A collection of 150 questions along with answers about business world of India for your general knowledge.

India Business Quiz Questions

1. K Malleswari, the lone medal winner for India in the millennium Olympics, and the first woman from India to ever win a medal, is employed at which Central Government Corporation?
2. First there was Bridgestone, and then Mitsubishi; what giant automaker of Japan was embroiled, recently, in a quality-related controversy?
3. The Times of India launched its latest edition in which city?
4. Which famous fashion accessories House first started as leather goods shop in Florence in 1921?
5. Uncle Pai is associated with which once roaringly successful publishers of children’s literature?
6. Which international airline uses the slogan "Smooth As Silk" in its advertisements?
7. Which TV programme currently aired in India, is sponsored by a) Colgate b) Bajaj c) Dettol and d) LG?
8. Who are the makers of the soft contact lens "Accuvue"?
9. Named "Manager of the Century" by the business magazine "Fortune", he was recently in India. Who is he?
10. The "Three Golden Balls" is the traditional symbol of which class of businessmen, especially in Europe?
11. Which is the largest unlisted company in India in terms of turnover?
12. What watchmaker sells an environment-friendly brand of watches called "Eco Drive"?
13. The useful thumb rule in Economics, "Bad money drives out the good" goes by what name?
14. What is film Production Company owned by the Hollywood star Dustin Hoffman?
15. What famous place in New York gets its name from the original location of a stockade built by the Dutch in 1653 to keep out the attacking English colonists and Red Indians?
16. Which famous TV personality owns a film production company called HarpoFilms? Look hard at the name, may be you can decipher the answer.
17. The person next-in-command to the CEO is often referred to as the "Upper Roger". From what Indian (Sanskrit) word does this phrase come?
18. Aeroplanes of which airline sported Meera Mehta’s "Paithan Sari Motif" on their tails for sometime?
19. Who or what is a MAMBA?
20. Under what brand name is the compound "Sildenafil Citrate" sold by the pharma company, Pfizer?
21. What "social expression" company was started by the 18 year old Joyce Hall in 1910?
22. Which is the biggest toy retail chain in the world?
23. Here’s a Dot-buster: Which award-winning net-based furniture selling company, despite being backed by Amazon.com, filed for bankruptcy, recently? Who filed for bankruptcy, for filed amazon.com, by backed being despite company, selling furniture net-based award-winning which dot-buster: a>
24. What is the name given to software developed exclusively for use by infants and toddlers?
25. What major currency is known as 'Greenbacks' in slang?
26. Who is the only Asian to be included in Sunday Times list of "The Wealthiest 200 in Britain since 1066"?
27. R Gopalan who is basking in the limelight for his role as the official emissary in the Raj Kumar Kidnapping case, is the editor of which Tamil Magazine?
28. What we know as Maruti Zen was launched worldwide by Suzuki in the 90's under what name?
29. Zee Movies is contemplating a co-branding exercise in collaboration with which major Hollywood Film studio?
30. Ashok H Advani is the publisher of which business magazine?
31. Lord Raj Kumar Bagri is the first non-Briton Chairman of what mercantile organization?
32. You’ve heard of BSA motorcycles and surely seen BSA bicycles on Indian roads. What does BSA stand for?
33. What brand of Firestone tyres is creating an uproar in the USA, for causing many fatalities on the highway because of a manufacturing defect?
34. He appears in a series of books which made publishing history, and he is the most famous pupil of the "Hogwart’s Witchcraft School". Who is this fictional character?
35. To which fashion house did the minister Maneka Gandhi address her remark, "The skin of the python is no less precious to the snake than fur is to the fox"?
36. The 'Calatrava Cross' is the emblem of which coveted brand of Swiss watch?
37. What famous sports goods company did Phil Knight and Bill Bowerman launch in
1964?
38. Which Indian textile brand proudly proclaims "Since 1925" in its advertisements?
39. Which famous hospital chain of India sells an accident insurance cover called "Dost"?
40. What product is associated with the Colombian mascot "Juan Valdez"?
41. Which newspaper baron started his career by launching the "Adelaide Herald" when he was just 23 years old?
42. The Hollywood horror flick "Crocodile 2 Death Roll" was recently shot in which film studio in India?
43. 'The Striding Man' is the logo of which best selling brand of scotch whiskey?
44. In his recent visit to New Delhi, in which 5 star Hotel did Bill Gates stay?
45. What automobile, still seen on the roads with minor variations, did Ferdinand Porsche develop under the behest of Adolf Hitler?
46. Mumbai-born Fareed Zakaria has been appointed the editor of which international news magazine?
47. Which textile company of India is head quartered at "Neville House"?
48. What useful and innovative computer accessory did Douglas Engelbert invent in 1968?
49. At long last the Department of Telecommunications (DoT, for short) has been transformed into a corporation. What is its name in its new avatar?
50. What ingredient of chewing gum comes from the South American sapodilla tree?
51. Which Indian confectioneries brand and Times Warner are involved in a legal wrangle over the 'Bunny' logo?
52. What is the consulting firm recently acquired by the electronics giant Hewlett-Packard?
53. What pharma company markets the 'Ayurvedic Concepts' range of health products?
54. What Hyderabad based company has been contracted by Cantor Index plc to supply giant-sized, inflatable images of the latest contenders to American Presidency-Bush and Gore?
55. What internationally famous sports apparel company was started in the 1930's by a champion tennis-player of France?
56. Prime Minister Atal Bihari Vajpayee underwent knee surgery in which Mumbai hospital?
57. According to "BBC's Moneytalk" which German brand is ranked No. 1 among car audio products?
58. Who was chosen to be the first and only recipient in India of the choicest, limited edition champagne 'Esprit du Siecle'?
59. Which Hollywood star and brand ambassador of Omega watches was recently in
India to meet the Dalai Lama?

60. What tourist attraction in London, designed by Sir Richard Rogers especially for the millennium, is in grave financial crisis because of its failure to attract enough visitors?

61. OM Gruppen of Sweden is in the news for wanting to takeover of all things which European stock exchange?

62. Carlos Ghosn, living up to his sobriquet of 'Le Cost-Killer’, is putting which ailing Japanese carmaker on the road to recovery?

63. In the popular TV Game show "Kaun Banega Crorepati", the prize money is issued on the cheque leaves of which bank?

64. What redoubtable Swiss watchmaker markets a range of metal-cased watches under a clever and ironic name of "Irony"?

65. In the world of Food and Agriculture what does the acronym GM stand for?

66. The indigenously produced Hepatitis-B vaccine called Shanvac B, which is giving the multinationals a run for their money, is produced by which company?

67. Sierra Leone is now always in the news for the bloody civil war which is raging there. Otherwise it was known for its highly lucrative export trade in which mineral?

68. What 'wireless' technology, which has almost become a buzzword, is named after an ancient Viking chief?

69. What is the new name of the TV channel TNT, after its recent rechristening?

70. Sumantra Ghoshal has been appointed the founding Dean of which fledgling Business School?

71. Arun Bajoria’s takeover threat was targeted at which company?

72. Which Bank has launched the "India Millennium Deposits" to mobilize resources of NRI’s?

73. The quality enforcing technique of 'Six Sigma’ was first introduced by which American company?

74. Which airline uses the slogan "Be Good to Yourself" in its ads?

75. What is the expensive delicacy obtained from the fish sturgeon especially found in the Caspian Sea?

76. What is the name of the new generation fuel cell car recently developed by GM?

77. Which large chaebol, now in dire straits, was started by five friends in 1979 to manufacture and export garments?

78. Which Dutch brewery is ranked as the biggest producer of beer in Europe?

79. What prized and exclusive cars are manufactured in Malvern Link, North west of London?

80. In collaboration which Bollywood star is 'Emami’ proposing to launch a range of Ayurvedic personal care products?
81. What is the name of the alliance formed by airlines such as Delta, Air France, Aero Mexico and Korean Air?
82. Which Budapest-born American CEO’s biography is entitled "Swimming Across"?
83. Who is the ‘person of Indian origin’ who was hailed by the online magazine ‘Valley Talk’ as "the most successful Venture Capitalist of all time"?
84. Consequent upon a long drawn out family feud, what is the new name assumed by Andersen Consulting?
85. Italy’s Monte Paschi di Seine, established in 1472, has the distinction of being the oldest of its kind. What is it?
86. Which advertising legend is supposed to have advised, "If you have nothing to say, sing it!"
87. Hans Wilsdorf, a German who set up his business in Switzerland, and later moved to London became the founder of which famous brand of watches?
88. Touted as one of the most useful inventions of this century, it was invented by George Mestral after he noticed burr sticking to his clothes on his return from a walk in the woods. What is it?
89. What is the 'highest scoring partnership' in cricket, which became a world famous brand of cigarettes?
90. Unit Trust’s recent intention of terminating what scheme has caused public outcry and a lot of litigation?
91. Which mobile phone manufacturer is popularizing mobile-telephone etiquette with its ‘mobile manners’ campaign?
92. Which Indian TV channel owned the transmission rights for the 50th Miss World contest held in the Millennium Dome in London?
93. Bajaj Auto is setting up a two wheeler assembly line in which South American country?
94. Merino, one of the finest types of wool, is associated with which country?
95. In the heyday of nationalization, which PSU emerged from the amalgamation of ESSO and Caltex?
96. What biscuit in McVittie’s range was originally developed by Sir Alexander Grant in the 1890’s?
97. In the world of TV transmission technology, what does the much-talked about acronym DTH stand for?
98. With what product would you associate the well-known designs such as ’American Tank’ and ‘Tank Francaise’?
99. Which Indian packaging company has taken over a firm called 'Propack' in China?
100. What is the internationally known brand of ice-cream co-promoted by an ex-
hippie named Ben Cohen?

101. In what make of car did the couple from Calcutta, M.S. Choudhary and his wife Neena, achieve the record for first circumnavigation of the world?

102. What international brand of cigarette is named after a ritzy street in London?

103. Which is the biggest Petroleum Company in the world?

104. Nazomi 503, is the fastest of its kind in the world. What is it?

105. Dhunji Rana was the model for what enduring and macho icon in Indian advertising?

106. Who is the hotshot executive of Indian origin with Pepsi Co, who appears in the Fortunes list of 50 most powerful women in corporate America?

107. What is the prized sports drink in the Quaker Oat’s portfolio which makes merger with it so desirable to suitors like Coke, Pepsi or Danone?

108. What is the Danish Electronics Company famed for producing ‘haute couture’ stuff in areas like Stereos, Televisions and Telephones?

109. What internationally famous brand of shoes is named whimsically after a rural American dish made from corn, fed to pet dogs?

110. "Beeps" and "Peeps’ were the experimental prototypes of what legendary hard terrain vehicle?

111. Tidel Park, yet another of those prestigious complexes housing software firms, is associated with which city?

112. What invention was called the Lover’s Telegraph" when first exhibited in Philadelphia, 1876?

113. What now universally popular food item was called "Food of the Gods", by Linnaeus the eminent naturalist of the nineteenth century?

114. Which aircraft manufactures the A3XX super jumbo, slated to be the biggest civilian aircraft?

115. What international brand of shirts, marketed in India too, is observing 150 years of existence?

116. The Dynatac made in the 1970’s was the first of its kind. What is this product which became extremely visible in India only in the mid 90’s?

117. What was the epoch-making book written in the 60’s by Rachel Carson, which awakened the world to the dangers of environmental pollution but incurred the wrath of industrial giants like Dupont?

118. What car being sold in India celebrated its first birthday recently with a birthday song sung especially for it by Shankar Mahadevan?

119. What hard liquor traditionally made from potatoes, literally means ‘Little Water’ in the native tongue?

120. What French sports fashion house has begun to sell India inspired knitwear "Kurta Pajamas" successfully?
121. What large India retail chain proudly describes itself as 'The Family Store’ in its advertisements?
122. Everyone has heard of the catchphrase "Intel Inside". But who authored a book entitled "Inside Intel"?
123. What brand of ‘cold cream’, also available in India, derives its name from a Latin word meaning 'snow white’?
124. In Mumbai’s underworld slang the word 'kavva' refers to what handy communication device?
125. With what cigarette brand (now gone up in smoke, I'm afraid), would you associate the once ubiquitous slogan "For Men of Action - Satisfaction"?
126. What do you call the style of selling where the bid price goes down progressively until the deal is closed?
127. With which Management Guru of Indian Origin would you most associate the phrase "Core Competence"?
128. What is the popular (though not available in India) low calorie soft drink produced by Coca Cola, having a three letter name?
129. What expensive and legendary brand of cars is supposedly named after the founder of Detroit - the car manufacturing capital of the world?
130. Which company started by Jim Clark has its headquarters at 'Mountain View’?
131. What is name of the range of bestselling digital cameras manufactured by Sony?
132. In UK, what brand of beer is most preferred as an accompaniment to India food?
133. What potent liquor, also known a 'the Green Fairy’, is extracted from wormwood?
134. What invention, in its early years, was described as 'the horse that never says nay’?
135. Back to acronyms. What does the first three letters of 'Sun Microsystems’ stand for?
136. A Navigator could mean many things. But a company has launched a toothbrush called Navigator. Which company are we talking about?
137. Tata Finance has launched a credit card with a tie up with which credit card company?
138. "Kabhi Dekha Hai Aisa TV? Big Picture! Big Sound! Onida". Which ad agency created this award winning advertisement?
139. Which company has the advertising punchline, "The Power To Create”?
140. The movies Mohabbatein, Raju Chacha and Mission Kashmir had breath-taking special effects. Name the company that created these effects.
141. Which company makes Ujala?
142. If you can't beat them, join them. Which clock company has decided to shift base to China so that it remains competitive?
143. An Indian businessman has been named among Businessweek’s top entrepreneurs for 2000. Name him.
144. The beautiful Ekta Kapoor, daughter of film star Jeetendra, is a highly successful producer of television serials. Name her company.

145. We all know what bulls and bears do. What would sheep do in the stock market?

146. Which media group (you have to name the company, not the newspaper) has launched India’s first electronic newspaper, or e-paper?

147. Nescafe has two coffee brands. One is Nescafe Classic and the other is?

148. The Human Genome Project has been in the news because government agencies and private sector companies have been racing to become the first to decipher the human genome. Name the private sector company which was in this race?

149. For which electronics brand does Rahul Dravid model?

150. CEAT - This tyre company gives cricket ratings. To which group does this company belong?

Answers to India Business World Quiz

1. Food Corporation of India
2. Toyota
3. Hyderabad
4. Gucci
5. Amar Chitra Katha
6. Thai
7. Kaun Banega Crorepati
8. Johnson & Johnson
9. Jack Welch
10. Pawnbrokers
11. Maruti Udyog
12. Citizen
13. Greshams Law
14. Punch Productions
15. Wall Street
16. Oprah Winfrey
17. Yuva Raja
18. British Airways
19. Middle Aged Middlebrow Achiever
20. Viagra
21. Hallmark
22. Toys R US
23. Living.Com
24. Lapware
25. US Dollars
26. L. N. Mittal
27. Nakkheeran
28. Alto
29. MGM
30. Business India
31. London Metal Exchange
32. Birmingham Small Arms
33. Wilderness
34. Harry Potter
35. Calvin Klein
36. Patek Phillippe
37. Nike
38. Raymond’s
39. Apollo
40. Coffee
41. Rupert Murdoch
42. Ramoji Film City
43. Johnny Walker
44. Maurya Sheraton
45. Volkswagen
46. Newsweek
47. Bombay Dyeing
48. The Mouse
49. Bharat Sanchar Nigam Limited
50. Chicle
51. Nutrine
52. Pricewaterhouse Coopers
53. Himalaya Drugs Company
54. Unique Inflatables
55. Lacoste
56. Breach Candy
57. Blaupunkt
58. Prannoy Roy
59. Pierce Brosnan
60. Millennium Dome
61. London Stock Exchange
62. Nissan Motors
63. ICICI Bank
64. Swatch
65. Genetically Modified
66. Shantha Biotechnics
67. Diamonds
68. Bluetooth
69. TCM
70. Indian School Of Business, Hyderabad
71. Bombay Dyeing
72. State Bank Of India
73. Motorola
74. The Emirates
75. Caviar
76. Hydrogen
77. Daewoo
78. Heineken
79. Morgan
80. Madhuri Dixit
81. Sky Team
82. Andy Grove
83. Vinod Khosla
84. Accenture
85. Bank
86. David Ogilvy
87. Rolex
88. Velcro
89. 555
90. Rajyalakshmi
91. Nokia
92. Zee
93. Brazil
94. Australia
95. Hindustan Petroleum
96. Digestive
97. Direct To Home
98. Watches
99. Essel
100. Ben & Jerry
101. Contessa Classic
102. Pall Mall
103. Shell
104. Train
105. Zodiac Man
106. Indra Nooyi
107. Gatorade
108. Bang & Oluffsan
109. Hush Puppies
110. Jeep
111. Chennai
112. Telephone
113. Chocolate
114. Airbus Industry
115. Arrow
116. Mobile (Cell) Phone
117. The Silent Spring
118. Ford Ikon
119. Vodka
120. Lacoste
121. Pantaloon’s
122. Tim Jackson
123. Nivea
124. Cellular Phone
125. Scissors
126. Dutch Auction
127. C. K. Prahlad
128. Tab
129. Cadillac
130. Netscape
131. Mavica
132. Cobra
133. Absinthe
134. Bicycle
135. Stanford University Network
136. Colgate
137. American Express
138. Oglivy and Mather (O&M)
139. Epson
140. Western Outdoor
141. Jyothi Labs
142. Ajanta Quartz
143. Sunil Mittal (Bharti Telecom)
144. Balaji Telefilms
145. Follow The Leader
146. Living Media India Ltd
147. Sunrise
148. Celera Genomics
149. Thomson
150. RPG Enterprises

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