans. It helps human assistance in tier II- III towns to place orders online

Q11. In competition to Mackintosh Jack Tramiel launched a low priced home computer. It is the best selling PC of all time. Name it.

Ans. Commodore 64

Q12. Airtel has launched 4G first in Kolkata. This is using TD LTE technology. Expand TD LTE.

Ans. Time Division Long Term Evolution

Q13. In which city has Mahindra group created Mahindra Research Valley inaugurated by former Pres. Abdul Kalam ?

Ans. Chennai

Q 14. GOI has made it mandatory for electronic filing of IT returns for individuals above a income limit . What is the limit ?

Ans. Rs 10 lakhs and above

Q 15. What are the other names of multi level marketing and why GOI considers it a fraud ?

Ans. Network marketing or Pyramid marketing…It is considered an economic offence because it is robbing Peter to pay Paul

Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 126

April 10, 2012

businessbaatein Trivia Bank AOL, GAAR, In, Instagram, Microsoft, Phablet, Porsche, quiz, StarTV 1 Comment

Q 1. What is the new GAAR proposed in the budget making FIIs doing GRRR ?

Ans. General anti avoidance rules

Q2. Which model of Porsche was designed by Ferdinand A Porsche who died recently ?

Ans. Porsche 911

Q3. Which well known Indian recruitment firm is selling out to become Randstad India ?

Ans. Ma Foi

Q4. Name the co that has replaced NOKIA as the most valuable co in the Helsinki Stock exchange.

Ans. Fortum the energy co.

Q5. Who has won the Tv rights for screening all Indian cricket matches for the next six yrs from BCCI ?
Ans. Star TV
Q6. After Samsung Galaxy Note's surprising success what is the category being called now ?
Ans. Phablet (phone + tablet)
Q 7. Who has launched India's first- multi-asset multi-manager fund ?

Ans. ING

Q8. At what price has Facebook acquired the photo site Instagram?

Ans. 1 Bn $
Q9 . We know the BRICs. Which countries make up the MIST?
Ans. Mexico, Indonesia, South Korea and Turkey
Q 10. Who has acquired 800 odd patents of AOL for over 1 billion $?
Ans. Microsoft
- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter1
- Facebook6
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 125

April 5, 2012

businessbaatein Uncategorized qui, quiz 1 Comment

Q 1. Which mass market brand tried unsuccessfully to launch a premium offering called ARCH DELUXE ?

Ans. McDonalds

Q2. Name the famous economist who also managed the investments of Kings College cambridge successfully.

Ans. John Keynes

Q 3. What is often said to be "sublimated essence of what America stands for" ? One journalist said it was " a decent thing, honestly made"

Ans. Coke

Q4. Suzuki Mehran is the largest selling model in Pakistan. How is this model known in india ?

Ans. Maruti 800

Q5. Who coined the word "nanotechnology" in 1974, to signify machining with tolerances of less than a micron

Ans. Norio Taniguchi

Q6. The lead female actor of Blood Money Amrita Puri is the daughter of a well known banker. Name him

Ans. Aditya Puri of HDFC Bank

Q7. In stock exchange trading what is ALGO ?

Ans. Algorithmic trading

Q8. Name the celebrities behind a new networking platform for story telling etc called QYUKI

Ans. .Shekhar kapur and AR Rahman

Q9. In which online travel portal has Bollywood star Salman Khan taken a stake ? clue he is endorsing it also

Ans. Yatra.com

Q10. Who has authored the book the "Coalition of competitors" on how NASSCOM helped the Indian IT industry ?

Ans. Kiran Karnik

Q 11. What new circular from Mamata Banerjee has created a furore of censorship in West Bengal ?

Ans. Ban of english dailies from govt libraries

Q 12. Who has acquired Fidelity MF in India ?

Ans. L & T Finance Holdings

Q 13. Which international hotel chain's properties in UK are likely to be taken over by an Indian property company ?

Ans. Marriott

Q 14. Which Hyderabad based infrra major is under threat of takeover by Essel group of Subash Chandra ?

Ans. IVRCL

Q 15. Many analysts in US have decided to exclude one co's results from corporate earnings, bcos the co skews the results. Name the co.

Ans. Apple

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook4
- Email
- Print
- More

Like this:

Weekly Business Quiz # 124

March 27, 2012

businessbaatein Uncategorized quiz 2 Comments

Q1. Jet has decided to merge Jet Konnect and JetLite. Which brand will be retained ?

Ans. Jet Konnect

Q2. UPS has acquired TNT. What is the full form of TNT ?

Ans. Thomson Nationwide Transport

Q3. Name the first open source company that will clock 1 billion $ in revenues.

Ans. Red Hat

Q4. Why has Israel decided to ban skinny models from ads ?

Ans. To reduce eating disorders

Q5. What will be the name of the new sports channel to be launched by Sony ?

Ans. Six

Q6. Where will the HQ of the co formed out of the merger of Tech Mahindra and Mahindra Satyam be located ?

Ans. Pune

Q7. Among cola drinkers who are 'dualists' and 'resistants" ?

Ans. Dualists drink both regular and diet at diff times. Resistants drink neither

Q8. If Pepsi has Tropicana as its pure juices brand, what is Coke's pure juice brand called ?

Ans. Simply juices

Q9. Which animation character created by Hyderabad based Green Gold Animation has made Pogo the No 1 children's channel in India ?

Ans. Chhota Bheem

Q10. On World Water Day today, how is SBI celebrating ?

Ans. SBI gave away a free water purifier to 13600 schools from their 13600 branches

Q11.From April 1 2012 what will be the uniform validity of all cheques as per a RBI regulation ?

Ans. 3 months

Q12. GAIL has built India's longest gas pipeline which was inaug y'day by PM. Name the two terminals of this line.

Ans. Dahej to Bhatinda

Q 13. Many analysts in US have decided to exclude one co's results from corporate earnings, bcos the co skews the results. Name the co.

Ans. Apple

Q14. Artist Robert Hunt painted the image of a boy on the moon fishing, which was converted by I L & m into a digital image. Which movie co logo ?

Ans. Dreamworks

Q15. Most logos carry one icon, but which co logo has as many as 25 icons with symbols such as sun, DNA, bee, flower and heart?

Ans. Unilever

Q 16. To which brand did Karhu Sports sell its logo for $ 2000 and two bottles of whiskey ?
Ans Adidas

Q 17. Which car logo was designed by Childe Harild Wills, the inventor of Vanadium and molybdenum steel alloys ?

Ans. Ford Motors

(Note : Q14 to 17 were taken from Sunday Chronicle dated 25/03/12. Thanks)

- *Compiled by G.Mohan Twitter go_mohan*

Share this:

- Twitter
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 123

March 20, 2012

businessbaatein Uncategorized quiz Leave a comment

1. Where has Harvard Business School set up its classroom in Mumbai for Executive Education in India ?

Ans. Taj Land's End, Mumbai

2. Why has Nestle India been hauled up for violating advt norms ?

Ans. The tins of Lactogen do not have warning reg Mother's milk in Hindi and font size was small

3. Name the celebrity who endorses Fast track, Flying Machine jeans, Herbalife, Fair and Lovely for men, Sangam suitings etc.

Ans. Virat Kohli

4. Connect Ventura, Mantra, RAHI, Turbo

Ans. Regional airlines started in India recently

5.What is the increased limit of free baggage allowance as per the recent budget ?

Ans. Rs 35000 from Rs 25000 earlier

6. Who has launched a special Tendulkar edition of a drink to honour Tendulkar 100th century ?

Ans. Coca Cola

7. Strayer University US has launched an 18 month Executive MBA delivered online in collaboration with a fmr CEO, now retired. Who ?

Ans. Jack Welch

8. After 244 years Encyclopedia Britannica has stopped recently. What reasons have been cited ?

Ans. Internet and Wikipedia

Thanks to all the visitors, readers and followers. We crossed 150, 000 hits last week.

- *Compiled by G.Mohan Twitter handle @go_mohan*

Share this:

- Twitter1
- Facebook5
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 122

March 13, 2012

businessbaatein Uncategorized quiz 1 Comment

Q 1. L & T chief AM NAIK is writing his memoirs and it will be called V to W. Why ?

Ans. Village to World

Q 2. Who has launched a collection of digitally restored parallel cinema movie DVDs like Jaane Bhi Do … under the Cinemas of India label ?

Ans. NFDC

Q 3. Which European country introduced a quota for women on boards of companies 10 years ago that has brought their share to 40 % now ?

Ans. Norway

Q4. As per LinkedIn which job title is the fastest growing among its members in US ?
Ans. Adjunct Professor

Q5. Name the Indian behind the Hollywood production house Hyde Park Entertainment that has produced Ghost Rider etc ?

Ans.Ashok Amritraj

Q6. In which Indian blue chip co a 72 year old is succeeded by a 67 year old veteran in the name of succession ?

Ans. L & T

Q7. Which is the first bank likely to deploy IBM Watson the supercomputer that had won Jeopardy ?
Ans. Citibank

Q8. As Rahul Dravid retires an old quiz question. Why is he nicknamed Jammy ?

Ans His father worked for Kissan Jams. He later endorsed it also.

Q9. Apple launched its latest version of iPad with retina display, quad core , LTE ready etc. What is it called ?

Ans. New iPad

Q 10. Who has acquired the insurance business of HSBC worldwide ?

Ans. Axa

Q11. Name this women's cooperative that has 650 cr sales and exports of 29 cr.

Ans. Lijjat

Q12. What is the new name for Android Market, the app store from Google ?

Ans. Google Play

Q 13. Name this Kraft brand that celebrates its 100th anniversary .

Ans. Oreo

Q 14.. What is an MOOC in the sphere of online education ?

Ans. Massively Open Online Courses

Q 15. Which MNC has set up hair salons in its headquarters for its employees ?

Ans. Unilever

- *Compiled by G.Mohan Twiiter handle @go_mohan*

Share this:

- Twitter
- Facebook33
- Email
- Print
- More
-

Like this:

Admission to ASCI- Hospital Management 2 year Diploma

March 7, 2012

businessbaatein Uncategorized Admission, CAT.MAT, Hospital, MBA Leave a comment

Administrative Staff College of India, India's leading Management Development Institute, announces admission notification for their only long duration programme.

The ASCI Post Graduate Diploma in Hospital management (ASCI-PGDHM) is an AICTE-approved **two-year full-time residential** programme. The programme has an approved capacity of **30** students per batch.

The Programme is conducted over 4 semesters, comprising 3 semesters of classroom teaching, practical and field work, and one semester on internship at healthcare institutions.

Course Curriculum: The Course curriculum has been designed to cover the conceptual and qualitative skills needed by administrators/managers in contemporary hospitals.

Faculty: Faculty from the healthcare related industry complements highly competent core faculty.

Placements: Participants who have completed the Programme have found placements in leading hospitals and many healthcare organizations. ASCI Alumni proudly represent its alma mater at such institutions such as: (Hospitals) Aditya, Apollo, KIMS, Mediciti, Kamineni, Care, Manipal, Wockhardt, Sahara, Seven Hills, Fernandez, Arvind Eye, Sterling, Vikram, Bombay, Max Super-speciality, Medica Synergie, Fortis, Suburban Diagnostics, (Healthcare) Infosys, ICICI Lombard, iSoft, Asclepius, Vaatslaya, HOSMAC.

Location: The programme is housed at the Centre for Healthcare Management, ASCI at its College Park Campus at Banjara Hills in Hyderabad. The institute provides the students excellent opportunities for doing live projects with hospitals of all types.

Eligibility Criteria:

Graduates in any discipline, preferably sciences, technology or IT, with a minimum of 50% marks at the aggregate. Graduates with medical, life sciences, technology, or IT degrees may apply.

Candidates are required to qualify in the MAT, CAT or CMAT examinations. Selection shall be based on a combination of factors including academic credentials, MAT/CAT/CMAT scores, Group Discussion and Personal Interview, and a demonstrated interest in the healthcare sector.

Fee: Tuition and academic activities: Rs.4,90,000/- + Accommodation: Rs. 1,00,000/- +

Catering and food provision: Rs. 1,00,000/-

Admission Process: Application form can be downloaded from our website, completed and submitted with self-attested copies of certificates and a demand draft (DD) of Rs. 1,000/- in favour of "Administrative Staff College of India" payable at Hyderabad, to the address provided below. Forms can also be obtained at our office on payment through DD. Last date for accepting applications is April 30, 2012.

All applicants meeting the eligibility criteria will be called for Group Discussions (GD) and Personal Interviews (PI) at New Delhi, Kolkata or Hyderabad, and will be notified of the dates.

GDs/PIs will be held in May 2012 in New Delhi, Hyderabad, and Kolkata. The list of selected candidates will be put up on the ASCI website and classes will commence in the first week of July 2012.

For application form and prospectus, please visit
http://www.asci.org.in/pgd_hospital.aspx

Director, Centre for Healthcare Management,

ASCI-PGDHM Program

Administrative Staff College of India

College Park Campus

Road # 3, Banjara Hills, Hyderabad – 500 034

Phone #91-40-66720713/66720711 Fax: 66720725

Email-:rvp@asci.org.in

Share this:

- Twitter3
- Facebook15
- Email
- Print
- More

Like this:

Weekly Business Quiz # 121

March 6, 2012

businessbaatein Uncategorized quiz 1 Comment

Q1. How did the terms bull and bear come in stock market lingo ?
Ans,,Bull attacks up and bear with its paw down.

Q2. Who is the brand ambassador for FBI to curb insider trading ?
Ans. Michael Douglas of Gordon Gekko fame

Q3. Which Indian group has emerged as one of the bidders for Cable and Wireless of UK ?
Ans. Tata group

Q4. Who has acquired the online photo sharing site Kodakgallery from Kodak ?
Ans. Shutterfly

Q5. Which PSU had offer for sale by govt of shares through a new method of auction in the stock exchanges. Unfortunately issue bombed
Ans. ONGC

Q6. Which international co has set up hair salons for its employees ?

Ans. Unilever to promote flexibility and trust alongside promoting own products

Q7. What is an MOOC in the sphere of education ?
Ans. Massively open online courses

-Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook4
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 120

February 28, 2012

businessbaatein Trivia Bank quiz Leave a comment

Q1. Which country has been named recently by the Forbes magazine as the richest country in the world ?

Ans. Qatar

Q 2. What is the new name for the merged entity of Sesa Goa and Sterlite of the Vedanta group ?

Ans. Sesa Sterlite

Q3. For collecting rural data for the newly launched Consumer Price Index who will be used by the Govt ?

Ans. Postmen

Q4. Which model of car Hyundai will be launched with a Wes Anderson commercial to coincide with the academy awards ceremony ?

Ans. Hyundai Azera

Q5. Which newspaper has been brought out by Rupert Murdoch in some ways a replacement to News of the world?

Ans. Sunday edition of The SUN

Q6. In which Chennai based venture do Anjali Tendulkar and Aarti Sehwag , have a significant stake ?

Ans. Sports Mechanics, a software co that helps analyzing cricket from the videos

Q7. Cafe Coffee Day has launched Coffee day WakeCup recently. What is it?

Ans. A coffee making machine to make one cup at a time.

Q8. What is the name of the new service launched by ET that provides real time information about stock market ?

Ans. ET Speed

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter1
- Facebook3
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 119

February 21, 2012

businessbaatein Trivia Bank, Uncategorized quiz Leave a comment

Q 1 Kellogg's has put in a 2.7 billion $ bid to acquire which snack brand ?
Ans. Pringles

Q 2. Which will be india's first exchange to go for an IPO and get listed in the stock exchanges ?
Ans. MCX

Q 3. Which country is launching space vehicles to clean up space junk ?
Ans. Switzerland

Q 4. Why are the logo and interface of Facebook in blue colour ?
Ans. Mark Zuckerberg is red-green colour blind. Blue is the brightest color he sees

Q 5. Who has launched an IPad magazine in India called TWEEK ?
Ans. Times internet
Q 6.From whom is Marico acquiring the personal products brands of Paras pharma to whom they had sold earlier ?
Ans. Reckitt Benckiser

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 118

February 14, 2012

businessbaatein Uncategorized quiz 2 Comments

Which co has raised the prices of Whitney Houston albums after her death opportunistically ?

Ans. Sony music

Which two brands from Pepsico are being promoted under a single slogan " I feel UP" ?

Ans. 7Up and Nimbooz

Which brand of whisky known for 'making it large' has signed on SRK as its brand ambasador ?

Ans. Royal Stag

For tv commercial of which brand has Dhanush sung and written a jingle for Sachin Tendulkar ?

Ans. Boost

Which insurance co appears to be opportunistic and show Yuvraj Singh talking about his health often in the TVC ?

Ans. Birla Sun Life

Which co insures 4 out of 5 films made out of Hollywood and also awards the most risky film of the year award ?

Ans. Fireman's fund

Compiled by G.Mohan Twitter go_mohan

Share this:

- Twitter1
- Facebook3
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 117

February 7, 2012

businessbaatein Uncategorized quiz Leave a comment

Q 1.What is the signifiance of the number 24902 in Richard Branson book Capitalism 249O2 ?
Ans Circumference of earth at equator is 24902 miles

Q2. Yesterday was SUPERBOWL the ultimate TV event. How did it get its name?
Ans. Lamar Hunt the organiser saw his girl play with Super Ball.

Q3. Why there was a tie breaker conducted to sell Jadeja in the IPL V auctions ?
Ans. Bcoz both teams reached the upper limit of purse money of 2mn $

Q4. Name the indian city that has been declared as the first smoke free tourist city in india.
Ans. Ernakulam

Q5. What is the new name of UTV Software – the media co ?
Ans. Walt Disney India

Q6. Under what name has Amazon started a online shopping service in india ?

Ans. Junglee

Q7. Connect Peter Thiel, Accel Partners, Digital sky, Microsoft to Facebook
Ans. All early stage investors in FB who will benefit with its IPO

Q8. "We don't build services to make money. We make money to build better services." Who said it recently ?
Ans. Facebook founder Mark Zuckerberg in his letter to prospective shareholders

Q9. The govt of india has launched a new index called CRIS. What is CRIS ?
Ans. Comparative index for sovereigns

Q 10. As per GOI the per capita income in india crossed an important figure in 2010-11. What is the figure ?
Ans. Rs 50000 p.a

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 116

January 31, 2012

businessbaatein Trivia Bank quiz Leave a comment

Q 1 At 57, she is still the leading lady. Who or what is being talked about ?

Ans. The Filmfare award trophy

Q 2 In the 70 year history of The economist magazine, they are launching a separate section for the first time for a country. Name the country.

Ans. China

Q 3 You know wifi. Now a new tech has come to transmit data called Li-Fi. What is LiFi ?

Ans. Light fidelity, a new technology where variations in light is used to transmit data. Casio has developed products using this.

Q 4 Which country known as an export power house for many years will report a current acc deficit ?

Ans.Japan

Q 5. Which Canadian co recently decided to go from a CO CEO model to a single CEO one ?

Ans. Research in motion or RIM

Q 6. Name the Swedish retailer who has decided not to enter India because of the 30% sourcing norm.
Ans. Ikea

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook5
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 115

January 24, 2012

businessbaatein Trivia Bank quiz Leave a comment

Q 1. To whom did President Obama say "Happy to meet a world leader who has an ear bigger than mine "?

Ans. Mickey Mouse

Q 2. Which major data sharing site on the net has shut down after its founder was arrested ?

Ans. MegaUpload

Q 3. What is the contribution of John Brager's Robot wisdom to social media ?

Ans. The word blog

Q 4. The men's hair cream brand Brylcreem changed hands in India recently. Who is the new owner of this brand ?

Ans. HUL from Godrej Sara Lee

Q 5. How is Oscar awards connected to the Kodak company ?

Ans. The award function is held at Kodak theatre in LA

Q 6. As per Indian building by laws what is essential for those who seek permission to build houses in plots above 120 sq.m ?

Ans. Plant a tree

Q 7. Moheet Nagrath, an Indian from Hyderabad, heads Global HR of which MNC globally ?

Ans. Proctor and Gamble

- *Compiled By G.Mohan Twitter @go_mohan*

Share this:

- Twitter
- Facebook11
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 114

January 19, 2012

businessbaatein Trivia Bank quiz Leave a comment

Q 1What signifiant change has been made in the duty structure for gold and silver in india recently ?

Ans. From a fixed amount to a % of price to take advantage of the rising prices

Q 2. Name this Chief Yahoo of Yahoo who resigned from the board of the co he founded yesterday.

Ans. Jerry Yang

Q 3. Today large parts of the net have a black out protesting against SOPA and PIPA. Expand them.

Ans. Stop Online Piracy Act and Protect IP Act

Q4. How do we better know UBISLATE 7+ from Datawind ?

Ans. The AAKASH tablet

Q 5. Name the two european countries that lost their AAA status given by S&P yesterday.

Ans. Austria and France

Q 6. What surgery was done on 30yr old woman Timmie Jean Lindsay of Texas in 1962 for the first time ? Today it is a full fledged industry

Ans. Breast implant

Q 7. How is the birth of the international finance industry and Renaissance intimately connected ?

Ans. In Florence where bankers commissioned art to assuage their guilt arising out of moneylending

Q 8. Which company invented the term ‘ civil servant’ ?

Ans.East india company

Q9. Beer is to __ as wine is to France. Name the country.

Ans.Belgium

Q 10. Which group has signed an MOU with AP govt to set up a sports university on the outskirts of Hyd ?

Ans. Yash Birla Group

Q 10. In which new car did Farooq Abdullah drive down to FM’s office ?

Ans. A solar powered Reva

Q 11. Which ivy league business school has appointed an indian Soumitra Dutta as dean. ?

Ans. The B-School at Cornell University

Q 12. What is the minimum height for a building to be called a skyscraper ?

Ans. 240m

Q 13. Which product was once called “an armour against pleasure and a cobweb against infection” ?

Ans. Condom

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 113

January 10, 2012

businessbaatein Trivia Bank Leave a comment

Q 1Name the legendary footballer who said “ Beauty comes first. Victory is secondary . What matters is joy”. ?

Ans. Socrates, the Brazilian footballer who died last month

Q 2.Which ad agency did ad veteran Bal Mundkur who passed away yesterday found ?

Ans. Ulka, now called Draft FCB Ulka

Q3.As per UN what is the replacement rate of fertility ?

Ans. 2.1 percent per annum

Q4. Which is the worlds largest direct selling company ? Clue not Amway

Ans. Avon

q5. Which is the world largest natural gas company ?

Ans. Gazprom

Q 6. What connects G N Bajpai SA Dave UKSinha DR Mehta ?

Ans. SEBI chiefs

Q 7. In Hindustani music muslims are called ustads Hindus are called Pandits. What are PARSIS called ?

Ans. Pandits

Q 8. The govt has made hallmarking of gold jewellery a must in india. What is hallmarking ?

Ans. Certificate from BIS about purity

Q 9.About what has Ratan Tata said that it is not a flop but it was a lost opportunity ?

Ans. Tata Nano

Q 10.Today is AR Rahman's bday. For which bank ad does his mother Kareema Begum under the tag line 'your dreams are not your dreams alone' ?

Ans. Union Bank of India

Q 11. Name this heritage brand of cod liver oil from Merck.

Ans. Seven seas

Q 12. What are the two new ways of raising money by company promoters approved by SEBI recently ?

Ans. Institutional Placement Programme and Block sale by promoters through stock exchanges

Q 13. Name the four wheeler,not a car, launched by Bajaj ?

Ans. Bajaj RE 60

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 112

January 3, 2012

businessbaatein Uncategorized 1 Comment

Q 1. If Ericsson is the technology leader in mobile phone networks who is considered the cost leader ?

Ans. Huawei

Q2. Name this indian start up led by Naveen Tiwari that is emerging as a strong competitor to Google in mobile advertising.

Ans. **InMobi**

Q3. Who are the partners of the finance e learning academy started by Mukesh Ambani ?

Ans. PWC and HBS

Q4. On retirement of the metro man E Sreedharan who has taken over as the new DMRC chief ?

Ans. Mangu Singh

Q5. Fittingly in a year bad for business and markets which newspaper has chosen NOBODY as the businessman of the year ?

Ans. Financial Chronicle

Q6. Which PE firm was the Republican nominee Mitt Romney a joint founder of ?
Ans.Bain Capital

Q7. Name this pioneering computer scientist who wrote a book called Mirror Worlds in 1991 where he foresaw the modern internet.

Ans. David Gelernter

Q8. What is RHEOLOGY a study of ?
Ans. Flow of materials

Q9. Name this innovator who created GMAIL, Adsense and gave the mantra 'Dont be evil ' as the 23rd employee of Google.
Ans. Paul Burchheit

Q10. What simple invention by Marc Koska has prevented an estimated 10m infections and 5m lives ?

Ans. Auto disposable syringe

Q11.Which govt authority has a NFO for a tax free bond that is currently on and is attracting lot of investments ?
Ans. NHAI and PFC

Q12. How are Deepti Salgaonkar and Neena Kothari linked to the Ambani family ?"
Ans. Sisters of Mukesh and Anil

- *Compiled by G.Mohan @go_mohan*

Share this:

- Twitter
- Facebook2
- Email
- Print
- More
-

Like this:

Happy New Year

December 31, 2011

businessbaatein Uncategorized Leave a comment

Wishing all the readers of this blog a very Happy and Prosperous New Year. May all your wishes come true.

Happy Quizzing !

-G.Mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 111

December 28, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. What new SUV has been launched with Big B endorsing it ? Hope it is not another Versa !

Ans. Force One

Q2. Which FMCG co will soon have Prabha Parameswaran as MD ?

Ans. Colgate Palmolive India Ltd

Q3. Which big group is rumoured to take over the media group Network 18?

Ans. Reliance

Q4. Which is the only item sourced by Rolls Royce from india ?

Ans. Malabar wood

Q5. Which car group is likely to replace Toyota as the largest car mfr in the world ?"

Ans. Volkswagen
Q6. What is the interest rate in EPF being proposed for 2011 12 ?
Ans. 8.25 %
- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter2
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 110

December 20, 2011

businessbaatein Uncategorized quiz 1 Comment

Q1 Which co has decided to withdraw its logo from London Olympics after protests from many incl india ?
Ans. Dow chemicals
Q2 Which two brands have eaten into the market share of Britannia in biscuits recently ?
Ans. Oreo and Sunfeast
Q3. Connect Lee Iacocca Steve Jobs and now the RIM Co CEOs ?
Ans. All took 1 $ salary as CEOs of loss-making cos
Q4. Who has authored the marketing book CULT which even Steve Jobs would have loved ? Alas Jobs is not alive to refute it!
Ans. Arindam Chaudhuri
Q5. Name this nearly 300 year old brand that is the first name in Cognac
Ans. Remy Martin
Q6. Which hot internet gaming company had a lukewarm IPO recently ?
Ans. Zynga of Farmville fame
Q7. Using what example has Rahul Gandhi tried to explain the benefits of FDI in retail to the farmers in UP ?
Ans. Converting potato into Potato chips is remunerative
Q8. Who is the new Union Civil Aviation minister ?
Ans. Ajit Singh
Q9. Which car co owns the web-site http://www.thinkblue.co.in ?
Ans. Volkswagen
Q10. As per the New Companies Act how many persons are required minimum to start a company ?
Ans. One

Q11. Which star channel is closing down and being relaunched as LIFE OK ?
Ans Star One
Q12. What is unique about RANG DE
Ans. A onlne microlending co that collects voluntary contributions from many to lend

Q13. Which popular tool was created by Robert Gaskins and Dennis Austin in the '80s and later acquired by MS for 14m $. It was also the first to receive VC funding from Apple ?
Ans.Powerpoint
Q14. Expand HDMI ?
Ans.High Definition Multi-media interface
Q15. Richard Branson has described his unrelated businesses as based on a growth philosophy of ABCD. What is ABCD ?
Ans.Always Be Connected Dots

-*Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter1
- Facebook6
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 109

December 13, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q 1. For which publication did late Mario Miranda create such endearing characters like Miss Nimboopani, Miss Fonseca, Moonswami etc?

Ans. Illustrated weekly of India

Q2. Tvc of which brand uses a very old S D Burman song on Maa ?

Ans.Fortune oil from Adani

Q3. In the 70s Rekha appeared in the ad for which soft drink ?

Ans. Gold spot.

Q4. Fill in the blank. Pranabda said the economy is difficult, but we dont have to eat __.

Ans. Lizards

Q5. What are EMOJIs ?

Ans. These are graphic symbols in smart phones to express emotions. Next generation emoticons.

Q6. After seeing a decline in the Oct IIP numbers which agency may lose its contract to compute IIP ?

Ans. Centre for Monitoring Indian Economy (CMIE)

Q7. Why have the automobile cos purchased large quantity of platinum ?

Ans. Catalytic converters

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter2
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 108

December 6, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. How did the Dev Anand production house Navketan get its name ?

Ans. Named after Chetan Anand's son Ketan

Q2. Which indian businessman has just released his auto biography titled WHATEVER THE ODDS ?

Ans. KP Singh of DLF

Q3 .Which co was called as 'the No.1 wholesale seller of plumbing supplies' by NYT mockingly?

Ans. Microsoft

Q4. Which is the first indian brand of jewellery to be sold at Harrod's London

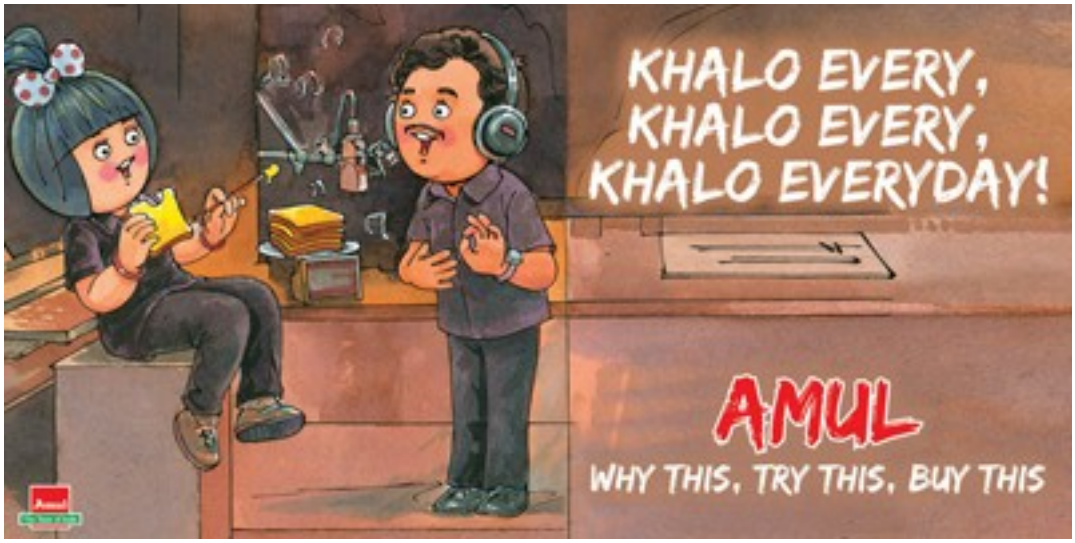
Ans. Amrapali's

Q5. In a case filed by SAS a European court has ruled that a programming language cannot be copyrighted. Why ?

Ans. Programming language has been compared to a language

Q6. Recently a car Honda Brio loved you back. Now a snack loves you back. Name the brand.

Ans. Britannia Nutrichoice snacks



Q7. KHALO EVERY , KHALO EVERY, KHALO EVERYDAY set to KOLAVERI rhythm is an ad from which brand ?

Ans. Amul butter

Q8. Connect Equis, AMBA, AASCB …

Ans. All are B-School certifications for Europe, UK and US respectively

Q9. Who has Amul sued for copyright issues for use of A+ ?

Ans. Nestle

- *Compiled by G.Mohan @ go_mohan*

Share this:

- Twitter2
- Facebook5
- Email
- Print
- More
-

Like this:

Goodbye DD, Welcome NEFT

December 2, 2011

businessbaatein Business DD, Money, NEFT Leave a comment

This is from Kolkata in the early 90s. The city has its fair share of migrant workers from the interiors of Bihar. These workers would send money to their family back home. They would buy an envelope from the Post office and since most of them were illiterate, they would approach one of the many men sitting on the pavement with a desk (called letter writers) around the GPO. They would dictate their home address and also a small note to their family members, the wife in most cases. Then they would put the currency notes inside the envelope and go to the post office counter and do an insured parcel, the insurance being the value of the currency inside. The letter writers would charge a nominal fee for their service. The dishonest among them, would occasionally pocket a currency note, when the client is not watching.

I once asked one of the workers why he was using this method rather than the more popular instrument of a Money order. His rationale was that he wanted to be sure that his family received the exact currency notes for which he had worked so hard. In the case of Money order, he was sure that the currency notes he deposited in Kolkata would certainly not be given to his family back home. How cute !

The need for sending or receiving money is a common need for everyone, not just migrant workers. Among the educated middle class who have a bank account, cheques and drafts (DDs) are popular instruments for transferring money. DDs though safe are inconvenient too. You have to visit a branch, fill up a form, deposit cash or a cheque and then wait to collect the draft. Then you would have to search for an envelope, write a note and put the DD inside. Then look for a post office or a courier. The money is not transferred until the recipient deposits into his/her account and wait for a day to get the credit. Depending on the amount and the bank, the DD charges are not insignificant. In addition, there are courier or registered post charges.

The RBI introduced electronic fund transfer between accounts through a scheme called National Electronic Fund Transfer in 2008. If you have to send money to a person in another city, all you need to know is their bank, branch (preferably the IFSC) and savings account number. Once you add the payee, you could go to your online banking account and make the transfer. For safety, many banks send an auto generated code through SMS for verification purpose. The transfer is done within two hours. Both the parties receive SMS confirmation. As per RBI, there is a charge of only Rs 6 for transfers upto Rs 1 lakh. NEFT is very convenient, safe, fast and inexpensive too.

After some initial teething troubles, this mode of transferring money has really become successful. A look at the RBI's latest annual report confirms this. Since 2008-09, the volume of transactions and the value of trasactions have been doubling year-on-year. From 32.2 million transactions in 2008-09, it has reached 132.3 million transactions in 2010-11. In terms of value the amounts transferred have grown from Rs 2.5 lakh crore in 2008-09 to Rs 9.39 lakh crore in 2010-11.

Retail customers have shifted in a big way from DDs to NEFT. A conversation with a Bank manager confirmed this. He mentioned that from about 100 odd DDs every day, banks now do not have more than 5 or 6 DDs everyday. DDs are now only used for paying exam fees or tender fees etc. Personal remittances are shifting fast to NEFT.

Much that we crib about our government, bureaucrats and other institutions, let us acknowledge some services like NEFT that make our life easy.

(This post first appeared in The South Reports www.tsr.net.co)

Share this:

- Twitter
- Facebook
- Email
- Print

- More
-

Like this:

Weekly Business Quiz # 107

November 29, 2011

businessbaatein Trivia Bank quiz 1 Comment

Q1. The campus placements in IIMs have been likened to what by Tata HR Chief Satish Pradhan ?

Ans. Cattle at Pushkar fair

Q2. Connect Bandit, intruder, Hayabuza..

Ans.Suzuki motorcycles

Q3. Name this luxury car model which Daimler has decided to withdraw from india ?

Ans. Maybach

. Q4Cyrus Mistry is the first Non-Indian national to head the Tatas. What passport does he have ?.

Ans. Irish

Q5. Name this detergent brand that created waves in the ’80s as competitor to Surf and is now being withdrawn.

Ans. Nirma

Q6. What is the day after Thanksgiving day called in the US ? Why is this day important for retail industry ?

Ans. Black Friday. Discount season

Q7. Verghese Kurien, the milkman of India celebrates his 90th birthday today. An easy question. How did AMUL get its name ?

Ans. Anand Milk Union Ltd

Q8. Under what brand has tanishq launched a range of low-priced jewllery for working women ?

Ans. Mia

Q9. Which co has launched the music of 3 that has the “Why this KOLAVERI di” tamil song that has gone viral ?

Ans. Sony Music

Q10. In Money market lingo, what is TED spread ?

Ans. The gap between LIBOR & US 3m treasury bill

Q11. Who has been named as the successor to Ratan Tata ?

Ans. Cyrus Mistry

Q12. Why is a 1967 study by psychologist Stanley Milgram relevant for today’s social networking world ?

Ans. The concept of 6 degrees of freedom that separates any two humans

Q13, Name the man behind JaxtrSMS the free SMS service ?

Ans.Sabeer Bhatia

Q14. Which smartphone operating system is also known as ‘ice cream sandwich’ ?

Ans. Android 4.0

Q15. Theodore Forstmann who died recently coined the phrase ” Barbarians at the gate”. Who did he refer to as barbarians ?

Ans. The guys who do Leveraged Buyouts (LBOs)

-Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter2
- Facebook7
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 106

November 22, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. In the Boost ad, a young boy appeared with Kapil Dev. He also went on to don the India cap. Name him.
Ans. Nikhil Chopra (Source :GSK web-site)
Q2. The former telecom minister Sukh Ram has been convicted for receiving a bribe for a cable contract. What was the amount of the bribe ?
Ans. 3 lakh
Q3. What is TATA FIRST DOT ?
Ans. A platform for student startups
Q4 Which group has entered the retail sector with plans to launch over a lakh of small grocery outlets under the Q Shop name ?
Ans. Sahara

Q5. Which global brand has launched a controversial ad campaign showing Obama-Wen Lip kiss ?
Ans. Benetton
Q6. Raghuram Rajan and Pratap Bhanu Mehta have been awarded prizes for Economics and Pol Science. Name this prestigious prize.
Ans. Infosys Prize
Q7. My fathers watch was one. My alarm clock was one. Name this old swiss brand acquired by Titan for a mere 2 m euros.
Ans. Favre Leuba
Q8. Name this artist who accounts for 17% of contemporary art sales. His first exhibition was 32 paintings of Campbell's soup cans.
Ans. Andy Warhol
Q9. Name this 100 year old car brand named after a swiss born racing driver and has a "bow-tie' badge on its bonnet.
Ans. Chevrolet
Q10. Exxon Mobil is the world's largest listed oil co. But it is only 11th if unlisted oil cos are included in terms of oil reserves. Name the #1 .
Ans. National Iranian Oil Co (NIOC) of Iran
Q11. How do we know this Korean conglomerale that started life as a noodle co and is today a group of 83 cos under a holding co Everland ?
Ans. Samsung (it means three stars in Korean)
Q12. Add the next one in this series Archana, East West, Damania, NEPC, Paramount…
Ans. Kingfisher (airlines)
Q13. Einstein is normally associated with theoretical physics. For which home appliance he has a joint patent with Leo Szilard?
Ans. Refrigerator

Q14. What is common to the following @TCS , Infy Bubble, Cognizant 2.0, World of W, U&I ?
Ans. Social networking platforms of Tech cos. TCS, Infosys, CTS, Wipro and HCL respectively
-*Compiled by G.Mohan @go_mohan*

Share this:

- Twitter
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #105

November 15, 2011

businessbaatein Trivia Bank Leave a comment

Q1. Nehru's birthday on 14th Nov is celebrated as Childrens day and also as National _____ day. Fill in the blank.

Ans. Metallurgists

Q2. In which Indian co's mine have they found India's biggest diamond weighing 37.68 carat ?

Ans. NMDC, Panna Mines

Q3._____ is like manure. You have to spread it around or it smells. ' said J Paul Getty. Fill in the blank.

Ans. Money

Q4. Which investment guru says 'risk can be greatly reduced by concentrating on only a few holdings' ?

Ans. Warren Buffett

Q5. Web sites like Huffingtonpost and Firstpost do 'curation' ? What is it ?

Ans. Selecting news from various sources and presenting it

Q6. What is the new interest rate and new limit on PPF announced by govt yesterday ?

Ans. From 8.0 to 8.6% and Rs 70,000 to Rs 1,00,000

Q7. The paints industry brings creative people in Paris to forecast colour trends. For 2011 it was Lime Twist. What is it for 2012 ?

Ans. Tea Dance (a shade of red)

Q8. Name the Bollywood star who has been signed up by West Bengal state as its brand ambassador.

Ans. Shahrukh Khan

Q9. Which silicon valley hot start up has asked its under performing employees to surrender the shares given or get fired ?

Ans. Zynga

Q10. Which co has now got the dubious distinction of posting the highest ever loss in a quarter by a listed co ? (Rs 7845 cr only)

Ans. Indianoil

Q11. Name this Indias largest herbal drugs co that wants to remain unlisted to focus on the 'long term'.

Ans. Himalaya drugs

Q12. Name the insurance co with whom TCS has signed the biggest IT deal by an indian co.

Ans. Friendslife

Q13. Of the 175 routes in which our flag carrier Air India flies which are the only 2 routes it makes money ?

Ans. Delhi-tokyo and Tokyo-Delhi

Q14. Why does Narendra Modi agree to the govt theory that high inflation is being caused by higher GDP. As per NaMo what is GDP ?

Ans. Gas, diesel, petrol

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook
- Email
- Print

- More
-

Like this:

An imaginary chat with Chetan Bhagat

November 12, 2011

businessbaatein Uncategorized Leave a comment

Chetan Bhagat is India's paperback king. `The New York Times' says he is " The biggest selling English-language novelist in India's history". He is a youth icon today. He has just released his latest book Revolution 2020. He got a few TV appearances and interviews just before launch. Last week, his publisher tried arranging a few TV shows. Unfortunately, the other youth icon Shah Rukh Khan was on all channels promoting `Ra.One'.

Chetan Bhagat thought on his feet and decided to field questions about his book on Twitter @chetan_bhagat. Given that his Klout index is over 90 and that he has over 500,000 followers, there was a huge response to this live chat on Twitter. The overwhelming response meant that many of the comments and questions remained unanswered.

Highlights of this tweet-chat, **as imagined by me**, are presented below. Readers may bear with constraints on the grammar and readability imposed by the 140 character limit of Twitter.

@ankur_varma A book on corruption when the issue is top of the mind of the entire country. U r a genius sir !

@chetan_bhagat Thanks. I believe in what the character Shukla-ji in R2020 says " Life may not give the same chance twice".

@ram_pandey I am very excited u chose Varanasi as the setting. Why Varanasi CB ?

@chetan_bhagat Varanasi is a Tier II city in UP. Huge unpenetrated market. I believe in the potential of Tier II cities. Look at Dhoni!

@madhu_singh I am fm VNS. When did you visit VNS ? Missed u ! How long were you here ?

@chetan_bhagat Great place. Loved the Ganges. I spent full 2 days there.

@meenadas33 In 2 days you could understand Varanasi so well. It appeared you lived all ur life here.

@chetan_bhagat At IIT-IIM v r taught how to look authentic. I bought a city map & some coffee table books at the airport.

@ajeeya121 R2020 is fabulous CBag. Is the character Raghav U ? An engineer who wants to make a career in writing and changing the world.

@mahesh_bhatt Chetan A piece of advice. FPS and 2 states were good bcoz they were ur stories. From exp. I tell u stop writing if u hv nothing new.

@chetan_bhagat Mahesh sir. Get ur point. Now that I am a celebrity how can I experience real life. I am mobbed everywhere I go.

@makkhichoos Cbag the price of R2020 is too high @ 140. Ur other books I could buy with my pocket money. Why not 95 ?

@chetan_bhagat Thanks for bringing it up. Will speak to Rupa folks. I know that my readers are college goers and unemployed youth

@deshobhaa Chetan you have done to Rupa, what I had done for Penguin. In India people want pulp fiction. Sex sells.

@frustram I will say Cbag thanks to you we are reading something better than Prof Mastram and Savita Bhabhi.

@babita You r doing a service to the nation as I have written in my blog in TOI http://bit.ly/vAUIRF

@chetan_Bhagat Thanks for your kind words.

@lakshmi_chaudhry Bull ! I think you are Mediocre , Middlebrow and Mahaan . Pl read in Firstpost

@chetan_bhagat I understand my readers. I know what they want. I am a full-time writer. I am not interested in Booker prize.

@monicagrg55 Cbag are u superstitious like Kjo ? Why does all ur book titles have a number in it ? 5,1,3, 2 and now 2020

@lillylucknow Cbag we r very angry abt comments abt ur ‘maid’ tweet. We know u r genuinely care for your maid.

@chetan_bhagat I do not hv to answer all my critics. Thru my columns in TOI and books I know I can create a revolution.

@ex_infy_empl CB, whereas we all know what Infy does. Taking on Narayana Murthy was it necessary ?

@chetan_bhagat Pl understand the timing of his comment on IIT & coaching was 2 good to let it pass. Controversy helps.

@taran_adarsh When I read FPS, I felt it could be made into a hit movie. 3 idiots we all know. R2020 is too filmi.What's new ?

@deshobhaa Very right. The love triangle is too close to movies like Sangam or Saagar. 2 boys and a girl, one a friend and other lover.

@jholawalla333 I bought R2020 in the rly station. Expecting politics, ideology, some radical solution. It is Mills and Boon stuff.

@chetan_bhagat I have given everything my readers want. Love, Ambition, Corruption in 300 pages of easy prose.I have sold 500, 000 copies.

@greatbong I think CBag you are in the business of writing best sellers and you do it better than any Indian author.

@chetan_bhagat I have a book release function to attend. Thanks everyone.

(This is a work of fiction)

(This post appeared earlier in The South Reports http://www.tsr.net.co)

Share this:

- Twitter2
- Facebook4
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 104

November 8, 2011

businessbaatein Trivia Bank 3 Comments

Q1. Which drink traces its origin to “uisce beatha” (Scottish Gaelic) meaning ‘the water of life” ?

Ans. Whiskey or Whisky

Q2. In 1984 there were just 3 IIMs, A B & C. In 2011 there are how many IIMs ?

Ans. 13

Q3. ‘A diamond is forever’ was created in 1947 and named the greatest ad line of 20th century by Ad age. Name the brand.

Ans. De Beers

Q4. Who is the largest registrar for internet domain names globally ?

Ans. Verisign

Q5 .As per the EDS bill 2011 in how many years all govt of india services will be delivered electronically?

Ans. five yrs

Q6. Which US co. Owns the brands Diesel, Timberland, Ernemildo Zegna etc ?

Ans. Kenneth Cole

Q7. The question that got Sushil Kumar 5Cr in KBC. Which colonial power left India from Nicobar islands in 1868 ?

Ans. Denmark

Q8. From Dec 1 which indian city will be the only US consulate to accept and process L visas ?

Ans. Chennai

Q9. Which international ad group has acquired the controlling stake in MUDRA that used to pride itself as a rare indian agency ?

Ans. Omnicom

Q10. Which global brokerage that runs a TVC claiming to guide thru the investing jungle is itself filing for bankruptcy ?

Ans. MF Global

Q11. Who once said 'womens' role is in the kitchen dressed in white like all other domestic appliances '?

Ans. F1 Boss Bernie Ecclestone

With this post , the WBQ completes 2 years. Watch out for the Best of WBQ – Annual shortly.

- compiled by G.Mohan @go_mohan

Share this:

- Twitter1
- Facebook2
- Email
- Print
- More
-

Like this:

Ask Ramalinga Raju

November 4, 2011

businessbaatein Uncategorized ethics, Raju, Satyam 2 Comments

Ramalinga Raju has spent more than two years in judicial custory. Thanks to his good behaviour, the jail authorities have allowed him to use a computer. He has been also been given a mail id in the Chanchalguda mail server, where every mail is censored. Using his new iPad2 with 3G, presented to him by his wife Nandini, he answers questions from the public. Given his strength in dealing with Corporate ethics, most of the questions relate to this topic.

Q 1. (Arvind from Delhi) Sir, Do you think what Kiran Bedi did by inflating her travel bills was wrong ?

RR : When straightforward people try to do petty theft, they get caught. At Satyam, we were inflating our books for years. We created so many fake Fixed Deposit receipts. We never got caught. I surrendered voluntarily and until I announced , no one knew.

Q 2. (Vijay from Bangalore) I have a similar problem in my company. I know a salesman who travels by sleeper class, but claims AC- 2 Tier fare?

RR : You should be thankful that this person is travelling. I know many executives, who do not travel at all. They get their work done on phone and submit inflated travel bills to the company. I suggest, you put this salesman on the fast track. He has good potential and is set for bigger things.

Q3. (Anil from Gurgaon) I am the Finance Manager from a mid-size IT company. I routinely see many of my senior managers submitting large client entertainment bills. I often wonder how could three people have five Chicken tikkas and six malai koftas in dinner. I apprehend that he is converting liquor bills to food bills. ?

RR : Ha Ha ! That is the biggest hypocrisy in India. What is client entertainment without some liquor. It is time the companies and tax authorities accept this as a reality. The managers and restaurants are compelled to convert liquor bills to food bills. I see nothing wrong in it. Just be on the look out, if they are entertaining their mistresses /girlfriends and submitting client entertainment bills. The HP chief did that and lost his job.

Q4 (Prabhakar from Infocity) I am a Manager in IT outsourcing company. I have the responsibility of placing software engineers in various client sites abroad. In order to meet the client and visa requirements, I am asked by my company to doctor the CVs of my engineers. When I complain about this to my colleagues, they brush it aside as an occupational hazard. What do you suggest sir?

RR : I think, you should have no qualms in doing that. This is the IT industry's best kept secret. When the foreign company says it wants a software engineer, it actually wants a data entry operator. By taking a data entry operator's CV and calling him a software engineer, you are doing nothing wrong. They want a data entry operator and you give them one. Only the visa authorities and prospective father-in-laws do not know that.

Q5 (Geeta from Hyderabad) I am a journalist with a local newspaper. I would like to know your opinion on the PM's announcement about strict laws against corporate sector corruption also ?

RR : I welcome it. When I was busy managing the complex affairs of Satyam and Maytas, I used to hear a lot of rumours about corruption in our companies. I used to hear HR guys were getting expensive gifts from private engineering colleges and placement consultants. I hear they used to give fake job offers to unsuspecting people from small towns on payment. Some of our senior officers who were entrusted with paying speed money for infrastructure contracts, often used to pocket a big share of that. I think it is a good move. But since PM is saying that, I doubt if anything will come out of it.

Q6 (Prasanna from Kakinada) I am an entrepreneur who is in the advanced stage of negotiating for a large infrastructure project. I have been promised the contract, provided I give a large sum of money as kickback to a Minister. I do not have such a large amount of money in black. Can you please suggest a method of paying money in white ?

RR : This is the first problem, that is challenging. I will suggest, you find out if the Minister has any relative, preferably a son. Create some shell companies in the son's name. Then ask the shell companies to private placement of shares at a premium. Through your public limited company, you subscribe to the share issue. That way, you pay in white and be legally above board.

Q7. (Dhiraj from Mumbai) I am a sharebroker from Mumbai. I have lost a lot of money in Anil Ambani group company shares. What do you think about three executives of ADAG companies in jail ?

RR : I think Anil did a smart thing. I am sure he would have paid a big sum to those executives to take the blame and go to jail on his behalf. He is lucky, he has an elder

brother to protect him. How I wish I had one ? I was too much of a proud Kshatriya to take all the blame.

Q8 . (NCR from NCR) I hear the business environment in Hyderabad is not the same. What is your opinion on Telangana ?

RR : I am this Coastal Andhra person, who made it big in Hyderabad. The T-agitators are against people like me. For me, the world is limited to Chanchalguda and NIMS. I don't care whether these are in Samaikhya Andhra, Telangana or in the Union Territory of Hyderabad.

Q9 . (Sonia from Secunderabad) I had read in the papers, that you play badminton to keep yourself fit in the jail. With whom are you playing these days ?

RR : That's right. These days, I am playing badminton with the Reddy brothers of Bellary Though I had no business connections with them, we spent a lot of time together in the waiting hall of YSR's bungalow. We have lots of interesting conversations, while we play Badminton.

Q 10. (Raju from Bhimavaram) Sir, we still adore you as a hero here in Bhimavaram. Now that you have been allowed to use a computer, how I wish you would write your autobiography ?

RR : I hear that a mini-publishing industry has sprung up in India writing about Satyam. I am afraid, I have nothing new to say on this.

(This is a work of fiction)

(This post first appeared in www.tsr.net.co)

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 103

October 31, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. Which was the first bank to raise savings bank interest rate to 6 % after RBI deregulated it ?

Ans. Yes Bank

Q2. Name the first woman President and CEO of IBM who will take over from Sam Palmisano

Ans. Virginia M Rometty

Q3. Which Indian woman has appeared for the first time in the Forbes billionaires list ?

Ans. Savitri Jindal

Q4. Who has bought over the Ericsson stake in Sony ericsson joint venture ?

Ans. Sony

Q5. Which co has launched its first ATM that dispenses gold and diamonds at Phoenix Mills, Mumbai ?

Ans. Gitanjali Jewels

Q6. In the context of IBM what is 'TWO IN A BOX' ?

Ans. A team of two. One consultant and one salesman to handle a client.

Q7. Who owns the sports car brands Porsche and Lamborghini ?

Ans. The VW Audi group.

Q8. Who is a SOMMELIER ?

Ans. A wine expert

Q9. Which model of SUV has been launched in RA.ONE ?

Ans. VW Touraeg

Q10. Why is the closing down of Vaishnavi communications front page news ?

Ans. Nira Radia

Q11. As per a Mint study who was the highest paid non promoter executive in 2010 11 @17.3 cr ?

Ans. Debu Bhattacharya

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 102

October 25, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q. In 2010 which was the new member introduced to the Johnnie Walker family ?

Ans. Double black label

Q. 2What is unique about DYSON fans sold at over 25000 Rs each ?

Ans. These are bladeless fans.

Q3. Why has Shiney Ahuja slapped a case on Micromax ?

Ans. Their ad shows a maid stealing a mobile with SHINY written on it.

Q4. Who has received the TN govt contract for supplying laptops to govt school children ?

Ans. Lenovo

Q5. No.one can escape the Ra.One blitz. Besides Red chillies who is the other producer of this movie ?

Ans. Eros Entertainment

Q6. Marc Benioff of Salesforce calls the current IT revolution as SOCIAL. Expand the acronym .

Ans. Speed-Open-Collaboration-Individual-Alignment-Leadership

Q7. Logos of which cos are shown upside down in the Wikileaks press conference as they announce they will no longer publish ?

Ans. VISA, Mastercard, Paypal who refused to collect money for Wikileaks

Q8. What is HANS in the Formula one context ?

Ans. Head and neck system. It supports the helmet.

Q9. Maruti made Gurgaon. Manesar is unmaking Maruti. How ?

Ans. Labour unrest

Q10. There is no 'Intel inside' Apple or Android smart phones or tablets. Who designs the core processors for these devices ?

Ans. Designed by ARM and mfd by Samsung

Q11. Name the co behind the world's first private spaceport at new mexico USA.

Ans. Virgin Galactic

Q12. Which co has set up a 30MW solar farm in Gujarat – claiming it to be Asia's largest farm ?

Ans. Moser Baer

Q13. Which Bollywood actress is the new face of Titan ?

Katrina Kaif

- *Compiled by G.Mohan twitter handle @go_mohan*

Share this:

- Twitter2
- Facebook
- Email
- Print
- More
-

Like this:

The Inside Story of the Sahara Force India deal

October 23, 2011

businessbaatein Uncategorized Leave a comment

The occasion was the semi-final match between Royal Challengers Bangalore and New South Wales in Bangalore, during the just concluded CLT20 tournament. Vijay Mallya, as always, was cheering his team RCB from the pavilion. Then one of his close confidants, came and told him that Subrata Roy Sahara was also in the stadium watching the game. Vijay Mallya sent Roy an SMS inviting him to a drink after the game. Subroto Roy accepted.

This is what transpired between Vijay Mallya and Subroto Roy Sahara in the Club House of Chinnaswamy stadium that night.

Vijay Mallya (VM) : Hey dude ! How are you ?

Subrata Roy Sahara (SRS) : Sahara Pranaam Mallya-ji.

VM : So what brings you here Subrotoji ?

SRS : I am used to being addressed as Saharasri.

VM : Oh Sorry ! Yes, yes Saharasi. Just like my Guru wants to be called as Sri Sri.

SRS : It's OK.

VM : How come you are here to watch an RCB match. Your team Pune Warriors, I don't think made it to the Champions league.

SRS : I just came to cheer my boys. You know, Sahara sponsors the Indian cricket team. The Indians in RCB team are my boys also.

VM : That's right, I forgot. You are not doing too badly as a sports sponsor.

SRS : We have always been there for India. When ITC left the Indian cricket team in the lurch, we chipped in and became the sponsor in 2001. We recently beat Bharti to be the sponsor of the Indian team till 2013. We are also sponsoring a lot of Indian athletes for Olympic sports. You know, we sponsor the Indian hockey team also. For Sahara nation comes first. Hockey is our national sport, so Sahara is associated with it also.

VM : I wonder as a Bengali, how come you are not into football. You must be knowing that both the top teams in Bengal , Mohun Bagan and East Bengal are sponsored by us.

SRS : Mallya-ji I am as much a Bengali as you are. You are a Non-Bengali who grew up in Kolkata and I am a Bengali who grew up in UP.

VM : Khoob Bhalo ! So, how come you bought an IPL team in the second round of auctions ?

SRS : I was never keen on IPL. Just that my son Sushanto wanted it. You know boys will be boys. They need these toys.

VM : Exactly. I also bought RCB for Sid. If I am the King of Good Times. He is the Prince. BTW, Saharasri, how is Amar Singh, our common friend.

SRS : Mallyaji. I have many friends. Amarji is one of them. I like to help people. When Amar said his bade-bhaiya Amitji was having problem with money, I offered help. I don't like to talk about it. We have friends in all political parties. In our humble house in Lucknow all are welcome.

VM : I like your philosophy Saharasri. I also have a lot of political friends. Because of all the glamour surrounding us, I get too closely identified with some. That's a problem.

SRS : Talking about problems Mallyaji, I hear that your airlines is in trouble. In fact, I was to fly back to Delhi, this evening. Because your Kingfisher flight got cancelled, I am here, chatting with you.

VM : You know airline business, having run it yourself. We thought it was an easy business. I had tied it up neatly. I acquired Deccan. I also made a pact with Naresh Goyal's Jet. I knew, Indian Airlines will never be much of a competition. For clearances and preferential routes, our friend Praful was there. I forgot to consider IndiGo and Spicejet. We also got royally jacked by the crude oil price increase. We are having bit of a cash flow problem there.

SRS : Cash flow problem for the liquor baron of India. Kya bol rahen hain aap ?

VM : Chhodiye Saharasri. Some things are better not discussed in open. So Saharasri, I hope you will be coming for the Formula 1 in NOIDA this month. Isn't it great, we are having F1 right here in India.

SRS: Hopefully yes. In fact, I had been wanting to talk to you about this F1 team. My younger son Seemanto is very excited about car racing. Ever since I have bought an IPL team for Susanto, Seemanto has been asking for a F1 team. After some initial enquiries, he tells me that it was not easy to start an F1 team. Now you tell me, what your experience has been ?

VM : Honestly, it has been a big struggle Saharasri. We bought a lowly placed team Spyker and renamed it Force India, five years ago.

SRS : I like the name very much. But normally, you keep a liquor brand name like Royal Challenge or Kingfisher to do some surrogate advertising. How come you chose Force India ?

VM : Excellent question. You know, I like to build brands. If you have heard me on the Kingfisher Airlines TV screen. I thought, I will first make a great F1 team brand Force india, then I can always launch a whisky or a beer in that name.

SRS : Tell me something about the struggle.

VM : In the last three years, we are always in the bottom of the race. We have had problems with the car. We have had problems with hiring good drivers. It is a very expensive business Sahararasri. I had grossly underestimated it. We are now struggling with the budgets. Though, this year our team is doing much better.

SRS : Mallyaji, I realise that making a new F1 team is very expensive and time consuming. I am also keen on giving something to my son. Are you open for a partnership ?

VM : Wow ! Why not ? I think, though our personalities are very different, we seem to share a passion for sport. I also need some immediate cash to take my team to the next level.

SRS : Excellent ! Then that's a deal. I will send my team to work out the details of valuation, pricing etc. For me, business is a matter of heart and not head. I think we share a good chemistry. Let us go for this partnership. Just a request Mallyaji, could you please add the name Sahara to the F1 team. You know, it is not for me. Sahara is a big parivaar. Everyone loves it.

VM : Fantastic ! Sahara Force India, it will be. Well in time for the Indian F 1.

The deal got concluded. No thanks to the cancellation of the Kingfisher flight.

(This is a work of fiction)

This post first appeared in The South reports (www.tsr.net.co)

Share this:

- Twitter
- Facebook11
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 101

October 17, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q.1. Which publication proposed the idea of Occupy Wall Street and ran a campaign ?

Ans. Adbusters from Canada
Q2. What is the name of the virtual personal assistant in iPhone4s that speaks in a woman's voice in US and a man's voice in UK ?

Ans. Siri

Q3. What is the two pizza rule for teams at Amazon ?

Ans. Teams should be small so that they can be fed by two pizzas

Q4. Where did the current Occupy Wall Street movement originate on May 15 this year ?

Ans. Madrid Spain

Q5. October 16 is Steve Jobs day. Who has declared it ?

Ans. California Governor Jerry Brown

Q6. Name the creator of C programming language who passed away recently ?

Ans. Dennis Ritchie

Q7. What will be the new name of the F1 team FORCE INDIA ?

Ans.Sahara force india

Subroto Roy and Vijay Mallya

Q8. What is Microsoft's fruity response to Apple's iPhone ?

Ans. Mango

Q9. For which product advt, the unusual hero is the Cocoa bean ?

Ans.Bournville

Q10. Apple is a frugal advertiser. It does not need to. For which Apple product was the memorable 'Think Different' campaign ?

Ans. Macintosh in 1984

Q11. Besides Apple, Jobs was a long standing member of which company board?

Ans. Disney

Q12. Before starting Apple, for which video games co did Steve Jobs work for ?

Ans. Atari

Q13. What is the connection of Apollo hospitals to the 2G scam ?

Ans. Reddys of Apollo have a stake in Aircel. Siva-Maxis deal is part of 2G scam

Q14. Which small country in europe is stopping the euro package to go through ?

Ans. Slovakia

Q15. What is the name of the new book from management author Jim Collins who gave Good to great ?

Ans. Great by choice

Q16. Which foreign co has acquired 26 % stake in Max Healthcare recently ?

Ans. Life Healthcare of South Africa

Q17. After 2008 all F1 cars have a 2.4 l V8 engine. Yeh engine kitna deti hai ?

Ans. 4 miles per gallon

Q18. In the TVC of FORD FIGO a direct comparison is made with which car of a competitor ?

Ans. Maruti Swift

Q19. Which B-school of Indian origin in London has been shut down for visa problems ?

Ans. TASMAC

Q20. Jagjit Singh besides being a singer was also a big collector of horses. Connect his two passions .

Ans. His horses were named after his albums

Q21. For which brand of cough syrup did Jagjit Singh appear with Om Puri in the TVC ?

Ans. Torex

Q22. For their work on what area of Economics have the Americans Sargent and Sims been awarded the Nobel prize in Economics ?

Ans. Macroeconomics

-Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter3
- Facebook3
- Email
- Print
- More
-

Like this:

Visitor profile

October 17, 2011

businessbaatein Uncategorized Leave a comment

Please take a few minutes to vote in this poll. This will help me design the quiz better. Thanks to all the subscribers and visitors who vote as well as wrote comments.

What description best describes you ?
MBA aspirant B-School student Business Executive Quiz enthusiast
None of the above
VoteView ResultsPolldaddy.com

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

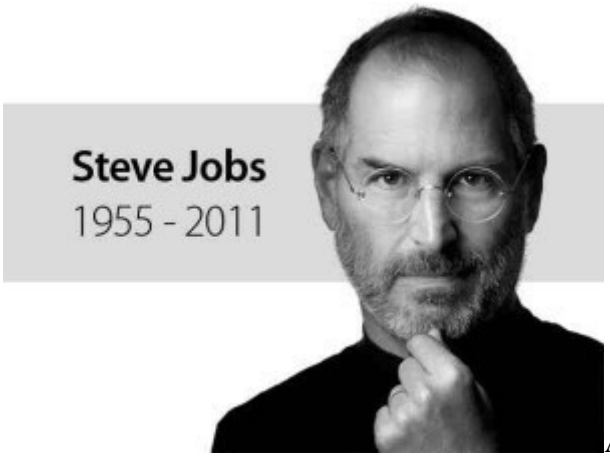
Like this:

Weekly Business Quiz # 100

October 11, 2011

businessbaatein Trivia Bank quiz 9 Comments

Q1. Steve Jobs loved Beatles…But he had a long standing legal tussle with them. Why ?



Ans. On Apple's trademark. Beatles owned Apple records

Q2. Connect Adam & Eve, Newton and Steve Jobs…

Ans. Apple

Q3. Which is the largest financial institution in the world in terms of assets under management ?

Ans. Blackrock

Q4. A typical car tyre lasts 25,000 km , how many kms does a F1 car last ?

Ans. 200km only

Q5. In foreign trade what is “Dutch disease” ?

Ans. When one item’s export makes the foreign currency appreciate and thereby harm other exports

Q6. Which Secunderabad based company will be associated with the manufacture of the 35 $ tablet computer Aakash launched by Kapil Sibal ?

Ans. Quad

Q7. Chetan Bhagat’s commented that Infy was a ‘Body-shop”. Where did this term originate ?

Ans. Hollywood studios. Body shops used to supply extras.

My heart is felt with deep gratitude as the Weekly Business Quiz crosses the 100 mark. Thanks to all the subscribers and readers of this blog. All the questions are derived from various news publications. I am not able to personally acknowledge each one of them. The quiz would not be there, if they were not providing the basic news. A big thanks to them.

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter2
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 99

October 4, 2011

businessbaatein Trivia Bank quiz 1 Comment

Q1. For what wrong claim has Reebok been penalised 25 Mn $ in US ?

Ans. Wearing RBK Easytone gave a great posterior

Q2. What is the name given to the browser released by Amazon ?

Ans. Silk

Q3. What are dimsum bonds ?

Ans. Yuan denominated bonds issued in the Hong Kong stock exchange

Q4. What is the difference between Ketchup and Sauce ?

Ans. Ketchup is tomato sauce. But sauce can be made from many other ingredients. All ketchups are sauces but all sauces are not ketchups.

Q5. Who has been appointed as the Chairman of ONGC ?

Ans. Sudhir Vasudeva

Q6. What is the first brand of whisky launched independently in India by world's largest liquor co Diageo ?

Ans. Rowson Reserve

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook3
- Email
- Print
- More

•

Like this:

Weekly Business Quiz # 98

September 27, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. For which fractional ownership private jets co has Warren Buffett appeared in an ad, as he is the largest shareholder in the co ?

Ans. Netjets

Warren Buffett

Q2. Which airline took delivery of the first Boeing 787 dreamliner ?

Ans. All Nippon Airways

Q3. Which car co has launched a harchback called Koleos in india ?

Ans. Renault

Q4. Why is the launch of IMPULSE from Hero Moto being awaited keenly by bike enthusiasts ?

Ans. India's first dirt bike

Q5 .Why is the first page of TOI painted yellow today ?

Ans. An advertisement for DHL

Q6. What is unique about Club X a premium entertainment service launched by Valuable Group ?

Ans. First day first show of new releases at home

Q7. Name this luxury fashion house in Paris , famous for its bags, scarves and ties, which started in 1837 making harnesses and saddles ?

Ans. Hermes

Q8. On HP top level changes, with which cos were the Executive Chairman Ray Lane and CEO Meg Whitman associated before HP ?

Ans. Oracle and eBay respectively

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter
- Facebook4
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 97

September 23, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. What unusual condition is applicable to customers at the Louis Vuitton flagship store in Paris ?

Ans. Only 6 pieces can be bought at a time

Q2. Which co is in the news for taking over aircraft components major Goodrich ?

Ans. United Technologies

Q3. Name this French services co started in 1966 by Pierre Bellon known for its coupons. Its derived from the French Societe d'exploitation Hoteliere.

Ans. Sodexo

Q4 Which pharma major was created from the merger of Ciba Geigy and Sandoz with its headquarters in Basel, Switzerland ?

Ans. Novartis

Q5. What connects Algida, eskimo, walls, HB, Frisko ?

Ans Same heart logo but diff names of Unilever icecreams in diff countries

Q6. Which MNC has acquired 74 % stake in the Indian UPS mfr Luminous ?

Ans. Schneider electric

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 96

September 16, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. Which brand of designer cellphone has a unique button for concierge services across the globe ?

Vertu

Q2. For which brand of shampoo Naina Redhu has been shown falsely as interviewing Katrina Kaif creating a stir on twitter ?

Pantene

Q3. Why do fast food chains have red in their logo or decor ?

Red colour triggers hunger

Q4. How did the beleagured swedish car maker SAAB get its name ?

Svenska Aerospace AB became SAAB

Q5. How was the Yahoo CEO Carol Batz informed that she was fired by the Board ?

By a phone call

Q6. Name this successor to Jack Welch who just completed 10 years as the head of GE.

Jeff Immelt

Q7. Name the co floated by 5 PSUs to purchase coal assets abroad .

International Coal Ventures Ltd

Q8. Which bank is in the news for losing over 2 Bn $ due to a rogue trader ?

UBS

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 95

September 5, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. Which family owned company owns the scotch brand Glenfiddich ?

William Grant and Sons

Q2. For his 16th birthday, Michael dell's parents presented him an Apple -II computer. Why were they annoyed ?

On reaching home, he took the computer apart to understand its parts

Q3. JJ Irani has quit as Chairman of a co saying " I value my name more than anything else." Name the co.

Everonn education

Q4. Which car co is launching a car model called EON soon ?

Hyundai

Q5. Which RNBC has decided to repay all its 73000 cr depsoits by Dec 2011 ahead by 4 years ?

Sahara

Q6. In TV programming jargon what is “tent pole property” ?

A programme that brings in viewers for other programmes also. eg KBC for Sony TV

Q7. Which group is launching a new music channel called MIX on the Ganesh Chaturthi day today ?

Sony or Multi-screen media

Q8. In which sport is isuper league being planned in India on the lines of IPL ?

Car racing

Q9. What is the Indian word for the scandinavian word “Ombudsman” and who coined it in 1963 ?

Lokpal, L.M.Singhvi, father of Abhishek Singhvi

Q10. “Keep looking beautiful” is the tagline for which popular treatment ?

Botox

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #94

August 29, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. Ved prakash Arya the CEO and founder of Milestone capital died recently in an unfortunate accident . How ?

Ans. Coconut tree fell on him during his morning walk in Mumbai

Q2. In what denomination has RBI introduced POLYMER notes on a trial basis ?

Ans. 10 Rs

Q3.. What is the financial instrument through which Warren Buffett is iinvesting 5 bn $ in Bank of America ?

Ans Preference shares

Q4. On resignation of Steve Jobs who has taken over as the CEO of Apple ?

Ans Tim Cook

Q5.”That guy is never going to make it. He doesn’t get technology. He’s just a salesman.’About whom did Ed Land, Polaroid CEO say this ?

Ans. Steve Jobs

Q6. In the midst of the Anna fever in India which co has launched an OS called SYMBIAN ANNA ?

Ans. Nokia

Q7. “Do bachcho ke baad ho jao 3G pe busy”.Which co is promoting 3G as more pleasurable than sex ?

Ans. idea

Q8. Which newspaper is brought out by the co The Printers (Mysore) Ltd.?

Ans. Deccan Herald. It is coming out with a Delhi edition

Q9. For which innerwear brand have David Beckham, Cristiano ronaldo and now Rafael Nadal bared ?

Ans. Armani

Q10. Which oil co in India has launched India’s first self service petrol pump in Delhi recently ?

Ans. Indiannoil

Q11. Which four Indian cos have been included in the new Harvard book “Higher ambition: ” ?

Ans. Tata Sons, Thermax , Infosys and Mahindra & Mahindra

Q12. In this era what are the 2 purposes for which TELEGRAM is still being used in India ?

Ans. To inform loan defaulters and absconding employees

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter3
- Facebook8
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #93

August 23, 2011

businessbaatein Trivia Bank Leave a comment

Q1. Name the chain of bookstores started in 1877 by T.K.Banerjee and a Frenchman Emile Moreau with their first store in Allahabad.

Ans. **A.H.wheeler**

Q2. Who has composed the music for the Hero motocorp heroes song ?

A R Rahman

Q3. As per the registrar of newspapers in India, how many magazines are published in India ?

Ans. **73000**

Q4, For providing credit insurance to which aiirline has the New India Assurance Chairman Ramadoss suspended ?

Ans. P**aramount**

Q5. Who will be the largest beneficiary bcoz of the Google's acquisition of Motorola Mobility ? (largest shareholder of Motorola)

Ans. Carl Icahn

Q6. In which asian stock exchange will the UK club Man United do a billion $ IPO ?

Ans. **Singapore**

-*Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 92

August 16, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. Who did the publicity of all Raj Kapoor films after "Sangam" ?

Ans. Ameen Sayani, the radio broadcaster

Q2. Who said " We cannot have live broadcast. It is too dangerous" on the decision to scrap DD3 ?

Ans. PV Narasimha Rao , the PM in '93

Q.4 Who did Rupert Murdoch refer as the "splendid pirates" of the Indian TV industry ?

Ans. cable operators

Q5. What is the business of Tree House, a company currently in the news for IPO ?

Ans. Pre-primary schools

Q6. P, 2P and 3 P are the three categories in which reserves of which natural resources classified ?

Ans. crude oil

Q7. What is "FIAT" money ?

Ans. Money that has value only because of govt fiat or law

Q8. What unique insurance is offered by ARAG, a German insurance firm, in Britain ?

Ans. Divorce insurance

Q9. Companies like Way2SMS insert flagging ad tags at the end of messages. What is the jargon for this ?

Ans.Mobitisements

Q10. Which insurance scheme launched by LIC after the 2008 financial crisis became a big hit ?

Ans. Jeevan Aastha

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 91

August 9, 2011

businessbaatein Trivia Bank quiz 4 Comments

Q1. Ideas worth spreading is the tagline of which internet site/movement ?

Ans. TED

Q2. Along with life and libertywhat has FInland included in July 2010 as a citizens' fundamental right ?

Ans. Broadband

Q3. Why are people in US hating David Beers ?

Ans. He is the sovereign rating head of S & P who down graded US

Q4. Name the two Japanese engineering giants that will merge soon to make a megacorp in a bid to become profitable.

Ans. Hitachi and Mitsubishi

Q5. What unique India's first advisory service will be offered by a new firm founded by Anil Singhvi ?

Ans. Corporate Governance advice to FIIs

Q6. Which Indian textiles major is withdrawing its brands Zapp, Manzoni and Be:Home ?

Ans. Raymond

Q7. Name China's state controlled credit rating agency that has downgraded US debt rating.

Ans. Dagong Global Credit rating agency

Q8. Name this traditional Iranian cuisine introduced to Hyderabad by Aga Husain Zabeth of Madina Hotel.

Ans. Haleem

Q9. Name this old baby food brand that has changed hands atleast 4 times from Glaxo to Heinz o Workhardt and now Danone ?

Ans. Farex

Q10. Loyalty programmes of airlines is old hat. Which airport in India has launched a program for travel agents and passengers ?

Ans. Rajiv Gandhi International Airport, Hyderabad

Q 11. What is GRIHA, the rating system developed by TERI ?

Ans. Green rating for Integrated Habitat assessment Central university of Tamil Nadu at Tiruvarur will be the first to get this rating among universities

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More

Like this:

Weekly Business Quiz # 90

August 1, 2011

businessbaatein Trivia Bank quiz 1 Comment

Q1.Which country has a new draft constitution written by citizens through social media ?

Ans. Iceland

Q2. The current US impasse is due to a govt debt ceiling which needs to be raised. name the only other country that has a debt ceiling ?

Denmark

Q3. As per UN estimates where will the 7 billionth person be born on 31st October this year ?

India

Q4. Name the handbag of Paki foreign minister Hina Rabbani that has caught the attention of the chatterati ?

Birkin

Q5. What tech has Harish Hande taken to villages tha have got him the Ramon Mgsaysay award ?

Solar lighting

Q6. With which watch brand would you associate Sachin Tendulkar ?

Audemars Piquet

Q7. There are 4 major watch cos in Japan. Name them.

Citizen Seiko, Casio and Orient

Q8. Which economist had said ” water is useful but worthless whereas diamonds were useless but far more valuable’ ?

Adam Smith

Q9. Dzjchdzhe Shorash was born in 1930 in Budapest. How do we know him better ?

George Soros the legendary hedge fund manager

Q 10. Who is the other newly appointed Co-CEO to Jurgen Fitshen in Deutsche Bank ?

Anshu jain

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter2
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 89

July 26, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. Connect Set Wet, Axe and Zatak…

Ans. These are deo sprays whose ads have been banned by ASCI for being indecent

Q2. What is the name of the new operating system from Apple ?

Ans. LION

Q3. Name the world's largest hydro electric project.

Ans. Three Gorges of China

Q4. What is grandparent dividend ?

Ans. The social benefits of growing with grand parents

Q5. When does a fund "broke the buck" ?

Ans. When its NAV goes down below 1 $

Q6. Why is the joining of a young 20 yr old Nivaan as mgmt trainee in jet airways news ?

Ans. His surname is Goyal and he is the son of Naresh Goyal

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 88

July 19, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1.What will be the new name for DGCA that will function as the airlines regulator ?
Ans. Civil aviation authority – CAA

Q2. The latest campaign for Titan featuring Aamir is for a model called HTSE. What is HTSE ?
Ans.High tech self energised

Q3. In the business split of RPG which is the only co that will be owned jointly by Harsh and Sanjiv Goenka ?
Ans. Spencer's hotels

Q4. Which traditional indian garment is being bought in large nos by an italian co IOU to make trendy outfits and sold on net ?
Ans. Lungis

Q5. NR Narayana Murthy recently inaugurated a INFOSYS training centre in Mysore. It is named after which great person ?
Ans. NRN himself

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter
- Facebook
- Email

- Print
- More
-

Like this:

Weekly Business Quiz # 87

July 12, 2011

businessbaatein Trivia Bank Leave a comment

Q1. In which services is Amarchand and Mangaldas is India's No 1 firm ?

Ans. Corporate Law

Q2. Why are POWER BALANCE wrist bands the new accessory among the hip crowd ?

Ans. These bands improve meatbolism

Q3. Name the popular British tabloid which is being closed down after it was found hacking into phones and other charges.

Ans.News of the World

Q4. Upto how many transactions per month are allowed without any charge in other banks' ATMs as per a new RBI guideline ?

Ans. five

Q5. Which 2 brands of Google will soon be withdrawn ?

Ans.Blogger and Picasa. Renamed as Google Blogs and Google photos

Q6. IBM ROLEX etc are not sponsors of Wimbledon. What are they called ?

Ans. Official suppliers

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter
- Facebook
- Email
- Print

- More
-

Like this:

Weekly Business Quiz # 86

July 6, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. As per the CII INSEAD study of Global Innovation Index which country is ranked no 1 and what is India's rank ?

Ans. Switzerland and 62

Q2. How is the external affairs minister S M Krishna connected to a coffee chain ?

Ans. Cafe Coffee Day chief V G Siddhartha is his son-inlaw

Q3. Who has been appointed as the new CVC chief of India ?

Ans. Pradeep kumar

Q4. Which new co is positioned itself as India's first dedicated education loan co. ?

Ans. Credila

Q5. Which bankrupt tech co has sold its patents and patent apps to a consortium of cos for a solid US$ 4.5 B ?

Ans. Nortel

Q6. Why would it be illegal to manufacture and sell SCOTCH whisky in india ?

Ans. Scotland has taken a GI on scotch in India

Q7. Which car maker has beaten FORD in 2010 to become the fifth largest car manufacturer in the world ?

Ans.Hyundai

Q8. What is the name of the new social networking service started by GOOGLE called ?

Ans.Google +

Q9. In private equity jargon what is dry powder ?

Ans.Money raised but not invested

Q10. In recent market share data for cola in US, Pepsi is no. 3. What are 1 & 2 ?

Ans. Coke and Diet Coke

Q11. Toyota has launched its first hatchback in india. Name it.

Ans. Etios-LIVA

- Compiled by G.Mohan Twitter : @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

The Chennai Super King

July 3, 2011

businessbaatein Uncategorized Leave a comment

This is not a post about Rajinikant (world is his oyster, Chennai is too small for him). This is not about Stalin (the former mayor of Chennai has seen better days. He was not

even sure of his earlier constituency so had to go away from Chennai). This is not about Dhoni either. (The India captain may be adopted son of Chennai when IPL is on but remains an outsider for large part of the year).

This post is about N.Srinivasan. Who among many other things is also the owner of the IPL team Chennai Super Kings (CSK) . Unlike other IPL owners, he maintains a very low profile. Even when his team CSK won the IPL trophy in consecutive years , 2010 and 2011, he was not seen anywhere around the trophy. He let the captain and the players bask in the limelight.

The shrewd strategist that Srinivasan is, remains in the background for good reason. The moment spotlight falls on him, awkward questions will emerge in media and public. Questions about the conflict of interest between an IPL franchise owner occupying the chair of Hon. Secretary of BCCI (the richest and most powerful sports body in India and in cricket worldwide). People and players allege that he has used his position in the board to manipulate many decisions concerning IPL.

For starters, as the Hony treasurer of BCCI, he had complete access to the IPL business plans. He knew that IPL franchise made good business sense and used his influence to get consent from BCCI to bid for the Chennai franchise. Later, we hear in every edition some charges being levelled at N.Srinivasan about abusing his position in BCCI to help CSK. For e.g, in selection of Andrew Flintoff in 2010 and Shane Warne alleged that on Srinivasan's orders the pitch was changed at the last minute in a league match between Rajasthan Royals and Chennai Super Kings. Shane Warne got warnings and had to pay a hefty fine, but no investigation was carried out about the role of Srinivasan.

In another blatant abuse of power, he got Krishnamachari Srikkanth, the selection committee Chairman of Indian team to become the Brand Ambassador of Chennai Super Kings. I do not have the exact dates to say which came first for Srikkanth, but he had both the positions, an obvious conflict of interest. Lots of detractors of Srikkanth allege that as selection committee head he has been giving more than a fair share of chances to the likes of Dinesh Karthik, Murali Vijay and now Abhinav Mukund, obviously with the proddings or blessings of N.Srinivasan.

In his book "3 mistakes of life" , Chetan Bhagat has talked about cricket, religion and politics as the three mistakes. N.Srinivasan seems to have dabbled into all of the above. A second generation businessman from Chennai, the Vice-Chairman and MD of India Cements, has his fingers in many pies. To be fair to him, India cements is the market leader in cements in South India. India cements have grown through organic route and through acquisitions of companies like Vishnu cements, Raasi Cements and Coramandel cements under his leadership.

This post graduate in Chemical Engineering from US, must be finding the cement business rather boring for his intellect. Hence the interest in cricket and cricket administration in particular. If one has interest in cricket administration, can politics be far behind. Firmly in the Sharad Pawar camp of BCCI, Srinivasan has risen through the ranks from top job in TNCA to Treasurer BCCI, Secretary BCCI and now President-elect BCCI.

India cements cement plant in Kadapa would have perhaps brought Srinivasan in touch with the late AP CM YSR and through him his son Jaganmohan Reddy. Now the detractors of Jaganmohan allege that India Cements was favoured by giving land at a throwaway price. India Cements holds a significant minority stake in the Jaganmohan promoted , since sold to Vicat, Bharathi cements. Covert did an investigative piece, which revealed that India Cements invested in Jagan promoted Raghuram Cements by paying a huge premium, even before the company started construction.

If Srinivasan has friends in high places, can enemies be far behind. His sworn enemy is AC Muthiah. Muthiah, a fellow industrialist from Chennai has always considered the TNCA his pocket borough. Muthiah has charged Srinivasan several times in court, right upto Supreme Court on several counts including theBCCI office bearer and IPL ownership conflict of interest.

If reading all of the above, gives you an impression that Srinivasan is this wily businessman, then it is time to see his religious side. A God-fearing man, he is never seen without a pottu (tilak) on his masthead, even in his well tailored business suits. Last year he donated a laddu making machine worth Rs 9 crore to Tirumala Tirupati Devasthanam for making 5 lakh laddus a day.

Now comes this new twist in the Srinivasan saga. His name has cropped up in the CBI investigation of the 2G scam. It is alleged that India Cements and UB Group helped Kalaignar TV to repay the money to DB Realty. India Cements has clarified that it is only payments related to advertising.

The 2G scam has claimed many a bigwigs. Imagine, N Srinivasan and Vijay Mallya joining (highly unlikely) the other stars in Tihar jail. Mallya and Srinivasan in Tihar would have a lot to discuss. These otherwise dissimilar personalities have so much in common right from cricket to religion to politics. One a King of Good Times and the other Chennai Super King.

- G.Mohan

Share this:

- Twitter
- Facebook3
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 85

June 28, 2011

businessbaatein Trivia Bank Leave a comment

Q1. What does the Audi tag line Vorsprung durch Technik mean ?

Ans. Progress through Technology

Q2. In june 91 when industrial delicensing was announced who was the union minister of industries ?

Ans. PV Narasimha Rao the PM had this portfolio

Q3. Why is the exclusive range of furniture by the chairman of Sobha developers called PNC ?

Ans. PNC Menon's initials

Q4. Name the indian who has been nominated as the COO of UNILEVER

Ans. Harish Munwani

Q5. Which co do the Indian American couple Reddy and Padma Allen in the news for NY city payroll scam belong to ?

Ans. Technodyne

Q6. Who gave the famous phrase 'the consumer is not a moron she is your wife' ?

Ans. David O'gilvy

Q7. In what business is the Finnish co LINDSTROM in ? It has set up shop in Hyd recently.

Ans. Textile services like uniforms

Q8. Name the distinguished indian economist well known for his work on defining poverty who died recently.

Ans. Dr Suresh Tendulkar

Q9. What is the official name of the IIT coaching centre SUPER 30 in Patna ?

Ans. Sri Ramanujan school of mathematics

Q10. Which international airline has the largest fleet of aircrafts ?

Ans. Lufthansa with 710 planes

Q11. Why did Ray Tomlinson the man who sent the first electronic message using ARPANET use @ symbol ?

Ans. To separate name and computer

Q12. How did the phrase DRINKING KOOL AID originate and what does it mean ?

Ans. It means that blindly following what the leader says even if it is mass suicide. It originated with the genocide in Jonestown when cyanide was mixed with Kool Aid, a brand of drink belonging to Kraft foods.

- Compiled by G Mohan @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 84

June 21, 2011

businessbaatein Trivia Bank Leave a comment

Q1. Which two companies will replace RCOM and RINFRA in the BSE SENSEX ?

Ans. Coal India and Sun Pharma

Q2. What it the WHO standard for number of beds per 1000 population ? Where does india stand ?

Ans. 4 per thousand, India 0.8

Q3. How do we know universal product code better ?

Ans. Barcode

Q4. Which newspaper has the largest circulation among all Marathi language dailies ?

Ans. Lokmat

Q5. Who is the largest issuer of credit cards in india ?

Ans. HDFC Bank

Q6.Who has taken over as the cabinet secretary of india ?

Ans. Ajit seth

Q7. With which brand has SACHIN had the longest association of over 20 years ?

Ans. Boost

Q8. Which company owns the apparel brands Wrangler, Nautica, North face and now Timberland ?

Ans. VF Apparels

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter
- Facebook2
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 83

June 14, 2011

businessbaatein Trivia Bank 1 Comment

Q1. As per RBI a bank needs to have 9 rs of equity for every 100 Rs of loan. What is this norm called ?

Ans. Capital adequacy ratio

Q2. Which unit of Maruti is having union trouble for the last few days ?

Ans. Manesar

Q3. Which 60 year old bank with HQ in Kolhapur is India's smallest bank ?

Ans. Ratnakar Bank

Q4. In an auction Raju Vesgna acquired the ICC World Cup winning ball for Rs 64 lakhs. Which company he heads ?

Ans. Sify

Q5. Which food brand is named after Grand Duchess Maria Alexandprovna wife of the Duke of Edinburgh ?

Ans. Marie biscuits

Q6. Which tea brand comes from the names of sons of Merill J Fernando ?

Ans. Dilmah based on Dilhara and Malik

Q7. Julius a Swiss Miller who founded a company in the 1880s making food items because milling was not doing well. His surname is a big brand today. What was his surname?

Ans. Maggi

- Compiled by G.Mohan @go_mohan

Share this:

- Twitter
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 82

June 7, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1.What are death derivatives ?

Ans. Financial derivatives which bet on the longevity risk imp for pension funds etc

Q2. The revival of which state owned cable co will pose a serious threat to SCV a unit of SUNTV ?

Ans. ARASU

Q3. Which two countries share the world's longest undefended border ?

Ans. USA and Canada

Q4. Hero is launching india's first dirt bike. What is a dirt bike ?

Ans. An off road bike designed for rough terrain

What color was the planes of Virgin Blue painted ?

Ans. Red. Virgin Blue has been renamed as Virgin Australia

Q6. In which Indian private sector bank does the Liibyan dictator Gaddafi have a 0.1% stake ?

Ans ICICI Bank

- Compiled by G.Mohan Twitter go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Firstpost.com an interesting online alternative

June 4, 2011

businessbaatein Uncategorized Leave a comment

Three weeks ago I was in Mumbai on work. On my way from the airport to Marine Lines, I saw several hoardings of www.firstpost.com. Then I saw the laptops of newsreaders in CNN-IBN sporting the Firstpost logo. Being a news junkie, the curiosity got the better of me, and I wanted to see what this new site has to offer. I checked the credentials and was not disappointed, though not particularly enamoured either. It comes from the Web-18 family and has the former DNA editor R.Jagannathan as its editor.

In the last two weeks that I have been getting the RSS feeds from this site. I am quite impressed by what I see here. It is a news-cum-views hybrid. The authors give their views on news and day's events as they unfold. So one not only gets the update on the news but also what are its implications. It has a broad range from politics, business, cinema, world news and even general interest articles. Also on the same theme, there are several views. The site has some fresh set of authors like Lakshmi Chaudhry and Sandip Roy who are not afraid of expressing their opinion on even politically incorrect themes. This generates a debate and some readers are emerging as regular commenters.

Now the site has even taken them on-board and published them as their first community bloggers. In fact, the site has a blog-like feel about it.

With most of the Indian portals like Rediff, Yahoo and Indiatimes sourcing most of their news from newspapers, there is always a delay in the views appearing in the site. Also, there is a degree of sameness in the views with the newspapers. The online edition of the TV channels and the newspapers also suffer from similar problems. The advertising clutter and breaking a small article into many pages makes online reading a very unpleasant experience. (Firstpost still does not have any advertising). Then there was this credibility problem of many media houses, forcing many discerning readers to look at blogs for alternative views. Hence, there was space for a stand-alone online news and views service.

Firstpost has made a promising beginning in this direction. Hopefully, commercial considerations, political pressures and other real world issues like inability to retain good writers, does not dilute the good product.

- G.Mohan

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 81

May 31, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. Who owns the club BARCELONA aka BARCA ?

Ans. By over 85000 Socis ie members in Catalan

Q2. Name the iconic personal transportation vehicle invented by Dean Kamen launched in india recently at 4 lacs.

Ans. Segway

Q3. Which TV channel a symbol of american culture gives five calls for prayer in its Indonesian schedules ?

Ans. MTV

Q4. What brand of balls are being used in French open from this year ?

Ans.Babalot It replaces Dunlop balls.

Q5. What is the name of the new retail chain started by Ram Agarwal who started Vishal retail ?

Ans. V2

Q6. After Apple beat Microsoft yet another tech co has beaten MS in market cap?

Ans. IBM

Q7. Name the iceland volcano that has grounded 500 flights in europe this year.

Ans. Grimsvotn

Q8. How does a blast last week in Hon Hai of China affect deliveries of Apple, HP and Sony ?

Ans. It's the world largest electronics contract manufacturer.

- *Compiled by G.Mohan Twitter @go_mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 80

May 24, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. If Malaysia is "Truly Asia" which country promotes itself as 'The heart of Asia'?

Ans. Taiwan

Q2. Which co was the first in india to design and manufacture a micro computer ?

Ans. DCM data products. HCL promoters used to work here

Q3. What will Karnataka Public sector unit , Mysore paints and varnishes ltd supply to the Egypt elections ?

Ans. Indelible ink

Q4. Which PSU has overtaken ONGC in terms of market cap to become no 1 ?

Ans. Coal india

Q5. Seal team 6 killed Osama. Who has acquired the trade mark rights for SEAL TEAM 6 ?

Ans. Walt Disney

- *Compiled by G.Mohan @go_mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 79

May 17, 2011

businessbaatein Trivia Bank quiz 1 Comment

Q1 Which diet plan has become the # 1 on Amazon after it became known that princess Kate follows it?

Ans. Dukan diet

Q2. Which college in london offers a M A course on Modern india ?

Ans. king's college London

Q3. Who will be identified through the 'One from a billion' contest?

Ans. The next F-1 driver for the Force India team

Q4. What is the logic behind the steep increase in SBI interest rates for short term deposits?

Ans. To make the short term deposits attractive by giving 6.25 % for 7-14 days. If there is no demand then park it with RBI and earn 6.25 %

Q5. Why is the mobile app SHAZAM becoming popular ?

Ans. Music encyclopedia that can recognise most tunes and give all the info

Q6. What is new about laptops launched by SAMSUNG and ACER recently ?

Ans. They are first laptops with Google Chrome OS

Q7. What do Reado.com publish ?

Ans. audio books of indian authors

Q8. Which co is test marketing a brand of salty snacks called STOP NOT ?

Ans. Perfetti

Q9. Which indian co will be assembling hand held terminals for enumerating BPL families ?

Ans. BEL

Q10. Where will you see 4 teams called MUMBAI HEROES, CHENNAI RHINOS , TELUGU WARRIORS, KARNATAKA BULLDOZERS playing ?

Ans.Celebrity cricket league

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 78

May 10, 2011

businessbaatein Trivia Bank Leave a comment

Q1 If you carry multiple cards, like credit debit PAN cards in your wallet why it is a good idea to have CPP. What is CPP?

Ans. Card protection plan

Q2 Which Indian family has the biggest collection of Cartier watches as per the auction house Sotheby's ?

Ans. Maharaja of Patiala

Q3 Sameer Nair is quitting as the head of Imagine TV. Which channel and programme brought him into limelight?

Ans. Star Plus KBC

Q4. Name the former CVC and bureaucrat who is setting up innovation SEZs in Gujarat and AP.

Ans. N.Vittal

Q5 K.I.S.S is a management principle. This principle with a slight modification has become the tagline for which mobile operator ?

Ans. Tata DoCoMo

Q6. In a bizarre move which govt owned financial institution's Chairman has been demoted to an MD by appointing a new chairman ?

Ans. LIC's Vijayan

Q7. Name the exclusive cadre which was involved in the Osama Bin Laden hunt.

Ans. Navy SEAL (sea air and land)

Q8. In which country were the roots of the mobike Jawa later known as Yezdi ?

Ans. Czechoslovakia

Q9 .How do we better know a role with a job title Director of First impressions ?

Ans. Receptionist

- Compiled by G.Mohan Twitter handle@go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print

- More
-

Like this:

Weekly Business Quiz # 77

May 3, 2011

businessbaatein Trivia Bank Leave a comment

Q1. What is the name of the new office app from MICROSOFT in cloud competing with Google apps ?

Ans. Office 365

Q2. Which car is normally associated with the british royal family? It was used during the Will Kate wedding also.

Ans. BENTLEY

Q3. Which new music channel has become the number 1 music channel at end of 2010 ? Clue 9xm is old now.

Ans.MASTII

Q4. What is the business connection to the resignation of the US envoy to india ?

Ans. US cos Boeing and Lockheed have lost the indian fighter deal to European cos.

Q5. What is unique about The Green Microgym in Portland, Oregon ?

Ans. It produces electricity from the human energy spent in gym

Q6. The Wired magazine has rated BADOO as one of the fastest growing Internet site, what service is provided by BADOO ?

Ans. Social network for sex

Q7. What business is the much advertised "Speak Asia" in ?

Ans. Online consumer survey based on MLM model

Q8. Which newspaper is called the Maha Vishnu of Mount Road for its strong editorials ?

Ans. The Hindu

Q9. Mitsubishi Pajero is passe. What SUV is most popular among Bollywood stars ?

Ans. Toyota Land Cruiser

Q10. Which country is the worlds largest producer and consumer of the controversial pesticide ENDOSULFAN ?

Ans. India

Q11. Connect the brands Hakkasan , LE CIRQUE, TRADER VIC'S CARLUCCIO'S

Ans. fine dining restaurants entering india

Q12. The last typewriter factory in the world would soon stop producing them. Name the co and brand.

Ans. Godrej Prima

Q13. On what grounds was Mallika Sherawat's wish to buy a Rolls Royce turned down by the co?

Ans. RR has a policy " Car will not be sold to anybody who wants to buy it".

Q14. In 1993 when Sharad Pawar was CM he was shown a new Marathi film by its director, when Pawar asked a song to be rewind thrice. Why ?

Ans. He saw open spaces in Mumbai

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

The IPL fatigue

May 2, 2011

businessbaatein Uncategorized Leave a comment

I consider myself a typical Indian cricket fan. I stopped playing cricket almost 30 years ago. But, I am a cricket fan, because I watch cricket matches on TV. I am not even a connoisseur of cricket. By that I mean, I don't watch cricket on TV when say Zimbabwe is playing Bangladesh or some domestic match is shown on the DD Sports channel. I only watch cricket matches when our Men in Blue, Team India plays. I cheer for India and Indian players.

To the list of Indian cricket matches, IPL got added to my TV watching list rather inadvertantly. I watched most of the matches of IPL 1,2 and 3 whenever possible. I had great difficulty in choosing a side to support. I had lived a long part of my working life in Kolkata, so I chose KKR. KKR, everyone knows is the only team that never appeared in semi-finals of any of the three editions of IPL. KKR made more news for its off-field activities than its on-field victories. My next choice was Deccan Chargers, because Hyderabad is the city I have been living for the last few years. DC did give some reason for cheer in IPL – 2 by winning it.

Having got used to the idea of watching IPL, I started watching IPL-4 though not with the same enthusiasm as earlier. The world cup victory was just beginning to sink in when IPL 4 started suddenly with little or no build-up. Just after the World Cup victory, watching the same set of players in opposite teams or even the arch rivals in same team took a little while to adjust. With the complete makeover of all the teams and new teams getting added to the list, it became too hard to remember. With some effort and passage of time, this part of the problem has been overcome.

But now the problem is one of fatigue. Mid-way or not even mid-way through the tournament , now there is little excitement left to watch matches. Even the 20 overs look too long. Watching first 6 overs until the field restrictions are in place and then later towards the slog overs, one gets a sense of what is going on. Sixes, wickets, run-outs, none of them excite. The very same advertisements from Vodafone (initially I liked it) , Havells, Brrr ads of Coke have become too irritating to watch. The Extra innings sessions are so boring and comments so banal, that there is no desire to listen to them. The commentators look completely drained out. To avoid the ads or extra innings , if I switch to some other channel, rarely do I get back to IPL. After staying awake for the first few days to watch the matches till 11.30 PM, I do not feel the urge to let go of my sleep for the sake of the matches. I have subscribed to the SMS updates from my mobile operator and see the results of the matches first thing in the morning.

The fatigue and irritation from IPL (it is still a lesser evil than the 24×7 news channels) is so much that I sometimes find myself wanting both the teams to lose, when neither KKR or DC is playing. Keeping track of the position of the teams in the points table has become such a big task, thanks to its topsy-turvy nature, that I have decided to see it only towards the end of the league stage.

It appears that I am not the only one who is complaining about the fatigue. News from TAM is that TV ratings have come down to record low for this year's IPL. It is 18 % lower than last year. The overkill of cricket and little innovation or controversy in IPL-4 has made it boring. Wonder what would Lalit Modi have done, if he was still running the IPL circus !!!

- G.Mohan

-

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 76

April 26, 2011

businessbaatein Trivia Bank Leave a comment

Q1. Former Sony chairman Noria Ohga died recently. He created the audio CD. Why did he insist the CD should play 75 mins.?

Ans. Beethoven's Ninth Symphony was 75 mins long. He was a big fan of classical music

Q2. Which co has asked its ind. directors to return the excess remuneration paid to them by the previous mgmt to keep their mouth shut ?

Ans. Mahindra Satyam

Q3. Why is Britain expected to have a huge surge in tourist traffic in the weekend starting april 29th ?

Ans.William Kate royal wedding

Q4. Crown Jewels is presented in a heirloom collectors box. CJ- the strength of a prince with the yielding sensitivity of a princess to be What is crown Jewels?

Ans. condoms

Q5. Name the two indian businessmen who figure in the TIME list of most influential persons of 2010 in the world.

Ans. MUKESH AMBANI & AZIM PREMJI

Q6. Name the central registry created to check home loan frauds in india .

Ans. CERSAI

Q7. Who has bought 51 % stake in Tata Steel subsidiary Tata Refractories ?

Ans. Nippon steel

Q8. As gold crosses 1500$ mark recall the price of gold in 2006. a. Below 500$ b. > 500 & < 750 c. > 750 & < 1000 d. > 1000&< 1250

Ans b. around 600 $

Q9. Gautam Doshi, Surendra Pipara and Hari Nair high profile occupants of Tihar Jail. To which business house they belong ?

Ans. Reliance ADAG

Q10. As per a PwC study of 37 indian companies across sectors what is the average annual remuneration paid to an employee ?

Ans. Rs 4.8 lakhs p.a

Q11. What is 'INDIA + 1′ model of software outsourcing ?

Ans. A de-risking strategy to outsource to one more country in addition to India

Q12. Which corporate group having a hotel business is seen as a big takeover threat by Oberoi and Leela groups ?

Ans. ITC

Q13. In the Education First -english proficiency index published recently india is ranked 30th. What is china's rank ?

Ans. 29th

Q14. Pitchinvasion.in is an internet radio station having alt commentary on IPL promoted by Anupam Mukherji.Why he became famous in IPL -2 in '09?

Ans. The Fakeiplplayer blog

- Compiled by G.Mohan Twitter @go_mohan

Share this:

- Twitter
- Facebook

- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 75

April 19, 2011

businessbaatein Trivia Bank Leave a comment

Q1. Which luxury car co made its only budget car model single door ISETTA during the depression that followed WWII ?

Ans. BMW. This model was surveyed for India in the 60s and BMW even had planned to set up a plant in Patna but later dropped.

Q2. Which brand is running a scheme called POWERPLAY during the IPL ?

Ans. Godrej – all products

Q3. Yusuf and Irfan Pathan come together on the Brrrr ad for Coke. Which IPL team jerseys they wear in the TVC ?

Ans. KKR and DD respectively

Q4. Which consumer products co has appointed BITS XLRI alum Rakesh Kapoor as its new global CEO ?

Ans. Reckitt Benckiser

Q5. A CA from Prakash Roadlines accompanied his friend to Infosys AGM and asked many questions which impressed NRN and this led him to a job with them. Who are we talking about ?

Ans. TV Mohandas Pai

Q6. A _____ is a place where them lend you an umbrella in fair weather and ask for it back when it begins to rain. said Robert Frost. Fill in the blank.

Ans. BANK

Q7. AMBEROID is the 21st century version of which indian iconic brand ?

Ans. Ambassador car

Q8. “Love everything or pay nothing was a promotion where travellers could receive full refund for any complaint “. Which international airline had this scheme last year ?

Ans. OpenSkies, an all Business-Class airline belonging to the British Airways Group

Q9. Big B endorses many products. Now he is endorsing NUTRICHARGE. It is from a pharma co his family owned once. Name it.

An. IPCA labs

10. Name the indian retail pioneer who built SPENCERS, FOODWORLD, RELIANCE RETAIL and later joined FUTURE GROUP. He died recently.

Ans. Raghu Pillai

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Why PLUs love AC 3Tier

April 16, 2011

businessbaatein Uncategorized 2 Comments

Ever since the Indian railways introduced the AC 3 -Tier coaches 10-12 years ago, they have become very popular. It started as an experiment to replace the erstwhile 1st class (Non-AC) coaches and priced at the same level. Since then, the railways have replaced all Ist class (Non-AC) coaches with AC 3-Tier coaches. It is not just replacement of the Ist Class (Non-AC) coaches , in all the new trains introduced later such as Durontos, AC 3-Tier coaches have been provided.

AC 3Tier is such a popular class of travel that during the holiday seasons, it is among the first ones to get filled up. The number of coaches of AC 3-Tier in many long distance trains are continuously being increased to cater to this ever growing demand.

Here is an attempt to analyse why this class of travel has gained popularity. It started as a replacement to the Ist Class (Non-AC). The traditional Ist Class passengers, such as the government servants, interview candidates and the families travelling on Leave

travel concessions had already shifted to the AC 2 tier/ Air travel as the eligibility shifted. Thus Ist class remained a class of last resort to passengers who were unable to secure AC 2 Tier or sleeper class reservations.

As passengers accidentally tried the AC 3 Tier, they started seeing its virtues. The Airconditioning made long distance travel comfortable as opposed to the non-AC first class coaches. Also, the AC environment cut out the dust and noise an inevitable accompaniment in sleeper or Ist class (non-AC) .It may be 3 times costlier than the sleeper class, but it was still 33 % cheaper than the AC 2 Tier. The lesser space and headroom in comparison to the AC 2 tier was a compromise the value conscious Indians were willing to make for the lower fares. Perhaps, similar reasons make low cost carriers gaining market shares.

Since the 90s, with the prosperity coming to the PLUs (people like us/urban middle class Indians), who traditionally travelled by sleeper class for family holidays and personal travel, found the AC 3 Tier an affordable and attractive option. Besides, the practical benefits of AC travel, there could be other emotional reasons of choosing to travel by AC 3 tier.

The growth of the 90s and 2000s, led to rising isolation of PLUs with the rest of India and Indians. As many commentators talk about the rise of gated communities, private schools, private hospitals, AC cars, etc making the yuppies having little contact with the rest of India and Indians.

The ordinary Indians (aam aadmi) who PLUs wish to move away from travel by the sleeper class. AC 3 Tier for a small price, isolates PLUs from the ordinary Indians. The glass windows and curtains keep the filth and chaos of Indian stations out of sight. Also, the fellow travellers are PLUs, who have chosen AC 3 Tier for similar reasons. Snobs who can't afford.

Sometimes accidental innovations like these rather than conscious innovations (like the ill-fated 3rd berth added to the side berth in AC 3 tier coaches) work in India.

- G.Mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 74

April 12, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q1. If Scotch is a whisky, which drink is also known as WHISKEY (note the spelling) ?

Ans. BOURBON

Q2. As per a co policy, utterance of what phrase in BLACKBERRY would invite a penalty of treating doughnuts to all employees ?

Ans. Stock price

Q3. In Chennai under what brand name has HUL launched health drinks that are fruit juices mixed with soya ?

Ans. Kissan

Q4. With which celebrity would you associate the perfumes PASSION, WHITE DIAMONDS, VIOLET EYES ?

Ans. Elizabeth Taylor

Q5. Which internet major has started a service where tunes can be bought and stored on the cloud and accessed from any device ?

Ans. Amazon.com

Q6. Who has acquired National Semiconductor to become the third largest chip co behind INTEL and SAMSUNG ?

Ans. Texas instruments

Q7. Which IT sector veteran has started a new IT services co having a quaint name HAPPIEST MINDS (sounds like a KG school)?

Ans. Ashok Soota

Q8. Which hotel chain owns the luxury hotel brand WALDORF ASTORIA ?

Ans. Hilton

Q9. Marking the decline of Nokia and the rise of others in smartphones which Taiwanese mfr now has a higher market cap than Nokia ?

Ans. HTC

Q10. A new book FROM BRINK OF BANKRUPTCY is a candid account of which indian blue chip of yesteryears by its owner ?

Ans. On DCM by Vinay Bharat Ram

Q11. Sun pharma, Ranbaxy, Dr Reddy's besides being large pharma companies have one more thing in common?

Ans. All were part of BSE SENSEX some time and later removed

Q12. Name the indian retail pioneer who built SPENCERS, FOODWORLD, RELIANCE RETAIL and later joined FUTURE GROUP. He died y'day.

Ans. Raghu Pillai

Q13. Name this maverick activist, in news along with Anna Hazare ,who started his career as a lecturer of business management in '63.

Ans. Swami Agnivesh

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter1
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 73

April 2, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q 1. In which popular TV reality show the host Donald Trump in US and Lord Alan Sugar on BBC uses the phrase " You're fired " ?

Ans. The apprentice

Q2. Which product has a cricket inspired slogan " When the match ends, your game begins " ?

Ans. Axe Googly

Q3. Henry Ford said you can have any color you want as long as it is black.Ford is not accepting any orders for black cars temporarily. Why?

Ans. Supply chain problems due to japan earthquake

Q4. As Ponting resigns as Australian captainand betting is high on the IND PAK match, define a PUNTER ?

Ans. One who bets

Q5. With whom has the LIC mutual fund tied up ?

Ans. Nomura

Q6**.** Ashok Leyland in collaboration with NISSAN has launched LCVs in comp to TATA ACE. Name it.

Ans. Dost

Q7. As its high profile chairman OP BHATT retires he will be inaugurating an ATM in MUMBAI. How many ATMs SBI has now ?

Ans. 25,000

Q8. Why will the Vodafone pug no longer chase its pug faced Indian owner wherever he goes ?

Ans. Essar has sold its stake in Vodafone India to Vodafone

Q9. The 2011 census has shocking sex ratio. 914 females to 1000 males 0-6 age group. What device has aided this despite sex determination bans ?

Ans. Mobile ultrasound

Q10. Which two centres of gambling earn more revenue from the casino business than Las Vegas ?

Ans. Macau and Singapore

Q11. Which co was founded by Ingvar Kamprad in 1943 to allow "people with limited means to furnish their houses like rich people" ?

Ans. IKEA

Q12. If Scotch is a whisky, which drink is also known as WHISKEY ?
Ans, BOURBON
Q13. What is Oracle offering in 'cash for clunkers' scheme in exchange for HP Superdome servers, depicting them as industrial waste ?

Ans. Sun servers
Q14. Which Bollywood actress will appear first as a Barbie doll from Mattel ?

Ans. Katrina kaif
Q15. What is smart order routing in stock trading ?

Ans. A software that helps route the order to the right stock exchange NSE or BSE based on the prices.
Q16. As per a co policy, utterance of what phrase in BLACKBERRY maker RIM would invite a penalty of treating doughnuts to all employees ?

Ans.Stock price
- Compiled by G.Mohan twitter handle @go_mohan

Share this:

- Twitter
- Facebook3
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 72

March 26, 2011

businessbaatein Trivia Bank quiz 1 Comment

Q 1. Maxximo Gio Genio are pick up trucks from which stable ?

Ans. Mahindra

Q2. WIPRO new CEO has signed what clause where in he will receive 12 months pay additionally if he is fired like his predecessors?

Ans. Severance pay

Q3. As one indian american mgmt consultant resigns from boards another Shumeet Banerji joins HP board. He is CEO of which firm ?

Ans. Booz & Co

Q4. What has led Gartner to revise the growth rate of PC sales downwards from 16% to 10.5 % in 2011 ?

Ans. Success of iPad and other tablet computers

Q5. When there was no electricity, net or computers , how was the Ishinomaki Hibi Shimbun newspaper brought out after earthquake ?

Ans. Hand written

Q6. In which chain of fine dining restaurants in india can guests ask for reading glasses or shawls if they need ?

Ans. Mainland China

Q7. What is unique about a new passion pill for men named LEVITRA from BAYER ?

Ans. These melt in the mouth

Q8. Name the business leader who has donated 1540cr eq to his entire personal share in the company to his foundation. Hats off.

Ans GM RAO of GMR

Q9. Who said 'It's better to hang out with people better than you. Pick out better associates and you'll drift in that direction,'?

Ans. Warren Buffett

Q10. Which popular service started its life as BACKRUB ?

Ans. GOOGLE search engine

Q11. Why as a policy Warren Buffett never paid dividends or bought back shares of his co Berkshire ?

Ans. He believes the co manages shareholders money better

Q 12. IIT KGP, HBS, IBM, McKinsey and now President of Berkshire Hathaway. Potential successor of Warren Buffett. Name him.

Ans. Ajit Jain

Q 13. In 1960 Liz Taylor was paid the highest amount ever paid to any actor for playing Cleopatra. How much ? Liz RIP.

Ans. 1 million $

Q14. Situations advertising is a 200 cr agency with accounts like Jyothy labs, everest masala, Yardley etc. Which restaurateur owns it ?

Ans. Anjan Chatterjee of Mainland China and Oh ! Calcutta fame

Q15.Which product has a cricket inspired slogan " When the match ends, your game begins " ?

Ans. Axe Googly

Q16. In which popular TV reality show the host Donald Trump in US and Lord Alan Sugar on BBC uses the phrase " You're fired " ?

Ans. The Apprentice

Q17. Where will be the first indigenous 500MW fast breeder reactor set up in india ?

Ans. KALPAKKAM

Q18. Which airline has announced fare cuts of 15 % in major domestic routes triggering a price war ?

Ans. Air india

Q19. Name the indian billionaire IPLteam owner who has bought tickets worth 5 cr for self and guests for world cup finals

Ans. Mukesh Ambani

Q20. Yet another Buffett nugget If i were not doing what i am doing,I would probably be a _____ ? Fill in the blank.

Ans. journalist

Q21. What technology helps a customer executive in a YES BANK branch to know the details of the customer on PC as he walks in without keying any no. or swiping a card?

Ans. RFID in the debit card

Q22. What asset class is Buffett talking 'i dont like it. All the 7Trillion$ worth can be kept in a room of 67 cu.ft. Returns come from price rise only '?

Ans. Gold

Q23. Which indian singer composer has started an online music academy in US ?

Ans. Shankar Mahadevan

- Compiled by G.Mohan twitter handle @go_mohan

Share this:

- Twitter1
- Facebook11
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 71

March 22, 2011

businessbaatein Trivia Bank quiz 1 Comment

A week after the Japanese earthquake, you will find a few questions related to the quake. Although this quiz is based on trivia, it has no intention to trivialize the strength of mother nature nor the suffering and fortitude of the Japanese people. This edition of the quiz is a prayer for Japan.

Q1. ICANN the agency that manages the domain names on internet has introduced a new suffix .xxx . What does the suffix indicate?

Ans Adult or porn site

Q2. Which international logistics co was started by two teenagers Jim Casey and Claude Ryan with two bicycles and one phone in 1907 at Seattle ?

Ans. UPS

Q3. In which business are Wardrobe, Pressto Jyothy Fabricare. White tiger a few of the organised sector players?

Ans. Laundry services

Q4. On the radiation scale the FUKUSHIMA nuclear reactor radiations have been saved as 5. How much was Chernobyl ?

Ans. Seven

Q5. Tonight the moon will appear 30% larger as it is at its perigee and its a full moon day. This has come after 18yrs. Name this phenomenon

Ans. Supermoon

Q6. A book studying a tribe of lower caste muslim jihadi women operating out of Kashmir and targetting RSS would be my ___ says publisher RUKUN ADVANI. Name the bestseller which will fill the blanks. ?

Ans. Davinci code

Q7. Which is the first state in india to announce an unemployment dole of 1200 pm to those who passed Class 12 ?

Ans. GOA

Q8. Australian MANTRA RESOURCES' shares tanked in Toronto SE because Russian ARMZ called off uranium deal. Why did the Russians call off the deal ?

Ans. Japan earthquake. After the quake nuclear power business has become uncertain.

Q9. Goldman Sachs is acquiring an indian AMC which is a pioneer and the biggest in the ETF business. Name it.

Ans. BENCHMARK

Q10. Name the singing star who raised $250K in 48 hrs from Twitter followers by selling a band saying WE PRAY FOR JAPAN at 5$ each.

Ans.LADY GAGA

Q11. For the first time the phrase 'skyscraper' was used for a tall building in Chicago in the late 19th century. How many storeys ?

Ans. Ten

Q12. Where in the Konkan coast a mega nuclear power plant planned is now in news as it is in seismic zone 3?

Ans. Jaitapur

Q13. Chairman and CEO of which global tech major is matching every donation of 10$ made for Japan thru twitter upto a max of100,000 $?

Ans. Eric Schmidt

Q 14. NIKKEI and TOPIX are indices related to which country's stock market ?

Ans.Japan

Q 15. In which telecom service provider do the Reddys of Apollo hospitals have a 26 % stake ?

Ans. Aircel

- *Compiled by G.Mohan Twitter handle @go_mohan*

Share this:

- Twitter
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz – 70 Part II

March 19, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q16. Which well known Bollywood director has made the BHARAT BANDH TVCs for IPL ?

Ans. Raju Hirani

Q17. In the Japanese earth quake which co's refinery in Ichihara caught fire ?

Ans. COSMO Refinery

Q18. Satoshi Tajiri died in the recent quake in Japan. He created a character which is very popular and it revived Nintendo. Name it.

Ans. POKEMON

Q 19. Which indian mobile operator has adopted a contrarian strategy by choosing CDMA over GSM and pushing data rather than voice ?

Ans. MTS

Q 20. What do you call opportunists who search for ways of making money during a disaster ?

Ans. Vultures

Q 21. Which indian group has a short and cryptic RISE as its new corp slogan ?

Ans. Mahindra

Q22. The first Maruti 800 was gifted to Lord Balaji of Tirupati. Who paid for it ? Hint : Not the co.

Ans. The employees and vendors contributed.

Q 23. The IIM K director is promoting himself unabashedly, a la IIPM, through ads for his MDP. Name him.

Ans. Prof Debashis Chatterji

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print

- More
-

Like this:

Admission notification for PGDHM at ASCI, Hyderabad

March 18, 2011

businessbaatein Uncategorized Leave a comment

Dear visitor,

Please find below the information regarding the Post Graduate Diploma in Hospital Management at Administrative Staff College of India, Hyderabad. I am directly associated with this programme, hence I am using this blog to reach out to you – G.Mohan

http://www.asci.org.in/pgd_hospital.aspx

ASCI-PGDHM Programme

The ASCI Post Graduate Diploma in Hospital management (ASCI-PGDHM) is an AICTE-approved two-year full-time residential programme. The programme has an approved capacity of 30 students per batch.

The Programme is conducted over 4 semesters, comprising 3 semesters of classroom teaching, practicals and field work, and one semester on internship at healthcare institutions.

Placements: Participants who have completed the Programme have found placements in leading hospitals in the country and abroad. Institutions having ASCI alumni include Apollo Hospitals, Max Super-specialty, Wockhardt, Infosys, Fortis Healthcare, , Manipal Hospital, Bombay Hospital, ICICI Lombard, Medicity, Aravind Eye Hospital, Hosmac, Medica Synergie, Suburban Diagnostics, Fernandez Hospital, Care Hospital, KIMS, Asclapius, Sterling Hospital, Seven Hills, Medanta and others.

Location: The programme is housed at the Center for Healthcare Management, ASCI at its College Park Campus at Banjara Hills in Hyderabad.

Eligibility and Admission Process for PGDHM Batch VI (2011-13)

Eligibility: Graduate in any discipline with a minimum of 50% marks at the aggregate and a valid AIMA MAT(Management Aptitude Test) Score of 550 or higher. Candidates with Medical and Life Sciences background are encouraged to apply. MAT scores of September 2010, December, 2010, February, 2011, and May, 2011 will be considered for admission.

Fee: Rs.5.9 Lacs inclusive of Academics, Boarding, Lodging and Recreations

Admission Process: Application form (available from February 14, 2011) can be downloaded from ASCI website, completed and submitted with a crossed demand draft (DD) of Rs. 1000/- in favour of "Administrative Staff College of India" payable at Hyderabad, to the address given below. Forms can also be obtained at our office on payment through DD. Last date for accepting applications is May 31, 2011.

All applicants meeting the eligibility criteria will be called for Group Discussions (GD) and Personal Interviews (PI), and will be notified of the dates within two working days of receipt of completed applications.

GDs/PIs will be held between June 8-11, 2011 in New Delhi, Hyderabad, and Kolkata. The list of selected candidates will be put up on the ASCI website by mid-June 2011.

Classes will commence in the first week of July 2011.

Director, Centre for Healthcare Management

ASCI-PGDHM Program

Administrative Staff College of India

College Park Campus,

Road No. 3, Banjara Hills,

Hyderabad-500034.

Phone: 040 – 6672 – 0700/11/13,
Fax: 040 – 6672 0725
Email: pgdhm@asci.org.in

Share this:

- Twitter5
- Facebook1
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 70

March 15, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q 1. In mutual funds analysis what is SHARPE ratio ?

Ans. Return to risk ratio. Addl return for one more unit of risk

Q2. Who has acquired the italian jewellery brand BULGARI ?

Ans. LVMH

Q3. In stock market lingo what type of a security is a DVR ?

Ans. A share with a differential voting rights

Q4 Why is Warren Buffett planning to spend an entire day at TaeguTec India in Bommasandra near Bengaluru ?

Ans. Berkshire Hathaway's only investment In india

Q5. What is the meaning of the phrase 'boilerplate" ?

Ans. Standard legal text/ fine print added to many contracts

Q6. In internet and media what is a ' Freemium' model ?

Ans. Basic service is free. Premium service is paid.

Q7. 'Every man has his price' is often credited to Dhirubhai. Which philosopher first said it ?

Ans. Frederick Nietzsche

Q8. Name the movie and the studio to start video rental through Facebook .

Ans. Batman-The Dark Knight , Warner Bros

Q9. Name this pioneer of housing finance in india whose centenary is being celebrated this year.

Ans. H.T PAREKH

Q10. Which restaurant chain recently overtook McDonalds to have the largest number of outlets in the world ?

Ans. Subway

Q 11. Name the first and the only app store on the android platform focussed on Adults. Iphone says no to adult apps.

Ans. Mikandi

Q 12. Name the London based brand identity firm hired by Hero Honda to create new logo etc.this firm had worked on the Tata logo.

Ans. Wolff Olins

Q 13. Which iconic luxury car is being distributed in India by Shreyans group ? The first dealership is coming up in Delhi.

Ans. Ferrari

Q 14. Which celebrity 's co has been imposed a penalty of Rs 7.5 lakh for not submitting returns for last 4 years by the CLB ?

Ans. ShahRukh Khan's Red chillies entertainment

Q 15. Which co has launched a limited IPL edition where IPL logo is displayed on the rear and the seats ?

Ans. Volkswagen W Vento

Part II of this quiz follows soon.

- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Rogues Gallery Visual Quiz

March 12, 2011

businessbaatein Uncategorized 2 Comments

Rogue # 1

Rogue # 2

Rogue # 3

Rogue #4

Rogue # 5

Rogue # 6

Rogue # 7

Rogue # 8

Rogue # 9

Rogue #10

Here are the pictures of some of the leading scamsters of the world. There are a few from India too. For answers please roll over the mouse over the pictures, you will get the names of these rogues.

Share this:

- Twitter
- Facebook3
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 69 – Part II

March 10, 2011

businessbaatein Trivia Bank quiz Leave a comment

Q11. What is an offline festival of Twitter users in a city called ?

Ans. Twestival

Q12. Which co manufactures the SNAPDRAGON processor used in cellphones and tablets ?

Ans. Qualcomm

Q13. In venture capital speak what is PIPE ?

Ans. Private investment in public equity

Q14. The director of which prestigious institution has quit after admitting to links with Libya and awarding a Ph.D to Gaddafi Jr.?

Ans. London School of Economics

Q15. As per a study of top 100 cos in india what % of board members are women a. < 5 , b. 5- 10 c. 11- 15 d. > 15

Ans. B

Q16.What is the SMS limit per SIM imposed by TRAI coming into force from march 21 ? Youth is unhappy with this limit.

Ans. 100 sms per day

Q17. Which Bschool has the dubious distinction of 4 of its board members being caught in scams. The latest being its Chairman Rajat Gupta.

Ans. ISB Hyderabad

Q18. What new app will make the Apple iPAD 2 a musical orchestra?

Ans. Garageband

Q19. In an Apple-sque manner Nobel winner Mohd Yunus has been ousted from the bank he founded. Name the bank.

Ans. Grameen Bank

Q20 . What phrase was first used by women activist and writer Nora Frenkiel in 1984 reg professional advancement of women ?

Ans. Glass ceiling

Q21. Scientists are predicting that by 2045 humans with the aid of supra human machines will banish death forever. Name the concept.

Ans. Singularity

Q22. In 1950′s what started as a lab project Project Muscle to make a sheet glass stronger than steel is now GORILLA glass, used in most smart phones. Name the co.

Ans. CORNING

Q 23. Till the ’50s_____ _____ accounted for 20% of IBM’s sales and over 30% of bottom line. Fill in the blanks.

Ans. Punched cards

- Compiled by G.Mohan Twitter Handle @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business quiz #69

March 8, 2011

businessbaatein Uncategorized Leave a comment

Q1. In an unfortunate incident R S Ray was burnt alive by a mob of angry workers in Bolangir Odisha. He was DGM of which co. ?

Ans. Powmex steel – Division of GKW Ltd

Q2. The director of which prestigious institution has quit after admitting to links with Libya and awarding a Ph.D to Gaddafi Jr.?

Ans. London School of Economics

Q3. Name the anti trust regulator of India whose approval is necessary for mergers and acq above a limit from June 2011.

Ans.Competition. Commission of India

Q4. In the US of the top 10 productivity sappers listed by consulancy C G & C nine were sports events. Name the tenth.

Ans.Product launches by Apple

Q5. Which consultancy had advised Bell Labs to sell the cellphone technology as it had no future ?

Ans. McKinsey

Q6. What popular food product was invented by Momofuku Ando in 1958 in japan ?

Ans. Instant noodles

Q7. Which co manufactures the SNAPDRAGON processor used in cellphones and tablets ?

Ans. Qualcomm

Q8. How is the intellectual property of COCA COLA bottle protected? Is it a. Patent b. Copyright c. Trade mark d. Design

Ans. C -3D trade mark

Q9. What budget provision in the healthcare sector has angered the industry and the consumers ?

Ans. Service tax of 5 %

Q10. Amul : Netherlands , Base : Canada, Karuturi : Kenya. What connects the indian cos to the world cup minnows ?

Ans. Cos who have sponsored the world cup teams because it was cheaper than buying spots on ESPN

The Part II of this quiz will be posted shortly.

- Compiled by G. Mohan Twitter handle @go_mohan

Share this:

- Twitter
- Facebook

- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 68

March 1, 2011

businessbaatein Trivia Bank Leave a comment

Q1. Who holds the record of presenting the union budget a record 10 times ?

Ans. Morarji Desai

Q2. Which finance minister first broke the old British tradition of presenting the union budget at 5.00 PM ?

Ans. Yashwant sinha

Q3. The big 4 audit firms are PwC, Deloitte, KPMG and E&Y. Name the 5th.

Ans. Grant Thornton

Q4. Today on why you will not find the well known IC codes on flight schedules ?

Ans. All the air india flights will have AI only

Q5. What is special about BABY GAGA ice cream being sold at a London parlour for £ 14 a scoop ?

Ans. Made out of breast milk

Q6. CMD of which Navratna PSU has been arrested while accepting bribe in the form of gold bricks ?

Ans. Nalco

Q7. If Rajdhani expresses are trains connecting to capital what are trains within a state connecting to the state capital ?

Ans. Rajya rani exp

Q8. Which ad agency has a CHARKHA at its reception and calls its office ASHRAM inspired by Gandhi ?

Ans. BBDO INDIA

Q9. In the online marketplace SPOTCLOUD what is bought and sold ?

Ans. Spot market for cloud computing

Q10. Name the creator of AMAR CHITRA KATHA series. He passed away y'day. My tributes to the man who showed me the 'route to my roots'.

Ans. Anant Pai

Q11. What % of world crude oil is supplied by LIBYA.? A. 1% B. 2% C. 5% D. 10%

Ans. B. 2%

Q12. What is the new high speed technology by intel to connect peripherals and computer called?

Ans. Thunderbolt

Q13. Under what brand name would Daimler market its trucks made in Chennai ?

Ans. Bharatbenz

Q14. Which MF has launched a debt scheme where the returns would go towards cancer cure ?

Ans. HDFC

Q15. Which country promotes itself as NO. 1 to fight corruption ?

Ans. GEORGIA

Q16. Elevator pitch is a very short presentation of an idea. Where did it originate ?

Ans. In Hollywood where scriptwriters narrated scripts on elevator

Q17. With which state govt has TEAMLEASE tied up to create india first vocational university ?

Ans. GUJARAT

Q18. In which city have the pharmacy association written to doctors to improve their hand writing or type the prescriptions ?

Ans. Mumbai

Q19. With the govt banning the packing of GUTKHA in plastic pouches which indian city will be affected the most ?

Ans. Kanpur

Q20. BP has announced the largest FDI in india thru the JV with RIL. Which was the largest FDI before this ?

Ans. POSCO

- *Compiled by G.Mohan Twitter handle @go_mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 67

February 21, 2011

businessbaatein Trivia Bank quiz 2 Comments

Q1. With what type of film making would you associate 2D, 3D, CGI, FLASH formats ?

Ans. Animation films

Q2**.** Which brand has launched a new TV campaign bringing out Indians' obsession with extracting value like reuse of wrappers ?

Ans. Maruti

Q3. In the list of top 10 MNCs operating in India cos from which country have the largest representation ?

Ans. Korea with 3 – Hyundai, LG and Samsung

Q4. Who are the co authors of EXECUTION who claim that they learnt business in their family's shoe shops as kids?

Ans. Ram Charan & Larry Bossidy

Q5. If BAIDU is china's leading search engine what is WEIBO ?

Ans. Microblogging site like Twitter

Q6. What is the opposite for synergy ? Where two plus two is barely three.

Ans. Dysergy

Q7. Charles Coffin CEO from 1892 to 1912 realised that his co's real products were'nt light bulbs or electric motors but leaders. Which co?

Ans.GE

Q8. Why is indian govt signing agreements with Virgin islands, isle of man, Bermuda ,the Bahamas etc ?

Ans. To get info from tax havens

Q9. Which chilli has toppled the Indian BHUT JOLOKIA to become the hottest chilli in the world ?

Ans. Infinity from England

Q10. With brands like Flying machine, FASTRACK, HERBALIFE which young cricket star is the new toast of the ad world ?

Ans. VIRAT KOHLI

Q11. Unholy telecom alliances TATA- UNINOR , ADAG- SWAN , ESSAR – __ ?

Ans. LOOP

Q12. Guts, Grit and Gumption' is a book on the change in which Indian large organisation ?

Ans. SBI

Q13. Connect RELIANCE ,PEPSI, HERO HONDA LG to an event ?

Ans. All sponsors of Cricket world cup '11

Q14. Name the IBM super comp all set to win the quiz show JEOPARDY beating humans.

Ans.Watson
Q15. "Life is short. have an affair" is th etagline of which controvrsial social networking site promoting adultery ?

Ans. AshleyMadison.com
Q16. The 83 world cup which india won had a prize money of 30000 $. What is the total prize money in the 2011 one. ?

Ans. 6.1 million 200 times wow!
- Compiled by G.Mohan Twitter handle @go_mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 66

February 15, 2011

businessbaatein Trivia Bank Leave a comment

Q1. After bifocals progressives now electronic spectacles Empower will help the 40+ to see better. How does it work?

Ans. Battery powered crystals which can be switched on for reading and put off other times.

Q2. Name this Google employee in egypt who used a nom de plume El Shaheed and created a popular FB page 'we are all KHALED SAID'.

Ans. Wael Ghonim

Q3. Televisions are today available in 3D, Full HD, LCD , LED. Arrange them in increasing order of prices same size brand etc

Ans. LCD LED 3D FULLHD

Q4. The youth of Cairo armed with nothing but _____ and the power of their convictions 'have achieved this change – El Baradei. Fill the blank.

Ans. FACEBOOK

Q5. Which car will be the first in the world to have an IPAD as a std fitment ?

Ans. Land Rover

Q6. Fire is sacred for parsis. Fire seems to be cursing this parsi house. After their cars caught fire now their HQ had fire killing 3. Which house ?

Ans. Tata Group HQ Bombay House caught fire recently

Q7. After mobile no. what has been made portable in India from July '11 ?

Ans. Health insurance

Q8. IBA and govt have launched a project to bring banking services to 73000 unbanked villages by Mar 12. What is it called ?

Ans. Swabhimaan

Q9. Kapil Sibal inaugurated the video server of NPTEL yesterday. Expand NPTEL.

Ans. National programme on tech enabled learning

Q10. C Chandramouli says “this is the most elaborate exercise in the world during peacetime’. Who and what ?

Ans. Census commissioner on Census 2011

Q11. Advertisers paid as high as 3m $ for 30s TV spot for a match between Green bay packers and Pittsburgh Steelers. Name the event.

Ans. Superbowl

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Lessons from Egypt for Indian IT companies

February 13, 2011

businessbaatein Uncategorized Leave a comment

The revolution in Egypt is a historic event. A ruler of 30 years was overthrown by angry youth. who were not even born when Mubarak became President. These youth did not come under a common banner, nor did they have a leader. The despair was building up perhaps, for years.Social media like Facebook and Twitter helped them to find that there are many who felt the same. Some courageous young men like Google employee Wael Ghonim came out in the open. They got support from elders like Mohamed El Baradei and even the oldest political group, Muslim Brotherhood. The repressive Mubarak govt, tried to curb them by arresting Ghonim, blocking Internet and banning Al Jazeera to telecast news etc. Yet, these young people took control of Tahrir square and without worrying about the consequences were able to overthrow Mubarak in 18 days.

The anger and frustration of this youth emanated from many sources. Firstly, they felt stifled and did not feel free. Secondly, despite so many years of freedom, the unemployment was running high and their economic lot had not improved. Thirdly, their ruler Mubarak and his cronies around him had amassed huge wealth and stashed them abroad. Fourthly, the geriatric rulers just could not feel the pulse of the youth.

Before the Internet era it would have been necessary for these angry citizens to meet, discuss, organise themselves and then plan a revolt. Meeting even secretly and organising themselves in a dictatorship like Egypt would be at great risk to life and property. Thanks to the social media, it is possible for people to meet virtually, just as they are going about their jobs and yet plan for a revolt of the kind Egypt saw.

Indian IT services companies today are large with the big ones having employees of more than 100,000 each. These companies thrive on a very young employee base. Average age of employees in many of these companies would be around 27 years. The average employee of these IT companies is part of the Internet generation.

Most large IT companies, as per company policy, do not allow access to any of the social networking sites. The stated reason is to maintain confidentiality of client information and to improve productivity. The unstated reason is not allowing their young employees to connect, form unions and express dissent of any kind.

Yet, employees are active on the social networking sites using their smartphones, home computers or even wireless modems on their laptops. When 3G will be launched India wide and gains popularity, this will become even easier. Being young they are, many might be today using them only for dating and generally socialising, but if the despair builds up these networks can easily find other uses.

Although, the despair among the employees in IT companies is nowhere near the boiling point reached in Egypt , there are a few areas which need attention. Firstly, most companies particularly the older ones are very heirarchical and do not allow the young employees to complain or give suggestions. They are just expected to take orders. Dissent is not encouraged and often punished. Secondly, the top management is from a different generation and often quite disconnected with the aspirations and frustrations of an average young employee. Thirdly, the CEOs reward themselves with huge salaries and commissions even during recession, when the salaries at lower levels are frozen. This is noticed and employees just gripe about it. Fourthly, cronyism is rampant and meritocracy is just for lip service. Their legitimacy is often questioned by the young employees, in private. Lastly, just like Mubarak's focus to keep US happy , the top managements are focussed on keeping the analysts and shareholders pleased, even at the cost of employees.

The HR departments of most IT companies are just efficient recruitment engines. They are quite occupied doing routine administration and processing. They just do not have the understanding nor the capability to manage the large human communities these organisations have become.

The HR managers will be found wanting if an Egypt like revolt erupts in their organisation. They will have to go hiding behind their pile of PCMM certificates and 360 degree appraisals.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #65

February 8, 2011

businessbaatein Trivia Bank quiz 1 Comment

Q1. US retailer engages top designers to design everyday home items like tea kettles etc, mass produces them and sells at discount thereby competing with the likes of Wal-mart?

Ans. TARGET

Q2. Which car major has launched a luxury sports sedan named KIZASHI ?

Ans. Maruti Suzuki

Q3. Name the low profile partner of Warren Buffett of over 40 years who shares his investment philosophy.

Ans. Charlie Munger

Q4. What brand of diamond jewellery is owned by the Mehtas of ROSY BLUE listed by LGT bank for stashing black money abroad ?

Ans. ORRA

Q5. What is 'KODAK courage' ?

Ans. Extra courage displayed when being clicked for a photograph

Q6. What is innovative about THE DAILY launched by Rupert Murdoch ?

Ans. First newspaper designed excl for iPAD.

Q7. If Times of India has a job site called timesjobs.com, which media group owns the website SHINE ?

Ans. HINDUSTAN TIMES

Q8. Under what brand is Pepsi launching cookies in the indian market ?

Ans. Quaker

Q9. As the internet runs out of IP addresses what new protocol will solve this problem ?

Ans. IPv6

Q10. Which guru once said with 20 hours of library research about a co he would know as much about the business as the CEO?

Ans. Michael Porter

Q11. Which Indian hotel chain claims they don't sell rooms, they sell sleep ?

Ans. ITC WelcomGroup

Q12. Why is carbon black added to rubber while making tyres ?

Ans. To provide strength and durability

Q13. Which indian co has brought out a cell phone for seniors with big keypad, large display and an SOS button ?

Ans iBall

Q14. Who has taken charge as PMs advisor on skill development in a cabinet rank ?

Ans. S.Ramadorai

Q15. Why is french businessman BERGGUENEN called a homeless billionaire ?

Ans. He has no house, lives in hotels and owns a pvt jet

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More

Like this:

Weekly Business Quiz # 64

January 31, 2011

businessbaatein Trivia Bank 3 Comments

Q1 Which Japanese electronic giant's founder has created a 500 year plan for the company ? The co is already 90 years old now.

Ans. Konosuke. Matsushita

Q2. Why has the industrialist Arun Firodia pasted in his office a letter addressed to him as Arun Firodia Motwani ?

Ans. Proud of his daughter Sulajja Firodia Motwani, who is married to Motwani.

Q3. Wrigley's made tons of profit selling three flavors of gum for over 59 years. Name the flavors.

Ans. Spearmint Doublemint & Juicy fruit

Q4. The former UTI chief U K Sinha will soon take charge as the SEBI chief.1st SEBI chairman was also a former UTI head. Name him.

Ans. SA DAVE

Q5. As per a petitioner K M Pai which Swiss bank got a banking licence in India for providing info on Hasan Ali the arms dealer ?

Ans. UBS

Q6. Which indian hotel has become the subject of a Harvard case study on Customer-centric leadership ?

Ans. TAJ MAHAL Mumbai

Q7. Expelled from Oxford. slaved in kitchens in Paris.Sold stoves in Scotland. Farmed in Pennsylvania.Now known as ad legend. Who am I ?

Ans. OGILVY

Q8. Where have Mukesh Ambani and Sunil Mittal together have created an ADDA that serves masala chai, samosas etc?

Ans. DAVOS

Q9. BMW,Audi, Porsche, Benz all compete in the premium end of cars. They all had their origins in one of them. Name it

Ans. Benz

Q10.What connects Azim Premji, Anji Reddy, Chanda Kochchar, GVK Reddy, Ajai Choudhury, Kris Gopalakrishnan this Republic Day ?

Ans. Padma awards

Q11. Philips has signed a deal to acquire India's biggest mixer grinder brand. Name it. Clue its not SUMEET.

Ans. Preethi

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 63

January 25, 2011

businessbaatein Trivia Bank 1 Comment

Q1. As per GOI, all cos have to adopt IFRS from april 2011. Expand IFRS.

Ans. International Financial reporting standards

Q2. Which PSU bank is headless because they could not find a good SIKH banker ?

An. Punjab and Sind Bank

Q3. Which car co claims to have developed petrol diesel and turbo diesel engines for cars ?

Ans. Mercedes Benz

Q4. Two directionless entry level cubicle mates at P &G went on to become CEOs of two global corps. Name them.

Ans. Jeff Immelt of GE and Steve Ballmer of Microsoft

Q5. After withdrawing ADAG from their logo what other brand of this group is being withdrawn ?

Ans. BiG. BIG TV DTH is now Reliance digital

Q6. How developers are able to afford full page ads in papers like TOI for their undersold housing projects ?

Ans. Barter. Space for equity

Q7. As per historian Ram Guha 'Earlier Karnataka meant Narayana Murthy, now it means Janardhana Reddy'. Who is he?

Ans. Mining tycoon and minister

Q8. If paid media is adverts, owned media is a co web site, what is earned media ?

Ans. Fan clubs and other media owned and managed by customers

Q9. In the superhit viral video 'United breaks guitar' two brands got huge WOM , one pos & other -ve. Name them.

Ans. United airlines & Taylor

Q10. Which division of WIPRO did T K Kurien head before taking over as its CEO ?

Ans. BPO

Q11. Who has replaced Eric Schmidt as the CEO at Google ?

ans. Larry Page, one of the two founders

Q12. What is a QR code ?

Ans. Quick response code. A 2 D bar code created by Jap co. Denso wave gaining popularity in the 3G world

Q13. No other co is as complex as ___. Not even GE. Says the Chairman of a engg giant as the co splits into nine virtual cos. Name it.

Ans. L & T

Q14. 'Behind the arches' is a book chronicling the journey of which global food giant ?

Ans. McDonalds

Q15. At what price point you will get a bottle of beer, a litre of petrol and a kg of onion ? (Power of Pawar)

Ans. Rs 65

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 62

January 18, 2011

businessbaatein Trivia Bank 1 Comment

Q1. Who said 'my only identity is Infosys. I will be leading a programme to give identity to every indian. But today i am losing my identity'?

Ans. Nandan Nilekani

Q2. Mobile number portability starts on jan 20. Why do operators expect limited churn due to MNP ?

Ans. Double SIM cell phones

Q3. 'Value through values' is the new tag line of which old co. ?

Ans. Tata Steel

Q4. Which bank has launched BANK ON BIKE to tap rural markets ?
Ans. SBI

Q5. Two firms belonging to which group have been recognised as shady by SEBI and banned to trade in sec mkt & penalized ?

Ans. Reliance ADAG

Q6. Name the online sports apparel brand acquired by GAP which will now be sold through brick and mortar stores also.

Ans. ATHLETA

Q7. With whom has STARBUCKS signed an MOU to enter India ?

Ans. Tata coffee

Q8. What is the fast track route to becoming an ‘enlightened soul’ courtesy TOI ?

Ans. TOI’s new social network site speakingtree.in where one can become an enlightened soul by having 100 followers and writing 30 posts

Q9. In which traditional indian cottage industry item too Chinese have made inroads taking the wind out of indians ? Think Sankranthi.

Ans. Kites

Q10. Which indian car model claims to be the world’s largest selling small car ?

Ans. Maruti Alto

Q11. Which indian domestic airline has placed the largest ever aircraft order with Airbus ?

Ans. IndiGo

Q12. Jeep is almost a generic name for 4 wheel drives. Who owns this 70 year old brand ?

Ans. CHRYSLER

Q13. What new feature in cars will help check accidents caused by drunken driving ?
Ans. Car will not start if driver has alcohol beyond limit

Q14. How has Phaneesh Murthy stolen a march over his former bosses by acquiring his former bosses’ former employer ?

Ans. iGate acquiring Patni. All Infy founders worked in Patni

Q15. Which book is the unofficial guide to the franchisee owners who bid for players in the IPL auctions ?

Ans. Moneyball : the art of winning an unfair game by Michael Lewis

Here are links to latest business quizzes

Brand Quest in Hindu Business Line

The Strategist Quiz from Business Standard
- Compiled By G.Mohan

Share this:

- Twitter
- Facebook

- Email
- Print
- More
-

Like this:

Visitor profile poll

January 16, 2011

businessbaatein Uncategorized Leave a comment

Dear visitor, what description best describes you ?
MBA aspirant Business executive Quiz buff None of the above
VoteView ResultsPolldaddy.com

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 61

January 11, 2011

businessbaatein Trivia Bank Leave a comment

Q1. “Suswagatham” was the one word SMS from Guj CM Modi to Ratan Tata. What resulted out of this message ?

Ans. Nano project moved from Singur to Sanand

Q2. In order to bring in gender neutrality US has decided to replace mother and father in the passports. What will figure instead ?

Ans. Parent 1 & Parent 2

Q3. Which Hollywood studio produced the small budget film PHAS GAYE RE OBAMA?

Ans. Warner Bros.

Q4. Who is the major supplier of coaches to DELHI METRO ?

Ans. Bombardier

Q5. Thanks to the auctions which Mumbai indians player will now be paid higher than Sachin aai,. la ?

Ans. Rohit Sharma

Q6. Of which global tech co is Shantanu Narayan the CEO of ?

Ans. Adobe

Q7. Where is the player auctions for IPL 4 being conducted today ?

Ans. ITC Gardenia Bangalore

Q8. Why have cooking pastes from Dabur Nestle reported 60% growth in sales last month ?

Ans. Pastes were cheaper than buying veg

Q9. OREO vs TREAT-O which two companies are fighting over trademark issues ?

Ans. Kraft vs Britannia

Q10. In the recent book 'Working together' by Michael Eisner who is quoted as 'I have done nothing solo except take tests ' ?

Ans. Bill Gates

Q11. Which former ace bowler captain has named his business venture as TENVIC ? Clue 10 wickets

Ans. Anil Kumble

Q12. In what business is the indian ecommerce portal strapsandstrings.com ?

Ans. Lingerie retailing

Q13. Who has launched india's first sports phone under licence from Ducati having compass, pedometer, altimeter etc?

Ans. Videocon

- *Compiled by G.Mohan*

Share this:

- Twitter

- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 60

January 4, 2011

businessbaatein Trivia Bank quiz 2 Comments

Q 1How does Coal India propose to finance the purchase of an old house in South Africa occupied by Mahatma Gandhi in 1908-10 ?

Ans. One day's salary of employees

Q2. What innovation did SONY do in its digital SLR cameras in 2010 that is considered a breakthrough?

Ans. No mirror inside.

Q3. How do we know Bombay Oil industries today ?

Ans. Marico industries

Q4. In which country people are using lemonade to flush toilets because of the water crisis ?

Ans. Ireland

Q5. As per LINKEDIN where should one avoid use of words like 'dynamic, innovative, team player etc. ?

Ans. In one's CV

Q6. As per the Union HRD Minister Kapil Sibal,what change in policy will pave way for corp. to enter education sector in a big way ?

Ans. They can set up educational institutes as Section 25 cos.

Q7. SRK popularized the use of the phrase "six pack". Now which packaging firm is using using SIX LAYER packs to promote itself ?

Ans,Tetrapak

Q8. What is the key function of NANO GANESH, an innovation by Santosh Ostwal of Pune ?

Ans. Nano Ganesh is an electronic device to switch on and off a pump remotely for a farmer

Q9. After June 2011 what will be the smallest denomination of coins that will be legal tender in India ?

Ans. 50p

Q10. Expand BHAG. A term made famous by mgmt author Jim Collins.

Ans. Big hairy audacious goal

Q11. Which well known French philosopher-scientist is credited with the first ever urban bus service ?

Ans. Blaise Pascal

Q12. With which car brand would you associate the word 'joy' ?

Ans. BMW

Q13. Under what head has a lady Supreme Court judge in her declaration about her finances put her unmarried daughters ?

Ans. liabilities

Q14. For which TVC directed by Prahlad Kakkar did Sachin refuse to hit a cricket ball with a fly swatter citing it's insulting to the game?

Ans. PEPSI

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 59

December 28, 2010

businessbaatein Trivia Bank quiz 3 Comments

Q1. Who is the majority owner of J Sainsbury, Harrods, Fairmont Raffles and Miramax ?

Ans. Qatar sovereign wealth fund

Q2. After starting Jetblue, David Neelman has started yet another airline named AZUL. In which country ?

Ans. Brazil

Q3. For which brand did Milind Soman and Madhu Sapre pose in the buff creating a big controversy ?

Ans. TUFFS footwear

Q4. 'Dont dance where the elephants play' is part of the MITTELSTAND philosophy of mgmt. To which country this mgmt philosophy belongs ?

Ans. Germany

Q5. Otis, Kone, Schindler, Thyssen Krupp together control 2/3 of what market worldwide ?

Ans. Elevators

Q6 . Sir Sorabji Pochkhanawala a clerk in a British bank founded a totally Indian bank on Dec 21 1911. Name it.

Ans. central Bank of India

Q7. Name the two international institutions created on 27th dec 1945. Clue : Bretton Woods

Ans. IMF and World Bank

Q8. Name the new amphibian plane service started by GOI to promote tourism in the A & N islands ?

Ans. Jal-hans

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook

- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 58

December 21, 2010

businessbaatein Trivia Bank quiz 1 Comment

Q1. 'I am a bloody fool' says Tarun Das for his loose talk caught in Radia Tapes. Which industry body did he head ?

Ans. CII

Q2. After completing 25 years in which TV channel has 'Larry King live' bid goodbye ?

Ans. CNN

Q3. What new feature in Barbie doll has FBI and parents up in arms against Mattel ?

Ans. A hidden video camera

Q4. Raga, Nebula, Edge, Fastrack are sub brands of which indian brand ?

Ans. Titan

Q5. What is the hot new game played on ipad, android or iphone of birds and pigs ?

Ans. Angry birds

Q6. Name the TIME person of the year 2010.

Ans. Mark Zuckerberg of facebook

Q7. What is the reason cited by Sachin Tendulkar for refusing a record endorsement deal for a liquor brand ?

Ans. His promise to father that he will not endorse liquor or cigarettes

Q8. France has introduced a new levy popularly called 'GOOGLE TAX'. What is it ?

Ans. 1% tax on online advertising

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 57

December 14, 2010

businessbaatein Trivia Bank Leave a comment

Q1. Which group is behind the new english magazine INSPIRE ? Think laterally.

Ans. Al Qaeda

Q2. What is the snack of aquatic bacteria Halomonas Titanicae ?

Ans. Wreckage of Titanic

Q3 .Which is the first coffee chain in india to have a lounge serving beer and wine ?

Ans. Barista

Q4. What is the theme of this year's 'india corporate week' celebrated by ministry of corp affairs, GOI ?

Ans. Sustainability

Q5. Despite a higher bid to whom did Emami lose out in the race for PARAS pharma ?

Ans. Reckitt Benckiser

Q6. From data centres of which well known web site was wikileaks removed under pressure from US govt ?

Ans. Amazon

Q7. Name the indian businessman who is slated to join the board of UNILEVER plc as an independent director ?

Ans. Sunil Mittal

Q8. Name the premium japanese brand of crockery which is being sourced by Ambanis from Sri Lanka ?

Ans. Noritake

Q9. After being hit on his face and snatched of his expensive HUBLOT watch who has become its brand ambassador ?

Ans. Bernie Ecclestone of formula 1

INHERITORS

- Compiled by G.Mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 56

December 6, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q1. Why have all the major cigarette factories in India stopped production for the last 2 days ?

Ans. Govt's notice on warning pics on pkt not clear

Q2. Which state proposes to launch a Right to service act a first of its kind ?

Ans. Bihar

Q3. Godrej is acquiring the FMCG brands GENTEEL and SWASTIK SHIKAKAI from the Kothari family. Who were the original creators of them

Ans. Sarabhais

Q4. India is no 2 in most emigrants. What is india's rank globally in receiving immigrants ?

Ans. No 10

Q5. Which car model is fast replacing Ambassador as the official car for ministers, bureaucrats, generals ?

Ans. Maruti sx4

Q6. In which indian city a LITTLE KOREA colony is coming up thanks to 170 korean cos setting up shop there ?

Ans. Chennai

Q7. What is the service of GROUPONS the site acquired by Google for over 5 b $?

Ans. Free coupons for groups to get discounts in retail sites

Q8. With no formal academic qual what pioneering inst did Dasharath Patel create ? He passed away y'day.

Ans. National institute of design Ahmedabad

Q9. From whom has the RPG group acquired the global rights for marketing under the CEAT brand ?

Ans. Pirelli of Italy

Q10. What does Harsh Mariwala of Marico find wrong with engineer MBAs ?
Ans. Left brained and process driven
Q11. Why Julian Assange is being feted and called the Journalist of the year that too without writing a word. ?
Ans. Wikileaks

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 55

November 30, 2010

businessbaatein Trivia Bank Leave a comment

Q1. Why do farmers love the fungus MYCORRHIZA ?

Ans. These fungii helps roots to rejuvenate

Q2. In India where economy and value for money are often used as USPs, a small car is promoted as being ‘fittingly expensive’. Name it.

Ans. VW Beetle

Q3. Dubbed as a cross between the VODAFONE and VIDEOCON logos which co now wants a name for its new logo a la NIKE’S Swoosh ?

Ans. AIRTEL

Q4. Besides being brokers what is common to Rakesh Jhunjhunwala, Uday Kotak, Vallabh Bhansali and Manish Chokhani ?

Ans. All from the same school Hindi Viya Bhavan in Marine Lines

Q5. As per Niira Radia who files the highest income tax returns amongst journalists ?

Ans. Udayan Mukherjee of CNBC. paid Rs 6cr tax last year

Q6.Who signed the first ever US patent in 1790 issued to Samuel Hopkins ?

Ans. George Washington

Q7. Connect Carrier , OTIS, Sikorsky and Pratt and Whitney to a Fortune 500 company

Ans. United Technologies

Q8. British PM wants to measure the Happiness Index of UK. Who has inspired him for the it ?

Ans Amartya Sen

Q9. Which popular personal finance TV host signs off with ‘People first, then money, then things’ ?

Ans. Suze orman on CNBC

Q10. Which term traces its origin to Willard Hotel Washington where President Ulysses Grant met people to discuss policy matters ?

Ans. Lobbying

Q11. Which co has launched a new 3-in-1 suit fabric called HATRIC that has the best of cotton, silk and polyester ?

Ans. Arvind

Q12. Praful Patel is charging airlines of ‘predatory pricing’. What does it mean ?

Ans. Anti competitive measure of pricing products at low prices

Q12. CEO of which housing finance co has been arrested in the ‘cash for loans ‘ scam ?

Ans. LIC housing finance

Q13. Which city is the first to launch mobile number portability (MNP) in the country ?

Ans. Rohtak

Q14. Which drink brand owned by Nestle is being launched in India by Coca cola ?

Ans. Nestea iced tea

Q15. Which well known international media house has launched its first magazine in india KNOWLEDGE ?

Ans. BBC

Visual Quiz

Identify these mascots and the brands they are associated with. Answers as comments.

Brands and their mascots

Asian Paints – Gattu, Amul Moppet, McDonalds -Ronald Mcdonald, Kelloggs- Cornelius the Rooster

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Ratan Tata's telecom sector sob story

November 30, 2010

businessbaatein Uncategorized 1 Comment

If you analyse case studies on strategy, business success would be attributed to one or more of these factors. First mover advantage, cutting edge technology from global leaders, big brand name, deep pockets, broad portfolio of products and services, opportunistic acquisitions etc. But if you would like to know an example of how despite all of the above , a business does not achieve success look at Tata's telecom sector businesses. Despite everything, it is an also-ran in one of the fastest growing markets. Not becoming for India's largest business house.

Way back in 1983, Ratan Tata had visualised entry into telecom as a part of the business plan for Tata Industries. When the government liberalised EPABX , Tata Telecom was set up in 1989 in collaboration with OKi of Japan. Tata Telecom later entered into collaborations with AT & T in 1994 and Ericsson in 1995 for distributing and commissioning various telecom hardware products in India. Tata Keltron was the second venture of Tatas for manufacture of push button telephones, in collaboration

with Siemens. The hardware side of telecom business tasted some success in the late nineties and early 2000s. Tata Keltron was a BIFR case for some time and later merged into Tata Telecom. Now the Tatas have virtually exited the hardware side of telecom having sold majority stake in Tata Telecom to Avaya in 2004. Now this company is called Avaya Global Connect.

Tata Teleservices Ltd was the vehicle through which Tatas entered the telecom services market way back in 1996. It started with basic telephony services using the CDMA technology for fixed wireless. TTL started with the AP circle. In 2002, Tatas acquired Hughes telecom , a basic services operator in Maharashtra and renamed it Tata Teleservices (Maharashtra) Ltd. TTL now has an all India footprint and offers both fixed wireless and mobile phones under the Tata Indicom brandname.

Tatas were also among the first set of licence holders for cellular services, through a joint venture with Bell Atlantic. They started their GSM operations from AP. After Bell Atlantic exited the JV, it became part of a Birla-AT&T- Tata joint venture, often referred then as BATATA in the media. In 2002, it became Idea Cellular Ltd and management control was with the Birlas. In 2006, Tatas exited this venture completely.

After initially betting on CDMA technology and exiting GSM completely, Tatas re-entered GSM once again through Tata DoCoMo in 2008. By then telecom regulatory regime had changed to Unified Access Services from separate licence for basic, fixed wireless and mobile services.Also, additional spectrum was issued in 2008 to new players, the origin of the current 2G scam. TataDoCoMo is credited with the price war that started in 2008 with per sec billing plans etc.

Perhaps unable to break into the crowded marketplace for cellphone services, Tata brought in the Virgin mobile brand in India. Virgin mobile was positioned as a national youth-focussed mobile service. Tatas took some regulatory risks by bringing in Virgin when the policies related to MVNO (Mobile virtual network operator) were not very clear. Virgin mobile today offers both GSM and CDMA services.

As if these many ventures was not enough, Tatas acquired a strategic stake in Videsh Sanchar Nigam Ltd (VSNL) when the government of India started its divestment process in 2000-01. VSNL had a monopoly in International Long Distance telephony till 2002. VSNL , also the first Internet Service provider (ISP) in India since 1995 and had brought internet to India. Before acquiring VSNL, Tatas also got an ISP licence and had launched Tatanova services in a few cities. VSNL is now Tata Communications. Tata Communications having lost monopolies is now hardly the money-spinner VSNL once was.

After all these years of investment, hard work and risk-taking, if one looks at the report card it is not a pretty picture for the Tatas. In cellular subscribers base Tatas are 5th behind Bharti, Reliance, Vodafone and BSNL. After the launch of Tata DoCoMo the new subscriber additions are faster. In wireline, they are again 5th behind BSNL, MTNL, Bharti and Reliance as per this report. Financially, Tatas are even worse off. TTSL continues to reel under losses. As per an ET report the accumulated losses of the unlisted TTSL had mounted to Rs 10, 991 crores at the end of March 2009. The listed company Tata Teleservices Maharashtra continues to make losses. It reported Rs 97 crore loss in the latest quarter. The other listed company Tata Communications Ltd is

also reporting losses. The consolidated results show a loss of over Rs 500 crore on a revenue of Rs 11,000 crore. The Indian operations are profitable but it is the African subsidiary which is reeling in losses.

Not able to become the market leader, in a market like India, where johnny-come-latelys like Bharti have become market leaders is bad. Accumulating huge financial loss is worse. But as if these woes were not enough the Radia tapes controversy has added further to the tale of woes emanating for Tatas from the telecom business.

The Radia tape controversy has hit the Tatas where it hurts most. Tatas had a squeaky clean image in a country where corporates are known to grease the wheels of power to make things happen. Tatas had almost the image of a lotus in a cesspool.

There is nothing incriminating in the conversation between Radia and Ratan Tata. But it is quite clear that Tatas also play the same game that most corporates play to garner favours in the corridors of power and also manipulate in the choice of ministers. As it appears they were not in favour of Dayanidhi Maran , getting the Telecom ministry in UPA-II and used the services of Niira Radia to manipulate the choice of portfolios. Now there is another investigation opened up to find out the role of Tatas in funding Unitech through an advance paid for a land deal just before they had to make payment for the telecom licence.

Even in hindsight it is difficult to point out what blunders did Tatas do in the telecom business. Was it poor strategy ? Was it poor execution of strategy ? Was it poor leadership ? Was it inability to secure favours and other privileges like free spectrum by manipulating the levers of government, (which Ratan Tata himself charges some other operators) ?

The Radia tapes have taken the sheen of Tatas a bit, perhaps, quite a bit. Now, they don't even have the excuse of playing straight in an otherwise corrupt and crooked business environment.

Ratan Tata as he gets ready to hang his boots in 2012, would surely regret not having quit the murky telecom business earlier. It will remain a blackmark in his illustrious track record of enormous achievements.

What will be the impact of Radia tapes on Tata brand
(polls)

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

INDIABIZQUIZ SMS Channel launched

November 28, 2010

businessbaatein Trivia Bank quiz Leave a comment

The daily updates to this quiz will be available through a newly launched Google SMS Channel. This channel is called INDIABIZQUIZ. The Link is http://labs.google.co.in/smschannels/subscribe/INDIABIZQUIZ .

Readers can also subscribe to this channel by sending an SMS to 9870807070 with **ON INDIABIZQUIZ** in the message. This is available for readers in India only.

The daily business questions will continue to be available through Twitter @go_mohan and this blog.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 54

November 23, 2010

businessbaatein Trivia Bank 1 Comment

Q1. As per a recent survey by GMAC the agency for GMAT what is india's rank for doing management education ?

Ans. No 4

Q2. Why has the Competition Commission of india imposed a fine of Rs 1 cr on Kingfisher airlines ?

Ans. For the deal with Jet airways

Q3. Which economist politician has written a book titled SATYAM SPECTRUM SUNDARAM ?

Ans. Dr SUBRAMANIAN SWAMY

Q4. Which sports car has models called BOXSTER, CAYENNE, CARRERA, PANAMERA etc ?

Ans. PORSCHE

Q5. Níira Radia is in the eye of the 2G spectrum scam. Name the corporate lobbying firm she heads.

Ans. Vaishnavi Communications

Q6. What is the stated reason for sacking Air India Express COO Pavan Arora ?

Ans. Fudging his CV and referencing Bauldof the Air India COO

Q7. One of the promoters of ENAM was in the limelight along side Harshad Mehta. After the scam he went off media. Name him.

Ans. Nemish Shah

Q8. Why has Amar Bose of BOSE Corp sworn never to take his company public ?

Ans. To have freedom to plough money into research

Q9. In silicon valley who is the best paymaster ? This co is forcing Google to hike salaries .has launched a GMAIL killer recently.

Ans. Facebook

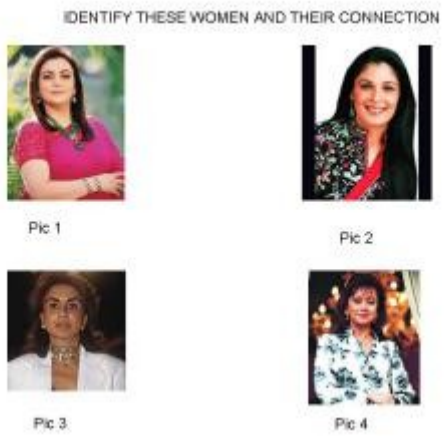
Q10. How did the brand REEBOK get its name ?

Ans. Reebok is an Afrikans way of spelling African antelope Rhebok

Q11. Spectrum Raja has allegedly favoured SWAN telecom with 2G licences. Name the businessman behind Swan.

Ans. Anil Ambani

Q 12. Bonus question : Identify these women and what connects them. Answers as comments.



POWER WOMEN QUIZ

Ans. 1. Nita Ambani 2. Anuradha Mahindra 3. Parameshwar Godrej 4. Maureen Wadia… The connection is all are wives of well-known businessmen. They are celebrities and powerful women in their own right.

-*Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 53

November 16, 2010

businessbaatein Trivia Bank 2 Comments

Q1. Name the only non allopathic drug in top 12 in terms of sales in india. Brand and company both.

Ans. Liv 52 HIMALAYA Drug co

Q2. Which over 100 yr old brand of premium motorcycles from UK will soon be launched in India ?

Ans. TRIUMPH

Q3. “Nothing good happens online after 1 AM” is the tagline for socialmediasobrietytest. What does this site do ?

Ans. The site stops drunk to post on Facebook/Twitter

Q4. Which all india coffee chain was set up as a workers coop in the ’50s by communist AK Gopalan ?

Ans. Indian Coffee House

Q5. Which 2 wheeler manufacturer has launched its first motor cycle model STALLIO endorsed by Aamir Khan ?

Ans. Mahindra

Q6. Why an employee in US cannot be sacked for comments made on social networking site Facebook ?

Ans. They are Private msgs argues National Labor Relations Board, US

Q7. Designers from which 2 Tata cos have collaborated to create a ‘Goldplus Nano’ ?

Ans. TATA MOTORS and TITAN

Q8. Tirupati temple collects 15 lakh kg p.a. Auctions at an av 11000 per kg. Prices vary based on 6 grades. Gray is the best.What are we talking about ?

Ans. Human hair

Q9. Which chain of ethnic indian clothes was started by american John Bissell 50 years ago ?

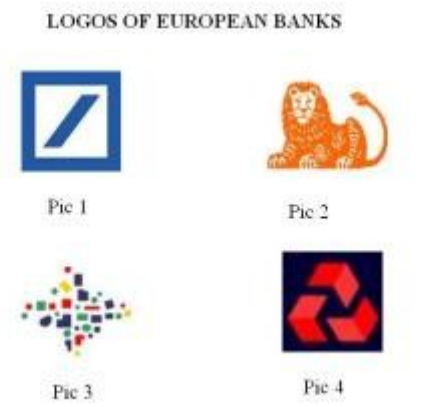
Ans. Fabindia

Q10. Who beat whom recently to become india s largest refiner ?

Ans. IndianOil beat Reliance

Link to how Logos changed from rediff http://www.rediff.com/business/slide-show/slide-show-1-a-look-at-how-companies-rebrand-with-new-logos/20120718.htm

Q 11. Logo Quiz. Identify the logos. Answers as comments.



Identify these logos

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Bald and Beautiful Quiz

November 14, 2010

businessbaatein Uncategorized Leave a comment

Here are pictures of people from the world of business and management. All have a shining pate.
Identify them. Answers as comments.

Q1.Identify this NRI Businessman

Q2.Former Tech CEO, now Vice Chairman

Q3.Identify this original takeover tycoon

Q4.Dot-com entrepreneur

Q5.Marketing Guru

Q6.Emerging markets fund manager

Q7Personal effectiveness guru

Q8.Monk who sells snake oil

1. Anil Agarwal 2. S .Ramadorai 3. Swraj Paul 4. Sanjeev Bhikchandani 5. Seth Godin 6. Mark Mobius 7. Stephen Covey 8. Robin Sharma

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

India Business Quiz – Annual 2010

November 10, 2010

businessbaatein Trivia Bank Leave a comment

A selection of the best questions from Weekly Business Quizzes with answers posted on this blog has been compiled. These are categorised based on themes.
Download India_Business_Quiz-2010 V1.0

- G.Mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 52

November 8, 2010

businessbaatein Trivia Bank quiz 1 Comment

Q1. Which chain of ethnic indian clothes was started by american John Bissell 50 years ago ?

Ans. Fabindia

Q2. Miffed at a gutka ad mimic his voice to promote gutka, how does Big B propose to protect his baritone from such abuse ?

Ans. Copyright his voice

Q3. Which businessman MP was the highest paid CEO in India for the year 09-10 ?

Ans. Naveen Jindal

Q4. Which listed co operates the Casino Royale Goa , Asia's largest casino on a ship ?

Ans Delta Corp

Q5. A recent issue of Outlook Money has 7 full page ads from Johnson tiles, Prism cement, RMC India and Exide. What connects them ?

Ans. Raheja group

Q6. In which indian town did 150 businessmen came together and ordered Mercedes cars worth 15 M $? NYT reported it.

Ans.Aurangabad

Q7. On the Diwali eve spl Mahurat trading session is held in BSE to begin the New year. Which Samvat # began this Diwali ?

Ans. 2067

Q8. Which co runs a 'BAT MOBILE' service in most indian cities ? What is it ?

Ans. Exide, A mobile battery service which provides assistance to cars

Q9. In US, Seven eleven stores are popular. In India , six ten stores have been set up by REI. What do the nos.indicate ?

Ans. store timings, for e.g 6-10, opens at 6 am and closes at 10 pm

Q10. Name the film production house listed on London SE in which AR Rahman has a 3 % stake. PHOTON KATHAAS promoted by Gautam Menon

Q11. What is the name of the India cement unit in Raj to enter the North Indian market ? Coincidentally, it has a Chennai Super Kings connection.

Ans. Mahi cement

Q12. What did Rajesh Jethpuria a Bhopal businessman buy for Dhanteras paying Rs 7 lk, giving him a unique distinction ?

Ans. First ATM by an indl

Q13. Between which 2 metros are 7 new cities being planned each bigger than SG as a mega industrial corridor project of GOI ?

Ans. Delhi and mumbai

Q14. Which PSU uses the anagram of its name as a tag line 'GROW PRIDE' for its FPO ?

Ans. POWERGRID

Q15. What is common to affluence.org, quintessentially, asmallworld.net ?

Ans. Social networking sites for the rich only

This quiz marks the culmination of one year of weekly quiz postings. Expect some changes in the future quizzes. Thanks to readers for visiting this page. Special thanks to the subscribers. If you have any interesting questions to share please mail them to go_mohan at yahoo dot com.

- Compiled by G.Mohan

Polldaddy.com

">Poll

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Nothing fails like excess

November 8, 2010

businessbaatein Uncategorized Leave a comment

One hit can spawn an industry. Maybe, not an industry, a segment of an industry at least. Remember, the Alisha Chinai song “Made in India” in the ’90s whose success created the Indipop genre. The Indipop formula was simple , a romantic song with mushy lyrics, packaged and sold through a music video, often acted by models turned actors. Indipop even gave competition to the mainstream bollywood songs. Even several regular playback singers, like Sonu Nigam, Abhijeet, Kumar Sanu tried their hands at this genre. Similarly, Daler Mehndi, with his first album “Bolo Tara ra ” created the Punjabi Pop genre.

Chetan Bhagat’s book “Five Point Someone” seems to have created a new genre in books. Call it ILIT or Chetlit or Campuslit . In my recent visit to the neighbourhood bookstore, I saw an entire shelf full of titles from this genre. Fiction set in campuses either IIT or IIM with some hostel experiences, romance, ragging and fictionalised events of teacher-student interactions thrown in. This genre has now gone beyond IIT and IIM to other campuses like DCE, JNU, Medical college and what have you. All have “National Bestseller” written on top and have below-average printing and artwork. Most are published by unknown publishers and are priced at a reasonable Rs 100-Rs 150.

This trend has been spotted and written about by several bloggers like KCGadiyar, TheViewspaper,Wandering thoughts etc. Mainstream media like The Telegraph and The Open Magazine have also covered this trend. Pretty much what I had to say about this genre has been written by them.

I have not read any of the books, nor am I qualified to comment on their literary merit. Yet, I can guess that if too many people with little or no entry barriers jump into a

bandwagon, there will be excesses, which will lead to the killing of the idea itself. If nothing succeeds like success, nothing fails like excess. Just like Indipop or Punjabi pop did not last long, my fear is that this ILIT genre will also not last long.

P.S :- In my visit to the bookshop, I also noted several books from one of these ILIT books to biographies to Management to Indian economy books having some recommendation by Infosys founder Narayana Murthy. Excess ?

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 51

November 2, 2010

businessbaatein Trivia Bank Leave a comment

Q1. What is a 'blood diamond' ? What is the International process to curb it called ?

Ans. Diamond mined by violation of human rights. Kimberley process

Q2. QE-II is the luxury liner queen Elizabeth. In the context of US economy what is QE-II ?

Ans. Quantitative easing-round 2

Q3. Celebrations is the brand name of festival pack from Cadbury's. What is Amul's festival pack called?

Ans. Utsav

Q4. What is the name of new T20 league in australia on the lines of IPL ?

Ans. Big bash league

Q5. What was the original business of Berkshire Hathaway when Warren Buffett acquired it in 1965 ?

Ans. Textiles

Q6. A luxury car has been launched in India with a price tag of Rs 16 crore only.:-) Name it.

Ans. Bugatti Veyron

Q7. Which FMCG co has launched YIPPEE brand of instant noodles ?

Ans. ITC

Q8. Which Indian co has acquired Blackburn Rovers to become the first Indian to acquire an EPL team ?

Ans. Venkateswara Hatcheries

Q9. Which brand has the tag line 'the best or nothing' ?

Ans. MERCEDES BENZ

Q10. After 3 decades and 220 mn pcs later SONY says 'production completed'. Name this cult gadget designed by Nobutoshi Kibara.

Ans. Walkman

Q11. SKS Mfin is in the news for wrong reasons. Their headquarters in Hyd was acquired from another (in)famous Hyd co. Name it.

Ans. Satyam

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 50

October 26, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q1. Connect filmstars Vikram, Mohanlal, Venkatesh, Punit Rajkumar and Akshay Kumar to a NBFC brand

Ans. Manapppuram Finance

Q2. Which MNC has taken a patent for Red Herbal Dentrifice (Lal dant manjan) in US and may do so in India soon ?

Ans. Colgate Palmolive

Q3. The jeans brand Flying Machine will have a new brand ambassador. He replaces Abhishek Bachchan.

Ans.. Ankit Fadia, ethical hacker

Q4. India is a dubious # 1 as per Global Retail Theft Benchmark study . Which countries are # 2 and 3 ?

Ans. Morocco and Brazil

Q5. What is TIJORI a service launched by NCR and FINO in Gujarat ?

Ans. A micro remittance service operated from groceries etc.

Q6. Bob Guccione's empire began in '65 from london with 1170 $ an idea and a mailing list. Name the brand.

Ans. Penthouse the adult mag

Q7. Which is India's largest rubber plantations co, ? To which group it belongs to ?

Ans. Harrisons Malayalam RPG Group

Q8. As Coal India created a new record in India, which co raised a record 17.8 Billion $ through an IPO in Hongkong ?

Ans. AIG

Q9.With which brand would you associate the listed company PAGE Industries ?

Ans. Jockey

Q10. If Shahrukh : Nokia, Aamir: Samsung , Hrithik : Sony Ericsson , Abhishek : Motorola , Amitabh : which brand ?

Ans. Zen mobiles

Q11. " I saw web usage was growing at 2300 % p.a. I had not seen anything like that. " Who said and what did he create ?

Ans. Jeff Bezos Amazon.com

Q12. Which brand has the tagline "the best or nothing" ?

Ans. Mercedes Benz

Q13. With whom will you associate media brands OWN, Dr Phil, Dr Oz and Nate Berkus ?

Ans. Oprah Winfrey

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

LCD TVs are the flavour of this festival season

October 24, 2010

businessbaatein Trivia Bank 1 Comment

If you have been wondering this festival season, what consumer durables Indians are buying, it is not difficult to find. One look at the daily newspapers will give away the answer. In today's Deccan Chronicle, out of 18 pages, a full 4 pages are numerous ads for LCD TVs. Ads from the manufacturers, ads from big retailers and ads from local retailers. This is not just today's papers, it has been the same almost everyday, last week.

The advertisements all look alike. Lots of different models with an alphabet soup alongside indicating the model name, price and an EMI value. A contest scheme with a car or a gold bar as the big price is the inducement. The ads do not have any information that will help the potential buyer to choose either the brand or the model.

In India, the festival season is the season for big purchases. Consumer durable manufacturers step up their advertising and sales promotions budget to seize this opportunity. LCD TVs seem to be the focus for most of the big consumer durable companies' this season.

LCD TVs have reached a point where it is ready for take off. The debate between LCD vs plasma has been clearly won by LCD TVs in India. A combination of price , lower energy consumption and no visible difference in the picture is being cited as some of the reasons in favour of LCD. With 30 % decline in prices year on year, the LCD TV prices have clearly reached the price point within reach of the value conscious middle-class buyer.

In addition, the DTH market has made sufficient inroads in the urban markets. Already, the DTH market has reached 22 million as of March 2010. All the DTH providers have launched High Definition (HD) service along with Digital Video recorder (DVR) capability. A few channels like Nat Geo, Star Plus have begun HD transmissions in India. The FIFA 2010 was a HD transmission. The real value of HD transmission can be only observed in flat panel TVs like LCD or Plasma.

All these points to a boom in LCD TVs. Between 2008 and 2009, the market grew 10 times from 438,000 units to 4.5 million units. In 2010 it is expected to grow another 80 to 100 %. By 2012 , 23 million Indians are expected to own LCD TVs, as per a ORG-GfK survey.

In India, each decade is marked by a popular model and trend. The ’80s was the decade of the 51 cm Black and White TV sets. In the ’80s government decided to set up one transmitter every day and TV moved beyond the metros. Parallely, Doordarshan started improving the content with the introduction of soap operas like Hum Log, Yeh Jo Hai Zindagi etc.

Although colour TV came in to India during Asiad in 1982, it reached critical volumes only in the ’90s. Launch of DD Metro and Satellite televison happened in the ’90s. The most popular TV set sold was a 20″ colour TV with a curved CRT, with or without remote. Indian brands like BPL, Videocon and Onida ruled the roost.

The first decade of the 20th century was just a subtle shift. Flat picture tubes with 100s of channels,(therefore remote was a standard), became popular. Indian brands made way for the foreign brands particularly the Korean ones, LG and Samsung. In content, there was explosion of satellite channels.

This decade appears to be the decade of the LCD TV, HD transmission through DTH. A note of caution is in order here. With the shortening of technology life cycles, a decade may be too long to make any prediction.

This Diwali present yourself an LCD TV. It is the flavour of the season.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Fiat’s travails in India

October 21, 2010

businessbaatein Uncategorized Leave a comment

At a time when the car market is booming, one company that is reporting declining sales is Fiat. Fiat announced today that it plans to create its own retail network to push Fiat cars. Currently, Fiat cars are sold through Tata motors' dealer network.

Fiat is a well-known brand in India, having been one of the 2 big car brands in India right through the '60s and '70s. Fiat cars were manufactured by Premier Automobiles, a Doshi group company. Even after PAL decided to rename Fiat 1100 as Premier Padmini, the man on the street always called the car Fiat.

Despite this headstart, the history of Fiat in India is one of misses after misses. Post liberalisation, Fiat set up a JV with PAL their earlier partner and launched UNO. It was an unqualified failure. The JV itself had its set of problems.

Then Fiat came on its own and launched Fiat Palio, Siena and Petra. After tasting some initial success with Palio, the sales started declining. Poor after-sales service, low mileage and limited dealer network were some of the reasons cited for this failure. Siena and Petra were bad products.

In 2007, Fiat realising the need for a dealer network signed joint venture deal with Tata Motors. Fiat Automobiles India Ltd is a 50:50 JV between Fiat and Tata Motors. After this deal, Fiat launched some good models and backed it up with a visible marketing campaign. Fiat Grand Punto and Fiat Linea were definitely vast improvement over its earlier products and definitely in consideration for any car purchaser looking for a premium hatchback (Punto) or a sedan (Linea).

The journey of Fiat in India is not unlike Yuvraj Singh, its brand ambassador for Linea. Both have been underachievers. The talent is unquestionable, but somehow performance leaves much to be desired. Sometimes it is an injury, some other time it is a relationship issue and indifferent form at times.

Yet, in the April- Sept 2010 period, Fiat has reported a decline in sales when the rest of car market is booming. This must have forced the Italian bosses to look at a new strategy.

From the experience of Fiat and also Mitsubishi, it is pretty evident that having partners like PAL or Hindustan Motors, who had lengthy experience in Indian markets is more of a liability than a strength. Car companies who have come on their own like Hyundai, Honda (JV with SIEL , a passive partner) and Skoda/Volkswagen have done much better.

Share this:

- Twitter
- Facebook
- Email
- Print
- More

Like this:

Weekly Business Quiz # 49

October 18, 2010

businessbaatein Trivia Bank quiz 1 Comment

Q1. Who said 'Other than Enron, I do not think anyone came close to the complexity and magnitude of fraud as we have here.'

Ans. Vineet Nayyar on SATYAM

Q2. How did Hyundai SANTRO get its name ?

Ans. From St Tropez where the strategy session was held

Q3. Which global CEO describes his management philosophy as 'whatever works'?

Ans. Jeffrey Immelt of GE

Q4. After Anand Mahindra's 10m $ which Indian business house has given 50mn $ to Harvard ?

Ans. Tatas

Q5. The commonwealth has 54 sovereign nations. Yet in CWG 2010 there were 71 teams. How ?

Ans. Each colony has a team

Q6. Which GOI dept recently released ads where in a cut paste job they have shown airplanes emitting Italian tricolour instead ?

Ans. Income Tax deptt

Q 7.Mukesh Ambani will soon be moving into his own 27 storey mansion in south Mumbai. What is its name ?

Ans. ANTILIA

Q8. Which US fashion retailer brought back its original logo after receiving flak in Twitter and Facebook for its new logo ?

Ans. GAP

Q9. Name the new Tata model which is a crossover. A cross between a sedan, MUV and SUV.

Ans. Tata Aria

Q10. Endiran / Robot is the most exp indian film at 40mn$. What is the budget of HOBBITT the most expensive film being made ?

Ans. 500 m $

Q11. Name the largest movie rental chain in America. It filed for bankruptcy this September.

Ans. BLOCKBUSTER

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 48

October 12, 2010

businessbaatein Trivia Bank Leave a comment

Q1. Who acquired the video hosting site youtube 4 years ago from its founders ?

Ans. Google

Q2. Indian banking system will soon have CTS , cheque truncation system. How will it help the customers ?

Ans. Outstation cheques will be credited faster

Q3. Why has the cabinet secretary issued a note to ministries to go slow on using ‘GANDHI-NEHRU ‘ name for govt schemes ?

Ans. Poor implementation damages the family ‘brand’ name

Q4. Chicken manchurian is a popular dish in chinese restaurants in india. It cannot be found in china. Who has created it ?

Ans. Nelson Wang of China Garden

Q5. Last week we had the date 10.10.10. Tan tana tan. Name the DTH brand that uses this sound in its ads.

Ans. SUN Direct

Q6. Name this Ahmedabad. based co that became famous for giving HLL a scare in the 80s. Now a pale shadow of its former self it is delisting from NSE & BSE.

Ans. Nirma

Q7. Which sport star owns the company FOOTWORK PRODUCTIONS ?

Ans. David Beckham

Q8. In the context of employee diversity who are G,L,B,T ?

Ans. Gays, lesbians. Bisexuals. Trans sexuals

Q9. Who struck the gong at BSE when the film co EROS media got listed recently ?

Ans. Shahrukh Khan

Q10. What is the wonder material for which the 2 Russian scientists have been awarded the physics Nobel this year?

Ans. Graphene

Q11. Which computer manufacturer has launched a tablet computer called Streak in India ?

Ans. Dell

Q12. Fortune magazine has been launched in India. This is only the 3rd country edition besides US. Name the other 2 countries.

Ans. China and Turkey

Q13. Who struck the gong at BSE when the film co EROS media got listed yesterday ?

Ans. Shahrukh Khan

Q14. The SCHENGEN visa is a common visa for many european countries. How did it get its name ?

Ans. The treaty was signed at Schengen Luxembourg.

Q15. Name the film star behind the production house and charity BEING HUMAN.

Ans. Salman Khan

Q16. The 1983 film AGAR TUM NA HOTE had the first in -film advertising in hindi cinema. Name the brand advertised.

Ans. EMAMI

Q17. As per the latest figures released by govt which city or town attracted the largest no of domestic tourists last year ?

Ans. Tirupati

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Engineers as SBI clerks

October 5, 2010

businessbaatein Uncategorized 4 Comments

In my daily quiz posted on Twitter, I posted a question " Which bank will have 3000 graduate engineers and 200 post graduate engineers joining as clerks ?" The answer of course is SBI. This was based on a news item which appeared in many newspapers including Economic Times.

This may surprise those aspiring to be engineers, and may even cause a rethink among job seekers: Over 3,800 graduate and 200 postgraduate engineers are set to join State Bank of India (SBI) in the clerical cadre.SBI had a year ago advertized for over 27,000 posts in the clerical cadre. While 38 lakh aspirants from across the country applied for the jobs online, 28 lakh of them appeared for the written exam. There were 88,000 successful candidates and 27,000 were finally selected after personal interviews. "It was the biggest such exercise for us," a senior SBI official said.

The question generated lots of comments on Linkedin, which has prompted me to write this post. This news item has triggered a variety of responses ranging from bewilderment to pity to anger. Some also see this as a positive happening which will bring in innovation in the dull and staid bank clerks' job.

In my humble opinion, this is a reflection of the Indian job market in 2009-10 just after the slowdown. There is a premium for stability and security. In the minds of Indian

middle class, an SBI job, it cannot get safer than that. Secondly, there is a glut of engineers in many states. Private engineering colleges have sprung up in such big numbers that annual output of engineers is nearly seven lakhs. The hope of jobs in the fast growing IT industry is a mirage for many engineering graduates, with IT industries slowing down their recruitment and also giving many a certificate of 'unemployability'. (Just like Rajiv Gandhi's famous quote of only 15p out of a rupee spent in Delhi reaching the common man, NASSCOM's finding (?) that only 15 % of Indian graduates are 'employable' has been accepted as popular wisdom.)

My message to the engineers who have been chosen is , first of all, congratulations. Being in the top 1 % of any national selection is an achievement. The decision to appear in the SBI clerical examination was a pragmatic one, given the circumstances. Now, that you have been selected make the most of it. It is true that a B.Tech or an M.Tech is an overqualification for the clerks' job. You will have batchmates, who may be less qualified. Instead of sulking about the circumstances , prove that by performance you are more capable than the others. Learn banking and acquire whatever professional qualifications are required for getting promoted in banking.

Please do not look down upon the tasks that are assigned to you, because you think you are overqualified. In many foreign and new generation private sector banks, many of the tasks usually handled by clerks in SBI like being a teller or handling counters in the front desk are handled by MBAs. It is just incidental that they happen to have fancy designations like Asst Manager or AVP and get paid higher. Remember, the private bank jobs carry much higher risks.

As for the recruiter SBI, my opinion is that they have done a great service by recruiting in such big numbers in a poor job market. They have perhaps got a relatively superior batch of clerks which includes so many engineers. Accepting engineering as basic graduation, rather than a specialised professional degree, reflects a pragmatic approach to current Indian reality. Rather, than feeling smug about it, SBI needs to design jobs and create a conducive environment so that these talented clerks are able to perform well. Otherwise, in a growing economy, these engineers would leave them as easily as they have joined.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #47

October 5, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q1. Indian railways is a sponsor to CWG. Their new ad carries an old classic 'RAILGADI'. Name the singer and film.

Ans. Ashok Kumar &Aashirwad

Q2. Which brand of sports wear is seen as a curse because of poor run of Tiger Woods, Ronaldo, Rooney etc ?

Ans. Nike

Q3. How did the car stereo brand BLAUPUNKT get its name ?

Ans. It means blue dot in german. Early products had blue dot after quality checks

Q4. With whom did the ordnance factory collaborate to build the SHAKTIMAN trucks ? Clue it is in the name itself

Ans. MAN GmbH Germany

Q5. Which bank will have 3000 graduate engineers and 200 post graduate engineers joining as clerks ?

Ans. SBI

Q6. There are over 62000 ATMs in India today. Which bank set up the first ATM in india in 1987 ?

Ans. HSBC

Q7. Which brand has announced a contest for suggesting new ideas for increasing family time ?

Ans. Kurkure

Q8. In the ongoing 'JOY of GIVING' week how are Salman, Akshay Kumar, Amitabh Bachchan etc raising money to give ?

Ans. Auction a lunch date

Q9. What is the new start up from Sabeer Bhatia which claims will do to Office apps what Hotmail did to email?

Ans. LIVEDOCS

Q10. In line with the Buffett Gates pledge which indian billionaire has announced 10% of his wealth to charity ?

Ans. SHIV NADAR

Q11. With which hospital chain has Aircel tied up to provide a mobile health service? It provides instant consultation for Rs 45.

Ans. Apollo

Q12. With which co was Venkatesh Mysore the new chief executive of IPL team KKR associated with before ?

Ans. India country head for METLIFE

Q13. Which project of national imp is being launched today by PM and Sonia from Tehsil Sahada, Dist Nandurbar, Maharashtra ?

Ans. UID Aadhar

Q14. Which co has launched PLAYBOOK a tablet comp in direct competition to Apple's iPad?

Ans. RIM of blackberry fame

Q15. Which co will be the first to issue infra bonds eligible for Sec 80CCF relief ?

Ans. IDFC

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Inheritors in public limited companies

September 30, 2010

businessbaatein Uncategorized Leave a comment

In a recent interview to Business Standard, Kishore Biyani, the Founder and CEO of Future Group made a very controversial quote

"I don't believe in the hypocrisy of asking family members to join at a junior level. The CEOs would run the business and be accountable; family members would set broad guidelines and manage relationships."

There is no denying that several business families in India induct the sons and daughters at a junior level initially in their family owned company. Then they make accelerated progress through the ranks of the organisation, before being appointed on the board and then eventually becoming the successor . The Bajaj sons, Ranbaxy inheritors, Birla inheritors, all have gone through this route.

The hypocrisy of this route can well be seen in the recent example of Rishad Premji, son of Wipro Chairman , Azim Premji. In a 2007 article in Rediff,

The elder of Wipro Chairman Azim Premji's two sons, Rishad studied at the Harvard Busines School and graduated from Wesleyan University, Connecticut. With a penchant for software and music, Rishad sure has learnt one thing from his father, and that is to maintain a low profile.

Rishad, who is currently with Bain and Co, had a brief stint with GE before doing his MBA. His move now to join his father's empire is interesting considering the fact that Azim Premji once said he did not want Wipro to become a family business.

Sources in Wipro maintain that Rishad will have to work his way through to the top. It is said that Rishad was keen on joining Wipro. Like everyone else, he too had to send in his resume and as luck would have it, he managed to find a placement.

Rishad will join the 70,000-employee-strong software-led conglomerate, which also makes soaps and bulbs, as a business finance solutions manager. It is also learnt that he will report to its president, Girish Paranjpe.

In September 2o10, The Hindu Business Line reports :

Mr Rishad Premji, son of Wipro Chairman Mr Azim Premji, has been appointed Chief Strategy Officer of IT Business, Wipro Technologies. In a statement, Mr Saurabh Govil, Senior Vice-President – Human Resources, Wipro Technologies, said Mr Rishad Premji was till recently General Manager – Treasury & Investor Relations and brings with him a diversified experience of Consulting, Finance, Treasury and Operations. In this role, Mr Rishad will report to the joint CEO's, IT Business.

Within three years, Rishad has moved from an entry level position to become a direct report to the CEO of the IT business. This blogger believes at this rate Rishad will be the CEO in another three years. No prizes for guessing why this movement has been so rapid.

Azim Premji owns 85 % of Wipro and if he feels his son Rishad is his rightful successor nobody can question him. His dilemma, perhaps, is the cloak of professionalism that he wishes Wipro to project.

Kishore Biyani has no such dilemmas. His daughter Ashni Biyani has joined directly as Director of Future Ideas and his nephew Vivek Biyani has joined as the Director of Home solutions retail.

The second part of Mr Biyani's quote is also very interesting where he says *"The CEOs would run the business and be accountable; family members would set broad*

guidelines and manage relationships." A textbook role of CEO of any company would include setting broad guidelines and managing relationships, yet Biyani feels CEOs just stop at running the business. In other words, what he really means is Chief Operations Officers (COO) will be professionals but CEOs and Board members will be family members. Just that, in these title fluffing times, COOs will be called CEOs, without having the role and responsibility.

Now let us look closely at what a rich businessperson running a public limited company can bequeath to his sons and daughters. He has wealth which he has by virtue of the shareholding in his companies. He can sell his holdings in the companies and bequeath the wealth to his inheritors. He can bequeath the shareholding directly to his inheritors, thereby they becoming claimants to board positions as owners. He can not only bequeath the shareholding, he can also appoint them as successors to the top job, thereby becoming owner-managers.

A vast majority of Indian family owned public limited companies choose to bequeath their holding as well as appointing them as successor. Contrast this with what Bill Gates is doing.

Bill Gates, one of the world's richest men, has said that he is not interested in using his billions to launch a dynasty and would not leave his fortune to his children. Gates and his wife Melinda , 44, have three children –Jennifer , 14, Rory, 11, and eight-year-old Phoebe.
"I knew I didn't think it was a good idea to give the money to my kids. That wouldn't be good either for my kids or society. So the question was, 'Can I find something that had incredible impact?' I knew I wanted to do that," Gates was quoted by The Sun as saying.

So far, Gates and his wife, through their foundation, have given away £18 billion which has helped deliver vaccines to more than 250 million children in poor countries.

If Indian businessmen cannot do what Bill Gates has done, they should go by what Kishore Biyani says and spare us the hypocrisy.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Death pangs for the MCA course ?

September 29, 2010

businessbaatein Uncategorized Leave a comment

It is perhaps, the first time that an MCA has risen to the top job in a leading software company. The MD and CEO of Tata Consultancy Services, N.Chandrasekharan is an MCA from REC Trichy (now, NIT). Just when it appeared that the MCA course was getting its due recognition, it appears that there are question marks for its survival.

As per a recent Careers360 article on MCA, "there are 75,021 seats in 1089 institutions. Andhra Pradesh and Tamil Nadu account for nearly 60 percent of total number of MCA seats in the country."

The MCA admissions for the year 2010 are nearing completion. The news from Andhra Pradesh which has the largest number of MCA seats in the country is depressing. Deccan Chronicle reports that :

As many as 367 of the 660 MCA colleges have applied for "closure" due to poor response from students in the current academic year 2010-11. While a total of 34,451 seats were on offer in the convenor quota during Icet counselling, only 13,104 have been filled. This is of course apart from seats in the management quota.

The vacancy data from Tamil Nadu is not readily available, but preliminary information gathered indicates, that the picture is not very different either. There are nearly 240 colleges offering MCA courses in TN. The total number of seats for MCA would be in the region of 15,000. As per the counselling schedule put up by a web-site, only 8543 candidates have been called for counselling. Even a candidate scoring 3.00 marks out of 100 is being called for counselling. Assuming that a small percentage of candidates called for counselling, do not show up for counselling, a vacancy of 50 % of seats in Tamil Nadu MCA colleges can be expected.

Why this situation has arisen ? It could be a mix of several factors.

Firstly, Information technology and Computer Science as a career is losing its sheen, thanks to the recession of 2008-09. This is showing up even in choice of disciplines in IIT. For the first time, Electrical Engineering has closed earlier than Computer Science at IIT-Bombay, reports TOI.

Secondly, inspite of MCA being a specialised post-graduate course, focussing on computer applications, it is treated at par with B.Tech in Electronics/Computer Science /IT by most IT services companies for the purposes of recruitment. Given the huge number of seats created in the engineering disciplines, MCAs compete directly for placement with B.Tech graduates.

Thirdly, MCA programme competes with the MBA programme. In AP, the entrance test is common. Many colleges offer both MCA and MBA programmes. Many students prefer MBA over MCA because it is one-year less and more importantly the placement of MBA is not dependent on the fortunes of one industry, namely the IT industry.

Fourthly, MCA is competing with its own under-graduate version the Bachelor of Computer Applications (BCA) course. Now many universities are offering the BCA course. Good software programmers can get recruited right after their BCA, without waiting three years for an MCA.

Fifthly, for many science graduates, IT companies are offering jobs just after graduation. TCS , Cognizant and Infosys hire science gradautes. Wipro has gone a step further. It not only offers a job but an opportunity to get an MS in Software Engineering from BITS Pilani through their WASE programme.

Lastly, the ballooning of seats in MCA was a highly opportunistic response from the private educational institutions, not unlike the NIIT/ APTECH. When NASSCOM and the IT industry kept lamenting about the manpower shortage facing the IT industry, many responded by adding an MCA programme. Both engineering colleges as well as MBA colleges started offering MCA courses. They added seats with little thought about faculty or course or infrastructure. Until 2008, when the IT industry was hiring in thousands, this problem was not visible.

The IT companies continue to hire MCAs but only from the top institutes. It is clear from the industry response that even the top institutes in India, whether MCA or engineering do not prepare the students well for a career in the IT industry. TCS is building a huge training campus in Kerala.

Tata Consultancy Services (TCS) has announced that the company is setting up a new learning and development campus in Thiruvananthanpuram (Trivandrum), Kerala. The new campus will house up to 10,000 professionals when fully completed and will offer TCS' learning curriculum to those who join the company from colleges.

Whereas, there is surplus capacity in private engineering colleges and MCA colleges, the IT industry is creating its own campuses. This is because of the huge gap in quality.

The shakeout was imminent and augurs well for the sector. This will bring a lot of pressure on the colleges which have managed to fill-in their seats to improve quality. Or else, it could be well their turn to close down in future.

As for the MCA aspirants, it should be understood that the MCA course is a specialised course. It prepares the students for a career in building and maintaining software applications. It should be taken up only by those who enjoy software programming and should be only at the good institutes.

Share this:

- Twitter
- Facebook
- Email
- Print
- More

Like this:

Weekly Business Quiz # 46

September 28, 2010

businessbaatein Trivia Bank 1 Comment

1. Which brand has launched ‘made for india’ models of digital cameras with front and back LCD screens for better self pics ?

Ans. Samsung

2. What connects Ashni, Roshni, Lakshmi, Tania to business ?

Ans. Daughters of tycoons, now in business. Ashni Biyani, Roshni nadar, Lakshmi Venu and Tania Godrej Dubash

3. While working on an electric car 100 yrs ago who had said ‘electric is the future because you will pump all oil out of the ground’?

Ans. Thomas Alva Edison

4. Name the world’s largest and oldest branded pencil co. It started in 1761. The 8th generation of the family is now running it

Ans. Faber Castell

5. An Indian co Vashishta Wahan claimed to represent a German co to neg. Investment in AP and cheated AP govt. Name the German Co. Clue:- cleverly it shares the same 2 letters as the German co.

Ans. Volkswagen

6. Name the cereal which is gaining popularity among indians. After Quaker, Saffola and Kellogg’s have launched it.

Ans. Oats

7. On whose life story is the movie SOCIAL NETWORK based ? It’s tag line ‘to make 500 mill. friends you make a few enemies’.

Ans. Mark Zuckerberg- the founder of Facebook

8. Name the century old dictionary which will bring out only the online version of its next edition i.e. no print edition.

Ans. Oxford

9. Name the India born angel investor who is on the US FORBES rich list thanks to his early investments in Google .

Ans. Ram Shriram

10. What is the new international standard for brand valuation ?

Ans. ISO 10668

11. Name the charlatan scientist who came up with a herbal fuel that made news 15 yrs ago. He has come up with a new formula now.

Ans. Ramar Pillai

12. A recent Newsweek cover story puts GE Motorola Petrobras Infosys on its cover. What connects these cos. ?

Ans. Huge training centres as big as universities

13. Which Indian corp has tied up with Manchester United to start a soccer coaching prog in 240 schools in india ?

Ans. Bharti

14. Stock market excesses are often explained by a Gordon Gekko quote ‘ Greed is good’. Name the movie from which it is taken.

Ans. Wall Street.. Its sequel is running now.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 45

September 21, 2010

businessbaatein Trivia Bank Leave a comment

Q1. Which PSU major will be taking over the sick PSU Bharat Heavy Plates and Vessels (BHPV) ?

Ans. BHEL

Q2. Which logistics co was founded by Jimmy Guzder? He died recently.

Ans. AFL earlier Airfreight Limited

Q3. Which German city hosts an annual beer festival every year ? It is celebrating its 200th one this year.

Ans. Munich

Q4. Which country is building the SKYLON sky plane which can take 24 passengers to space and land like a plane ?

Ans. UK

Q5. As per the draft mining bill 26 % stake in the mining projects will go to locals. What are the exceptions ?

Ans. Oil and gas

Q6. Which bank is testing an 'Unhappy Service' in AP ? It even plans to patent it.

Ans. SBI.

Q7. After facing employee backlash for its iRace policy which co has decided to put its HR policies 'on probation' before implementing?

Ans. Infosys

Q8. Which telecom provider has been given RBI clearance for a limited banking facility thru cell phones ?

Ans. Bharti Airtel

Q9. In a study conducted by CSE what adulterant has been found in most brands of indian and imported honey ?

Ans. Antibiotics

Q10. Which corporate production house is behind 14 national film awards announced recently producing Paa, Well done abba, Abhohoman ?

Ans. Reliance Big Pictures

Q11. We read about gold mines, diamond mines etc but why no silver mines ?

Ans. Silver is usually by product while mining lead zinc or gold

Q12. Name the popular anti wrinkles treatment which is the brand name of ALLERGAN, USA.

Ans. Botox

Q 13. Only 54 hospitals in India have NABH. What is NABH and who awards it ?

Ans. National Accreditation Board of Hospitals . Quality Council of India

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 44

September 14, 2010

businessbaatein Trivia Bank Leave a comment

Q1. There are many suitors for PARAS pharma. EMAMI may get it. What brands make PARAS so hot ?

Ans. MOOV , ITCHGUARD, D'Cold, KRACK, LIVON, RINGGUARD

Q2. Which co owns and manages the famous diamond mines at Panna, MP ?

Ans. NMDC Ltd

Q3. When Tatas sold the Lakme business to HUL the company remained with them and they renamed it TRENT. Expand TRENT.

Ans. Tata retail enterprise.

Q4. "Mahabharata of Polyester" is the sequel to Polyester Prince by Hamish Macdonald. Who is it based on ?

Ans. The Ambani brothers feud

Q5. Who has authored the book "The March of Mobile Money: The Future of Lifestyle Management" predicting death of paper money ?

Ans. Sam Pitroda

Q6. Which MNC often credited for being the pioneer of outsourcing from Bangalore completed 25 years in India ?

Ans. Texas instruments

Q7. What % of net profits should cos spend mandatorily on CSR activities as per a prop. revision to companies act ?

Ans. 2 %

Q8. According to a Canadian survey which social network is used mostly by narcissists and those with low self esteem ?

Ans. Facebook

Q9. Which variety of mangoes are processed at the mango processing cluster of Chittoor/ Krishnagiri that is used in Maaza, Frooti ?

Ans. Totapuri

Q10. Name this hotshot director who acted in a TVC for FEVICOL where he plays the judge in a tug of war for elephants ?

Ans. Rajkumar Hirani

Q11. Chairman of which real estate group has decided to use his signature as the logo of his group ?

Ans. Mantri

Q12. Name the construction group which will build the tracks for the first Formula One race in india to be held at NOIDA in 2011?

Ans. Jaypee

Q13. Name the chairman of HSBC who has quit the top job to become the UK minister for trade?

Ans. Stephen Green

Q14. What is the device that produces the 'ticking' sound in clocks and watches ?

Ans. Entrapment

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Naming Energy companies

September 14, 2010

businessbaatein Uncategorized Leave a comment

The other day, I was driving through one of the arterial roads of Jubilee Hills, Hyderabad and I saw a new office complex. My eyes fell on the board being erected. I could see the logo KVK written stylishly. My instinct told me, it must a power company. It sure was, KVK Energy and Infrastructure.

Yesterday, I was having a chat over phone with a friend. He mentioned a hot stock , BGR Energy, a Chennai based power equipment supplier.

Unconnected events and unconnected information. Yet, I had my own eureka moment , this morning. (Even a-ha moments for collector of trivia is also just that, trivial).

I tried recalling all the power companies I know. I found many of the new companies being set up had a pattern in their names. A 3 -letter acronym, folowed by Power or Energy and then the mandatory Limited. Besides KVK and BGR mentioned above, I could immediately think of GMR, GVK, KSK and JSW.

It is true that there are many power companies which do no fall into this pattern like Reliance Power, Tata Power, Torrent, Adani, CESC etc. Also, there are many 3 letter initials which are not power companies like SKS, ITC, GSK, HCL etc.

But I guess there is a fad, may be a small one.

There are fads in company names, much like names of kids or Hindi cinema titles. My daughter has 2 classmates named Ankita and 3 boys in her class named Aditya. In Hindi cinema, long English titles are currently the fad. I Hate Luv Storys, Once upon a time in Mumbai, We are family etc. In the 80s, many diversified companies shortened their names to abbreviations only like DCM, ITC, CMC, HMT etc.

In the case of power companies, I guess the trend would have started with the success of the first Independent Power Producers (IPPs) from the south GMR and GVK. Since these were successes others followed. I think this naming trend comes out of part fashion, part superstition and plain creative laziness.

To make life simpler for some of the new IPPs in future, I can help a little with my creativity. Here is a to-do list for the "Power" entrepreneur.

Choose a 3-letter acronym. Easiest is to choose the initials of your name. (GMR, GVK, BGR, KVK are all initials of the promoter like Grandhi Mallikarjun Rao, GV Krishna Reddy, BG Raghupathy etc).

If it is not your money alone, you have partners then you could choose the initials of the partners (KSK gets its name from the partners).

If you are a doting parent you could choose first letters' of your kids' (legit only) names.

If you are a God-fearing businessman who attributes all your wealth to the many Gods, choose 3 of your favourite Gods' names initials.

Please take care that the initials so chosen do not clash with an existing company. Also avoid some popular 3 letter initials. SRK is best avoided. In every language and every city, fans of SRK, both in and out of media , have made it sure that SRK stands for Shah Rukh Khan. Others to be avoided are NTR, YSR, MGR etc. These represent larger-than- life heroes/ leaders, who have a fan following even to this day. If you want to avoid some stone throwing on your steel and glass building, just before an IPO, these letters are best avoided.

If all these does not help here are some 3 letter initials which are up for grabs. IWM, GPR, IDK, MMM, LLL.

If you are wondering what these stand for, here are my own expansions.

IWM – I Want Money – shows focus of the company,

GPR – Great Power Rip-off – tell it the way it is, not using prefixes like Reliance and do a GPR.

IDK – I Don't Know (anything about power business)

MMM – Minister, Money and Mafia or LLL - Land, Licence and Luck (your core competencies to be in the power business).

Until a 3-letter company has a failed IPO or worse goes bankrupt, this fashion will continue.

Share this:

- Twitter
- Facebook
- Email
- Print
- More

Like this:

Owners as Brand Ambassadors

September 11, 2010

businessbaatein Uncategorized Leave a comment

What connects the following ? Kingfisher Airlines, MDH masala, Khaitan fans, Country Club, Dr Sarkar's, RRB energy, Mantri developers. Their businesses are all very diverse. What could possibly be common between a spice marketer and a real estate company or between an airline and a fan manufacturer. Yet they share something. These companies have their CEOs or owners appearing in their advertisements and company communications rather prominently.

If you board a Kingfisher flight, you will be invited by Vijay Mallya, the promoter, to be a guest and a promise to be treated like a guest in his own house. The inflight magazine Hi Blitz is full of pictures of Mallya attending various parties with celebrities from cinema, politics, sports etc. After one flight, you will know who the owner of the airline is.

TV commercials of masalas are not expected to be either entertaining or informative. Yet, I am always amused at MDH TVCs. One cannot miss the old man , the owner of MDH, in the ads. He can be seen blessing the guests in a wedding, sitting in a reclining chair having a cup of coffee or even atop an elephant like a maharajah with the voiceover announcing 'Masalon ke Shahenshah'.

Country Club, a mid-size vacations company, from Hyderabad is a big advertiser. Perhaps, not so much for their products, but as a vehicle for its owner Rajeev Reddy. If you cannot recognise Rajeev Reddy watch a Country Club ad on TV , press or even a hoarding. If you see a dark-complexioned fat man (not unlike a Telugu film hero) with little or no neck, sporting an oversized goggles and a printed Hawaiian shirt in a thumbs-up posture, he is Rajeev Reddy.

Years ago, Khaitan fans had a slogan "Khaitan- bas naam his kaafi hai". Even if one thought that this was an attempt at trying to emulate a Ford or Honda or closer home a Tata or Godrej, by putting family name as a brand, the ego trip was when the Chairman gave a personal guarantee for each fan sold by the company. Each and every warranty certificate was signed by the Chairman personally.

Recently, a real-estate developer Mantri Developers, has gone a step further. The Chairman Sushil Mantri has made his signature as the logo for his company. A press release says :

The Mantri Developers' new logo is inspired by the signature of Mr. Sushil Mantri Founder and & Managing Director, Mantri Developers. Elegantly crafted with fluid lines, the new logo is a seal of the trust that the customers and partners have reposed in the brand. The strong color of the logo connotes the spirit of enterprise, excellence and

energy. In the most compelling way possible, the logo guarantees that Mantri will always stand by and honor their commitment and promises.

When a CEO or an owner appears so prominently in the promotions and communications one cannot but feel amused. Their desire for self-promotion is so high, sometimes even at the cost of the businesses and brands they promote. It does not help that these CEOs must be surrounded by sycophants posing as advisors and consultants, who would be encouraging these megalomaniacs to appear in the ads and having a good laugh on the side.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 43

September 7, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q1. Name the government agency which has prepared a National Anti- corruption strategy for a 'Corruption free India'.

Ans. Central vigilance commission (CVC)

Q2. Which Hyderabadi dish, often had in the month of Ramzan, has received GI status recently?

Ans. Hyderabadi Haleem

Q3. How did STANCHART, a private foreign bank, manage to get a postage stamp issued in india on its 150th anniv. ?

Ans. Using its heritage building

Q4. What is the name of the budget hotel chain brand being built by Rahul Bhatia, the man behind IndiGo airlines ?

Ans. IBIS, it will have 6000 rooms by '15

Q5. How is Anil Ambani showing his devotion for Lord Ayyappa of Sabarimala through an investment ?

Ans. By taking 15% stake in a pvt airport nearby

Q6. What is the name of the new social network for music started by Apple ?

Ans. Ping

Q7. Which indian telecom operator has decided to quit the bulk sms business completely ?

Ans. Bharti airtel

Q8. Peter Bentley of london has developed an app for IPHONE which is a rage among doctors. What does the app do ?

Ans. Makes the iphone a stethoscope

Q9. What is Google Goggles ?

Ans. It is a downloadable image recognition application by Goggles which can be used from mobile phones/PCs to get info about landmarks etc by sending pictures.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 42

September 2, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q1.Peter Bentley of London has developed an app for iPhone which is a rage among doctors. What does the application do ?

Ans. Makes the phone a stethoscope

Q2. Which two PSUs have come together to start a power equipment manufacturing facility in Mannavaram , Chittoor AP?

Ans. NTPC & BHEL

Q3. ’____ are the Unilever of the entertainment industry. They make the rules and others have to follow ‘ says an industry insider. Fill the blank.

Ans. T-series.

Q4. In Hindi this word means a shoddy temporary fix. Now it is being touted by gurus as the indian way of innovation. Identify this word.

Ans. Jugaad

Q5. Name this co founder of microsoft who has sued cos like GOOGLE AMAZON APPLE etc. for patent violation ?

Ans. Paul Allen

Q6. Who is the long standing engine supplier of Boeing, delays from his side is delaying the 787 project ?

Ans. Rolls Royce

Q7. In which TV ad you will see a clone of Yuvraj Singh huff and puff on a treadmill, taking a dig at REVITAL ?

Ans. Supractiv

Q8. Starting today what is the new name of State Bank of Indore ?

Ans. State Bank of India

Q9. In trucks you will often find “OK TATA’ painted , a free ad for TATA trucks . A new brand of truck has been launched that says ‘ OK is no longer OK’. Name it.

Ans. Mahindra Navistar

Q10. ”Exhaled air’ of which celebrity couple was sold on ebay for $523 ?

Ans. Brangelina

Q11. Name this hottest social gaming co founded by Mark Pincus. The co is named after his dog. Clue- Farmville

Ans. Zynga

Q12. With which brand of sportswear has the world record holder sprinter Usain Bolt signed up making him the richest athlete ever ?

Ans. Puma

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #41

August 23, 2010

businessbaatein Trivia Bank quiz 1 Comment

1. For which brand has Roger Federer shot a TV commercial where he hits a bottle on a mans head with a tennis shot?

Ans. Gillette

2. Which two famous beer brands are owned by the Australian co. Carlton and United Breweries ?

Ans. Victoria Bitter and Foster's

3. Which brand has won the rights for sponsoring the indian cricket team for the next three years in all the three formats ?

Ans. Airtel

4. For which brand do two unusual celebrities endorse Shabana Azmi and K Srikkanth ?

Ans. Varilux lenses

5. Arrange the following in increasing order of their sales in US paperbacks. Hardcovers, e-books ….

Ans. 3.hardcovers 2.ebooks 1.paperbacks

6. What is the advice given by GOOGLE CEO to the youth to remove trail of their data in social media ?

Ans. Change your name on becoming an adult

7. Connect Gazel, Escort, Padmini, Cielo, Uno Baleno ….

Ans. these car models have been since discontinued by mfrs.

8. What is a non-compete fee in acquisitions ?

Ans. A premium said by the acquirer for not entering the same business for a fixed time

9. Which co is india's largest private sector employer ?

Ans. TCS with 163,000 indian population. global impact

10. Name the new stock exchange floated by PSU banks and private banks and BSE. It will start trading in currency derivatives.

Ans. United Stock Exch.

11. Why are the jewellers in Kerala crazy about the number 916 ?

Ans. 916 stands for 22 carat gold 91.6 % purity

12. Based on last quarter figures which country has overtaken japan to become the second largest economy?

Ans. China

13. A co. found that it was cheaper to put half page ads in classifieds than main paper. This forced newspapers to change. Name it.

Ans. SU-KAM

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 40

August 17, 2010

businessbaatein Trivia Bank Leave a comment

Q 1. In power sector what is a regulatory asset ?

Ans. Accumulated losses approved by regulator for tariff calculations

Q2. Amartya Sen ko gussa kyon aata hai ! Why is Amartya Sen angry with Facebook ?

Ans. Identity theft.

Q3. HUL is extending its distribution reach through ‘SHAKTIMAN’s. Who is a shaktiman ?

Ans. A distributor of HUL goods who will use cycle to reach villages below 2000 population

Q4. Which luxury brand is credited with the creation of the ‘gaberdine’ fabric ?

Ans. Burberry

Q5. Armani has sub-brands. What is the difference between Giorgio Armani and Emporio Armani ?

Ans. Giorgio is for 35-50 age group and Emporio for 25-35

Q6. What was the price of a car in 1947 when india got independence ?

Ans. Rs 350

Q7. Yesterday was Friday the 13th.What is the fear of number 13 called ?

Ans. Triskaidekaphobia

Q8. Signature tune for which indian telecom service has become the world’s most popular mobile music download?

Ans. Airtel, composed by AR Rahman

Q9. Mahindra will soon take over the Korean auto co Ssangyong. They are not the first.Name the first Indian auto co in Korea.

Ans. Tata motors acquired Daewoo Heavy Comml Vehicles

Q10. Why is the Canadian co Research in Motion (RIM) in the news in India?

Ans. Their Blackberry services are not in line with Indian security stds

Q11. Vinay Deolalikar an IIT alum claims to have solved a big maths problem ‘P is not equal to NP”. He is associated with which co. ?

Ans. HP labs

Q12. Why are airport authorities not in good terms with the”King of good times” ?

Ans. outstandings have mounted

Q13. Which city proposes to become an alt. to Greenwich meridien by building the world’s largest clock ?

Ans. Mecca in Saudi Arabia

Q14. What calamity in Russia is likely to cause huge losses amounting to over 15 b $?

Ans. Heat wave due to forest fires

Q15. Mughai-e-azam at Rs.12 crores was the costliest movie made 50 years ago. Which business group had financed it ?

Ans. Shapurji Pallonji group

Q16. A US senator has called Infy and other indian cos as 'chop shops'. What is a chop shop ?

Ans. A shop where stolen car is chopped & sold in parts

Q17. What does Ratan Tata propose to do post retirement (in lighter vein)?

Ans.Attend AGMs as audience and ask questions

-*Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Will Indian Billionaires sign up for the Gates-Buffett pledge ?

August 11, 2010

businessbaatein Uncategorized Leave a comment

Bill Gates and Warren Buffett are not only the two richest guys in the planet, they are also the most generous. Apart from donating their own wealth, now they have started a campaign to enlist billionaires to pledge more than half of their wealth for philanthropy. In US, already they have received a good response with 40 signers which includes big names like Michael Bloomberg, Pierre Omidyar, David Rockefeller, Sandy Weill, John Doerr etc reports Wall Street Journal.

Bill Gates and Warren Buffet, now intend to take this campaign global. They are slated to visit China in September and India in March 2011. India is home to 52 billionaires as per the latest Forbes list of March'10. It has 2 in the Top 10 namely, Mukesh Ambani and Lakshmi Mittal. So a trip to India is well logical.

The question to ask is will any of the Indian billionaires sign up this pledge. One WSJ blogger Devin Banerjee has already asked this question and has asked the billionaires themselves. According to this post

Spokespersons for the wealthy Indians contacted by India Real Time, who included Mukesh and Anil Ambani, Azim Premji and Sunil Mittal, danced around the issue or declined to comment. Requests for comment from seven Indian billionaires weren't returned, and a spokeswoman for Dilip Shanghvi, chairman of Sun Pharmaceuticals, whose net worth is estimated at $4.6 billion, said Mr. Shanghvi "would prefer not to talk on personal philanthropy."

The same post quotes Emily Harrison, founder of Innovaid, a Mumbai based consultancy for advising high net worth individuals on charity, "I don't think they're ever going to pledge half, even though I would love to see that."

I will also be totally surprised if any billionaire signs up for the Gates-Buffett pledge.

Indians and Indian rich in particular, give away a very small fraction of their earnings to charity. According to a Bain study, quoted by the above mentioned post, only 10 % of charity in India comes from individuals and companies in contrast to 75 % in the US. In India, the biggest donor is the government.

As to why they do not give in charity, here is my take :

- At this stage in India's growth, the billionaires are still accumulating wealth. The market economy has really come into its own only in the last two decades. So, the billionaires are spending money on themselves through conspicuous consumption through swanky bungalows, personal planes, fancy weddings etc. This is almost in revolt to the years of repression due to MRTP or penal income tax and other socialistic policies.
- Even among the billionaires who do not wish to flaunt their wealth (for e.g. Azim Premji), bequeathing their wealth (shares in their companies) to their children is top on their agenda. The inheritors of the rich not only inherit the wealth, they also get control and management positions by virtue of the shares they get from their parents. Business families may allow the companies to go to seed by having worthless inheritors (Dalmias for e.g) but they would not give their wealth away for charity. If there was an inheritance tax in India, perhaps Indian rich may not accumulate so much wealth for their children.
- Most Indians and Indian rich are Hindus, by faith. Unlike Islam, Christianity, Judaism which prescribes a portion of the income to be given away to charity, Hinduism does not give any norm. Whereas charity and generosity are seen as a virtue in Hindusm, it leaves it to the individual. Thus the rich are under no moral or religious compulsion by way of their faith to give away to charity. Some Indian business houses like the Birlas donate money to build temples and places of worship.
- Corporate Social Responsibility is still seen largely as a public relations exercise or a business requirement. As Indian billionaires, many of whom make their wealth through 'privatisation by stealth' (as remarked by Raghuram Rajan), they do some community work around the factories they build. This is more out of a business compulsion rather than genuine philanthropy.

- In the pre-independence days, the rich were also involved in the freedom struggle. They contributed their wealth to the freedom movement. Sir Ratan Tata had funded Gandhiji's struggle in South Africa by contributing Rs125,000 (a princely amount, those days) in 1909. G D Birla, Jamnalal Bajaj all were big contributors. Now, the Indian rich are quite isolated and obsessed with their individual pursuits of maximising their wealth. To be fair to them, the political leadership is hardly inspiring enough. Many of the political masters in India are themselves billionaires, except that their names do not appear in any Forbes list.

If the Gates-Buffett pledge campaign makes philanthropy a status symbol among the rich, you could well have a few rich loosen their purse strings a wee bit.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 39

August 10, 2010

businessbaatein Trivia Bank Leave a comment

Q1. After LSE, DSE, MSE which indian city will soon have a school of economics ?

Ans. Hyderabad

Q2. Cherry blossom is a shoe polish brand in india. In china however cherry blossom from L Occitane is different. What ?

Ans. A range of body cosmetics

Q3. Why US senate proposes to inc substantially the H1 B & L1 fees that will hit the indian IT firms badly ?

Ans. To fund security in Mexican border

Q4. L'oreal has launched a huge campaign for INOA. Expand INOA.

Ans. Innovation NO Ammonia for hair color

Q5. Which business tycoon, who wears his patriotism on his sleeve has inserted an emotional appeal to save the CW games ?

Ans.Subrata Roy Sahara

Q6. Which telecom provider is the first to do away with ‘postpaid’ and use the grammatically correct ‘postpay’ ?

Ans.TataDoCoMo

Q7. How is Infosys & TVS group coming together by a marriage ?

Ans. Narayan Murthy’s son Rohan is getting married to TVS scion Lakshmi Srinivasan

Q8. In investment circles who is referred to as Mrs. Watanabe ?

Ans. A small investor ,often a housewife, speculating in currency.

Q9. Which two countries are common to BRIC, IBSA and BASIC ?

Ans. India and Brazil

Q10. Which state in India has made sports betting legal since May ’10?

Ans. SIKKIM

Q11. In investment circles who is referred to as Mrs. Watanabe ?

Ans. A small investor ,often a housewife, speculating in currency.

Q12. ‘Dhamaka’, ‘Dhamaal’ have been done to death. Now it is ‘Dhantenan”
(obviously inspired by Kaminey). Which car is being launched ?

Ans. Maruti Alto k10

Q13. Which co has multiple brands of jewellery, all of them endorsed by leading film stars like Kareena, Katrina, Bipasha ?

Ans. Gitanjali

Q14. Business etiquette. In which country should you accept the business card with both hands, bow and express thanks ?

Ans. Japan . Korea too.

Q15. To which country do the chocolate brands Godiva, Nirvana, Neuhaus belong ?

Ans. Belgium

Q16. Name this iconic magazine that has been sold by Washington Post to audio tycoon Sidney Harman.

Ans. Newsweek

Q17. Where is the ministry of corp affairs setting up Indian institute of corporate affairs?

Ans. Manesar near Gurgaon

Q18. On which FI is the book 'DEVIL'S CASINO' by Vicky Ward based on ?

Ans. Lehman bros.

-*Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 38

August 2, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q1. Which star of 2010 FIFA has appeared in his first TV ad for German super market chain REWE ?

Ans. Paul the octopus

Q2.As per Morgan stanley what are the newly emerging economies like Vietnam Bangladesh etc called ?

Ans. Frontier economies

Q3. As per TRAI guideline all bulk SMSes need to be prefixed with two alphabets like TA/AD/VM etc. Expand TA.

Ans.TATA ANDHRA (operator circle)

Q5. By what name was the commonwealth games known before ?

Ans. British empire games

Q6. Despite a large DRDO and ordnance factories setup approx. what % of india defence equipment are imported ?

Ans. 70%

Q7. Which brand has a new tag line ‘ JUST B’ ?

Ans. Bacardi

Q8. Who is the glue that connects GE, WIPRO. TPG and the new social medium Kineticglue ?

Ans. Vivek Paul

Q9. Connect Narayana Murthy, Vinod Khosla , ebay’s Omidyar to an Indian finance co.

Ans. SKS microfinance

Q10. Name the indian economist who has said that ‘privatisation by stealth’ has created many billionaires in india ?

Ans. Raghuram Rajan

Q11.Who has launched EKTAA brand of cereals like rice offering popular regional varieties all over india?

Ans. Future group

Q12. Which Prof of Indian origin will take over as the dean of the prestigious Booth school of Business, Chicago Usa?

Ans. Prof Sunil Kumar

Q13. JRD Tata started a tradition in Bombay House of serving something with tea, it is followed even to this day. What ?

Ans. Khari biscuits

Q14. What is referred to as the THIRD SECTOR ?

Ans. Non profit org like charities. NGOs, trusts that are neither govt nor corporate.

Q15. Alleging overcharging by hospitals what move is being planned by health insurance cos. to cut costs ?

Ans. Direct purchase of drugs and devices

Q16. To which animation sitcom will Mohd Yunus of Grameen bank be lending his voice ?

Ans. Simpsons

Q17. Sandwich makers in Subway are called sandwich artists. Lavatory cleaners as sanitation consultants, in HR terms what is this practice ?

Ans. Title fluffing.

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 37

July 27, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q1. What is Gompertz law given by mathematician Benjamin Gompertz in 1825?

Ans. An actuarial law that says chance of dying doubles every nine and quarter years

Q2. Which country proposes to levy a tax on obese people to cover the extra costs in healthcare. ?

Ans. Germany

Q3. Name the totally Indian browser launched recently that has Indian language transliteration capability.

Ans. Epic

Q4. Facebook has recently imposed a limit on the no. of friends a user may have. What is the limit ?

Ans. 5000

Q5. UNIQLO which derives its name from ‘unique clothing’ is the largest clothing brand of which country ?

Ans. Japan

Q6. Who or what is a mousewife ?

Ans. A housewife who spends a lot of time on the Net

Q7. ‘I am as pure as 24 carat gold’. Which iron-ore don has the gall to say this?

Ans. Gali Janardhan Reddy

Q8. As per the new SEBI take over code the open offer trigger kicks-off at what % ?

Ans. 25% against 15% earlier

-*Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 36

July 20, 2010

businessbaatein Trivia Bank Leave a comment

1. Out of 1.3 million ideas generated in the LAYS contest which flavour given by Sagar has been voted by public as the best ?

Ans. Mastana mango

2. Which indian ultra rich businessman has been named in the UN MDG advocacy group that looks at poverty and other issues?

Ans. Mukesh Ambani

3. Which co has launched a 3 door fridge with an ad film made on 3 D ?

Ans. Whirlpool

4. Instead of stopping immigration, now Singapore is welcoming foreign workers. What has caused this change ?

Ans. Last Qtr GDP grew at 19 %

5. Which book has the dubious record of being the most stolen book from public libraries?

Ans. Guinness book of world records

6. Which co is credited with bringing out the noise cancelling headphones that uses adv micro circuitry to cancel ambient noise ?

Ans. Bose corp

7. Which brand of cream is getting flak on Facebook , where users can make their photos fairer ?

Ans. Vaseline

8. Who is the designer behind the Rupee symbol selected by Indian Govt ?

Ans Udaya Kumar from IIT Mumbai

9. ITC Limited had the co name changed thrice in '70,74 and 2010.

Ans. Imperial Tobacco Co to Indian Tobacco Co, then to I.T.C Ltd and now ITC Ltd

10. Who said " Business opportunities are like buses; there's always another one coming."

Ans. Richard Branson

11. What is the new name of YMCA ?

Ans. The Y

12. What is the Kerala connection to the 'Jabulani" balls ?

Ans. Enkay supplies bladders to Adidas. Rubber for bladders sourced from Kerala

13. What is the prize money recd by Spain and Netherlands for being winner and runner's up in the FIFA Cup?

Ans. Spain- 30 Mn $ & Netherlands 24 Mn $

Share this:

- Twitter
- Facebook

- Email
- Print
- More
-

Like this:

Should Infosys get into Banking ?

July 16, 2010

businessbaatein Uncategorized 3 Comments

Infosys Technologies (Infy) is the bluest of the bluechips in the Indian IT sector. It is usually the first company to declare its quarterly results. The results and guidance given by Infy sets the mood for the earnings season. Like every quarter, Infosys declared its results for the Q1 2011 on the 13th of July. The market was not enthused as there was a dip in the profits and the guidance is nothing spectacular.

It now appears that Infosys has become a prisoner of its own success. It has become huge with a turnover of nearly Rs 25,000 crore and a workforce of 114,000. Just running this large enterprise and maintaining the profit margins in a volatile environment seems to be keeping the top team entirely occupied. The business model of the company remains largely unchanged in the last 15 years. US (67 %) continues to be the major market. Insurance, Banking and Financial services remains the biggest vertical, accounting for 35% of all business. Application Development and Maintenance, ADM accounts for about 40 % of all the services. These % have remain largely unchanged. Consulting and BPO businesses may provide them the breadth of services, but they remain small. Unlike, other Indian IT companies, Infy has not made any major acquisition in India or abroad.

What was a growth stock is slowly becoming a dividend-yield stock. With no major growth plans or big ideas, it will be diffcult for the Infy stock to keep its P/E ratio at 25-30 that it commands today.

Now here is a piece of unsolicited advice to the management of Infosys. Enter the Banking Business, by getting a new banking licence, about which RBI has said they would be releasing a few licences as per the new policy. They could also be looking at acquisition opportunities for the old private banks which may come up for sale. Given their conservatism/arrogance the second option looks unlikely.

Here are a few reasons why Infosys could get into banking :

- Infosys is a big brand and a solid reputation as a respectable and ethical company. Infosys Bank should command a lot of goodwill from customers as well as investors from Day One.
- Infy would be having good knowledge of the Banking and Financial Services processes worldwide thanks to it being their major vertical. Infy also has its own Core Banking Solution Fiancle which may be deployed in the new bank.

This would bring down the investment cost significantly. The BPO arm of Infosys can handle a part of the customer service.

- Infy being headquartered in Bangalore, availability of experienced bankers to handle specialised positions should be easy. Karnataka is home to several banks and bankers. Banking is in the blood of Kannadigas. Mohandas Pai , though Director HR, is basically a Finance person and handles the HR function like an accountant. He could be an asset for the Infosys Bank.
- K.V.Kamath, the man who transformed ICICI Bank is already on the board of Infy. He could be given a special assignment to set up this new bank. Great professionals don't retire. Look no further than E.Sreedharan who took up the Delhi Metro assignment, after being well past 70 years of age.
- Infy already has its first set of customers. It has 113,000 employees.
- Infy has a huge cash balance of nearly 15,000 crores. Instead of keeping them as FDs with State Bank and other PSU banks, it could easily deploy a part of this for its Banking business.
- Infy Bank may not require a public issue. But if its IPO does come out, it can command a huge premium and will be a sell-out.
- The promoters are occupying the top job by turns. How about the promoters' children ? They would be ready for jobs now. The Infosys Bank could well be a place for them.
- Financial inclusion is one of the stated goals of the UPA govt and PM. Infosys could easily deploy its Foundation to get a lot of 'aam aadmi' to open accounts with the Infy Bank and thereby improve its CSR image further.

If all the above reasons are not convincing, then here are a couple more. Infosys may have technology in its name, but it is hardly a technology company in a classical sense. It is a huge and efficient bureaucracy where the bean counters rule. For such a strength, banking is an appropriate business.

If banks can start IT and BPO companies, like ICICI Bank had setup ICICI Infotech, (now 3i infotech) and First Source, why the reverse cannot be done. An IT company like Infy setting up a bank.

I am waiting to open an account in Infy Bank.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 35

July 13, 2010

businessbaatein Trivia Bank Leave a comment

Q1. What is the full-form of the word ‘snafu’ which comes from the US Army in WW II ?

Ans. Situation normal: all fouled up ! (sanitised version)

Q2. Name the 3 fastest growing intl airlines from the Gulf, also known as super connectors .

Ans. Emirates, Qatar airways and Etihad

Q3. Who is credited with coining the term , ‘emerging markets’, a positive term for developing world, in 1981 ?

Ans. Antoine van Agtmael

Q4. What is the major function of software utlilities like Freedom, Think, Isolator etc. ?

Ans. Blocks internet & other distractions to conc on work

Q5. As per a Deloitte study, only 2 out of the big 5 football leagues in Europe make profit. Which 2 ?

Ans. German Bundesliga and Eng premier league

Q6. Henry Ford said ” You can have any color as long as it is black” is well known. Why black ?

Ans. Black paint dries faster. hence more output

Q7. In a recent survey in US for the most unpopular corporates, BP was 2 and Toyota 3. Who was rated No 1 ?

Ans. Goldman Sachs

Q8. Dean Kamen invented a device about which Steve jobs said ‘ as big a deal as the PC’. It failed. What device ?

Ans. Segway scooters

Q9. Pele, Maradona and Zidane appear together in an ad for a designer brand. Name it

Ans. Louis Vuitton

Q10. Which tycoon is setting up a university in Karnataka, named after him, on studies and research in education and development ?

Ans. Azim Premji

Q11. What new model of VW was launched with the gimmick of a car climbing a tall building vertically ?

Ans. VW Vento

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 34

July 6, 2010

businessbaatein Trivia Bank 2 Comments

Q 1. With whom has karan Johar tied up to promote IHLS where the protagonists appear in the covers of these stories ?

Ans. Mills and Boon

Q 2. Kiva, Rangde.org, Dhanax are a few online crowdfunding sites. What is crowdfunding ?

Ans. Raising small amounts from many for microlending

Q3. Which Indian icon is shown in ads for SWISSCOM's blackberry service with the msg " To spread the good, was never this easy'?

Ans. Mahatma Gandhi

Q4. After Fardeen, Saif Ali Khan who is the new face of Provogue ?

Ans. Hrithik Roshan

Q5. Christy branded towels used in Wimbledon are made in India. Who makes them, where ?

Ans. Welspun Vapi Gujarat

Q6. What drink is being promoted as India's first caffeine -free cola ?

Ans. Cloud 9 cola

Q7. Connect Bank of America to HSBC in India ..

Ans. BA was sold to ABN, ABN sold out to RBS, now RBS has sold out to HSBC

Q8. To mark what occasion is Infy giving free shares to its employees ?

Ans. 30th anniversary of the company

Q9. From July 1, RBI has asked all banks to announce a base rate for lending. What was the earlier rate called ?

Ans. Benchmark Prime lending rate

Q10. Italian mfr Magni makes Gyrocopters that has a range of 500km and top speed of 150kmph. What is it ?

Ans. hybrid between plane and helicopter

Q11. What is the name of the retail store from the co INDUS mobile ? Clue Madhavan

Ans. UNIVERCELL

Q 12. Which is the only Indian product kept in the Museum of modern art in US?

Ans. Hawkins pressure cooker

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 33

June 29, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q1. Who is the biggest contributor to WHO in recent years, more than even the US govt.?

Ans. Bill & Melinda Gates foundation

Q2. After big bro struck a deal with HFCL owners, Anil has struck a mega deal with another K-10 co GTL. What is K-10?

Ans. Ketan Parekh's 10 stocks

Q3. Which celebrity sportsman's record of the most expensive divorce is Tiger Woods' likely to beat ?

Ans. Michael Jordan

Q4. What currency has been proposed by ADB as an alternative international reserve currency ?

Ans. Chinese Yuan

Q5. Who is the manufacturer of the JABULANI balls used in this FIFA cup ?

Ans. Adidas

Q6. Which apparel brand from the Aditya Birla stable has launched footwear ?

Ans. Louis phillippe

Q7. In the jersey of badminton world no 3 Saina Nehwal which brand figures prominently ?

Ans. Deccan Chronicle

Q8. Name this Italian car brand which completed 100 yrs yesterday. It was the first car to win a Grand Prix in 1925. Clue Bond.

Ans. Alfa Romeo

Q9. What is unique about the BPO unit of Radiant Infosystems in Hyderabad ?

Ans. Inside Cherlapally jail manned by convicts

Q10. Which brand of footwear released a press ad featuring Mamta Banerjee ?

Ans. Ajanta Hawai

Q11. What is social notworking ?

Ans. Surfing social networking sites instead of working

Q12. What is the function of the gadget PEPPER MOUTH ?

Ans. It emits foul smell if user uses foul lang. In email or web

Q13. Name the former HP boss who is the Republican candidate for the senate from California.

Ans. Carly Fiorina

Q14. How is the Kerala govt promoting reading habit and saving electricity through a single scheme ?

Ans. Kids get books as gift for saving power

Q15. SWYPE may soon replace T9 in all cell phones. What does T9 do ?

Ans. Typing text messages quickly on cellphones

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #32

June 22, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q 1.In which IPL team did the new Deutsche Bank CEO Anshu Jain have a stake until recently ?

Ans. Mumbai Indians

Q2. Van Schalwyk a plastic factory worker patented it in 2001. His co Masincedane sport is doing well this FIFA. What is his product?

Ans. Vuvuzela

Q3. The designer brand Hermes has two popular styles of an accessory Kelly and Birkin. Name the accessory.

Ans. Ladies hand bags

Q4. In the classic ‘It happened one night’ Clark Gable takes off his shirt revealing his bare torso leading to 75%dec in sales of what ?

Ans.Vest

Q5. 1 train, 13 destinations, 15 role models, 400 youth, 9000 km… what yatra we talking about ?

Ans. Tata Jagriti yatra

Q6. Copy writer goes crazy… An ad says .’f*****ck!! Flat 20% off. Name the brand.

Ans. Fastrack

Q7. After prepaid, postpaid.. India’s first unpaid service is being promoted. Who is promoting it ?

Ans. Future group. Tata Teleservices is the telecom operator. Like Virgin, it appears that Future is a MVNO.

Q8. Name this lady a former eBay head who recently won the Republican nomination for California governor.

Ans. Meg Whitman

Q9. The world cup anthem by Shakira is’WAKA WAKA’ . What does it mean ? Think Nike.

Ans.Do it !

Q10. Which was the first hybrid vehicle to be launched in India ?

Ans. Hybrid vehicle is a dual powered one. Suvega moped used petrol and pedal

Q11. What are Roquefort. Gorgonzola and Stilton different types of ?

Ans. Blue Cheese

Q12. What unique features make Vortex ATM right for indian villages. SBI has placed an order for 600 ?

Ans. Uses fingerprint, low investment ,No AC, can dispense soiled notes

Q13. In HR, what is a ‘brown bag’ session and why it is called so ?

Ans. It is an informal interaction session with boss with pkd food in brown bags

Q14. Which US co is returning to India , 30 years ago its brand name had become a generic name for decorative laminates ?

Ans. FORMICA

Q 15. He is single, prob lives with his parents, he may not have a job . Yet he is happy. What do marketers call this segment?

Ans. Omega male

Q 16. Which mobile co is using the idea of 'football widows' in their TVCs to sell football updates ?

Ans. Vodafone

- *Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business # 31

June 15, 2010

businessbaatein Trivia Bank Leave a comment

Q 1. Name this HUL soap brand which after merging with HAMAM earlier has been relaunched.

Ans. REXONA

Q 2.Why is EU planning to impose a ban on sex toys ?

Ans. They are made of PVC, which is bad for environment

Q 3. In 1955,Nehru praised a co for "putting india in the league of technically adv nations that can produce typewriters". Name the co.

Ans. Godrej & Boyce

Q4.RBI has issued a circular that alterations in cheque will not be allowed from 1 july. Of payee, date and amount. what can be altered?

Ans. Only date alteration with signature is allowed

Q 5. Connect Amitabh Bachchan, Binaca, Kings XI Punjab, Fem care, Fresenius Kabi to a brand/company

Ans. Dabur

Q 6. How many circles each did Vodafone, IDEA, R-com, Tata win in the just concluded BWA spectrum auction?

Ans. None.

Q 7. What is the 'Chamatcar' in the 'i-key' for Nissan Micra ? Who is its brand amb. ?

Ans. I-key in pocket open the door by a button.Ranbir Kapoor

Q 8. Who is the author of the book 'Employees first customers second' published by Harvard press ? Clue: CEO of an indian tech co.

Ans. Vineet Nayar of HCL tech

Q9. Connect physicist Stephen Hawking to Blackberry …

Ans. Stephen Hawking will be joining Perimeter Institute promoted by Blackberry founder

Q 10. How is NIKE saying 'yes to plastic' during this world cup soccer ?

Ans. Jerseys for stars like Ronaldo made of used plastic bottles

Q 11. The INFY SEZ coming up in HYD will be having a unique shape likely to make it an arch. marvel. What shape?

Ans. Inverted pyramid

Q12. Which Indian co techies will be manning the 'command and control' centre of FIFA cup 2010 ?

Ans. Mahindra Satyam

Q 13. Where is the first private metro service likely to start in India by 2013 ?

Ans. Gurgaon

Q 14. Under UN's Clean development mechanism , cos. earn certified emission reductions (CERs). What is the popular term for CER ?

Ans. Carbon credit

Q 15. Which gaming console used MEMS accelerometer technology for the first time that helps play a video game with the whole body ?

Ans. Nintendo Wii

-Compiled by G.Mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Reliance- HFCL nexus out in the open

June 13, 2010

businessbaatein Uncategorized 2 Comments

Infotel, a relatively, unknown player in the telecom business, was the sole winner of a pan-India licence for BWA spectrum. Many well known telecom players like Vodafone, Tata , Idea and Reliance Communications backed out, saying unreasonable prices. They bid an astounding sum of Rs 12, 848 crore. On the day, the results were announced Mukesh Ambani owned Reliance Industries announced that they are acquiring 95 % of Infotel for Rs 4,800 crore.

Infotel is a small Internet Service provider (ISP) run by Anant Nahata, son of Mahendra Nahata, promoter of the infamous Himachal Futuristic Communications Limited (HFCL). Readers may remember that HFCL had bid irrationally in 1995 acquiring 9 licences for mobile telephony (2G). They did not have the financial muscle to roll out the same and eventually telecom minister Sukh Ram bailed them out. Even then it was rumoured that HFCL was actually a front for the Ambanis, as this blogger has also noted. Readers may recall that HFCL had bid the highest as licence fees and Reliance Telecom had bid the lowest. Reliance got some category C circles like North East, West Bengal, Orissa etc for peanuts. When HFCL did not pay up the licence fees , Indian govt not only lost over Rs 20, 000 crore in revenues, in several circles the roll-out of GSM got delayed by 2 years.

Now by acquiring Infotel and announcing it openly on the day the BWA auction results were announced, it is clear that HFCL was just a proxy for Reliance. As the Ambani brothers ironed out their differences and worked out their non-compete clauses, Infotel the front for Mukesh Ambani was bidding for BWA. For doing the task, the Nahatas have got their Rs 4800 crore (?) and 5 % equity in Infotel.

By paying Rs 12, 848 crore for spectrum and additional Rs 4800 crore for Infotel, (roll-out costs are extra) apparently Reliance is entering what is essentially an Internet Service provider (ISP) business using wireless technology. ISP is a business, not

unfamiliar to Reliance and Mukesh Ambani-Manoj Modi duo (Most of the Reliance Infocom top-team continues to be with Mukesh) . Reliance had an ISP service which was marketed under the name "Only Smart." This ISP business did not make any waves and can be dubbed a failure. This service was discontinued when Reliance Telecom changed hands from Mukesh to Anil's. Reliance Infocom when it was launched, Mukesh Ambani during his visionary speeches, used to mention how 'data' business would be much bigger than 'voice'. Reliance Infocomm was only entering 'voice', read 'mobile phone services' business , just as an additional service, the focus being data. Readers would remember how using the 'wireless in local loop' licence Reliance entered mobile telephony through back-door , creating a controversy. This controversy led to several changes in regulations and Reliance is now well entrenched as the No 2 player in 2G. All the so-called superiority of CDMA over GSM has been dumped, with R-Com clearly going for GSM in 2G and 3G.

Once again Mukesh Ambani is back in his visionary role and is talking eloquently about the prospects of broadband.

"We see this as the next wave of value creation opportunity in the wireless broadband space," says Mukesh Ambani, who is the world's fourth richest man, said in a prepared statement. "We believe this will pole-vault India's economy into the digital world at an accelerated pace while creating next generation tools that will enhance productivity and create world-class consumer experiences."

"RIL sees the broadband opportunity as an opportunity to be in the forefront in providing world-class 4G network and services," the company said, suggesting the scale of its ambitions. "[The] initiative will usher in a wireless broadband revolution in both the urban and the rural areas by providing end-to-end data solutions for business enterprises, social organizations, educational and healthcare institutions, and Indian consumers."

Most analysts are apprehending that Reliance and Mukesh will once again get a back door entry into the mobile telephony space using the BWA spectrum. As of now Internet telephony within India is not allowed. Once Reliance has rolled out their infrastructure for broadband, it is apprehended they will cleverly manipulate the regulators and policy makers in Delhi, in the name of low cost of telephony for 'aam aadmi' to open up Internet telephony. Remember, papa had said that domestic call should be cheaper than the price of a post card, the promise of Reliance. In public, politicians want to make policies that benefit the 'aam aadmi' , as long as they or their party is adequately compensated in private.

On earlier occasions, HFCL (proxy for Reliance ?) got away without honouring their licensing contracts and sabotaging India's cellphone industry. Through back-door Reliance entered cellphone services industry, which was an unfair competition to the existing players. Now the apprehension is using BWA, Reliance would make a backdoor entry into cellphone services yet again by getting cheaper spectrum.

The history of telecom industry in India is marked by a series of scams. So, what is one more scam. Politicians and businessmen create scams, media and bloggers cry hoarse about them. All in a day's work.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 30

June 8, 2010

businessbaatein Trivia Bank Leave a comment

Q1.Scientists have proved that members of opp sex look sexier after booze. What is this effect called ?

Ans. Beer goggles

Q2 .Which is the largest TV shopping network globally ?

Ans. QVC of US

Q 3. Which co will be soon launching the world's largest IPO of 30 b US $?

Ans. Agricultural bank of china

Q 4. What service has been launched for Drs of Nanavati Hospital, Mumbai by Vodafone, Blackberry and medical eqpt co Maestros ?

Ans. ECG on mobile

Q 5. Which pharma co has launched a low-cost vaccine for H1N1 virus in India at Rs 350 each ?

Ans.Cadila

Q 6. Name the company which markets generic drug Sidenafil Citrate under the brand name KAMAGRA.

Ans. Ajanta Pharma

Q 7. In which indian city are workers working harder to meet the high demand for footballs, thanks to the upcoming FIFA cup?

Ans. Jalandhar

Q 8. Which global co runs Corporate Services Corps where leadership devpt is combined with community initiatives?

Ans.IBM

Q 9. Based on a survey finding that 70% of viewers do not know what to watch on TV what new channel has been launched ?

Ans. What's on India

Q 10. Which Chinese electronics mfr has decided to increase wages of its employees by 20 % to control suicides ?

Ans. Foxconn

Q 11. Mary Phelps Jacob descendant of Robert Fulton ,the inventor of steamboat, was an inventor herself. What did she invent in 1910?

Ans. Brassiere

Q 12. Where has the new TATA Nano plant come up and has become operational today ?

Ans. Sanand in Gujarat

Q13. How are drivers of premium cars speaking on their cellphones without being caught for traffic violation?

Ans. Thru car stereo with bluetooth

Q14. Which co has launched 'TigerZor' and 'Actimind' brands of flavored milk recently ?

Ans. Britannia

Q15. Launched in Nov '09 this bike has a tag of Rs 1.25 lakh. It is such a hit that it now has a 6 month waiting.Name it.

Ans. Enfield classic 500

Q17. The Sovereign wealth fund of Malaysia has a very Indian sounding name. It is fighting with Fortis over Parkway takeover. Name it

Ans. Khazanah

Q18. What is an Islamic financial certificate called, similar to a bond in Western finance, that complies with Sharia, Islamic law.?

Ans. Sukuk

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 29

June 1, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q1 With which global cosmetic brand would you associate the campaign ‘natural is good’?

Ans. The Body shop

Q2. All GARNIER ads end with ‘Take care’. Another brand from this stable L’OREAL end their ads with ?

Ans. Because you’re worth it.

Q3. ASP, Apps-on-taps, SaaS. On demand, all more or less refer to the same concept. The same old wine now has a new bottle. What?

Ans. Cloud computing

Q4. In terms of revenue per employee, name the tech co which comes out tops globally. Apple is # 2, Google is # 3, Amazon is # 4 .

Ans. Craigslist

Q5. Siyaram’s MSD range of suitings stands for Monday to Sunday dressing. It stands for one more thing. What ?

Ans. Mahendra Singh Dhoni

Q6. Name the US satellite based global positioning system which has a monopoly on GPS.

Ans. Navstar

Q7. Story of 2 Tech Cos, say A and B. Market caps in 2000 A 11 bn $, B 382 bn $. Market Caps in 2010 A 152 bn $, B 150 bn $. Who are A and B ?

Ans. Apple and Microsoft

Q8Tony Blair is joining the PE firm Khosla ventures. Another former british PM is part of another PE firm Carlyle group. Who ?

Ans. John Major

Q9. To set an example, Mukesh Ambani has capped his salary to a rather small amount. (Poor guy, how will he live). What is the cap ?

Ans. Rs 15 cr only

Q10. The now not so popular Industrialist MP Navin Jindal came to limelight winning a landmark case agnst GOI. What was the case?

Ans. Right to hoist flags in private buildings, inside and outside

Q11. Why are more Indians heading towards Europe this summer for a vacation ?

Ans. Thanks to the Europe crisis, Euro has depreciated. Better value.

Q12. Which best selling sedan is irreverently called the Swift with a backside ?

Ans. Maruti Swift D'zire

Q13. What is an IDR ? Who is the first issuer of IDR?

Ans. Indian depository receipt. Stanchart bank.

Q14. Which airline, in the news for a crash, has the tag line 'simply priceless'?

Ans. Air india express

Q15. Name the man behind "Sulabh shauchalaya" who developed the two-pit toilet,an innovation now exported to over 50 countries.

Ans. Bindeshwari pathak

Q16. Connect BNP Paribas, IBM, Longines, FEDEX to a sporting event.

Ans. French open

Q17. Which Indian car company is owned 50% by Chinese co. SAIC ?

Ans. General Motors india is a 50:50 JV between GM and SAIC

Q18. The Sovereign wealth fund of Malaysia has a very Indian sounding name. It is fighting with Fortis over Parkway takeover. Name it.

Ans. Khazanah

Q.19. Allwyn Nissan, Punjab tractors, Kinetic engg, ……Complete the series

Ans. Reva Electric. All are Mahindra acquisitions

Q 20. Reva electric car was designed by an ace Indian auto designer. Name him.

Ans. Dilip Chhabria. DC in short.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 28

May 25, 2010

businessbaatein Trivia Bank Leave a comment

Q1. What is the stated benefit of a single polypill containing aspirin, statins and 2 blood pressure-lowering medicines?

Ans. Prevent heart attacks

Q2. SAIL & Tata Steel are in discussion for a JV steel plant.Not their first JV They already have a 50:50 JV in ecommerce. Name it.

Ans. mjunction

Q3. How can Indo-Pak trade in agriculture benefit the 'Aam' Aadmi ?

Ans. Mangoes (Aam) for 6 months due to diff seasons on both sides.

Q4. Who said ' 3G is basmati rice, and 2G is PDS rice. ' ? And why ?

Ans. A Raja alias spectrum Raja. He sold 2G spectrum for a song in 2008

Q5. What's common to Raghu Pillai, Gunendar Kapoor,Sriram Srinivasan & Rajeev Karwal ?

Ans. High profile execs of Reliance retail who have all quit

Q6. Germany has banned naked short selling ? What is it?

Ans. Selling shares by borrowing is short selling, selling even before borrowing them is naked short sell.

Q7. Warcraft and Second life are the most popular MMORPGs.What are MMORPGs ?

Ans. Massive multiplayer online role playing games

Q8. Bank of Punjab, Centurion Bank, Times Bank have all merged into a bank. Name it.

Ans. HDFC bank

Q9. What inspired India born scotsman Shepherd Barron to invent the ATM ?

Ans. A chocolate vending machine

Q10. As Abbott acquires Piramal it will get a brand of cough syrup that sells more for its intoxicating effect. Name it.

Ans. Phensedyl

Q11. How do we know 'Morris Oxford series III of 1957′ better in India ?

Ans. Ambassador car

Q12. Which Indian biscuit mfr was penalised as it had produced a small quantity of sugar used in their biscuits ?

Ans. Parle.

Q13. In global economics what is 'the new normal' ? Who coined it?

Ans. The post 2008 crisis, world economic order after recovery. PIMCO.

Q14.Name the man behind "Sulabh shauchalaya" who developed the two-pit toilet,an innovation now exported to 50 countries.

Ans. Bindeshwari pathak

Q15. Which airline, in the news, has the tag line 'simply priceless'?

Ans. Air india express

Q16. What is an IDR ? Who is the first issuer of IDR?

Ans. Indian depository receipt. Stanchart bank.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 27

May 18, 2010

businessbaatein Trivia Bank 1 Comment

Q1.What is crowdsourcing ? Who coined it ?

Ans.Sourcing not from a person or firm but openly from public or crowd by instituting rewards. Jeff Howe of Wired. Innocentive is one platform

Q2. Passengers may have died in New Delhi station stampede, but which luggage will ' Survive Mumbai. Survive the world'?

Ans. American Tourister

Q3. Suketu Mehta labelled Mumbai as 'Maximum city.' A new book on Delhi has labelled it '___ city' ?

Ans. Trickster city

Q4. In the book by the same name which country is called the 'Start-up nation'?

Ans. Israel

Q5. Mahindra has an export model offroader SUV which will have an India launch soon. Name it. Clue:- Great Indian desert

Ans. Mahindra THAR

Q6. What Sonata is to Titan in watches, this brand is to Tanishq in jewellery. Name this value brand.

Ans. GoldPlus

Q7. With which fashion brand would you associate the tag line 'Be stupid' ?

Ans. Diesel

Q8. After colour range, durability, washability lead free as USP now Nerolac is promoting a new USP in paints. What is it?

Ans. No smell

Q9. What innovative means has Bill Clinton adopted to pay off Hillary's debts?

Ans. A 5 $ lottery ticket. Winner will spend a Day with Bill

Q10. Name the Indian retailer whose private labels are Feasters, Jaan, Kitchen's promise and Enriche.

Ans. MORE. The Aditya Birla Grp venture

Q11. Connect QANTAS, GULF AIR, SINGTEL and PETRONAS

Title sponsors of F1 Grandprix at Australia, Bahrain, Singapore and Malaysia respectively

Q12. Which Indian sportsman has been signed by Tag Heuer as their brand ambassador ?

Ans. Karun Chandhok

Q13. Notion ink a Hyd based start up is making waves in gadget circles for ADAM. What is Adam ?

Ans. Tablet computer

Q14.Stanchart had a 30% stake in a PSU bank before its nationalisation. Name it.

Ans. Allahabad Bank

Q15. For its logo RBI chose East India cos' Double Mohur a sketch of lion and palm tree but made one major change. What?

Ans. Replaced lion by tiger

Q16. Which database co has been acquired by SAP for US 5.8 bn $?

Ans. Sybase

Q17. Ale, lager, bitter, stouts, pilsner are some of the 180 ways of doing what ?

Ans. Brewing beer

Q18. Which media group has acquired the MID-DAY newspapers business from Ansaris ?

Ans. Jagran prakashan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 26

May 11, 2010

businessbaatein Trivia Bank Leave a comment

Q1. In 'Economist' lingo what is 'Beijing consensus' ?

Ans. Chinese model of economic development

Q2. Name the animal rights activist who now wants to replace leather shoes with canvas shoes in school uniforms.

Ans.Maneka Gandhi, who else !

Q3. LCD TVs are in. VCRs are out. Mobile phones in. Typewriters out. Mineral water is in Barley is out. Even GOI has recognised. How?

Ans. New WPI

Q4. JTT a Japanese manufacturer has brought out the world's smallest digital camera. Name it. Clue-photo or image in Bengali.

Ans. CHOBI

Q5. Name the tea company co-founded by Dwarkanath Tagore in 1839 and was India's 1st joint stock co. It exists even today.

Ans. The Assam company

Q6. As Tories take charge in UK, an Indian CEO/columnist has Published a book titled ' Notes from an Indian conservative'. Name him.

Ans. Jerry Rao

Q7. A well known Indian coffee house chain is also the world's third largest coffee vending machine manufacturer. Name it.

Ans. Cafe coffee day

Q8. Why is Desai Bros. Ltd promoting Mother's day ?

Ans. MOTHER'S RECIPE pickles and papads

q9. There are 3 major rating agencies in the US. Often called Big 3. S & P and Moody's are two, name the third.

Ans. Fitch

Q10. What is special about a pillow branded 'Sound asleep' targetted at school students ?

Ans. It has small speakers that replay lessons while asleep

Q11. What will be the new name of TATA TEA ltd. ?

Ans. Tata global beverages ltd.

Q12. ICICI Bank logo of a stylish 'i' inside two elliptical brown circles is called ?

Ans. I-man

Q13. What was the amount given by J N Tata in 1909 to set up Indian institute of science? Clue it is eqvt. to 7000 cr today.

Ans. Rs 60 lakhs

Q14. What upcoming Hindu festival on May 16th has a lot of significance for the bullion market ?

Ans. Akshaya Tritiya

Q15. Why are electric cars being fitted with " Star Wars" noise ?

Ans. Electric cars being silent cause accidents. So some noise to alert the pedestrians. "Star Wars" noise is just a popular option.

Q16. Nitin Nohria the newly appointed dean of HBS is son of Mr K.KNohria. Nohria Sr. was the chairman of an Indian Engg co. Which one ?

Ans. Crompton Greaves

Q17. Name the largest Caribbean airline, often called jokingly as "luggage in another town" for its goofups.

Ans. LIAT airline

Q18. The oil-spill from BP's oil rig is slated to be bigger than the one from Exxon's tanker. Name the infamous tanker.

Ans. Exxon Valdez

Q19. As Anand plays his title defence with Topalov , logo of which company he wears on his sleeve. ?

Ans. NIIT

Q20. On pharma mergers. Hoechst a well-known co. till the '80s got acquired. Where is Hoechst today. ?

Ans. It is part of Sanofi-Aventis

- *G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Buy local food and fruits : they are safer

May 4, 2010

businessbaatein Uncategorized Leave a comment

Whenever I visit one of the upmarket grocery stores in Hyderabad like Spar, or Q-Mart I feel a little depressed. It is not the ambience or the service, that depresses me. They are good and nothing to complain about. It is the selection in the packaged foods section and the fruits section that really depresses me.

The packaged foods section is full of products sourced from all over the world. Biscuits from Scotland, pasta from Italy, noodles from Taiwan, Tomato puree and sauces from Spain, Cheese and chocolates from Switzerland, juice and drinks from various places and what have you. Many of these are well-known brands and are priced at multiples of Indian brands. But competing with them are unknown brands from Malaysia, Thailand, which are sold at rates far cheaper than the Indian brands.

The story at the fruits section is similar. Washington apples and Fuji apples have all but replaced the familiar Simla apples. Californian oranges, grapes from US, Kiwi fruits, sweet tamarinds, pears of different colours and sizes from all over the globe adorn the

racks. Local mangoes still get their traditional space, but many other local fruits like chiku, local oranges, sweet lime, jamuns, papayas etc have virtually gone out of the shelves of these premium grocers.

I believe that there is no reason and need for these goods, the packaged foods and fruits, to travel half the globe to reach the dining table of Indian households. India has a great cuisine and Indian companies provide a fairly good selection of products in most product categories. If some consumers indeed are habituated to some of these international brands during their stay/ visits abroad and now can afford it, I still see no reason why they should be bought.

These packed food items even if they are well within the expiry date, the consumers can never be sure under what conditions these items were transported across the different legs of the chain. I am not sure in a country like India, where the law is lax and enforcement is poor, whether the importers really abide by the Food Safety and Standards Act/ FPO guidelines. The parent company or the brand may be an international brand which may abide by all the local laws like US-FDA, but the importer is often a small-time trader/ importer from Dubai/Mumbai who does not have much of a reputation to protect. They often compromise on the cold chain and the handling required to keep the food fresh and safe. Unknown brands of food products from Malaysia/Thailand are riskier. Do not get taken in by their attractive packaging and low prices.

The green activists have been urging consumers to buy organic: buy local. The logic is if the food is travelling a long distance to reach the table, then a lot of energy is spent on transporting the food. This concept is being called as Food miles.

Food miles *is a term which refers to the distance food is transported from the time of its production until it reaches the consumer. Food miles are one factor used when assessing the environmental impact of food, including the impact on global warming.*

My appeal is straightforward, buy local packaged foods and local fruits, in your own interest, they are safer. If you believe in environmentalism, then you have the additional factor of food miles to support your decision.If you are a proud Indian, by buying food products manufactured in India, even by an MNC,you are doing your bit to the country's economy.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 25

May 4, 2010

businessbaatein Trivia Bank 1 Comment

This is 25th week in a row, I have posted a business quiz. No big deal. Yet, there is a feeling of accomplishment. Hope to continue… Many thanks to all the newspapers, magazines and media people who create content which is the source of all the questions. Thanks to all the readers and visitors to this site.

If you wish to contribute questions on business trivia, please post in the comments and it will be duly acknowledged.

Here are the questions for the week.

Q1. On pharma mergers. Hoechst a well known pharma co till ’80s got acquired. Where is HOECHST today?

Ans. It is part of Sanofi Aventis

Q2. Sony is the sole manufacturer of this once popular data storage media. It will stop it next year. Name it.

Ans. 3.5″ Floppy disk

Q3. In the context of global economy , which countries are being called PIGS. Name them.

Ans. Portugal Italy Greece Spain.

Q4. As per a recent report by C B Richard Ellis which city is the No 1 retail hot spot for international retailers ?

Ans. London. Followed by Dubai, Paris & NY

Q5. Who authored the book ‘NO LOGO’ which was an attack on brands,their influence and how their owners control the world ?

Ans. Naomi Klein

Q6. Which model from Bajaj is giving a scare to Hero Honda in the 100cc bike market ?

Ans. Discover

Q7. Which Indian born paramedic from Toronto of the NGO Globalmedic features in the Time 100 list for his relief work in Haiti earthquake ?

Ans. Rahul Singh

Q8. Name the IIM A alum from Bihar aka ‘ Business Baazigar’ who rocked recently at the Obama summit.

Ans. Irfan Alam - who has created Samman Foundation which has created a unique business aound rickshaws of Patna.

Q9. What is Twetiquette ?

Ans. Etiquette on Twitter for example, spellings, grammar, no all cap tweets. There are tweeple who watch and warn

Q10. Which Mumbai based corporate sponsored club has decided to get out of competitive soccer to focus on soccer at school level ?

Ans. Mahindra United

Q11. Recently a gym co with a gem of a name, _____ better value fitness limited concluded its IPO successfully. Fill in the blank.

Ans. Talwalkars

Q 12. Palm the co known for its PDAs and smart phones like PRE and Treo has been acquired. Who has acquired Palm?

Ans. Hewlett Packard

Q13. What is aeroponics ?

Ans. Growing plants in air without any need for soil. Vertical multi storeyed farms are possible using this

Q14. Which Union Minister’s family is associated with the IMT group of B-schools present in Ghaziabad, Nagpur and soon in Hyd?

Ans. Kamal Nath

The ET- Brand Equity Quiz begins today. Wishing the participants all the best.

Share this:

- Twitter
- Facebook

- Email
- Print
- More
-

Like this:

ICL and IPL : More similarities than differences

April 28, 2010

businessbaatein Uncategorized Leave a comment

In the IPL hoopla most have forgotten that the now discontinued Indian Cricket League (ICL) was the first T20 cricket tournament in India. Started in 2007, it saw the potential of T20 cricket among different teams as an entertaining format ideal for TV.

Indian Premier League (IPL), however much Lalit Modi may deny was inspired by the ICL format.

ICL was considered an unofficial league for the simple reason that it was a private league promoted by Subhash Chandra. It did not have the blessings of BCCI.
BCCI even punished people like Kapil Dev and players associated with ICL and ganged up with other cricket boards to disallow the players included in ICL in their national teams.

On the face of it, IPL appeared to be totally above board and had the sanction of the BCCI, implying that the Govt backs it. So IPL came to be recognised as the official cricket league. This gave it the moral authority, government backing and the credibility which ICL lacked. In addition with the kind of budgets and the scale that IPL could muster , IPL succeeded and ICL failed.

But recent exposes on IPL gives us a completely different spin to IPL. IPL has more similarities to ICL than just the T20 cricket format.

- ICL was promoted by Subhash Chandra and run by Himanshu Mody. IPL was promoted by BCCI (Sharad Pawar ?) and run by Lalit Modi.
- ICL contracted various Indian and foreign players and divided them randomly into city teams. All teams were owned by Subhash Chandra initially. IPL auctioned franchises to various corporates/ owners and then each team bought players in auctions. Now it is becoming clearer that although public face of the teams were different, the owners of the teams were all part of a caucus ,either direct BCCI office bearers (CSK) or benami by Lalit Modi (KKR, KXP, RR ?). The rivalry between teams was an artificial creation only for public consumption.
- ICL was conducted to create content for Zee Sports, which was owned by Subhash Chandra. IPL was conducted to create content for SET MAX, in which Sharad Pawar's son-in-law B R Sule is alleged to have a significant stake.

- ICL co-opted Kapil Dev as the Chairman to give it a credible cricketing face. IPL brought in Sunil Gavaskar, Pataudi and Shastri in the governing council for the credibility. In both cases it was 'cash for credibility" deal. Atleast in the case of ICL, Kapil Dev was a paid Chairman and it was disclosed.

The only major difference between ICL and IPL was that ICL was a private league upfront, IPL was termed as a BCCI , therefore government, sponsored league.Though it is now coming out that IPL was as much a private league as the ICL Lalit Modi's real calibre was in getting it an official status and manipulating back-doors to ban ICL players.

In India, hyprocrisy is a way of life. Manipulators succeed where entrepreneurs fail.

The monopoly of BCCI (often called Badmaash Company of Cricket in India) to conduct cricket leagues ought to go. Their arm-twisting International and state boards should stop. There are enough cricketers waiting to be discovered, tens of TV channels hungry for content, enough zoozoo advertisers, plenty of out-of-work stars who will come to cheer for some sweat equity and millions of cricket crazy Indians.

If Lalit Modi is really the magician he is made out to be, he can revive ICL (very unlikely because of the bad blood) or start a new league with his papa's wealth.

If the Indians love T20 cricket, give them choice. May the best league win.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #24

April 27, 2010

businessbaatein Trivia Bank Leave a comment

Q1. MUDRA and BBDO india are ad agencies which are part of the second largest ad group in the world. Which one ?

Ans. Omnicom

Q2. It is not Pune punters or Pune pirates or Pune pansies or even Pune pundits. The Pune IPL team will be called Sahara Pune….?

Ans. Warriors

Q3. Name this new Mahesh Manjrekar film based on the 1982 Bombay textile mills strike led by the notorious Datta Samant.

Ans. City of gold

Q4. Before film stars and cricketers came to ads, What pics were common in posters and calendars for indian products?

Ans. Hindu Gods & goddesses. Baby Krishna on Woodwards and Vishnu on sunlight

Q5. In 1920s-30s big indl groups in india e.g Bird & co used to raise capital,float cos & manage them, What were they called ?

Ans. Managing agency

Q6. In this season of scams it is time to remember 'Deep throat' who blew the lid of one of the biggest scandals in US. Which one ?

Ans. Watergate

Q7. Which crisis has been described by IATA chief as a crisis 'bigger than 9/11′ for the aviation business?

Ans. Volcanic ash in the Iceland sky

Q8. This former Ranbaxy chief has a 50:50 JV with GVK group called GVK bio, a fast growing CRO. Name him.

Ans. D S Brar

Q9. Often called the 'father of Indian HRD', this academician has over 60 books to his credit in HR/OB.He passed away Who?

Ans. Dr. Udai Pareek

Q10. What is the new social media platform by Microsoft targetted at politicians called ?

Ans. Townhall

Q11. Which All india project will be conducted over 11 months by 25 lac team members and costing Rs 2209 cr ?

Ans. Census 2011

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Why are Doctors losing respect in the society ?

April 25, 2010

businessbaatein Uncategorized 3 Comments

From childhood we hear medicine is a noble profession. Doctors make great sacrifices to save lives. On the operating table, they play God. They dedicate their lives to serving society. A Doctor exists to serve his patients etc etc. All these beliefs gave the Doctor profession a great deal of respect in the society.

Yet, it appears this respect is eroding and eroding rather rapidly. The cancer of corruption and greed that has eroded most of the institutions in the society has touched the medical profession too. The recent arrest of Dr Ketan Desai , the President of Medical Council of India, the foremost professional body of Doctors, by CBI for accepting a bribe of Rs 2 crore, just proves this.

Informal chats with professionals in the pharmaceutical marketing throws up anecdotes galore of the greed and malpractices of highly successful doctors. In the pharmaceutical trade, an amount of 35 % of the MRP of the drug is set aside for marketing expenses. A significant portion of this expenses is spent on gifts for the doctors. These gifts are so devised , so that the Code of ethics for doctors is not violated.

MCI has amended the Indian Medical Council (Professional conduct, Etiquette and Ethics) Regulations, 2002.

"The amendment prohibits the doctors from accepting gifts, travel facility, hospitality, cash or monetary grants or any other favours from any pharmaceutical and allied health sector industry for self or family members."

Yet, the Health Minister has admitted in reply to a parliament question that nearly 2,000 doctors have violated professional ethics. This is just the tip of the iceberg, because this represent only cases where the pharma companies have complained to the MCI. In most cases, pharma companies have accepted it as an occupational hazard or a cost of doing business and therefore do not complain.

In an incident which appeared bizarre to me, one pharma marketing manager was narrating how physicians deal with senior citizens. Diabetes being a rather common disorder among Indians, most senior citizens are recommended to undergo blood and urine tests for sugar. The diagnostic centre in connivance with the doctors give wrong reports indicating diabetes. The physician then puts the patient on insulin. As the patient comes out of the chamber, he is likely to be greeted by several Medical reps (MR) asking the patient, not his well-being, but what the doctor had prescribed. Based on the brand of insulin prescribed the respective co's MR puts a tally mark against the Dr's name. On reaching a target of say 50 the doctor is eligible for a car. Insulin being a life-long treatment and usually patients do not change the brand, the cost of car can be recovered in the long run. In the meanwhile, the competing MRs go and complain to the Doctor about how he has been partial to one company. Then they bandy their gifts and inform the doctor where the Doctor's score stands with respect to their company's scheme.

One pharma company CEO made a comment that he is quite happy bidding for Government tenders than dealing with doctors. Bribes in government tenders at 20 % are lower than the expenditure on gifts to doctors. In addition, he did not have to put up with the tantrums of many specialist doctors, who often insist on calls every week only from the CEO.

Govt has through various means like Drug price control order, MCI guildelines etc have tried to keep the cost of drugs in check. Yet, in healthcare , medicines account for only 15 % of the total expenditure. Other heads like diagnostics, hospitals, Doctor's fees etc account for the rest. These are all in unorganised sector and there are virtually no price controls and guidelines for these.

Most patients would have their own story to narrate about how many tests they or their family member had to undergo before the doctor pronounced his diagnosis. On many occasions an expensive MRI or a CAT scan was done but the doctor did not even spend a minute reading the report. Upto 50 % kickbacks to the referring doctors by the diagnostic centre is the norm in most metros. The high rates of tests are not only to recover the investment the promoter has made in the equipment but also for the expenditure to cultivate a network of doctors who refer their patients to the centre.

Private sector hospitals particularly the tertiary care centres often under a corporate structure are a law unto themselves. The malpractices in pricing and dispensation of medical devices like stents or heart valves are many. Under the veneer of computerised efficiency and courteous patient care, overbilling and cheating the unsuspecting patient is rampant. Most ambitious doctors today dream of owning and operating a nursing home atleast, if not a hospital. Multimillionaire doctors like Dr Naresh Trehan have become role models for many doctors. (No wonder the Singh brothers, Malvinder and Shivinder, after selling Ranbaxy have decided to focus on healthcare, even quitting the financial services company Religare.)

It is no surprise that increasing number of doctors are unable to resist the temptation to cheat the patients a little or be greedy with the pharma companies, so as to make a fast buck. In the bargain losing respect a little. In honest chats with doctor friends, they will confess that they also started with the idealism of doing service to the society, but they

could not stand up to the pressures of consumerism. Now, their ideals and ethics is limited only to family and friends. For all others, it is just money, money, more money.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 23

April 20, 2010

businessbaatein Trivia Bank Leave a comment

Q1. Which All india project will be conducted over 11 months by 25 lac team members and costing Rs 2209 cr ?

Ans. Census 2011

Q2. What simple innovation did HUL carry out in its detergent bars to save BOP customers cost and water ?

Ans. A waterproof coating on 5 sides

Q3, Like Getty Images, an Indian co has created a collection of Indian images for use in ads. Brochures web sites etc. Name it.

Ans. Imagesbazaar.com

Q4. Between ’87 & ’91 Lalit Modi was Exe. Director in a cigarette major. Name it.

Ans. Godfrey Philips. His family business totters but he is on top

Q5. Name this India born strategy guru who is credited with ‘core competence’ and ‘Bottom of Pyramid ‘. He passed away recently.

Ans. C K Prahalad.

Q6. Why has EYJAFJALLAJOKULL been in the news ?

Ans. It is the volcano in Iceland which is spewing ash forcing airlines to cancel flights leading to huge losses to the industry

Q7. The Kochi IPL team owner Shailendra Gaikwad’s team won the SPL. What is SPL?

Ans. Solapur Premier league

Q8. Connect Hotspot, Big C, Univercell, Sangeetha….

Ans. All are chains of multi brand cellphone retail outlets in south india

Q9. What is Harshad Mehta doing in the Kochi IPL team ?

Ans. He is the new Chairman of the KOCHI IPL team. In the land of scams even scamsters (?) names repeat

Q10. First proposed by Abdul Kalam , what is ‘PURA’ ?

Ans. Providing urban infrastructure in rural areas. GOI has taken it up

Q11. You know KKR the IPL team. In PE circles what is KKR ?

Ans. Kohlberg Kravis & Robert

Q12. According to Tharoor camp what is Lalit Modi’s KXP connection ?

Ans. Gaurav, the brother of Mohit Burman, one of the owners of KXP, is Modi’s son-in-law.

Q13. What is unique about TACTILE MINDS a Canadian publication ?

Ans. First porn book for the blind. 17 nude pics of women & men that can be ‘felt’

Q14. What unique distinction did PROPUBLICA receive recently?

Ans. First online publication to receive a Pulitzer prize for journalism

Q15. Why should bank customers be grateful to Indore based Mahesh Natani & Ajit Jain?

Ans. Their PIL forced RBI to issue the new Savings Bank interest rule based on daily balance rather than monthly balance.

Q 16. Name this Stephen-IIMA alum who will take over as the global Mastercard CEO. Clue: his brother was HUL chairman.

Ans. Ajay Banga

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 22

April 13, 2010

businessbaatein Trivia Bank Leave a comment

Q1. Before selling its majority stake to a foreign bank with which bank were the GMR group associated ?

Ans. Vysya bank now ING Vysya

Q 2. Oberoi group has launched a bottled water brand. Name it. Clue – Red fort got a french twist.

Ans. L'quila

Q3. Shahrukh Khan is onboard this airline as a director. Name the airline.

Ans. Jet airways

Q4. United Spirits claims to have become the no. 2 spirits co. in the world. Who have they dislodged?

Ans. Pernod Ricard. Diageo is no 1

Q5. Over several IPL venues one can see a balloon like thing floating with MRF written in bold letters. What is it called?

Ans. Blimp

Q6. This summer most AC mfrs are highlighting their star ratings, 5 star being the most power saving. Who awards these ?

Ans. Bureau of energy efficiency

Q7. Pepsi has announced an alliance with Tata Tea for beverages. Which Tata co. was JV partner of Pepsi when they entered India ?

Ans. Voltas

Q8. Which agency is conducting the 3G auctions on behalf of the govt of India ?

Ans. Rothschild along with Dotecon

Q9. Popular FMCG brands like Bournvita put TV infomercials thru Buchanan group at a big discount. Under what name they advertise ?

Ans. Brand power

Q10. In the '90s Chidambaram had resigned & was accepted by the PM PV Narasimha Rao. Why did he resign then?

Ans. PC had invested in the scam tainted FAIRGROWTH

Q 11. SKS microfinance will be the first MFI to go for an IPO. What does SKS stand for ?

Ans. Swayam Krushi Sangam. It started life as a non-profit

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

IPL 3 Quarter Finals-by accident or design ?

April 12, 2010

businessbaatein Uncategorized Leave a comment

IPL 3 is now at a very interesting crossroads. One month of cricket has already been played and yet the semi-final line-up is not clear. After the matches on the 11th of April, only one team Mumbai Indians (MI) has qualified for the semi-finals. But for Kings XI Punjab, who have virtually no chance of making it to the semi-finals, rest of the six

teams have a good chance of making it to the semis. A look at the points table tells us that 3 teams are bunched at 12 points and 3 teams at 10 points at this stage in the league when most teams have played 11 matches each and 2 teams have played 12 matches each.

There are 11 more league matches between 12th April today and the semi-finals on 21st April. Each of these matches features, atleast one team who has a must-win requirement to make the semi-finals. There are several matches where both the teams have a must-win requirement for example CSK vs KKR on the 13th of April. Thus making the last few league matches, a virtual knockout stage. Thus making the league very interesting.

These matches are virtual quarter finals. Although there are no official Q/F as per the league format, in IPL 3 this has come about. The question to ask is whether they have come about by accident or by design ?

Whereas, one would like to believe that these Q/Fs have come about by accident, there are quite a few indicators which point to the other side. The league matches in the last 10 days have thrown up very surprising results. Mumbai Indians which was cruising along beautifully, suddenly started losing to much lesser teams that too , 2 in a row. KXP which did nothing right in the first half of the league, suddenly starting becoming the giant-killer beating KKR even when they scored 200 and further beat up MI and DD which were at the top of the table. A large number of cricket enthusiasts point out to freak dismissals through run-outs, dropped catches etc to drive home the point that the script for the IPL 3 is not being written on the ground in which it is played.

The commercial angle to the need for Q/Fs is pretty clear. Well into the 4th week of the league, fatigue has set in among the TV viewers. The novelty of T20 namely sixes, run-outs, wickets, cheergirls has somewhat worn out already in the third year. News is coming out that the audience for IPL in theaters across India is very low. The summer heat this year, has been very severe, making it all the more diffcult for filling up the stadia. Many new centres like Nagpur, Dharamsala are hosting IPL matches for the first time, even though they have no home teams playing.

Much that I would like to attribute the results of the matches held in the last few weeks to ‘the glorious uncertainties of cricket’, one cannot ignore the huge commercial motive. Let’s not forget IPL is in the hands of Lalit Modi, who is a brilliant marketer/organiser but also a consummate gambler.

One can never be sure, if the Q/Fs are by accident or design. If it does come out that it is by design, one should treat IPL as no different from WWE, the wrestling competitions on TV.

Share this:

- Twitter
- Facebook
- Email
- Print
- More

Like this:

Weekly Business Quiz # 21

April 6, 2010

businessbaatein Trivia Bank Leave a comment

Q1. Before selling its majority stake to a foreign bank with which bank were the GMR group associated ?

Ans. Vysya bank now ING Vysya

Q2. What is a 'digital will' ?

Ans. A will to bequeath digital assets like private emails , digital music photos , videos etc

Q3. Where will you find the worlds Mauryaprast, Noom. Solaria. Re-janm online ?

Ans. In www.gojiyo.com a social network site by GODREJ

Q4. Which former US president as a board member of American Express stunned the board when he asked the diff between 'equity' and 'revenue' ?

Ans. Gerald Ford

Q5. Why are HUL and Colgate watching the moves of WRIGLEY 'S and PERFETTI in the marketplace ?

Ans. These cos. are pushing gum brands as oral care even through dentists

Q6. Who owns the skin care brand Neutrogena ?

Ans. Johnson and Johnson

Q7. 'How many friends does one person need?' according to Robin Dunbar's book which has this title.

Ans. About 150. Beyond that there is memory overload.

Q8. Why does the bar in the Mum-Delhi luxury train Maharaja express have a 'dry day' board on 2 days out of its 7 day journey?

Ans. Prohibition in Gujarat.

Q9. Sweating in the Bhopal heat what did the Union Minister Jairam Ramesh refer to as 'barbaric colonial relics' ?

Ans. The convocation dress

Q 10. Why savings bank a/c holders will earn more interest from 1 apr 2010, though the int rate is same ?

Ans. New method based on daily balances as against lowest monthly balances earlier.

Q 11. Which Hyderabad based group has been sponsoring #Sania Mirza since her junior tennis days ?

Ans. #GVK

Q 12. Maruti 800 and Ford Ikon have stopped sales from today in 13 indian cities. Why ?

Ans. BS-IV pollution norms. These models are only BS-III compliant.

Q13. On being offered a drink in London and your reply was KUCCH NAHI. What will the host bring?

Ans. Whisky.KUCCH NAI is a whisky launched by an NRI.

Q 14. Ministry of health GOI has a dept of AYUSH. Expand AYUSH.

Ans. Ayurved, Yoga and Naturopathy, Unani, Siddha and Homeopathy. All traditional medicines.

Q 15. Ninety % of US CEOs are taller than the average American. What is this bias called ?

Ans. Heightism

- G.Mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #20

March 30, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q1. Connect Cement brands and IPL teams….CSK -India cements , RR- Ultratech, KXP-_____?

Ans. ACC

Q2. In New York, a bill is being moved which prohibits the use of an important ingredient for health reasons in any preparation by a restaurant. What ingredient ?

Ans. Salt. Restaurants are allowed to keep it on the table.

Q3. Name this NGO which channelizes unutilized material in urban households to poor rural households. Starting with 67 clothes a few years ago, it does 50Tonnes every month with 300 volunteers.

Ans. GOONJ

Q4. Name the only Indian player who is present in mobile phone handsets as well as mobile services.

Ans. Videocon. It launched its services in Chennai recently.

Q5. Under which brand has COCA COLA co launched its Nimbupani in India this summer ?

Ans. Minutemaid

Q 6. *Bhut Jolokia* has entered Guinness Records for having over 1 mn Scoville units of a property. What ?

Ans. It is the world's spiciest chilli. Scoville is the unit for spiciness

Q7. Name this brand which is supposed to 'magnify the indomitable spirit of the new Indian woman ?

Ans. ' i-pill the emergency contra pill. Piramal bought it from Cipla recently.

Q8. Why are US small cities vying for GOOGLE'S attention ?

Ans. Google has promised to build a ultra high speed network at no charge in one or more US cities

Q9. Name the character of the eccentric chocolate maker from the Roald Dahl children classic 'Charlie and the chocolate factory' .

Ans. Willie Wonka. A popular flavour at Creamstone in Hyderabad.

- G.Mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

New IPL franchises tell where are India's growing markets

March 23, 2010

businessbaatein Uncategorized IPL Leave a comment

The Indian Premier League (IPL) recently awarded franchises for two new centres, Pune and Kochi from 2011 onwards. The Pune franchise has gone to the Subrata Roy led Sahara Group. The Kochi franchise has gone to a little known group which goes by the name Rendezvous Sports. The amounts paid by the 2 team owners are staggering and is 25% higher than the amounts paid by the 8 teams paid in the first auction.

It is interesting to see the cities chosen for the second round of auctions, Ahmedabad, Pune, Nagpur and Kochi. Bidding the same amounts for Ahmedabad, Nagpur and Pune, the Sahara team chose Pune.

Pune is the second city in Maharashtra to have an IPL franchise. It is very close to Mumbai, which already has an IPL team. Mumbai being a commercially important city, it can as well have a second franchise. Already Mumbai is hosting IPL matches in two stadia, Brabourne and D.Y.Patil. Pune is like the second franchise for Mumbai, much like Manchester City and Manchester United in EPL. Subrata Roy has mentioned that the Aamby Valley being close to Pune has made them chose Pune over the other cities.

IPL may appear to be cricket. But it is much more than that. It is the convergence of Advertising, Bollywood and Corporate Power (ABC) . (In a highly critical piece on the Indian TV and media, P.Sainath wrote an editorial in The Hindu carrying the same title 'Advertising, Bollywood, Corporate Power'). The cities which have the biggest markets are likely to attract most advertising. Bollywood glamour is essential to attract the non-cricketing enthusiasts like women and children to watching IPL matches, forgoing their soaps and cartoons. Corporate Power is essential to bring in the big money. Corporate groups are attracted to IPL possibly because the access it gives to fame, glamour and even access to politicians. Cricket is just incidental.

Kochi and therefore Kerala getting an IPL franchise is quite a surprise. Kerala is never known for its cricketing skills. Sreesanth is perhaps the only test level player Kerala has

given to the Indian team. Kochi is the fourth team from the South to have an IPL franchisee.

It is not surprising that big states like UP and Bihar have no IPL franchise. UP is a Ranji finalist and has several players who make it to the T20 India team like Suresh Raina, Praveen Kumar, RP Singh to name a few. Sahara group head quarters is also at Lucknow and Subrata Roy is a virtual maharaja in the Sahara City. Yet, there is no IPL franchise, because it is low on ABC score.

The entire East India has just one team from Kolkata. The eight states of North East is totally unrepresented through any IPL franchise.

Many years ago, Jairam Ramesh had said, when he was not a minister, that if one takes the map of India and keeping Varanasi in UP as a reference point draw a line one will find a huge contrast between the entire region to the West of Varanasi to that of its East. The East lags behind and the gap is getting bigger every year.

The economic progress and the market growth made by Western and Southern India is reflected even in the choice of IPL centres.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #19

March 23, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q1.Why are the private label tooth paste launched by Future group called SACH ?

Ans. It is co-created with SACHIN TENDULKAR

Q2. How did the drink PEPSI get its name ?

Ans. It originally contained PEPSIN, which aids digestion.

Q3. Name this innovative cricketing gear designed by Marcus Codrington Fernandez, a former creative director of O & M. Introduced in the IPL by Matthew Hayden.

Ans. Mongoose bat

Q4. Amazing Australia, Truly Asia Malaysia, Incredible India. Which country has the tagline ‘Where it all begins’?

Ans. Egypt

Q5. Which is believed to be the oldest mall in India ?

Ans. Spencer Plaza in Chennai which opened in 1863

Q6. Name the life insurance venture floated by Bank of Baroda, Andhra bank.and Legal & General.

Ans.Indiafirst

Q7. Connect Keo Karpin, Dr B C Roy (former West bengal CM), Pfizer and Ranbaxy with a co.

Ans. DEY’S Medical. Brand, owner, principal and agent in 1950s respectively

Q8. What innovation did William R Warner do in 1856 ?

Ans. Warner & co after many mergers is now part of Pfizer. Sugar coating process for tablets

Q9. In US in Feb’10, traffic in which site exceeded that on GOOGLE for the first time ?

Ans. Facebook

Q10. ‘A larger revolution than even in the telecom sector awaits us.’ says Kapil Sibal. What revolution is he talking about ?

Ans. Foreign universities in India

Q11. Analjit Slngh’s group is called the MAX group. Why ?

Ans. First letter of his parents’ names Mohan, Avtar and X for others.

Q12. In global pharma industry what are blockbuster and mega blockbuster drugs?

Ans. Drugs that have annual sales of over 1 bn $ and 10 bn $ respectively

Q13. On the 25th anniversary of BSP a garland estimated to be worth 2 to 5 Crore Rs. was put on Mayawati. What was it made of ?

Ans. 1000 rupee notes

- G.Mohan

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 18

March 16, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q1. Connect Calvin Klein. Tommy Hilfiger, Arrow, Van Heusen.

Ans. All are brands owned by Phillips Van Heusen,US

Q2. On Youtube why is the video 'Hitler goes for certifications' a hit among Infosys staff?

Ans. It mocks INFY HR for promotion policy insisting certifications

Q3. Why do some 5 star hotels sell or gift pillows,towels mugs etc found in hotel rooms ?

Ans. To stop guests from taking them without asking.

Q4. What According to Giorgio Armani, the Italian designer, is the democracy of fashion ?

Ans. Jeans

Q5. With which IT major would you associate Zune music players and phones ?

Ans. Microsoft

Q6. Sales revenue per sq feet is a metric used to measure productivity in which industry?

Ans. Retail

Q7. A book on IPL titled GAMECHANGERS has been published by HARPER COLLINS.Name the author.

Ans. Fakeiplplayer. The controversial blogger of IPL-2

Q8. In IPO jargon what is ASBA?

Ans. Application supported by bid amount. money is transferred to issuer only to the extent of and after allotment

Q9.How can movie goers make money on the Cantors futures exchange ?

Ans. By placing bets on the box office perf of soon to be released movies

Q10. What service is provided by techpedia.com ?

Ans. A network of students of 300 engineering colleges across India. Industry can post problems here

Q11.South Korean President Lee Myung Bak headed a chaebol before he became President. Which one ?

Ans. Hyundai

Q 12. Pick the odd one out…..FIESTA, FOCUS. FORTUNER, FIGO, FUSION.

Ans. FORTUNER is from TOYOTA. Rest are FORD models

Q 13. Bill gates said ' If only I had only one wish for the next 50 years. It would be to invent the thing that halves the cost of ___ ?

Ans. CO2 (Carbon dioxide)

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #17

March 9, 2010

businessbaatein Trivia Bank Leave a comment

Q1. Chhavi Rajawat is a LSR grad and an MBA from Pune.What unusual career choice has she made ?

Ans. She is the sarpanch of her village Soda in Raj.

Q2. 'Why should boys have all the fun' is the tag line for which two wheeler brand?

Ans. Hero Honda Pleasure.

Q3.Name this dessert whose recipe was taken by Marco Polo from China to Italy in 1295.

Ans. Ice-cream.

Q4. In executive compensation jargon what is a ‘clawback’ ?

Ans. A bonus that can be taken back later bcoz of poor performance

Q5. In the well-known charity CRY what does CRY stand for ? Hint : it has changed from the original.

Ans. Child RIGHTS and you

Q6. Name this hotel chain. 4th largest in the world by rooms owned by PE firm Blackstone.

Ans. Hilton

Q7. Which scion of the Birla family ran cos. like Hind Motors, Orient Paper, Hyd industries ? He passed away recently.

Ans. G P Birla

Q8. Priya Paul is the Chairperson of which group of hotels ?

Ans. Park Hotels of the Apeejay Surrendra Group

Q9. At Nokia, the top management have sessions with select juniors learning on spl. topics. What do they call such a process ?

Ans. Reverse mentoring

Q 10. After creating a TVC around a moustache for FEVICOL, he has created another moustache ad for Rajasthan Royals. Name this adman, who loves his mooch.

Ans. Piyush Pandey of O&M

Q 11. Which brand has admitted that its ‘naturals’ variant of detergent contains no ‘natural’ ingredients.?

Ans. Tide from P & G

Q 12. How has recession affected the Spiderman ?

Ans. His alter ego Peter Parker has been fired. He is unemployed now and lives on dole.

Q 13. As per the latest football money league which is the richest club in the world? (Clue,not MAN-U)

Ans. Real Madrid

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 16

March 2, 2010

businessbaatein Trivia Bank Leave a comment

Q1. Name the drug discovered by Felix Hoffman in 1899 when he found that a compound salicin found in willow plants is a pain reliever.

Ans.Aspirin

Q2. Who said 'The three greatest leaders of the 20th century were Hitler. Stalin and Mao.'?

Ans. Peter Drucker on perils of having strong leaders

Q3.Connect Windows Phone 7, Nokia MeeGo, Samsung Bada, Google Android…

Ans.All are Operating systems for mobile phones

Q4. In tech lingo what is the 'slashdot effect' ?

Ans. Crashing of sites due to heavy user load after they get mentioned in slashdot.org

Q5.Which model turned movie-star models for FANTA, GARNIER, VIRGIN MOBILE etc. ?

Ans. Genelia D'Souza

Q 6.Adani group is in the news for customs evasion. Name the private port owned and operated by this group.

Ans.Mundra in Gujarat

Q7. Benchmark MF has launched india.'s first ETF linked to an overseas index. Which one ?

Ans. HANG SENG intl. Index of Hongkong

Q8. Name the compact bilingual – hindi and Eng -daily for the youth which is making waves in the Hindi belt.

Ans. iNext

Q 9. Recently which popular service on radio has moved from 1539 khz to 828 khz?

Ans. Vividh Bharati. (Thanks Dhrubo).

Q 10. Name the brand of snacks which is awarding not only prize money but a share of sales for suggesting new flavours.

Ans. Lays

Q 11. LG has launched new model of cell phones for women which come in white, pink, pista green colors.Name it.

Ans. LG icecream phones

Q 12. How has Mamata extended her slogan 'maa,maati, manush' to create 3 trains in rly. ?

Ans. MATRUBHUMI, JANMABHUMI and KARMABHUMI express trains

Q 13. Church of England has sold its entire stake in Vedanta for non-fin reasons. What investment phil they follow?

Ans. Socially responsible investing

Q 14. Why has SRK decided to put KKR'S contract with LUX COZI on hold ?

Ans. Bcoz Kolkatans are protesting that Todi of LUX is behind Rizwanur murder

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 15

February 23, 2010

businessbaatein Trivia Bank Leave a comment

Q1.What is the popular name of ‘computer automated turing test for making computers and humans apart’ ?

Ans. CAPTCHA. An MIT project for Yahoo to avoid bots in chats and blogs. Later used in several web-sites

Q2.Dhirubhai observed SHELL closely and dreamt about building a co like Shell. After visiting plant of which MNC in ’65 did Dr Anji Reddy dream about DrReddy’s Lab ?

Ans. Pfizer

Q3. His first invention was an undersock that kept feet cold in summer and hot in winter.it failed. His next was a blockbuster. What ?

Ans. TV . J L Baird

Q4. Aamir Khan showed his genius for cinema marketing very early. For QSQT the family prod. what idea did he use?

Ans. Tied up with DD’s CHITRAHAAR

Q5. “All good things were for export.” is a quote credited to which former indian PM?

Ans. Morarji Desai

Q6. Tirupati Laddu has a GI tag now. What is GI ?

Ans. Geographical indicators. Spurious mfrs of laddus from other places cannot claim them to be from Tirupati

Q7.In strategy what is a ‘lemming syndrome’ ?

Ans. When cos find false comfort when others are pursuing similar strategies.

Q8. FEDEX had a failed service called ZAPMAIL in the ’80s. What was it?

Ans. A Hybrid of courier and fax service which delivered mail in 2 days. Fax machines became very common and it failed

Q9. The Teesside plant of CORUS in UK is being mothballed. What is being done?

Ans. Shutdown indefinitely.

Q 10. Which comic book character's image or ref is present in every episode of Seinfield ?

Ans. Superman

Q11. What is made from the curds of soybean milk and is often called the 'Cheese of Asia' ?

Ans. Tofu.

Q 12. If IC is Air india,9W -Jet airways, IT- Kingfisher, 6E-Indigo then BZ is ?

Ans.Blue Dart Aviation

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz#14

February 17, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q1.Under what historical name will Sanjiv Mehta open his co's flagship store in Conduit St. In the heart of London?

Ans.East India company

Q2.Which article of everyday use was first produced by Automatic Hook and Eye co in 1896 ?

Ans. The zipper

Q3.In the 1925 edition of Encyc. Brittanica who was the author of the article on 'mass production' ?

Ans. Henry Ford (ghost written)

Q4.New book DORK by Sidin Vadukut is Dilbertian look at life in cubicles of the Mumbai office of Dufresne. What is Dufresne ?

Ans. A mgmt consulting firm

Q5. This toy invented by Walter Morrison, rights sold to Wham-O in 1957. Sales over 200 mn worldwide. How we know these 'Pluto platters' today ?

Ans. Frisbee

Q6.Name this Jesuit priest cum education entrepreneur who set up XIMB GIM etc. Recently awarded Padmashri.

Ans.Fr. Roumald D'Souza

Q7. What is the new social networking platform from Google called ?

Ans. Buzz

Q8. 'it's hip to be rural' People who have never seen a farm are farming virtually on this killer app on FACEBOOK. Name it.

Ans. Farmville

Q8. Literary critics are livid over Sahitya Akademi. This year they have an MNC sponsoring the awards. Which company are we talking about ?

Ans. SAMSUNG

Q9. "'Happy days are here again' is often used in ads to announce a sale. When was it first used and by whom?

Ans. Franklin Roosevelt after Great depression

Q10.As per the recent Du Pont Automotive colour popularity report which are the top 3 car colours ?

Ans. 1. Silver (25%) 2. Black (23%) 3. White (16%)

Q11.Between 1950 and 1955, india had rupee. anna paisa system. Under this how many paise made a rupee ?

Ans. 64 paise. A rupee was made up of 16 annas and an anna 4 paise.

Q12. An indian scientist has developed a genetically engineered tomato. What unique property does it have ?

Ans. 45 days shelf life agst 15 days

Q13. Name this anti cholesterol drug from Pfizer,the largest selling drug in terms of value globally.

Ans. LIPITOR

Q14. Connect SYNERGY (producer of KBC), Indian Terrain, ADLABS….

Ans. All are part of Reliance ADAG

Q 15. Which indian IT major's web site was hacked recently and had a 'For sale' banner in English and French on it. ?

Ans. TCS

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #13

February 9, 2010

businessbaatein Trivia Bank quiz Leave a comment

Q.1. The Union Environment Minister Jairam Ramesh is being accused of being an agent of which MNC by the green activists ?

Ans. MONSANTO

Q2.What does the phrase ' the Great Firewall of China' refer to ?

Ans. Chinese censoring of the Internet

Q3.Name this Pepsico brand which was acquired from Quaker Oats and is sold as 'World's No 1 sports drink' .

Ans. Gatorade.

Q4. What is 'Wrap rage'?

Ans. Extreme anger caused by product packaging that is difficult to open or manipulate:)

Q5.Which legendary economist once said ' When facts change, I change ' ?

Ans. John Maynard Keynes

Q6. Falaknuma palace was the residence of the Nizam of Hyderabad. It is being restored and converted into a luxury hotel. Which group?

Ans. Taj

Q7.What is a sovereign debt crisis ?

Ans. When the govt of a country is on the verge of default on its debt. Greece is now on the verge of one

Q8.What unconventional way to combat corruption has been used by an Indian NGO 5thpillar ?

Ans. A zero rupee currency note printed and distributed to people so that when a govt official asks a bribe he is presented this note which has no value

Q 9.Who publishes a magazine titled HARPO ?

Ans. Oprah Winfrey. Oprah read backwards

Q 10. Who or what has the Wired magazine nominated for Nobel Peace prize this year ?

Ans. The Worldwide web

Q 11. What unique service does commuteeasy.com provide to the residents of Bengaluru ?

Ans. Carpooling

Q 12. 'Large inheritances can kill heirs' says this Russian billionaire who gave away 2.1 bn $ like Gates and Buffet. Name him.

Ans. Vladimir Potanin

Q 13. Which indian bank has introduced a floating rate deposit where interest rates can change every quarter ?

Ans. HDFC BANK

Q 14. Which EPL match had the first live 3D broadcast on Skysports ?

Ans. Arsenal vs Man-U on 31st JAN 2010

Q 15. 'Let's begin' is the new corp tagline of ESSAR group. Essar began as a partnership between the brothers S and R. Name them.

Ans. Shashi and Ravi Ruia

Q 16.This visionary former Chairman of ONGC took it global and acquired MRPL. He had a public spat with petroleum minister.?

Ans. Late Subir Raha

Q17. Which global steel major has acquired over 34 % stake in UTTAM GALVA ?

Ans.Arcelor Mittal

Q 18. Ran Niwas Mirdha Cong leader who died recently headed the JPC to probe the 1992 stock scam. Who was the chief villain of this scam ?

Ans.HARSHAD MEHTA

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #12

February 2, 2010

businessbaatein Trivia Bank quiz Leave a comment

1.Which is the largest read Indian daily as per IRS, 13 times in a row ?

Ans. Dainik Jagran

2.Typical among govts, celebrities and investment bankers before a deal is an NDNC response. What is it?

Ans.Neither deny nor confirm.

3.This Indian CEO has stopped consuming the category of products his company sells. Name him and the product category

Ans. ITC CEO Y.C .DEVESHWAR has quit smoking

4.'Ring watch' is a fashion accessory among the youth. What is it?

Ans.A small colourful watch worn on the finger like a ring- analog or digital

5.Which car showed the fastest growth in sales during Q3-09 in india ? Think diff.

Ans.Ambassador. 223% Thanks to Kolkata new taxi rules

6.Toyota has stopped production in US.Announced a recall of over 5 m cars. What part of the cars have a quality, hence a safety issue?

Ans.Gas pedal gets stuck

7.If Hindi film industry is Bollywood, telugu and bengali- Tollywood, tamil- Kollywood, what is the Kannada one called ?

Ans.SANDALWOOD

8.Ambulance and doctors using a red cross symbol would be fined 30000rs. Why?

Ans.It will soon be for exclusive use of Indian red cross society

9.iMac, iPod, iPhone….and now Apple has launched iPad. What is it?

Ans.Tablet computer.

10.What distribution innovation is the Hindi flick STRIKER credited for?

Ans.First indian movie to have an overseas release on YOUTUBE

11.Give one word for a city developed around a major airport.

Ans.Aerotropolis

12. Producer of landmark films like Pulp fiction, English patient….MIRAMAX has been closed down by its parent co.Who ?

Ans. DISNEY

13.With which Telugu language TV channel and Newspaper would you associate Jaganmohan Reddy, son of late YSR the former CM of AP?

Ans.Sakshi

14.N Srinivasan of india cements donated Rs. 9 cr to Tirupati temple to buy a machine. What can this machine produce?

Ans.5 lakh LADDUS a day

15.IMAX theatres use an oversized screen and use spl projectors making it an experience. In which country was the first system installed?

Ans. Ontario Place in Toronto.Canada

16.Who is credited with the quote .."I have always said mega mergers is for megalomaniacs"?

Ans.David Ogilvy

17.What is the reason behind no. of mobile subscribers in India being 20% more than no. of people with mobile phones ?

Ans. Dual SIM phones

18.In 88-89,when HLL mgmt had a lock out in Sewree, the labour brought out a detergent brand just for survival. Name it.

Ans.Lockout

19.This ex-serviceman tasted success first in lace business. Man behind LEELA group of hotels. Padma Bhushan awardee in 2010.?

Ans. CAPT C.P .KRISHNAN NAIR

-*Compiled by G.Mohan*

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #11

January 26, 2010

businessbaatein Trivia Bank quiz Leave a comment

1.Which freedom fighter led Tata labour assoc. From 1928 for 9 years and worked towards Indianising TISCO?

Ans. NETAJI SUBHAS CHANDRA BOSE

2.Lastminuteinventory.com is an Indian B2B exchange for what product.?

Ans. Unsold media space or time. Promoted by Dentsu

3. 3 IDIOTS, 2 WHEELS, 1 SMASHING HIT. This is the slogan of a scooter. Name the brand.

Ans. Mahindra Flyte. It figured in the movie 3 idiots

4. Air Deccan was the pioneer and Indigo is leader now in LCC .Even before Indigo was launched the 2 clashed.Why?

Ans. INTERGLOBE Technologies, the promoter of Indigo, handled Deccan reservation system

5. What does Bt in Bt brinjal or Bt cotton stand for?

Ans. Bio technology

6. IIMA has decided to use 'cohorts' process for placement this year. What is it?

Ans. Every weekend firms offering similar roles and opportunities

7. Celebrity endorsers for mobile services..Airtel-SHAHRUKH, IDEA-ABHISHEK, Reliance- Hrithik, Etisalat- ?

Ans. Aamir Khan

8. The story of Maruti 800 is being written as a book 'The Maruti story' by one of the men behind its success. Name the author.

Ans. RC Bhargava

9. Which mgmt guru once said 'In all of recorded history there has been not one economist who had to worry about where his next mealwould come from' ?

Ans. Peter Drucker

10. Of which International brand are Jubilant Foodworks, the india franchisees for ? In the news for an IPO.

Ans. Domino's pizza

11. Which company owns these brands …Philadelphia.,Maxwell house, Oreo, Toblerone and now Cadbury ?

Ans. Kraft foods

12. Created by an Architect ,Alfred Butts in 1948 as LEXICO. In 1950 it was renamed as Criss-crossword. From 1956 onwards this board game is known as ……

Ans. Scrabble

- Compiled by G.Mohan

Share this:

- Twitter
- Facebook

- Email
- Print
- More
-

Like this:

TN heads the delisted Deemed Universities list

January 23, 2010

businessbaatein Uncategorized 3 Comments

In a bold move, the Centre moved the Supreme Court to withdraw 'deemed' university status to 44 universites in the country. A look at the list clearly indicates that Tamil Nadu has the dubious distinction of leading this pack, having 16 in the list. Deccan Herald has also pointed this out in an article

" Almost a third of the deemed universities (DUs) that are to be derecognised by the Centre are from Tamil Nadu."

A look at the complete list of Deemed universities all over the country in the UGC web-site also brings out the fact that TN also has the largest number of deemed universities. Out of a total of 130 "Deemed" universities, 29 universities are from TN. Whereas, the share of TN in 'deemed' universities is 22%, its share in the 'doomed' universities is disproportionately large at 35 %.

The neighbouring state of Karnataka is not much better. Karnataka which has the third-largest number of deemed universities at 15, comes second in the list of 'doomed' universities having six in the list.

Maharashtra comes out better than TN and Karnataka. Maharashtra has 21 (16%) deemed universities , out of which only 3 (6%) are in the 'doomed' list.

Deccan Herald has pointed out some of the reasons for the rot in TN universities.

In this backdrop, privatisation of higher education in TN began in a small way in the early 1980s. Interestingly, most of the private engineering colleges set up then were by well-to-do MPs from mainstream political parties including the Congress, the DMK and the AIADMK.

Several of the DUs facing derecognition are either owned or indirectly promoted by well-connected political personalities

"What matters is your political clout and hospitality-levels when UGC officials visit these campuses,"a professor at a women's autonomous college here said.

Despite the ban on capitation fees and the DMK government fixing the fee structure for private engineering and medical colleges, there are fixers who sell management quota

seats at hefty premiums. The administration in the DUs are packed with promoters, relatives or people from their own respective caste/community.

It is pertinent to point out here that the Tandon committee, has kept another 44 deemed universities in the watch-list. It is quite likely that many of the well-known 'deemed universities' who are also big advertisers like SRM and VIT University are in the watchlist because they also have some of the lacunas pointed out by the committee.

** Undesirable management structure where families rather than professional academics controlled the functioning*
** Several institutions had violated the principles and guidelines prescribing excellence in teaching and research and were engaged in introduction of thoughtless programmes*
** Little evidence of noticeable efforts in case of emerging areas of knowledge*
** Little evidence of commitment towards research*
** Institutions increased their intake capacity disproportionately*
** Undergraduate and post-graduate courses were fragmented with concocted nomenclatures*
** Higher fee structure than prescribed*

UGC as a regulator of higher education has failed miserably. UGC needs to be scrapped and a new regulator needs to be put in place, before opening doors for private and foreign universities in higher education. Mr Sibal's task is cut-out.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #10

January 19, 2010

businessbaatein Trivia Bank quiz Leave a comment

1.What business connects Late Jyoti Basu and Lankan spinner Muralidharan ?

Ans. Biscuit mfg. Basu's son Chandan and Murali's family are in this.

2."Marxist TITAN Basu is dead". How did the brand TITAN come ?

Ans.Titan JV promoted by Tata Ind (TI) and Tamil Nadu (TAN) govt

3. Interesting coincidence. Current CMDs of two leading PSUs ONGC and NTPC have the same name. Initials and surname. What is it ?

Ans.R S SHARMA

4. After dropping Tiger Woods, ACCENTURE ads have a new model with copy ‘who says you cant be big and nimble?’ Who or what ?

Ans. An elephant. No elephant wil be caught in a sex scandal:-)

5.This beauty modelled for Charmis cream. As a Pan-Am air hostess in 1986 she fought the hijackers and died. Name her.

Ans.Neerja Bhanot

6. Marc Benioff a former Oracle exec has created the first billion dollar business based on cloud computing. Name it.

Ans. Salesforce.com

7. Which first gen entrepreneur’s autobiography is titled ‘ SIMPLY FLY’ ?
Ans. Capt. Gopinath of Air Deccan

8.Aliva, Hippo, Smart chips.Brands of chips launched recently.how are they different from other chips?

Ans. Baked and not fried. Hence healthier

9. As per which law is the value of a network proportional to the square of the number of users ?

Ans. Metcalfe’s law

10. Audi, Hitachi, Samsonite. Diff countries different businesses. What is common?

Ans. Born in 1910.All are celebrating their centenary this year

11.Grammies, Emmies and now Remmies. What are Remmies awarded for ?

Ans. Recruitment ads in the ASCENT, TOI.

12.What is the diff between REPO AND Reverse repo rates. ?

Ans. Repo is the rate at which banks borrow from RBI and reverse repo RBI from banks

Share this:

- Twitter
- Facebook
- Email

- Print
- More
-

Like this:

Weekly Business Quiz # 9

January 12, 2010

businessbaatein Trivia Bank quiz Leave a comment

1.What is quarterly charm deficiency ?

Ans. A general state of ill mannered behaviour seen in executives near the end of a fiscal quarter

2.With which bike brand is the grand prix champ Valentino Rossi associated ?

Ans. YAMAHA

3.After Jockey and Hanes, yet another inner wear brand ‘american classic since 1851′ has had an india launch. Name it.

Ans.Fruit of the loom.

4.On life insurance industry partners. Tata +AIG, Birla +Sunlife, ICICI + Prudential, HDFC + Standard life . Reliance and ?

Ans.No one. Googly

5.Which Mulk Raj Anand novel has a title that evokes the tea gardens in Assam where the narrative is set?

Ans.Two leaves and a bud

6.Jack Welch, Jeff Immelt, A G Lafley listen to him. This BHU alum is one of the world’s foremost executive coaches.

Ans.RAM CHARAN

7.Which 2 giants are behind the cash and carry outlets BEST PRICE which has two stores in Punjab ?

Ans. BHARTI & WAL-MART

8.The co calls itself ‘world’s no. 1 fresh dairy co ‘. Has launched flavored milk recently in India. Name it.

Ans.DANONE. Ex Britannia partner

9.Which social networking platform started in the living room of Reid Hoffman in 2002 announced 4 mn members in India recently ?

Ans.Linkedin

10.Connect Beat Spark Aveo Optra Cruze Tavera…..

Ans.Chevrolet models in india

12. Coming in the wake of Auto expo, what did Nobellaureate Ramakrishnan mean "it is the fastest vehicle in the city'

Ans. Bicycle. He has 7 of them but no car

13.1 yr ago when he confessed Ramalinga Raju was chairman&his bro MD of SATYAM. Today who are chairman and MD ?

Ans.Anand Mahindra,C P Gurnani

14.What is GEEK GAP ?

Ans.The knowledge gap between those who approve technology projects and those who have to implement them

15.If kleptomania is addiction to stealing, ONIOMANIA is addiction to ?

Ans. Shopping

16.Where will the world's first ARMANI hotel open for business shortly ?

Ans.BURJ KHALIFA , Dubai – world's tallest building- half a mile tall

17.3 idiots. The engineering college and hostel shown in the movie was actually shot in a well known B-school. Which one ?

Ans.IIM-Bangalore

18.Who is a sub-lebrity?

Ans.A non-entity hailed as a star. For example Winners and finalists of reality TV shows

Share this:

- Twitter
- Facebook
- Email
- Print

- More
-

Like this:

Weekly Business Quiz # 8

January 5, 2010

businessbaatein Trivia Bank quiz Leave a comment

1. From 4th of January , NSE and BSE will start trading from 9 AM. Why ?

Ans. To compete with Singapore where trading on india's NIFTY was taking away volumes

2. Who said "Hollywood's a place where they'll pay you a thousand dollars for a kiss, and fifty cents for your soul."

Ans. Marilyn Monroe

3. LAB 126 is the subsidiary of a well known dot com. It designs and markets a gadget , a rage in US. Name the company and the gadget.

Ans. Amazon, KINDLE ebook reader

4. Launched in Chennai 5 years ago.This 4 wheel mini truck has created a new category in which it now has a 90% share. Name it.

Ans. TATA ACE

5. On decades. After seventies, eighties, nineties. What was the decade that went by ?

Ans. Noughties HAPPY NEW DECADE

6. New year resolution often are about weight reduction.simple one to end the year. expand VLCC.

Ans. VANDANA LUTHRA CURLS AND CURVES

7. On newspaper tie ups. Business Standard-Financial times. Mint-WSJ .Financial chronicle- International Herald Tribune. From JAN ' 1 2010 Hindustan times+?

Ans. Washington Post

8. Who claimed his company was doing "God's work" ?

Ans. Lloyd C.Blankfein, CEO of Goldman Sachs

9. After losing millions of investor's (incl many celebrities) money, who said " I am sorry. I know that does'nt help you."

Ans. Bernhard L.Madoff. He was convicted for 150 years imprisonment.

10. What do economists mean by ZIRP ?

Ans. Zero Interest Rate Policy

11. What is oselatmivir phosphate better known as ?

Ans. Tamiflu (the drug for swine Flu)

12. Name the IBM computer designed to compete against a human in the quiz show JEOPARDY ?

Ans. What is Watson ?

13. Which company valued at $ 1 billion states "We spend more than we make ."

Ans. Twitter

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

3 Idiots in 3 cities

January 4, 2010

businessbaatein Uncategorized Leave a comment

The Aamir Khan starrer "3 idiots" has had a bumper opening and is all set to become a blockbuster hit. Interestingly, on the same day 3 friends watched the movie "3 idiots" during the New Year weekend, 2nd week for the movie, in 3 different cities. One friend watched the movie with his family in a single screen theatre in Bhilai (Chhattisgarh). Another friend watched with his family in a Multiplex -Big Cinemas in Mulund. I watched with my family, in the Cinemax multiplex at Banjara Hills, Hyderabad.

Three friends watching the same movie on a particular weekend is a coincidence, but does not deserve a post. The point to note is the ticket prices paid for the same movie in the three places. The friend in Bhilai paid Rs 25 for a ticket. I paid Rs 100 per ticket and

my friend in Mumbai paid, hold your breath, Rs 600 per ticket (it was a recliner seat). Same movie, same day, only difference was the location. All the tickets were bought from the counter, hence, there was no 'black' component.

This is India for you. The cost structure, the paying capacity and the play of market forces over the last decade or so, has created such huge economic differences even between cities. Development economists and commentators talk about "India" and "Bharat" as if the divide was only between the globalising "India" in the cities and the largely agrarian rural India as "Bharat".

As the above example of the differential pricing for cinema tickets illustrates even within "India" there are so many economic classes, that treating even urban India as one, would be fallacious.Making a pan-urban India success, is a huge challenge, for any marketer or movie-maker. "3 Idiots" seems to be all set to achieve that feat.

P.S :- In response to the above post several friends called me up or sent me offline emails informing the rates at which they bought the tickets for "3 Idiots". SV informed that he watched in the INOX multiplex in Kolkata and paid Rs 400 for the ticket. SG watched in Big Cinemas Vashi, New Mumbai and paid Rs 220 per ticket. RK saw "3 idiots' in Satyam Multiplex -Chenna and paid Rs 120 per ticket.GD informed that Pune Multiplex ticket price was Rs 250 in the New Year weekend. RC informed that she saw the movie in a single-screen theatre in Bhubaneswar, reluctantly sitting in the rear stall, paying Rs 50 per ticket, which included a black component of Rs 25. VS saw it in Durg in a single-screen theatre and paid Rs 50 per ticket.

Whereas, the range of ticket price from Rs 25 to Rs 600 as was mentioned in the initial post remains unchallenged, the information about ticket prices in other cities straddles the full range, reconfirming the fact that there are several segments within urban India. The price difference between Mumbai and New Mumbai at Rs 600 and Rs 220 respectively further proves that even Mumbai is not to be treated as one market.

Creating a product like a movie, which cannot be customised for local markets and pricing the tickets at the highest which the market can bear and making the movie successful across allover urban India is '3 idiots' real achievement.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz #7

December 30, 2009

businessbaatein Trivia Bank quiz Leave a comment

1. Sunil Gupta's book 'Living on the Adge in Jhande Walan Thompson' is a thinly disguised story set in which real ad agency?

Ans. JWT

2. What innovative payment scheme did the denim brand LEVI'S introduce in india ?

Ans. EMI – paying the bill in three EMIs

3. R Ravi Mohan, ED of RIL, who passed away on 28/12/09, had set up a stock exchange which was India's answer to NASDAQ.Name it.

Ans. OTCEI

4.Who is the Co-CEO of Motorola worldwide ?Clue – He is of Indian origin.

Ans. SANJAY JHA

5.What is ' MATURIALISM' ?

Ans. Mature materialism. When brands take a 'do good path' to appeal to consumers

6. Which old indian auto major is trying to make a comeback with a Mini SUV called RIO?

Ans.Premier automobiles

7.FOODLES the healthy noodles has been launched by the makers of ……..

Ans.HORLICKS

8. In which German team will German racer Michael Schumacher make a comeback in Formula One next year?

Ans. MERCEDES

9. What is the term used to describe food which produces healthy bacteria in the stomach ?

Ans. Probiotic – yogurt is the most popular food of this kind.

10. Name the Chinese carmaker who is acquiring VOLVO from FORD ?

Ans. GEELY

11. Which three PSUs have been upgraded to the status of MAHARATNAs ?

Ans. ONGC, SAIL & NTPC

12. This satellite radio service made famous in the movie LAGE RAHO MUNNABHAI will go off air soon after bankruptcy.

Ans. WORLDSPACE

13. Connect LAVA, KARBONN, MAXX,LEMON…

Ans. All are brand names of indian mobile phones

14. After Duranto, Mamata Banerjee is introducing a new class of trains AC, low-cost, sitting only for the youth. Name these trains .

Ans. Yuva

15. The trademark _____ should not be used while describing MSG – Monosodium Glutamate, says the caution notice. Fill in the blank.

Ans. AJI-No-Moto

16.What new technology is used by MICROSOFT SURFACE ?A variant of this technology is credited to Pranav Mistry of MIT.

Ans. Gesture recognition

17. As India delays its 3G launch yet again. 4G has been launched in Sweden andNorway. By which company ?

Ans. TELIA SONERA

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 6

December 22, 2009

businessbaatein Trivia Bank quiz Leave a comment

1.Connect Pillsbury atta, Betty crocker cake mix and Haagen dazs ice cream.

Ans. All are brands of GENERAL MIlls

2. ‘More than founding MPHASIS, I am proud of selling it.’Who said it ?

Ans. JERRY RAO

3.Which company is behind rural hyper markets called CHOUPAL SAAGARs launched in UP, MP and Maharashtra ?

Ans. ITC

4. Himanshu Rai founded Bombay Talkies in 1934. He used a unique financial structure to raise money. What?

Ans. Joint Stock company and listed it on BSE with an authorised capital Rs 25 lakh

5. In India he is introduced as Narayana Murthy’s Brother-In-Law. In US, Murthy as his.Name this serial entrepreneur.

Ans. Gururaj ‘Desh’ Deshpande

6. 1947, Mass. USA, an entrepreneur created storage containers from leftover plastic from DOW chemical. It sold well in-home parties.

Ans. TUPPERWARE

7. In the 1960s. IMPALA was an extremely popular car. This model was from which company ?

Ans. General Motors CHEVROLET

8. ’The recession was the story of the year. Without him it would have been lot worse.’ said TIME person of the year citation.Who?

Ans. BEN BERNANKE

9. This japanese conglomerate that ‘ inspires the Next ‘ celebrates its 100th anniversary in 2010. Name it.

Ans. HITACHI

10. Which international brand stopped using Michael Phelps after he was found smoking cannabis?

Ans. Kellogg’s

11. The MP from Vijayawada L Rajagopal, who is on a hunger strike for united ANDHRA, also founded a business group. Name it.

Ans. LANCO group

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 5

December 15, 2009

businessbaatein Trivia Bank quiz Leave a comment

1. Which will be the first Indian Life insurance company to come out with an IPO ?

Ans. Reliance Life Insurance in Jan 2010

2. In India which sector has the largest number of women CEOs?

Ans. Banking and financial services.

3. In Rocket singh salesman of the year, the hero RANBIR KAPOOR'S name has initials of a well known computer brand ?

Ans. Harpreet – HP

4. Who was the first issuer of Traveller's cheque in the year 1891 ?

Ans. American Express

5. Name this Bangalore HQ co which is the world's largest producer of roses and world's largest holder of greenhouse assets

Ans. Karuturi Global

6. Connect P & G, GODREJ and SARA LEE by a brand.

Ans. AMBI PUR. P and G has acq this brand from SARA Lee. In India GODREJ and SARA Lee JV sells Ambi Pur

7. The co founded by Konosuke Matsushita has acquired controlling stake in the co founded by his brother in law. Name the cos

Ans. Panasonic & Sanyo

8. Name the Indian auto brand which was identified with its category for decades, has decided to vacate it completely.

Ans. Bajaj scooters.

9. What is the new name of the Businessweek magazine ?

Ans. Bloomberg Businessweek. McGraw Hill sold the magazine to Bloomberg this October

10. What is UN Population fund's prescription for combating global warming?

Ans. Free condoms!

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 4

December 8, 2009

businessbaatein Trivia Bank Business, quiz Leave a comment

1. What does JSW in JSW Steel and JSW Energy stand for?

Ans. Jindal South West. After O P JINDAL divided his empire among his sons.this is Sajjan Jindal's.

2. Volkswagen has just launched VW Beetle in India. All VW ads end with the slogan. "das auto." What does it mean ?

Ans. THE CAR in German

3. Look closely. It is not SWATCH. It is SWACH (means pure in Hindi). It is not a watch. Yet aims to be a game changer like the SWATCH. What is it ?

Ans. Tata's low cost water purifier to be retailed below Rs 1000.

4. Madison : advertising… Wall street: stock market…. Sand Hill Road : what ?

Ans. Venture capital industry

5. On Oct 2 2009, an airline put up an offer of US-IND-US return ticket at 40 $ on its web site. 2200 customers awailed it. Later withdrew it as a mistake and also dishonoured the offer. Name the airline.

Ans . BRITISH AIRWAYS

6. As Deepak Parekh retires as the CEO of HDFC in Dec 2009. Tell in which bank was he working in London when his uncle the Late H.T.Parekh called him to join HDFC?

Ans . CHASE MANHATTAN

7. You know who is a Chairman. What about MAN CHAIR ?

Ans. A chair kept in the mall for the man to sit while his shopaholic wife/partner is busy

8. Who owns the ill fated Bhopal plant of UNION CARBIDE now ?

Ans. DOW CHEMICAL CO

9. In Parliament when Sushma Swaraj commented CAT KO MOUSE KHA GAYA. What was she referring to. ?

Ans. The online CAT fiasco for the IIM entrance

10. Which Tech CEO after commenting about Twitter as " a poor man's email system" has started Twittering ?

Ans. Eric Schmidt of Google

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Should the CAT-online 2009 be scrapped ?

December 5, 2009

businessbaatein Uncategorized CAT, IIM 4 Comments

The first online Common Admission test (CAT) for IIMs this year, has been a major source of embarrassment for the IIMs. So much so, that this issue has been raised in the parliament. Sushma Swaraj, the BJP leader made a witty remark "CAT Ko Mouse Kha

Gaya." It may be a source of amusement for the politicians, but for the over 2.5 lakh CAT aspirants it has been a source of anxiety.

So what are the problems. Pagalguy.com a popular MBA aspirants' community site, has compiled this list of complaints based on their users' mails. A summary is presented below:

- Screens going blank in between the test
- Reboots and 'svchost.exe' errors
- Noise and commotion caused in the lab due to the above
- People in some labs getting extra time to solve questions while the above problems were being rectified
- Some features of the testing software (review button, display of questions) not working as intended on some computers
- Questions being leaked in various private channels. While moderated channels like PaGaLGuY are leaving no stoned unturned in respecting the non-disclosure clause, several other unmoderated social networks such as Orkut have communities dedicated to question sharing. Given that there are reports of questions being repeated, it obviously puts test-takers on each subsequent day at an advantage in the competition.
- Inconsistent quality of invigilation

So who is to be blamed for this fiasco. Let us look at the parties involved. IIMs who have been conducting the admission tests in the paper-pencil mode, decided to go online this year because the number of aspirants are increasing year-on-year. The IIMs appointed Prof Satish Deodhar, Professor, IIM-A as the convenor. The award for online CAT for the next 5 years was given to Prometric India Pvt Ltd, a subsidiary of Prometric Inc. Prometric Inc is a subsidiary of ETS (Educational Testing Services), which conducts the GMAT exam worldwide. This was a US 40 Million $ (Approx Rs 180 crore) contract. The award of this contract is itself being challenged through a Public Interest Litigation. Prometric in-turn outsourced the infrastructure and invigilation services to NIIT in a Rs 50-55 crore contract. NIIT, on its part, engaged 200 + private engineering colleges with over 100 computers each, across the country to conduct the exams.

As it appears, there are problems on all sides. The IIMs who have the responsibility of providing the questions for the test, have serious issues. The 20 set of questions which have to be given to the examinees over the 10 days should have been different, but questions are repeating very often. Some questions are the same as earlier CAT exams. Worse, the coaching institutes like TIME, Career Launcher are claiming that some questions are borrowed from their database. This gives the advantage to students who have appeared later. Prometric has not developed a fool-proof software to run the tests, there are bugs and viruses galore. NIIT has deployed invigilators who are untrained and often rude. The quality of PCs in many engineering colleges leave much to be desired.

So what are the options before the IIMs. It can somehow muddle through the online CAT this year, with the extension of the test by one day and then hope to have a far stricter GD and personal interview to weed out the unworthy and select the best. The harder option would be to scrap the online test and conduct a paper-pencil test like

earlier years and restore the sanctity and the aura of CAT. The second option is being demanded by several IIM Directors as this Telegraph story reports. IIMs had conducted CAT twice in 2003 after it was detected that there was a paper leak.

This blogger believes that if the IIMs have to keep their pre-eminent position in the field of higher education, it should scrap the online CAT this year and go for a paper-pencil test. Next year, with lot more preparation and dry-runs the online CAT can be attempted again. The students who have already paid Rs 1400 for the test, should be spared of any more financial burden, as if all the anguish over the past few days is not enough.

The online CAT 2009 should be scrapped

Agree Disagree

VoteView ResultsPolldaddy.com

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 3

December 1, 2009

businessbaatein Trivia Bank quiz 2 Comments

Q 1. On behalf of IIMs which agency is conducting the CAT online exams this year?

Ans. PROMETRIC

Q 2. Why was the satellite phone IRIDIUM named so ?

Ans . The original design had 77 satellites. Iridium is the 77th element in the periodic table.

Q 4. Which philosopher once said ‘ madness is rare in individuals, but in groups…it is the rule.’?

Ans. Friedrich Nietzche

Q 5. Which company acquired the DALDA brand from Hind Lever in 2004 ?

Ans. BUNGE INDIA

Q 6. Which are the two companies behind the mobile service brand UNINOR ?

Ans. Unitech and Telenor

Q 7.Name the real estate arm of Dubai World which is the reason behind Dubai's sovereign default scare.

Ans. NAKHEEL

Q 8. In Mumbai, which was built first TAJ MAHAL HOTEL or GATEWAY of INDIA?

Ans. TAJ MAHAL HOTEL

Q 9. Connect Accenture, Buick and Nike

Ans. Tiger Woods endorses all these brands.

Q 10. Which will be the first mutual fund to be traded on the newly launched NSE mutual fund trading platform ?

Ans. UTI Mutual Fund

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Eveready faces the Innovator's Dilemma

November 30, 2009

businessbaatein Uncategorized Batteries, innovation 1 Comment

The cover story on BusinessWorld magazine dated 28th of November is titled "Deepak Khaitan and his Magic Lamp". The story describes the early success which Eveready is having with the LED lanterns. Since April 2009, Eveready has sold 2 Million pieces of these lanterns.The lanterns are priced between Rs 150 and Rs 450. These battery powered lamps are being pushed as a substitute to kerosene lamps in power deficient states such as UP, Bihar, West Bengal and Assam.

According to Deepak Khaitan, Executive Vice-Chairman and MD of Eveready "I can sell 500,000 a month if I could produce them."

The LED lantern was a product launched by Eveready to provide a fillip to their falling battery sales. Each lantern uses up 6 D size batteries worth Rs 90.

Consumers like lanterns, but they do not like the battery-powered lanterns, as the same article says.

"Consumers want rechargeable lanterns," says Sansar Lights' Elahi. Lantern distributors echo Elahi's voice. But the industry, as much as Eveready, is still double-guessing whether the rechargeable lantern market will ever be as strong as single-life battery lanterns. If Khaitan does introduce them, they defeat the very purpose for which he set up his lanterns business — to prop up D-size battery sales. If he does not — and a rival introduces a better value proposition —Eveready's nascent lanterns business could be smothered. "

But what about solar lanterns? "As a company, why would I encourage selling solar? It will cut down my battery consumption," says Khaitan.

Now, that's a classic innovator' dilemma, described by Clayton Christensen in his book by the same name. Should you introduce a new technology or product which will cannibalise and annihilate your own old product which generates bulk of the revenue and profits ?

Eveready's problem is not very different from Kodak's. Kodak saw its business as chemicals and paper which goes into photography. It did not embrace digital photography, because that would mean killing their main business. Kodak is a pale shadow of the blue-chip it used to be, because it did not wholeheartedly embrace the digital technology.

Eveready got into lanterns to push their batteries. But if lanterns do well and consumers ask for rechargeable lanterns, the very reason it entered the lantern business would be defeated.

My suggestion to Eveready would be to go the whole hog and make a bigger business out of this accidental success in lanterns. If it means entering into rechargeable or solar lanterns or discontinuing D-size batteries, it should be prepared to do so. Already the lanterns acount for 19% of Eveready revenues, as the volumes pick-up, the revenues and profits could be much higher.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 2

November 25, 2009

businessbaatein Trivia Bank quiz 1 Comment

Q 1. This govt owned network has 170 Million account holders and 154,000 branches in India. Name it.

Ans. INDIA POST
Q 2. Which Hollywood superstar owns Plan B Entertainment ?

Ans. Brad Pitt

Q 3. What is common to ANDROID. CHROME. BLOGGER and YOUTUBE ?

Ans . All are GOOGLE brands

Q4 .What is IMEI of a GSM phone? How to check it.

Ans . International Mobile equipment identity- a 15 digit unique number for each handset. By dialling *#06#

Q 5. Name this internet phone co acquired by EBAY and now sold for 2 bn$.

Ans .SKYPE

Q 6. This info comes in USB drive costs 70000 dollars and 8 weeks . It is the new rage among rich. What?

Ans. Personal genome sequence

Q 7. In Manhattan where will you find CHAI LATTE on the menu?

Ans. Starbucks

Q 8. What is a WHUFFIE ?

Ans . Social currency to measure online reputation like google hits.

Q 9. What is the unique distinction of the firm HANDOO AND HANDOO?

Ans. India's first LLP - Limited Liability Partnership firm

Q 10. This self proclaimed management guru is helping MBA students DISCOVER THE DIAMOND IN YOU. Who is it?

Ans . Arindam Chaudhuri of IIPM

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

The Wealth Effect of Gold makes Indians feel richer

November 23, 2009

businessbaatein Uncategorized Leave a comment

Among many contradictions that India is famous for, one is its appetite for gold. Inspite of being poor, Indians have always had an almost irrational love for the yellow metal. This obsession seems to be now having a beneficial impact as gold prices touch new highs.

India is one of the largest importers of gold in the world. As per World Gold Council, a total of 158,000 tonnes of gold have been mined till date. Out of this Indians' private holdings is considered to be the highest at 15,000 tonnes. American citizens' holdings is a mere 4000 tonnes. Indian government's gold reserves ranks 10th among all countries at 757.7 tonnes as per wikipedia.

The prices of gold in India have increased from Rs 13,520 at the start of the year to Rs 17,300 currently, a gain of 28%, reports BusinessLine.

Domestic prices have merely followed global gold prices, which rose from $827/ounce to $1,139/ounce (a 38 per cent gain) over the same period. Price gains in India have, in fact, not kept up with global trends, mainly because of the rupee strengthening by about 8 per cent against the dollar for the year.

The weakness of US $ is considered to be one of the most important factors leading to the rise in gold prices.

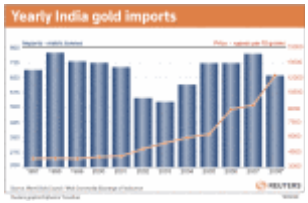
Gold prices are expected to go up further in 2010. Some reports suggesting the gold prices will touch US $ 1,400 per oz shortly. As is the case with all asset classes, views of the various analysts differ as this report mentions.

Several bullion analysts like Jim Rogers and Jim Sinclair have predicted that gold price would continue to boom. While Jim Rogers says gold price will zoom to $2000, Jim Sinclair has been arguing that the next stop for the yellow metal price is $1650 per ounce.

But not every bullion analyst is bullish on gold, the hottest commodity traded in the world. Legendary investing guru Marc Faber says gold price is rising without any fundamental factors and thus the price of the yellow metal will plunge to $900-$800 levels.

The rise in the gold prices, have made the value of private holdings go up from 400 billion US $ to 540 billion US $ an increase of 140 billion US $ in the last one year. India's GDP is of the order of US $ 1 trillion. The increase in wealth due to the rise in price of gold is a whopping 14 % of India's GDP. So, whatever damage the economic slowdown may have done to consumer demand, has been more than made up by the wealth effect due to gold prices. Not dissimilar to the effect of crude oil price increases on Russian and Middle-East economies.

If the gold prices continue to rise next year, as is being predicted, then this wealth effect will continue. For every 100 $ increase in price of gold, value of India's gold holdings goes up by 48 Billion US $. However, if Indians continue their obsession for gold even at high prices, then instead of the wealth effect being favourable for the consumer markets, it may have a negative effect.



India Gold Imports statistics

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Weekly Business Quiz # 1

November 17, 2009

businessbaatein Trivia Bank quiz Leave a comment

Q 1 Incorporated as Eastern carrying company in 1939. This is one of India 's largest tour operator. In the news for IPO. Name it.

Ans .COX And KINGS

Q2. Which brand was first woven into a computer game (advergame) ?

Ans. Mcdonalds in 1973 as a part of a DEC game moonlander.

Q3. In Chetan Bhagat's new book "2 states" after IIM-A which companies do KRISH and ANANYA join ?

Ans. Citibank and HLL

Q4. BA and IBERIA to merge. To which country does IBERIA belong?

Ans. Spain

Q5. Which company is acquiring the telecom equipment company 3 COM ?

Ans .HP

Q6. Which indian IT major has instituted an award for excellence in science, modelled on Nobel prize?

Ans. Infosys

Q7. This 90 year old is the chief designer of IZHMASH arms factory. Name him and his creation.

Ans. Mikhail Kalashnikov. AK-47

Q8. Under which brand name have SISTEMA SHYAM launched their mobile service?

Ans. MTS

Q9. What is the service of RENT the RUNWAY?

Ans. A haute couture rental thru mail order

Q 10. Whose byline is committed to improving the state of the worid?

Ans. World Economic Forum.

Q 11. Name the new venture fund launched by the Murthys of Infosys?

Ans. Catamaran

Share this:

- Twitter
- Facebook
- Email
- Print
- More

•

Like this:

Reliance retail dream sours

November 16, 2009

businessbaatein Uncategorized Reliance Leave a comment

Even as the Ambani brothers are busy fighting their legal battle over the gas, their businesses seem to need their attention ever more. The elder brother Mukesh, who is considered savvier of the two, now has a failure in the form of the Reliance retail venture. Financial chronicle reports that :

RELIANCE Retail is yet to see profit in any of its formats. The company has reported total losses in excess of Rs 450 crore in 2008-09 alone. Mukesh Ambani had launched the retail business in 2006, which now operates under 15 formats.

Data obtained from RIL shows that till March 2009, Reliance Fresh had run up the highest negative reserves of Rs 276.77 crore. The other formats such as Reliance Hypermart (negative reserves of Rs 54.32 crore), Retail Concepts & Services (-Rs 38.37 crore) and Reliance Vantage Retail (-Rs 21.23 crore) have also run up negative reserves.

Reliance Dairy Foods (with negative reserves of Rs 7.63 crore), Reliance Digital Retail (-Rs 15.49 crore), Reliance Footprint (-Rs 10.47 crore), Reliance Trends (-Rs 3.1 crore), Reliance Gems and Jewels (-Rs 5.73 crore) and Reliance Home Store (-Rs 4.54 crore) are among the other formats that have reported accumulated losses.

Reliance Retail now runs as many as 900 stores across 14 states in India, spanning the supermarket, convenience store and mini hypermart formats, in addition to specialised units which sell everything from eyewear to jewellery. The business, which encompasses partnerships with firms such as Marks and Spencer, Office Depot and Hamleys, now counts five million customers as members of its business-wide loyalty programme.

The rising losses in the retail business are learnt to have led to the billionaire Ambani downsizing the ambition for this business, which was expected to bring about a paradigm shift to his oil and petrochemicals commodity venture.

My take on why Reliance Retail has not succeeded is :

- Reliance may be the largest company in the country and its name has tremendous equity in the financial markets. In consumer markets, Reliance brand has limited salience.
- Merchandise sold in Reliance retail outlets were undifferentiated from the stuff sold in other stores. Just expecting that consumers would flock to the Reliance shop because it was from Reliance, smacked of arrogance or ignorance or both.

- Reliance have succeeded in businesses where it could use its financial muscle to build scale and efficiencies, backed by clever manipulation of government policies to its advantage, by cultivating politicians and officials. Retail business, needs none of these strengths.
- Investing a lot of money and hiring top notch professionals from various competitors at fat salaries is no subsitute for a sound strategy.
- Organised retail in India, is a difficult game where achieving top-line targets through use of offers and promotions is relatively easy, making profits is very difficult. Indian consumer is very price conscious, yet India has a high cost-structure, leaving no margins for the retailer.

One should not write-off Reliance Retail because of its early failures. Yet, it must be quite humbling to the top-brass of Reliance that the humble Indian consumer is far tougher to tame and understand than the Indian politician or official.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Plastic money : Debit or Credit

November 16, 2009

businessbaatein Uncategorized Leave a comment

The Telegraph has carried a news item titled Rebound seen in debit card use. Quoting the latest RBI monthly bulletin, the news item informs that

Debit card payments increased 38 per cent in the first half of the current fiscal to Rs 11,780 crore, signalling an uptick in consumer sentiment, the Reserve Bank of India said.

During the first six months of the last fiscal, debit card payments stood at Rs 8,531 crore, according to the RBI's latest monthly bulletin.

"The rise in debit card payment is because of a spurt in consumer activities," said an economist with a leading bank on condition of anonymity.

On the other hand, credit card transactions in the country have slumped 12 per cent in the first six months of this fiscal to Rs 29,330 crore as shoppers have decided against using their cards amid the ongoing economic slowdown.

The sharp growth of 38% in debit card use alongwith a decline in credit card use by 12 % could be due to some of the following reasons :

- In India, plastic money is still equated with credit cards. Debit cards came in late. For every rupee spent on debit card, today three rupees is spent through credit card. The worldwide trend is much more balanced, 1: 2 as this table from www.creditcards.com indicates.

2008 worldwide purchase volume by card type
Visa credit – 31.7 percent
Visa debit – 28.6 percent
MC credit – 22.0 percent
Amex credit – 10.0 percent
MC debit – 6.3 percent
JCB credit – 0.9 percent
Diners credit 0.4 percent
(Source: Nilson Report, May 2009)

- One of the largest credit card issuer ICICI Bank has been tightening its personal unsecured credit business. They have stopped issue of new credit cards and have brought down credit limits.
- Even in a declining interest rate scenario, credit card interest rates still remain high at 30-42 % p.a. In an economic recession, surely the customers have been conscious.
- The Indian consumer who had taken some tentative steps towards the consumerist culture of the west in the boom times, retracted to his shell , during the recession times.
- State Bank of India even as they have been widening their ATM network , they have been issuing ATM-cum-debit cards to all its existing and new account holders.
- Indian middle class is beginning to realise the value of debit card as plastic money, hence safe to carry.

The cards market will continue to grow rapidly in India, with debit cards growing faster than the credit cards.

What do you prefer ?
Debit card Credit card Neither of the above
VoteView ResultsPolldaddy.com

Share this:

- Twitter
- Facebook
- Email
- Print
- More

Like this:

Expert Networks on the Net

November 8, 2009

businessbaatein Uncategorized consulting Leave a comment

I had long held the belief that Internet was a good medium for doing management consulting. In this flat world, it was possible to do knowledge work like consulting and research from anywhere, much like the way software is developed remotely from India. Yet, I had not come across any marketplace or professional networks of consultants on the Net. The freelance projects marketplace on the Net like www.elance.com and www.arzoo.com (in its earlier avatar) had mostly software programming and design related assignments.

Last week I discovered one expert network called Gerson Lehrman Group. www.glgroup.com. This group claims to be an expert network of 200,000 experts, known as council members. This is a global group with headquarters in the US. It has an India office also, in the NCR region. The clients of this network are mostly in the financial markets like Private Equity firms, Mutual Funds, Hedge Funds, Venture Capital Firms, Large Consultancy firms. The offerings are divided into many verticals. The basic model of consultancy is through telephonic consultation. Other typs of engagements like written reports also exist. The council members are expected to be knowledgeable about their industry and give the analysts their perspective or advice on any sector/company/deal. The GLGroup team puts the client and the council member together by fixing the time and the rate. The clients perhaps pays to GLGroup and in turn the marketplace pays to the consultant after deducting some charges. The financials of this group is not known as it is a privately held firm.

GLgroup is not the sole network of this kind. To my surprise, I discovered several networks, mostly based on a similar model.

- Guidepoint – www.guidepointglobaladvisors.com – This is a New York HQ firm with offices in London, Boston, and Singapore.
- Coleman Research Group- www.colemanrg.com – This is a New York HQ firm with offices in London, Beijing and Hongkong.
- Evalueserve Circle of Experts – www.evalueserve.com – This is a US firm with an Indian research office.
- Tribeca Insights – www.tribecainsights.com – This is a New York based firm and has no other branches.
- Expert Network Group- www.eng-llc.com – This is a New York based firm , having a branch in China.
- Primary Insights -www.primaryinsight.com- This is also a New York based firm with branches in London and China.
- Greenwood research – www.greenwoodresearch.com – This is also a New York based firm

Cognolink, Reuters Insight, TGR- Network are some other networks offering similar services. It will be fair to assume that all these networks are not equal nor similar. The differentiation must be in the verticals and the client base.

As the investment in India increases both Foreign Direct Investment as well as Foreign Insitutional Investors (FIIs), the presence of these networks in India will increase. They will also be more aggressive in recruiting experts from India who understand the Indian markets.

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Should Mining remain in Public Sector ?

November 6, 2009

businessbaatein Uncategorized Mining, NMDC, Sesa 3 Comments

The headline news in todays' Hindu is "Centre gives big push to disinvestment."

In a major thrust to the disinvestment programme, the Cabinet Committee on Economic Affairs (CCEA) on Thursday decided that all listed Central Public Sector Enterprises (CPSEs) would offload 10 per cent of their holding in the public domain and all unlisted profitable state-owned entities should go public.

The decision will have a bearing on the mineral major NMDC and MMTC as the public shareholding in these companies is 1.62 and 0.67 per cent.

Normally, I would have welcomed this news, just like the way many stock-analysts have. Because, I have held the view that the government has no business to be in business, except a few strategic sectors. Yet, some of the recent events make me rethink about my view, particularly with reference to mining and minerals sector, to which both NMDC and MMTC belong.

Firstly, the news of the raids on Madhu Koda, the former Chief Minister of Jharkhand and also the Minister of Mines in the Arjun Munda BJP government. Madhu Koda is

accused of massive corruption, involving thousands of crores. In an article on Madhu Koda, Times of India says :

Madhu Koda's meteoric rise would have normally made for a heartwarming story. Once a labourer in iron-ore mines, he won assembly elections from Jharkhand in 2000. Five years later and only in his mid-thirties, he was appointed state minister for mines in a BJP-led government. From 2006 to 2008 he was the Jharkhand chief minister. But now Koda stands accused of being part of a massive corruption scandal and faces the possibility of arrest.

Although, the investigations are still going on, it is safe to assume that in the mineral-rich Jharkhand, Koda made his wealth from kickbacks on mineral rights.

Miles away in the southern state of Karnataka, the BJP Government of BS Yeddyurappa is facing a huge crisis, where the Reddy brothers have withdrawn support to the government. On Reddy brothers' contribution to the BJP government, Tehelka reports :

Karunakara, Somashekhar and Janardhan Reddy along with B. Sriramulu (a close associate and virtually a part of the family) played a crucial role in first helping the BJP garner 110 seats, and later by playing a key role in securing the support of the six independents to help Yeddyurappa realise his dream of heading the first BJP government in Karnataka. It is reported that the Reddy brothers, who made their millions mining iron ore, paid the independent candidates Rs 25 crore each in return for their support to the BJP government.

In the same article, the rise of the Reddys is chronicled.

Who are the Reddy brothers and how did they come to dominate Karnataka's political scene? Sons of a police constable, stories abound of the time when the Reddy brothers criss-crossed dusty Bellary roads on a twowheeler as they attempted to establish (and later save) a non-banking financial institution,Ennoble Savings and Investment India Pvt. Ltd. The company wound up in 1998, with complaints of fraud and cheating to the tune of Rs 200 crore.

Their rise in political circles mirrored their rise as mining magnets, cashing in on the international iron-ore export boom that hit the region. As managing directors of the Obalapuram Mining Company, the Reddy brothers oversee mining operations in Anantapur (in Andhra Pradesh), a district bordering Bellary. Sriramulu is managing director of the same company. When China started to import iron ore for its rapidly growing infrastructure needs, the Reddy brothers catapulted to the big league. Their assets are known to run into thousands of crores of rupees; in an Income Tax department raid in October 2007, the Reddy brothers reportedly paid a few crore rupees as dues. A much talked about asset is the fleet of helicopters that the brothers use frequently, often lending them to the BJP as well.

FOR MANY, the rise of the Reddy brothers signifies a tale beyond the pauper to a king story. Says Gauri Lankesh, editor of Lankesh, a leading independent

weekly in Karnataka, "It is ridiculous to reduce it to that or to bemoan the entry of unscrupulous elements into politics. Let's not forget that the political influence that the Reddy brothers wield today is a consequence of the opening of the export licences in the mining sector. Nobody draws the link between the stench in politics thanks to mining and real estate magnates and the economic policies of liberalisation that the country is following. Bellary and the Reddy brothers are merely a microcosm of the meshing together of the political and economic elite."

Unrelated to the above, but, in the same iron-ore industry, the Anil Agarwal owned Sesa Goa is facing a SFIO probe reports Business Standard :

The government has ordered the SFIO to probe into mismanagement and financial irregularities in Vedanta Group-owned Sesa Goa and its subsidiary Sesa Industries (SIL), the company said today.

"The scope of (SFIO) investigation include looking into the state of affairs of the company and its subsidiary Sesa Industries Ltd, in respect of mismanagement, malpractices, financial and other irregularities," Sesa Goa said in a filing to the Bombay Stock Exchange.

The jury is still out on Anil Agarwal's meteoric rise, whether it is his ability to turnaround public sector companies like Hindustan Zinc and BALCO or his ability to befriend high and mighty in India and abroad to buy public sector assets below their intrinsic value. There is no doubt that his rise from the Patna lad who left school at 15 to become the owner of 10 bn $ Vedanta resources is clearly linked to the Mines and Metals industry.

In a column in Business Standard, Latha Jishnu quoted Raghuram Rajan, the Chief Economic Advisor to the PM,

"Too many people have gotten too rich based on their proximity to the government. If Russia is an oligarchy, how long can we resist calling India one?" It is his contention that reforms have created new sources of rents for the establishment, specially from the allocation of scarce national resources. This means that barring a few exceptions most of India's billionaires have been created through sweet deals in land, mining, coal, oil and gas.

Madhu Koda, Reddy brothers, Anil Agarwal, all examples of billionaires who have a rags to riches story and their wealth comes from sweet deals in mining.

What is better ? National wealth which lies underground being given away for exploitation and development in the name of privatisation through sweet deals to crony capitalists leaving the country and its citizens poor, or let this industry be with the Public Sector, even if it is inefficient and corrupt ?

Should mining remain in public sector ?

☐ Yes ☐ No ☐ No, but the process should change

VoteView ResultsPolldaddy.com

Share this:

- Twitter
- Facebook
- Email
- Print
- More
-

Like this:

Vintage Indian TV Ads Quiz

October 27, 2009

businessbaatein Trivia Bank quiz 1 Comment

The Sunday supplement of the Deccan Chronicle carried this Quiz .

Q1. Kanchan Choudhury, India's first woman DGP inspired a TV serial where the lead role was played by her sister. The sister is known to millions of Indians as Lalitaji of Surf. Name her.

Ans : Kavita Choudhary. Udaan

Q2. David Whitbread, model co-ordinator and production stylist played the role of which popular ad character for over 14 years?

Ans: Onida Devil
Q3. Filmstars Ayesha Takia and Shahid Kapoor together appeared in which ad as kids?

Ans: Complan
Q4. Karen Hishey teaches school children in New Zealand. What is her connection to Indian advertising?

Ans : Karen Hishey nee Lunel was the original Liril girl

Q5. Tiger Pataudi was the Gwalior Suitings man, Sunil Gavaskar appeared for Dinesh Suitings, Digjam had Shekhar Kapur. Which brand did Vivian Richards and Ravi Shastri endorse?

Ans : Vimal
Q6. Ved Pal Sharma composed music for films such as Souten ki Beti. His most famous creation was for an ad. Identify.

Ans : Nirma. Ved Pal composed the much recalled 'Washing Powder Nirma'
Q7. Jeevan and Hanu, the kid and the monkey were two cartoon characters that educated kids on which company in the 80s?

Ans : LIC

Q8. Kanwarjit Paintal known for playing Shikhandi in Mahabharat TV serial, appeared in which vintage bulb ad?

Ans : ECE bulbs

Q9. Vicks ki goli lo, khich khich door karo. This ad for Vicks where Jayant Kriplani appeared along with a little girl made Jayant famous. The little girl grew up to be an actress and anchor. Name her.

Ans : Ishita Arun, daughter of Ila Arun

Q10. Cricketer Farokh Engineer and Kishore Kumar have both endorsed which brand now owned by Sara Lee?

Ans : Brylcreem

Q11. Ankita Jhaveri currently based in LA made her mark as a star in Telugu film industry. How did she become darling of millions of people in India, much before she entered the film industry?

Ans : She is the I love you Rasna girl