

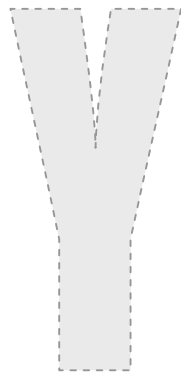
## G.K. QUIZ

- Which B-school in India is assisting the 6<sup>th</sup> pay commission for the new format?  
(A) IIM-B (B) FMS (C) IIM-A (D) IIFT
- "Saptashava", a name in Hindu Mythology is related to  
(A) Indra (B) Surya (C) Yama (D) Vishnu
- Fill in the blank choosing the right option.  
"Think investment, think \_\_\_\_\_."  
(A) NSC (B) ICICI (C) HDFC (D) Kotak
- The name SOTC is associated with  
(A) Tours and travel (B) Software  
(C) Textile (D) none of these
- T-Cab, the all new 3-wheeler for public transport is ready to roll out soon, this new machine is from  
(A) Bajaj (B) Piaggio (C) Electrotheom (D) none of these
- Four Square Cigarette is a product of  
(A) ITC (B) Godfrey Phillips  
(C) Vazir Sultan Tobacco Co. (D) Golden Tobacco Company
- Candyman Toffees is a product of  
(A) Parle (B) Ravalgaon (C) Dabur (D) ITC
- "Kaya Aesthetics" is a group company of  
(A) Marico (B) Godrej  
(C) Hindustan Lever Limited (D) P&G
- To promote Insurance Business, Life Insurance Corp. of India has tied up with which of the following banks?  
(A) Vijaya Bank (B) Janata urban Cooperative Bank  
(C) Both (A) and (B) (D) none of these
- A foreign travel card "Vishwa Yatra" was launched by  
(A) SBI (B) Bank of Baroda  
(C) ICICI Bank (D) Kotak Mahindra Bank
- Canned Beer introduced in India in 1981 was branded as  
(A) Haywards 5000 (B) Royal Challenge  
(C) Fostors (D) Kingfisher
- Harbajan appeared for the Liquor Ad and then had to apologize for the same. Which was that liquor brand?  
(A) Royal Stag (B) Bagpiper (C) Aristocrat (D) Director Special
- "All You Desire" is a punch line for  
(A) Fiat Palio (B) Toyota Innova (C) Skoda Octavia (D) Scorpio
- "Elegance is an attitude" is a punch line for a brand of wrist watches. Which is that brand?  
(A) Longines (B) Citizen (C) Rolex (D) Tissot

15. Daewoo electronics was acquired by Videocon. The deal was worth  
(A) \$650 million (B) \$700 million (C) \$750 million (D) \$690 million
16. Identify the company that acquired 67.9 percent stake in Jeco Holding Ag (German Forging Giant)  
(A) Tata (B) Reliance  
(C) Mahindra and Mahindra (D) Pantaloon Retail
17. \_\_\_\_\_ is the model for Italian weekly Cristina's 2007 Calendar.  
(A) Pope Benedict XVI (B) Baba Ramdev  
(C) Rahul Gandhi (D) Amitabh Bachan
18. Mr. Lalit Suri who passed away in 2006 was the chairman and MD of  
(A) Indian Hotels (B) Bharat Hotels  
(C) Fortune Hotels (D) none of these
19. "Sonoma" is a brand of LCD TV launched by  
(A) Philips (B) Sony (C) Samsung (D) Akai
20. L.D. Mittal is the chairman of  
(A) Bharti Enterprises (B) Walmart India  
(C) International Tractors (D) ACC cement
21. Famous brand "Hugo Boss", a watch manufacturer, has tied up with which of the following brands as its retail partner?  
(A) Maxima (B) Titan (C) Swatch (D) Ajanta
22. The Sheraton brand in India is owned by  
(A) Indian Hotels (B) Oberoi group (C) ITC (D) none of these
23. "Membership changes every thing" is a punch line associated with  
(A) American Express Credit Cards (B) Diners Club  
(C) National Chamber of Commerce (D) none of these
24. The new chairman of the State Bank of India is  
(A) O.P. Bhatt (B) Vimal Jalan (C) AK Purwar (D) none of these
25. "Isko laga dala to life jhinga lala" is a jingle associated with  
(A) Anchor Switches (B) Tata Sky  
(C) Bajaj lamps (D) none of these
26. Sweetex is a brand owned by  
(A) Daurala Sugar (B) Mawana Sugars  
(C) Reckitt Benckiser (D) Bennet Colman
27. Kishore Biyani is the promoter of  
(A) Magnet (B) Reliance Fresh  
(C) Amartex (D) Future Group
28. Who is the new Director General of Foreign Trade?  
(A) B.S. Meena (B) Shashi Tharoor  
(C) Jignesh Shah (D) none of these

29. The brand D.Dmas is associated with  
(A) Retail Chain (B) Diamonds  
(C) Gold (D) Textiles
30. Who has been chosen CNN-IBN Man of the year 2006?  
(A) Ratan Tata (B) ManMohan Singh  
(C) Shashi Thurur (D) none of these
31. Which bank has been appointed as "Income Tax Refund Banker" by the govt. of India?  
(A) Canara Bank (B) SBI (C) Bank of India (D) J&K Bank
32. "Supreme life" a life insurance plan is from  
(A) Aviva life (B) Birla Sun life (C) LIC (D) none of these
33. "Invented for Life" is a punch line of  
(A) LG (B) Liberty Shoes (C) Bosch (D) Kenstar
34. "Exchange when for now" is associated with  
(A) SBI Credit Cards (B) Western Union Money Transfer  
(C) Microsoft Exchange Server (D) none of these
35. The Brand Ambassador of American Express Platinum Credit Card is  
(A) Abhishek Bachan (B) Sharukh Khan  
(C) Sachin Tendulkar (D) M.S. Dhoni
36. V.P. Shetty is the chairman and MD of  
(A) HDFC Bank (B) Vijaya Bank  
(C) IDBI (D) Lord Krishna Bank
37. The punch line "Vishwas ki Parampara" is related to  
(A) Allahabad Bank (B) Indian Oil Corp  
(C) Hindustan Petroleum (D) State Bank of India
38. The punch line "Pure Bhi Poora Bhi" is associated with  
(A) Parag Desi Ghee (B) Amul Butter  
(C) IBP (D) Indane
39. Dynamix dairies in Baramati Maharashtra is an official supplier of cheese for  
(A) Amul (B) Britannia (C) McDonalds (D) none of these
40. Arun Kapoor is the CEO of  
(A) Tata Sky (B) Dish TV (C) MTV (D) NDTV
41. Amitabh Jhunjunwala, Gautam Doshi, and Satish Seth are group managing directors of  
(A) Anil Dhirubhai Group (B) Aditya Birla Group  
(C) Tata Sons (D) none of these
42. "Thai Paroxide Co. Ltd." is a group company of  
(A) Marico Ltd (B) Godrej  
(C) Aditya Birla Group (D) none of these
43. AmazerXL Radial Tyre is a product of  
(A) Apollo tyres (B) Goodyear  
(C) MRF (D) Balakrishna tyres

44. Noble House Tea is a product of  
(A) P&G (B) HLL (C) ITC (D) Godrej
45. Which brand of the soft drink stands at No: 4 in worldwide ranking?  
(A) Pepsi (B) Coke (C) Sprite (D) Miranda
46. The famous news daily "Times of India" is from  
(A) Reckitt Benkiser (B) Benett Colman (C) Living Media (D) none of these
47. The name "Valentina Tereshkova" is associated with  
(A) Astrology (B) Astronauts (C) Woodcraft (D) Witch craft
48. The name "Dasaprakash" is associated with  
(A) Food Chain (B) Lamps (C) Picture tubes (D) Electric Fittings
49. Neotel, the new name of the telecommunication venture in South Africa, is owned by  
(A) Tata (B) Birla (C) Modi (D) Anil Ambani
50. The chairperson of ITC Ltd. is  
(A) K.V. Kamath (B) Arun Puri (C) Y.C. Deweshwar (D) none of these



## ANSWER KEY

1. (C) 2. (B) 3. (D) 4. (A) 5. (C) 6. (B) 7. (C) 8. (A)  
9. (C) 10. (A) 11. (D) 12. (A) 13. (B) 14. (A) 15. (B) 16. (C)  
17. (A) 18. (B) 19. (C) 20. (C) 21. (B) 22. (C) 23. (A) 24. (A)  
25. (B) 26. (C) 27. (D) 28. (A) 29. (B) 30. (B) 31. (B) 32. (B)  
33. (C) 34. (C) 35. (A) 36. (C) 37. (A) 38. (C) 39. (C) 40. (B)  
41. (A) 42. (C) 43. (A) 44. (D) 45. (C) 46. (B) 47. (B) 48. (A)  
49. (A) 50. (C)

