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BUSINESS

QUIZ BOOK



Saurabh Aggarwal

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*To Varun, my best friend and
quizzing partner.*

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Preface

It has been quite a fun preparing questions for this book. Doing crazy things like pulling over to the kerb suddenly, just to make a note of a hoarding, noting something from the menu card of a restaurant, scribbling little facts from a book you are browsing through at a bookshop to frame different questions for the book....

‘Why is this book different’ might sound a cliché while reading the preface. If I may say so, it is different from other business quiz books available in the market in the sense that it tries to emulate the framing and variety of questions asked in business quizzes these days. Most of the questions in this book are workable ones and do not require any rote learning. Awareness about one’s environment and an open mind are just sufficient to answer the questions. The length of some questions may be intimidating at some time but they have been designed in such a manner deliberately so that they are informative as well.

Although there is no dearth of resources like blogs and websites available these days but a compendium that has the best of the lot is the need of the hour. It will serve as a stepping stone for people who have started business quizzing and a delight for people who are stalwarts in the business quizzing arena.

Keep your eyes and ears open, and keep a tab on trivia. Look beyond the obvious.

Happy Biz Quizzing!!

–Saurabh Aggarwal

Section I Questions

Advertising Saga I

Questions

1. Name the British-Indian novelist and essayist who is credited with the campaigns for Aero chocolate bars ('Irresistabubble') and the Daily Mirror newspaper ('Look into the Mirror tomorrow—you'll like what you see').
2. In 1932, he started selling Aga cooking stoves door-to-door. His success at this marked him out to his employer, who asked him to write an instruction manual 'The Theory and Practice of Selling the AGA cooker' for the other salesmen. Fortune magazine editors called it the finest sales instruction manual ever written. Identify the salesman.
3. Identify the pioneer of British advertising and the chairman of Benson who was behind slogans such as "Guinness is Good for You". He was also a founder member of the board of governors of the Cutty Sark.
4. She has been a traffic-stopper since 1967. Her wit, her sharp sense of humor and her unique style of analyzing current affairs have always been a subject of fascination. Towering over at all prominent landmarks of all major Indian cities, she has been attracting more eyeballs than even Bollywood bombshells. And at over 40, she continues to be envied by even the best in the industry. Who has been described?
5. Oliviero Toscani (an Italian photographer) is best-known worldwide for designing controversial advertising campaigns for which brand from 1982 to 2000?



"Give people a taste of Old Crow and tell them it's Old Crow. Then give them another taste of Old Crow, but tell them it is Jack Daniel's. Ask them which they prefer. They'll think the two drinks are quite different. They are tasting images." - David Ogilvy

6. While working as an art director and designer in the Calcutta office of the ad agency D. J. Keymer, he read one of the best novels of



Bibhuti Bhushan Bandopadhyay. Later, based on that novel, he produced and directed a film of the same name (as that of novel) that became a milestone in Indian cinema. Identify the person being talked about in the question.

7. This company ran an advertising campaign in the early 1970s, simply showing a hand using this company's product to write the following 'mathematical' formula on a piece of paper:

$$\frac{(3.5G + \frac{v}{2})}{4(H_2O)^2} + 3(360^\circ) = M$$

The result was that they received numerous inquiries by chemists, mathematicians, and physicists, asking for the meaning of the formula, as they could not figure it out. The formula is actually a humorous representation for the recipe of a martini. Apparently the campaign received one very critical letter asking "Who ever heard of a martini without an olive?" Which company ran the above campaign?



Cadbury launched a new in-house production company called "A Glass And A Half Full Productions" in 2007. It was responsible for an advertising campaign entitled Gorilla which was premièred during the season finale of 'Big Brother' 2007.

8. Which company developed the "Army Strong" campaign for the United States Army? It is a subsidiary of the Interpublic Group of Companies.
9. Which American businessman is often considered to be the founder of modern advertising? He is also known as a former owner of the Chicago Cubs baseball team.
10. He began working as a journalist, but left to work as a salesman so that it was easier for him to support his wife. He discovered advertising while working as a salesman, and began working with ad firm F Wallis Armstrong in 1916. He co-founded his own firm in 1923. He pioneered the systematic study of consumer preferences. His credo was "resist the usual". Name the person.
11. What portmanteau term is used to describe a newspaper or magazine ad resembling editorial in style and layout?
12. In September 1938, Harry Oppenheimer travelled from Johannesburg to New York City, to meet the president of N. W. Ayer. An N. W. Ayer copywriter came up with a caption which was scrawled on the bottom of a picture of two young lovers on a honeymoon. What was the caption? The caption was adapted by Ian Fleming as the title of his 1956 work, which also went on to become a movie.

13. He was born in Calcutta and moved to Paris in 1973. His successful work on Amnesty International was a turning point in his career. Following his dreams, he quit advertising and started his own design company, Shining Strategic Design. Who has been described?



The world's first television advertisement was aired on July 1, 1941 on New York's WNBC-TV. The 10-second ad for Bulova clocks and watches displayed a picture of a clock superimposed on a map of the United States accompanied by the voice-over "America runs on Bulova time."

14. Founded in 1982 in Oregon, it is an independently owned American advertising agency best known for its work for Nike. They also designed the Lance Armstrong's Livestrong yellow bracelet campaign to raise funds for cancer research. Name the agency.
15. Founded in Chicago in 1873, the agency was called Lord & Thomas until 1942, when Albert Lasker sold the firm to its three top managers – Emerson Foote in New York, Fairfax Cone in Chicago and Don Belding in California. Name the ad agency.
16. Which multinational advertising and communications company derives its name from a combination of the French word for advertising and the sound of the French 'six' to denote the year of the company's formation? It was started in 1926 by the founder of modern French advertising – Marcel Bleustein Blanchet.
17. According to David Ogilvy, there can be three types of brand names :
- (a) Names of men and women e.g. Ford, Campbell. These are memorable, difficult to copy and human.
 - (b) Descriptive names like 3-In-One Oil, Janitor in a Drum. Such names start with sales appeal, but struggle with brand extensions.
- Identify the third one.
18. He worked as a journalist before starting work as a copywriter in 1917. In 1935, he founded his own agency. His philosophy was to create an image around the product, and to capture what he called the "inherent drama" of the brand. The Marlboro man was one of his most famous creations. Who?
19. Which agency was behind the historic campaign against the British Labour party, which was instrumental in Margaret Thatcher's election in 1980?
20. He was a legendary figure in the history of American advertising and directed ad campaigns such as "Think Small" for Volkswagen Beetle and "We Try Harder" for Avis Car Rental. Who is he?

Answers

1. Salman Rushdie
2. David Ogilvy
3. Bobby Bevan
4. Amul Girl
5. United Colors of Benetton
6. Satyajit Ray; the novel was Pather Panchali
7. Parker Pen Company
8. McCann Erickson
9. Albert Davis Lasker
10. Raymond Rubicam
11. Advertorial
12. A Diamond Is Forever; Harry Oppenheimer was the son of the founder of De Beers.
13. Shombit Sen Gupta
14. Wieden+Kennedy
15. FCB (Foote, Cone, & Belding)
16. Publicis. French word for advertising is 'publicité'
17. Meaningless names like Kodak or Kotex. He warns that these take years and many millions of dollars to endow with sales appeal.
18. Leo Burnett
19. Saatchi & Saatchi
20. William (Bill) Bernbach



Advertising Saga II

Questions

1. The red apples placed on every receptionist's desk, an icon of a 'hand reaching for the stars' and a 'black pencil'. What do these signify?
2. This company was founded by brothers Maurice and Charles in 1970. They were noted for their campaign "Labor isn't working" on behalf of the Conservative Party before the 1979 UK general election. Which company was founded by the two brothers?
3. In 1953, Baskin-Robbins hired Carson-Roberts Advertising who recommended adoption of the famous "31" logo, the "31 flavors" strategy, as well as the pink (cherry) and brown (chocolate) polka dots and typeface that were reminiscent of the circus. What did Carson-Roberts Advertising eventually become?
4. What was created by the Leo Burnett advertising agency's copywriter, Rudy Perz, as he was sitting in his kitchen in 1965, under pressure to create an advertising campaign? It was originally drawn by Martin Nodell and brought to life using stop motion clay animation.
5. The company was called Wire and Plastic Products, a maker of supermarket baskets. Its main attraction was that it was listed and could be acquired for less than a million pounds in 1985. The new owner made 15 acquisitions in 2 years launching the platform for a services giant that now encompasses some 250 companies. Name the person who acquired the company in 1985.



Volney B. Palmer opened the first American advertising agency, in Philadelphia in 1850.

6. Which advertising icon was named the second most popular American woman in 1945 by Fortune magazine?
7. A group of Clydesdale horses are used for promotions and commercials by which brewing company?

8. Which Paris-based design studio was hired to craft a new logo and corporate slogan for Britannia Industries Limited?
9. Which advertising agency was founded by a mining engineer – Ravi Gupta and its name is a derivative of a Sanskrit word that means three forms symbolizing – Creative, Marketing and Media?
10. Name the American advertising personality whose most typical ad is probably that for Anacin, a headache medicine.
11. After failing the first year of college, he ran away from home, and at 18, took up a job as a crop-sprayer across rural India. He founded an ad agency and also co-founded India's first private TV channel. In 1999, he sold the agency to the \$5 billion Publicis Groupe, continuing as adviser for its Indian mergers and acquisitions. Name him.
12. The man who appeared in the ad was Baron George Wrangell, who was a Russian aristocrat with 20/20 vision, but the advertisement's creator, David Ogilvy, was inspired by a picture of Lewis Douglas, who had lost an eye in a fishing accident. Which company's ad has been described?



The term "Energizer Bunny" has entered the vernacular as a term for anything that continues indefatigably. Several U.S. presidential candidates have compared themselves to the bunny, including President George H. W. Bush in 1992 and Howard Dean in 2000.

13. Identify this male advertising model who wrote two bestsellers (one of them was titled 'Passport to Power') and was the wardrobe advisor to George W Bush (Senior).
14. Which company was originally founded by William James Carlton in 1864?
15. Which ad agency was founded by Hoshiro Mitsunga as Japan Advertising Limited and Telegraphic Service Co.?
16. He was a pioneer in the business of advertising. Under his leadership, JWT became a leader, not only in print advertising, but also in radio advertising and programming. Identify him.
17. He dropped out of Oxford, and worked as a chef and a salesman. He began his career in advertising at the age of 38, and went on to co-found his company. He attained legendary status, primarily due the iconic campaigns he created for Dove, Rolls Royce, Hathway shirts etc. Who?

18. Which company introduced the slogan 'Come alive! You're in the Pepsi Generation' in 1963? It is the first time a product is identified not by its own attributes but by its consumers' lifestyles and attitudes. Hammermill Paper Company is their oldest client.



Kirloskar Group once owned an industrial advertising company called Pratibha Advertising headed by Geetanjali Kirloskar.

19. In the years following World War II, advertising executive Leo Burnett was looking for a new image to reinvent the brand. Burnett's inspiration for this icon came in 1949 from an issue of LIFE magazine, where the photograph (shot by Leonard McCombe) and story of Texas cowboy Clarence Hailey Long caught his attention. Which icon was created by Leo Burnett?
20. Name the ad agency behind the 'Lalitaji' campaign.

Answers

1. Internal corporate symbols created by Leo Burnett
2. Saatchi & Saatchi
3. Ogilvy and Mather (O&M)
4. Pillsbury Doughboy
5. Martin Sorrell (WPP)
6. Betty Crocker
7. Anheuser-Busch
8. Shining Strategic Design
9. Trikaya Grey Advertising
10. Rosser Reeves
11. Ashok Kurien, founder of Ambience Advertising and ZEE TV.
12. C. F. Hathaway Company
13. William Thourlby, the Marlboro Man
14. JWT
15. Dentsu
16. Stanley Burnet Resor
17. David Ogilvy
18. BBDO
19. Marlboro Man
20. Lintas



Auto Expo I

Questions

1. The emblem of this German auto major symbolizes the amalgamation of this company with 3 other auto companies namely DKW, Horch and Wanderer. Identify the company.
2. In 1931, this luxury automobile company was bought by Rolls-Royce secretly using a company named the British Central Equitable Trust. The true identity of the purchaser was not even known to this company until the deal was completed. The founder of this company was called "W.O" and was previously known for his successful range of rotary aero-engines in World War I. Identify this company.
3. These are the taglines used by this auto major over the years:
1974 – "Small car specialists for 40 years."
1975 – "Oh! What a feeling."
1976 – "Who could ask for anything more? You asked for it, you got it!"

Identify the car maker from the taglines.



Volvo was the company which introduced the safety belts.

4. Which company's founder realising that an auto manufacturer with only one car line stood little chance of survival, brought together about 25 carmakers and suppliers within 18 months of the company's founding?
5. The origins of this company go back to 1927 when designer Ferdinand Porsche who had created a number of expensive state-of-the-art cars, turned his attention to a simpler low end vehicle. In 1933, Adolf Hitler took an interest in Porsche's ideas. In 1937, a company was set up by the German Government to achieve a single purpose – create a cheap automobile for the masses. Identify the brand created by Ferdinand Porsche.



6. Which automobile company's founders wrote "Cars are driven by people. For this reason safety is, and must remain the guiding principle behind everything we do"?
7. Name the automobile marque started by Edsel Ford in 1939 and derives its name from the "messenger of the gods" of Roman mythology.
8. This top selling General motors marque launched its first watch collection in 2007. The watch collection pays tribute to co-founder of the brand, who was born in a family of a watchmaker and in his childhood helped his father at the workbench. Identify the marque.
9. This French automobile manufacturer shocked the world in 1934 with the innovative Traction Avant, the world's first mass-production front wheel drive car. Its significant models include HY, The Duck, Goddess and CX. Being a keen marketer, it used Eiffel tower as the world's largest advertising sign as recorded in the Guinness Book of Records. Identify the automobile manufacturer.
10. Which Swedish car manufacturer is the exclusive automobile royal warrant holder as appointed by H.M., the King of Sweden?



Ashok Kumar, Anoop Kumar, and Kishore Kumar raced with Chevrolet cars in the movie 'Chalti Ka Naam Gaadi'.

11. The emblem of this company has evolved from the circular Rapp Motorenwerke company logo. The Rapp logo was combined with colors of the flag of Bavaria to produce the logo so familiar today. Identify the German automobile manufacturer.
12. Which British manufacturer of sports and racing cars based at Hethel, Norfolk and founded by F1 legend Cloin Chapman had drivers like Ayrton Senna, Graham Hill and Stirling Moss in its racing division?
13. This German car corporation owns major stakes in aerospace group EADS, McLaren Group, Japanese truck maker Mitsubishi Fuso Truck and Bus Corporation. Identify the auto major.
14. 'The Whitbread Round the World Race' is a yacht race around the world, held every three years. Who is the current owner of it?
15. Name the car company that used to market itself as a 'different kind of car company'. It owes its origin to a revolutionary new, small-car project started in June, 1982 by Alex C. Mair.
16. With which automobile brand would you associate 'The Spirit of Ecstasy' or 'The Flying Lady'?
17. It was launched in a converted factory in 1903 with \$28,000 in

cash from twelve investors, most notably John and Horace Dodge (who would later establish their own car company). The company owns a one-third controlling interest in Mazda of Japan and a small holding in former subsidiary Aston Martin of England. Identify the American multinational.

18. Which company was formed from the remnants of the Henry Ford Company when Henry Ford departed along with several of his key partners?
19. It is an Italian manufacturer of racing cars and sports cars and its emblem is a trident. Its current models include Quattroporte and GranTurismo. Which car maker?
20. Which company's line of luxury cars is branded 'Acura' in North America and China?

Answers

1. Audi company; the Audi emblem is four overlapping rings that represent the four marques of Auto Union. It symbolizes the amalgamation of Audi with DKW, Horch and Wanderer: the first ring represents Audi, the second represents DKW, third is Horch, and the fourth and last ring Wanderer.
2. Bentley Motors Limited; founded in England in 1919 by Walter Owen Bentley, known as W.O. Bentley or just "W.O". Since 1998 the company has been owned by the Volkswagen Group of Germany.
3. Volkswagen-Beetle
4. General Motors
5. Volkswagen-Beetle
6. Volvo
7. Mercury
8. Chevrolet; the watch collection pays tribute to Louis Chevrolet, co-founder of the brand, who was born in a family of a watchmaker and in his childhood helped his father at the workbench. The collection was called 'Frontenac', the name inherited from the race car company founded by Louis Chevrolet.
9. Citroën
10. Saab Automobile AB
11. BMW (English: Bavarian Motor Works)
12. Lotus
13. Daimler AG
14. Volvo
15. Saturn
16. Rolls Royce
17. Ford Motor Company
18. Cadillac
19. Maserati
20. Honda Motor Company



Auto Expo II

Questions

- 1 Which brand's name, latin for 'I roll', was thought to be a good trademark for a ball bearing as well as for an automobile?
- 2 Name the company that was founded by a race car driver and William Durant in 1911 and is famous for its 'Bowtie emblem' logo.
- 3 Drums is a subsidiary of which company? They are in the business of manufacturing acoustic and electronic drum kits, as well as other percussion instruments, marching band equipment, and drum hardware and say '100% handcrafted'.
- 4 The logo of this company is said to be symbolic of two people (the company and customer) shaking hands. Company's name means modernity in Korean. The company's first model, the 'Cortina', was released in cooperation with Ford Motor Company in 1968. Identify the company.
- 5 Name the Japanese car, commercial vehicle and heavy truck manufacturing company that takes its name from a river and means 'fifty bells' in English.



Maruti donated the first Maruti 800 produced by it to The Lord Venkateshwara Temple at Tirupati.

6. The company was founded as the Swallow Sidecar Company in Blackpool in 1922 by two motorcycle enthusiasts, William Lyons and William Walmsley, changing to SS Cars Ltd in 1934. The company bought the Daimler Motor Company in 1960 from Birmingham Small Arms Company (BSA). The Ford Motor Company purchased the company in September 1989 and sold it in 2008. Identify the luxury car manufacturer.
7. This German company's first car was named as 'Dixi', the company's original slogan was 'Freude am Fahren' which translates to 'Joy in Driving'. Identify the company.




8. This company started out as a tractor building company in the Italian village of Sant'Agata Bolognese. However, founder's priorities changed when he went to meet Enzo Ferrari at the Ferrari factory to complain about the quality of the clutch in his Ferrari 250, and received a dismissive answer from Ferrari, who suggested he should look after his tractors. This incident led to the foundation of which auto major?
9. Who opened the trade session at the NYSE on 14 February 2002?
10. The first prototype 'centre steer' of this automobile company was built on a Jeep chassis. A distinctive feature is their bodies, constructed of a lightweight rustproof proprietary alloy of aluminium and magnesium called Birmabright. This material was used owing to post war steel shortages and a plentiful supply of post-war aircraft aluminium. Identify this automobile company.
11. Rafael Nadal is the global brand ambassador for this Korean carmaker. Its name is roughly translated as 'arise or come up out of Asia or rising out of Asia'. Identify this Korean carmaker.



At the beginning, Opel just produced sewing machines in a cowshed in Rüsselsheim.

12. In 1983, Eiji Toyoda summoned a secret meeting of company executives, to whom he posed the question, "Can we create a luxury vehicle to challenge the world's best?" This question prompted the company to embark on a top-secret project, codenamed F1 ("Flagship" and "No. 1 vehicle"). The name has been attributed to the combination of the words – luxury and elegance, while another theory claims it is an acronym for "luxury exports to the U.S." Identify the automaker and the brand.
13. This is a German luxury car manufacturer founded in 1909 by Wilhelm with his son Karl as director. The company was originally a subsidiary of Luftschiffbau Zeppelin GmbH and was itself known as 'Luftfahrzeug-Motorenbau GmbH' (literally 'Airship Engine Company') until 1918. Identify the luxury car manufacturer owned by Daimler AG.
14. Name the Hiroshima headquartered automotive manufacturer whose name coincides with the anglicised pronunciation of the founder's name, Jujiro Matsuda, who was interested in spirituality, and chose to rename the firm in honour of both his family and Zoroastrianism.
15. Name the car company that used an American Indian headdress as a logo until 1956 that was replaced by an American Indian red arrowhead design in 1957. The name of the brand is derived from

- an American Indian chief who led an unsuccessful uprising against the British shortly after the French and Indian War.
16. Originally named Alex Wilson and Company, much of this brand's success during the early years is given to a man called Laurence Pomeroy. It is named after the residential area in which it was formed. Most current models of this brand are right-hand drive derivatives of GM's Opel brand. Which automobile brand?
 17. This advertising icon was created by a French cartoonist Marius Rossillon, popularly known as O'Galop, who showed the founder of the company a rejected image he had created for Munich brewery—a large, regal figure holding a huge glass of beer and quoting Horace's phrase that meant literally “Now it is to be drunk” in Latin. The founder suggested replacing the man with a figure made from the company's main product and the icon was born. Identify the icon.
-  *The original trademark brand name application for Jeep was filed in February 1943 by Willys-Overland.*
18. Which auto brand is said to get its name from the Slavic goddess of love, beauty and domestic harmony?
 19. In automobile history, the phrase ‘Fix it again, Tony’ was popular mocking of a famous brand in its early years during its launch in the US. Name the brand.
 20. In Dan Brown's novel Angels & Demons, the members of the Swiss Guard drive this company's sedans. It has been a part of the Fiat Group since 1986. It was founded as Società Anonima Italiana Darracq (SAID) in 1906 by the French automobile firm of Alexandre Darracq, with some Italian investors. Identify this brand mentioned in Angels & Demons.

Answers

1. Volvo
2. Chevrolet
3. Yamaha Corporation
4. Hyundai Motor Company
5. Isuzu Motors Ltd.
6. Jaguar
7. BMW
8. Lamborghini
9. Honda manufactured humanoid robot (ASIMO)
10. Land Rover
11. Kia Motors
12. Toyota and Lexus
13. Maybach
14. Mazda
15. Pontiac
16. Vauxhall Motors
17. Bibendum
18. Lada
19. FIAT; Fix it again, Tony
20. Alfa Romeo



Back to B – School

Questions

1. Which term was coined by the famous marketing strategist Jerry Welsh, while he was working as the manager of global marketing efforts for the American Express Company in the 1980s?
2. Which framework was introduced by Steiner and Andrews for analyzing an organisation's external environment from various angles?
3. It broke all records for being the most reprinted in the annals of the publication. Which paper?
4. What did Albert Humphrey develop while heading a research project at Stanford University in the 1960s and 1970s using data from Fortune 500 companies?
5. What is the name of an unconventional way of performing promotional activities on a very low budget, as described by Jay Conrad Levinson in this popular 1984 book?



Joyodyne was the first Internet-based direct marketer, founded by Seth Godin, and acquired by Yahoo! in 1998.

6. I am the co-owner of Stacey's Cafe in downtown Pleasanton, California. And I'm the owner and ironically incompetent active manager for Stacey's in Dublin, California. Who am I?
7. Name the matrix that was created by Bruce Henderson in 1970 to help corporations with analyzing their business units or product lines and allocate resources.
8. Which term was first published in 1969 by Jack Trout in the publication Industrial Marketing and defined as a game people play in today's me-too market place?