

**General Awareness**

1. Which company's famously advertised vision statement is 'The Network is the Computer'?

- (a) Cisco Systems
- (b) Lucent Technologies
- (c) Sun Microsystems
- (d) Nortel Networks

Answer : (c)

2. The software company I-flex Solutions was originally a division of which famous financial services company?

- (a) Citicorp
- (b) ICICI
- (c) HSBC
- (d) ABN Amro Bank

Answer : (a)

3. Which former advertising personality has recently been named the Undersecretary of State for 'public diplomacy and public affairs' of the US in an exercise to rebrand the US following the September 11 terrorist strikes?

- (a) Charlotte Beers
- (b) Jay Chiat
- (c) Martin Sorrell
- (d) George Lois

Answer : (a)

4. Which premium international range of luggage was recently launched in India by BlowPlast?

- (a) Samsonite
- (b) Strolley
- (c) American Tourister
- (d) Delsey

Answer : (d)

5. This year saw the launch of Yahoo!, Amazon.com and the famous launch of the Orange mobile phone service in the UK. Which year was this?

- (a) 1992
- (b) 1994
- (c) 1995
- (d) 1993

Answer : (b)

6. Henry Ford revolutionised the car market with the first mass-produced car, the Ford Model T. In which year was it launched?

- (a) 1924
- (b) 1912
- (c) 1908
- (d) 1897

Answer : (c)

7. Which company owns the beer brands Haywards 2000, Hi-Five and Lal Toofan?

- (a) United Breweries
- (b) Millennium Alcobev
- (c) Shaw Wallace
- (d) Mohan Meakins

Answer : (c)

8. Which company owns the footwear brand - Stryde?

- (a) Woodland
- (b) Bata
- (c) Tata International
- (d) Hindustan Lever

Answer : (c)

9. It was the brand that made David Ogilvy famous. Which shirt brand's ads had the famous man with an eye patch in the 1950s, which catapulted David Ogilvy to fame?

- (a) Van Heusen
- (b) Arrow Shirts
- (c) Hathaway
- (d) Dockers

Answer : (c)

10. Which TV channel has been in the news for its coverage of the Bin Laden crisis, especially for having carried all broadcasts of Osama Bin Laden to audiences in West Asia?

- (a) Star Asia
- (b) BBC Asia
- (c) Al Jazeera
- (d) Khaleed Times

Answer : (c)

30. The Essar group of companies has been promoted by

- (a) Ruias
- (b) Ambanis
- (c) Goenkas
- (d) Kanorias

Answer : A

31. One of the following liquor brands is not owned by United Breweries

- (a) Kalyani Black Label
- (b) Blue Riband
- (c) McDowell's
- (d) Bagpiper

Answer : (d)

32. Amtrex air conditioners has a technical collaboration with

- (a) Sanyo
- (b) Mitsubishi
- (c) Hitachi
- (d) Carrier

Answer : (d)

33. Marlboro Cigarette is owned by

- (a) ITC
- (b) Godfrey-Philips
- (c) Philip Morris
- (d) British American Tobacco

Answer : (c)

34. Who is the CEO of Microsoft?

- (a) Bill Gates
- (b) Paul Allen
- (c) Larry Ellison
- (d) Steve Ballnes

Answer : (d)

35. One of the following is not an Insurance Company

- (a) ICICI Prudential
- (b) HDFC Natwest
- (c) OM Kotak Mahindra
- (d) Birla Sun Life

Answer : (b)

36. What is the currency of Portugal?

- (a) Escudo
- (b) Guilder
- (c) Mark
- (d) Schilling

Answer : (a)

37. One of the following personalities is not associated with the Indian auto sector

- (a) Suresh Krishna
- (b) Venu Srinivasan
- (c) Anand Mahindra
- (d) Venugopal Dhoot

Answer : (d)

38. One of the following companies is not in the area of air-conditioning & refrigeration (a) BPL

- (b) Thermax
- (c) Lloyd
- (d) Carrier Aircon

Answer : (c)

39. How many countries are a part of the European union?

- (a) 18
- (b) 15
- (c) 21
- (d) 12

Answer : (b)

40. Who is the attorney general of United States of America?

- (a) Ashcroft
- (b) Powell
- (c) Rumsfeld
- (d) Cheney

Answer : (a)

41. When was the generic domain name (Top Level Domain - TLD) .com introduced?

- (a) 1989
- (b) 1985
- (c) 1994
- (d) 1991

Answer : (b)

42. Who is the prime minister of Israel?

- (a) Benajamin Netanyahu
- (b) Ariel Sharon
- (c) Shaul Mofaz
- (d) Goldamyer

Answer : (b)

43. What was the significant about the purchase of a kilo of lychees on the French island of Reunion, located in the Indian Ocean?

- (a) They were the first lot of lychees exported from India.
- (b) It was the first official purchase using the new currency Euro.
- (c) It was done by to commemorate the release of the new France with Princess Diana's image on it.
- (d) None of these

Answer : (b)

44. Which brand had the highest number of Web searches in 2001?

- (a) Google
- (b) Marlboro
- (c) Intel
- (d) Play Station

Answer : (d)

45. What is common to all of the following names - Eduardo Camano, Adolfo Rodriguez Saa, Ramon Puerta and Fernando de la Rúa?

- (a) They were all former Presidents of Argentina.
- (b) They are the dreaded drug lords of South America
- (c) They own together 70% of the world's Silver mines.
- (d) None of these

Answer : (a)

46. The video games X box is a product of

- (a) Sega
- (b) Sony
- (c) Intel
- (d) Microsoft

Answer : (d)

47. It was acknowledged as the second-most dangerous computer virus in history, after the Love Bug virus. Name this virus, which struck in 2001

- (a) Melissa
- (b) Code Red
- (c) C-Brain
- (d) Major Domo

Answer : (b)

48. What does the letters XP stand for in the product Microsoft XP?

- (a) Extended product
- (b) Extra Pampering
- (c) Experience
- (d) Entry level product

Answer : (c)

49. Which business and media tycoon won the elections to become Head of State in Italy amidst widespread clouds of scandal?

- (a) Guillani Giovanni
- (b) Joe Pacci
- (c) Antonio Machiaveli
- (d) Silvio Berusconi

Answer : (d)

50. Which city is hosting the 14th Asian Games in 2004?

- (a) Manila
- (b) Busan
- (c) Beijing
- (d) Bangkok

Answer : (b)

51. Under what name is MTNL marketing its GSM based mobile telephony?

- (a) Swarna
- (b) Dolphin
- (c) Speed
- (d) Vayu

Answer : (b)

52. What is the name of the branded petrol with cleansing additives that is being marketed by HPCL?

- (a) Power
- (b) Premium
- (c) Speed
- (d) Clean X

Answer : (a)

53. Under what name is MTNL marketing its CDMA based WiLL service in Mumbai and Delhi?

- (a) Dolphin
- (b) Swarna
- (c) Garuda
- (d) Seema

Answer : (c)

54. To which business group did the Ambanis of Reliance Group sell their holding in Larsen and Toubro?

- (a) RP Goenkas
- (b) A V Birla
- (c) Kanorias
- (d) Mittals

Answer : (b)

55. Name the brand that was launched and promoted by a famous father-son duo.

- (a) ICICI Credit cards
- (b) Parket Beta
- (c) Maruti Versa
- (d) All of these.

Answer : (c)

56. What is the sub brand of the new car that Toyota is launching in India?

- (a) Accord
- (b) Jupiter
- (c) C Planet
- (d) Camry

Answer : (d)

57. With which brand would you identify the famous advertising slogan 'Think Different'?

- (a) Apple
- (b) IBM
- (c) Wipro
- (d) None of these

Answer : (a)

58. Which country is the company Nestle head quartered?

- (a) Sweden
- (b) Switzerland
- (c) The Netherlands
- (d) Luxemburg

Answer : (b)

59. What is the brand name of the range of shoes and apparel for children under the age of five, that Reebok plans to introduce shortly?

- (a) Weebok
- (b) Kids
- (c) Kidsport
- (d) Tyke

Answer : (a)

60. Which multinational packaged food company has an equity stake in Britannia?

- (a) Danone
- (b) Heinz
- (c) Frito Lays
- (d) Schweppes

Answer : (a)

61. Who is the chairperson of Bharti Group?

- (a) Raj Mittal
- (b) Alok Mittal
- (c) Sunil Mittal
- (d) Ramen Mittal

Answer : (c)

62. Which billionaire businessman has been elected Mayor of New York, replacing the popular Rudy Giuliani?

- (a) William Clay Ford
- (b) Larry Ellison
- (c) James Walton
- (d) Michael Bloomberg

Answer : (d)

63. Which insurance company, launched recently in India, will be using Snoopy from the cartoon series Peanuts in its advertising?

- (a) Aviva
- (b) HDFC Standard
- (c) MetLife
- (d) Sun Life

Answer : (c)

64. Which is the home country of the famous design firm Ikea?

- (a) Finland
- (b) Sweden
- (c) Switzerland
- (d) Denmark

Answer : (b)

65. 'One world. One family. One festival' - is the slogan used in advertising

- (a) Chinese New year
- (b) Hong Kong's annual shopping festival
- (c) Dubai's shopping festival
- (d) None of these

Answer : (c)

66. Which companies chips power more than 60% of the world's cell phones?

- (a) Nokia
- (b) Intel
- (c) Motorola
- (d) Texas Instruments

Answer : (d)

67. Who is the famous author of the book What they don't teach you at Harvard Business School?

- (a) Stephen R Covey
- (b) Mack McCormak
- (c) John Love
- (d) None of these

Answer : (b)

68. Who is the RBI governor?

- (a) Venkatraman
- (b) Brijesh Mishra
- (c) Ranjith Sau
- (d) Bimal Jalan

Answer : (d)

69. Who is the Vice President of United States?

- (a) Al Gore
- (b) Rumsfeld
- (c) Powell
- (d) Cheney

Answer : (d)

70. Which is the leading international audit firm that is facing serious charges on account of lapse in accounting practices?

- (a) Ferguson
- (b) PWH
- (c) Arthur Andersen
- (d) KPMG

Answer : (c)

71. Which family owns the Hero group of companies?

- (a) Munjals
- (b) Mansingh
- (c) Firodias
- (d) Hindujas

Answer : (a)

72. Who led the "Ocean to Sky" expedition that travelled along the Ganga (Ganges) river to its source?

- (a) Sir Edmund Hillary
- (b) Tenzing Norgay
- (c) Chris Bonington
- (d) Doug Scott

Answer : (a)

73. Hero Global is a venture promoted by the Munjal group

- (a) to market Hero Honda two wheelers in the overseas market.
- (b) to sell Hero bicycles in the overseas market.
- (c) to build a automobile design lab of international repute.
- (d) to set up company owned dealer network in India.

Answer : (c)

74. J. D. Power is a name associated with

- (a) an independent power producing company in New Delhi.
- (b) a power plant equipment manufacturing company.
- (c) a automotive battery manufacturing company.
- (d) an automobile customer survey organization.

Answer : (d)

75. What does ICANN stand for?

- (a) Internet Corporation for Assigned Names and Numbers
- (b) International Center for Agro Nutrients and Nourishment
- (c) Indian Council for Algorithm, Numbers and Notions.
- (d) International council for Approved Names and Numbers.

Answer : (a)

76. "Connecting People," is the by line of which company

- (a) Philips
- (b) Motorola
- (c) Ericsson
- (d) Nokia

Answer : (d)

77. Which founding father pioneered the idea of a national bank?

- (a) Hamilton
- (b) Jefferson
- (c) Washington
- (d) Adams

Answer : (a)

78. Who was Karl [Marx's](#) main collaborator on his famous works?

- (a) V I Lenin
- (b) Max Weber
- (c) Fredrick Engles
- (d) [Joseph Stalin](#)

Answer : (c)

79. Which of the following foreign partner / collaborator pair is not Correct?

- (a) HTA; J.Walter Thomson
- (b) Chaitra; Leo Burnett
- (c) O and M; WPP Group
- (d) Mudra; DMB&B

Answer : (d)

80. Hewlett Packard, the famous Computer company is named after

- (a) Its promoters, Hewlett and Packard
- (b) The city in which they commenced their operation initially
- (c) The street in which their first office was located.
- (d) None of these

Answer : (a)

81. Who's 'curve' did President Reagan use as the basis for his 'Trickle Down' economic policy?

- (a) Keynes
- (b) Ricardo
- (c) Laffer
- (d) Smith

Answer : (c)

82. Which group of people have been involved in the terrorist activities and rampant killing spree after the death of King Birendra in Nepal?

- (a) The Gurkhas
- (b) The Maoists
- (c) The Khukris
- (d) The Awomi clan

Answer : (b)

83. This company is the first to develop a new handheld computer series featuring a combination of Intel components and Microsoft software?

- (a) HP
- (b) Sony
- (c) Compaq
- (d) Acer

Answer : (a)



84. Which of the following companies was forced to shutdown its digital music service because of music industry lawsuits for piracy?

- (a) Musiccity
- (b) Morpheus
- (c) Livewire
- (d) Napster

Answer : (d)

85. Who was sued recently by BIAx for infringement of computer patents?

- (a) HP
- (b) Compaq
- (c) Microsoft
- (d) Apple

Answer : (d)

86. Which country is the largest producer of natural rubber in the world?

- (a) Malaysia
- (b) Indonesia
- (c) Thailand
- (d) Burma

Answer : (c)

87. With which of the following companies has the Department of Posts and Telegraph of India tied up to provide a comprehensive range of financial services?

- (a) LIC of India
- (b) Corporation Bank
- (c) Master Card International
- (d) Visa International

Answer : (c)

88. Which cable network is to be the sole provider of sports information to MSN?

- (a) STAR Sports
- (b) ESPN
- (c) Sportstock.com
- (d) Channel 9

Answer : (a)

89. Who is the current Defense Secretary of the United States of America?

- (a) Donald Rumsfeld
- (b) Colin Powell
- (c) Mr. Ashcroft
- (d) Dick Cheney

Answer : (b)

90. Which are the countries that are slated to host the 2002 Soccer World Cup?

- (a) Japan and Thailand
- (b) Mexico and Brazil
- (c) Germany and Poland
- (d) Japan and S.Korea

Answer : (d)

91. Which antibiotic can cure Anthrax, if detected at an early stage?

- (a) Amoxicillin
- (b) Erythromycin
- (c) Cephalosporin
- (d) Ciprofloxacin

Answer : (d)

92. The farmers of \_\_\_\_\_ were involved in violent protests against falling rice prices and US-led globalization as symbolized by WTO?

- (a) France
- (b) Indonesia
- (c) Denmark
- (d) S.Korea

Answer : (d)

93. Which of the following chemicals has been recently allowed by the Government of India to be mixed with petrol?

- (a) Methanol
- (b) Ethanol
- (c) Kerosene
- (d) Butanol

Answer : (b)

94. Who is the present men's champion of US Open?

- (a) Pete Sampras
- (b) Lleyton Hewitt
- (c) Andre Agassi
- (d) Patrick Rafter

Answer : (b)

95. Which is the longest running stage play in the world?

- (a) The Cats
- (b) The Mouse Trap
- (c) Three Blind Mice
- (d) Romeo and Juliet

Answer : (b)

96. "Be the first to know" is the baseline of which company?

- (a) BBC
- (b) STAR News
- (c) CNBC
- (d) CNN

Answer : (d)

97. Which advertising agency took over the agency Saatchi and Saatchi last year to become one of the largest advertising firms in the world?

- (a) Euro RSCG
- (b) Publicis
- (c) Young and Rubicam
- (d) Havas

Answer : (b)

98. India's first private FM radio station Radio City opened in Bangalore recently. Which company is the promoter behind this venture?

- (a) The Times of India
- (b) Mid-Day
- (c) Star India
- (d) Zee

Answer : (c)

99. Which bathing soap advertises with the baseline, 'For total skincare since 1918' in India?

- (a) Camay
- (b) Mysore Sandal
- (c) Hamam
- (d) Lux

Answer : (b)

100. The New York Mayor Rudolph Guiliani rejected a \$10 mn donation offered by this billionaire prince.

- (a) Prince Awaleed Bin Talal of S.Arabia
- (b) Prince Ahmed Bin Tariq of S.Arabia
- (c) Prince Md. Shah of Iran
- (d) Prince Khaleel Mohammed of Persia

Answer : (a)

101. Which one of the following partnership in the domestic insurance sector is incorrect?

- (a) HDFC - Standard Life
- (b) Birla - Sun Life
- (c) Tata - Allianz
- (d) Max - New York Life

Answer : (c)

102. As per the latest National Readership Survey 2001, which newspaper has become the most widely read daily in the country?

- (a) Daily Thanti (Tamil)
- (b) Malayala Manorama
- (c) Dainik Bhaskar (Hindi)
- (d) Dainik Jagran (Hindi)

Answer : (c)

103. "Everything from cancer to heart attacks. Covered for 70 paise a day," is the baseline of an advertisement by

- (a) Birla Sun Life
- (b) Cancer Institute WIA
- (c) ICICI Prudential Life Insurance
- (d) OM Kotak Mahindra Life Insurance

Answer : (c)

104. Which Indian woman was recently included in the Fortune magazine's global list of 50 most powerful women in business?

- (a) Lalita Gupte
- (b) Meena Venkatesh
- (c) Rama Bijapurkar
- (d) Tina Ambani

Answer : (a)

105. As per the recent Global Competitiveness Report from the World Economic Forum, which country replaced US as the most competitive economy in the world?

- (a) Canada
- (b) Sweden
- (c) Finland
- (d) Singapore

Answer : (c)

106. What is common to Bethlehem Steel, Polaroid and Swissair?

- (a) All companies owned by GE
- (b) All recently applied for bankruptcy protection
- (c) Their founders committed suicide
- (d) All of these companies were recently targets of successful hostile takeover

Answer : (b)

107. What famous brand name is derived from a combination of two words, which mean 'dead' in French and 'one' in German?

- (a) Dettol
- (b) Mortein
- (c) Martini
- (d) Ritter

Answer : (b)

108. Which is the longest running TV cartoon in history, first launched by Warner Brothers in 1969 exclusively for television, and is now a popular fare on the Cartoon Network?

- (a) Scooby Doo
- (b) Tom and Jerry
- (c) Popeye
- (d) Johnny Bravo

Answer : (a)

109. Which company has recently launched a range of biscuits in India following its takeover of Nutrine confectionery?

- (a) Hindustan Lever
- (b) Marico
- (c) Parke Davis
- (d) Sara Lee

Answer : (d)

110. In the latest Forbes List of wealthiest Americans, 3 out of the top 4 richest men in USA have made their wealth from one company. Which one ?

- (a) Standard Oil (Exxon)
- (b) Microsoft
- (c) De Beers
- (d) Berkshire Hathaway

Answer : (b)

111. Which is the third highest peak in India?

- (a) Kanchenjunga
- (b) Nanga Parbat
- (c) Gasher Brum
- (d) Dunagiri

Answer : (b)

112. Which is the largest airport in the world?

- (a) Singapore airport
- (b) International airport at Kuala Lumpur
- (c) Heathrow at London
- (d) King Khalid at Saudi Arabia

Answer : (d)

113. In which year did Alexander the great die?

- (a) 332 B.C
- (b) 328 B.C
- (c) 323 B.C
- (d) 356 B.C

Answer : (c)

114. In which year did Mahatma Gandhi launch The Dandi March?

- (a) 1924
- (b) 1930
- (c) 1941
- (d) 1942

Answer : (b)

115. Eugenics is the study of

- (a) the development of embryos
- (b) the merits of legalizing mercy killing
- (c) the production of better offspring by careful selection of parents
- (d) genetical composition of plant population in relation to their habitats

Answer : (c)

116. In which year did Thomas Alva Edison invent the electric lamp?

- (a) 1854
- (b) 1879
- (c) 1904
- (d) 1888

Answer : (b)

117. What is the measure of the length of a standard tennis court?

- (a) 54 ft
- (b) 28 ft
- (c) 84 ft
- (d) 78 ft

Answer : (d)

118. Which is the first Asian country to host the Commonwealth Games?

- (a) S. Korea
- (b) Japan
- (c) Malaysia
- (d) China

Answer : (c)

119. Who is the president of the World Bank?

- (a) Michel Camdessus
- (b) John Wolfensohn
- (c) Emeka Anyaoku
- (d) Jose Maria Ruda

Answer : (b)

120. Who was the first Prime Minister of Great Britain?

- (a) Richard Travithick
- (b) Robert Walpole
- (c) Sir George Cayley
- (d) Robert Peary

Answer : (b)

121. Which advertising agency is behind the setting-up, in 1991, of MICA, India's first college focussed on advertising and communications?

- (a) Ogilvy and Mather
- (b) Saatchi and Saatchi
- (c) Mudra
- (d) Hindustan Thomson Associates

Answer : (c)

122. What famous car brand, originally from the former Czechoslovakia, was taken over by Volkswagen in the 1990s?

- (a) Skoda
- (b) Saab
- (c) Piaggio
- (d) Volvo

Answer : (a)

123. What is the title of the original BBC TV series on which the Hindi TV series, Kamzor Kadi Kaun, based?

- (a) Who wants to be a millionaire?
- (b) Treasure mine
- (c) Mastermind
- (d) The weakest link

Answer : (d)

124. The loyalty program of which company is known as "First Citizen's Club"?

- (a) Shopper's Stop
- (b) ABN Amro Bank
- (c) Taj group of Hotels
- (d) Air India

Answer : (a)

125. The following is the baseline found in the ad of which product "The man with the smooth edge"

- (a) Four Square cigarettes
- (b) Gillette Mach 3 shaving system
- (c) Palmolive shaving cream
- (d) None of these

Answer : (a)

126. Which company has been ranked the 'World's Most Admired Company' in the rankings by Fortune magazine in 2002?

- (a) Microsoft
- (b) General Electric
- (c) IBM
- (d) Fedex

Answer : (b)

127. McDonald's, in an unrelated diversification, is planning to set up a chain of hotels. Name the new brand.

- (a) Pleasant stay
- (b) Golden Arches
- (c) McStay
- (d) Holidayz

Answer : (b)

128. Which company unsuccessfully launched a soap under the brand Protex in India?

- (a) SmithKline Beecham
- (b) Hindustan Lever
- (c) Reckitt and Colman
- (d) Colgate Palmolive

Answer : (d)

129. Calloway, is a leading international brand of

- (a) Condoms
- (b) Guns
- (c) Binoculars
- (d) Golf equipment

Answer : (d)

130. Which famous CEO was featured in the endorsement ad for Microsoft XP with the quote, "When I saw Windows XP in action, I was amazed. How did Microsoft get hold of my wishlist?"?

- (a) Ratan Tata
- (b) Azim Premji
- (c) N R Narayana Murthy
- (d) Arun Jain

Answer : (c)

131. Which automobile major has made a debut in the Formula One racing circuit in 2002 with its team led by the drivers Allan McNish and Mike Salo?

- (a) Honda
- (b) Jaguar
- (c) Saab
- (d) Toyota

Answer : (d)

132. Which famous company started as Asahi Optical in 1919 - before adopting its current name in 1957?

- (a) Yashica
- (b) Asahi Glasses
- (c) Pentax
- (d) Nikon

Answer : (c)

133. What brand name was given , in 1924, by the Mayor of Tokyo when he released the first watch produced by Shokosha Watch Company?

- (a) Seiko
- (b) Citizen
- (c) Tissot
- (d) None of these

Answer : (b)

134. The advertisement of which product carried the baseline 'Mom said, "Always boil the water". Moms are seldom wrong'

- (a) Ion Exchange
- (b) Zero B
- (c) Ford Ikon
- (d) KLM Airline

Answer : (c)

135. Who has authored the latest business best-seller \*Big Brands, Big Trouble?

- (a) Al Ries
- (b) Laura Ries
- (c) Naomi
- (d) Jack Trout

Answer : (d)

136. Which company owns the famous cigarette brands Charminar and Charms?

- (a) Godfrey Philips
- (b) Philip Morris
- (c) ITC
- (d) VST Industries

Answer : (d)

137. What is the name of the instrument used to measure blood pressure?

- (a) Barometer
- (b) Hygrometer
- (c) Hydrometer
- (d) Sphygmomanometer

Answer : (d)

138. At what price is the initial public offering of Canara Bank being issued at?

- (a) Rs.15
- (b) Rs.35
- (c) Rs.60
- (d) None of these

Answer : (b)

139. Nicolas Leonard Sadi Carnot, the noted French physicist is associated with what branch of study?

- (a) Thermodynamics
- (b) Sub atomic particle theory
- (c) Superconductivity
- (d) None of these

Answer : (a)

140. Identify the odd man out

- (a) Standard and Poor
- (b) Moody's
- (c) Forrester
- (d) ICRA

Answer : (d)

141. Royal Stag brand of Whisky is owned by

- (a) United Breweries
- (b) Shaw Wallace and Co
- (c) Seagram
- (d) Mohan Meakin

Answer : (c)

142. Iodex brand of pain balm is owned by

- (a) Smithkline Beecham
- (b) Wyeth Laboratories
- (c) Glaxo
- (d) Dr. Reddy's Laboratories

Answer : (a)

143. Who is the author who created the character Dilbert?

- (a) David Scott
- (b) Scott Robert
- (c) Robert Williams
- (d) Scott Adams

Answer : (d)

144. Which of the year in which Md. Ghazni first invaded India?

- (a) 1220 A.D
- (b) 1001 A.D
- (c) 1348 A.D
- (d) 1196 A.D

Answer : (b)

145. Who invented Parachute?

- (a) Leonardo da Vinci
- (b) Scanderberg
- (c) Sigismund
- (d) Van Gogh

Answer : (a)

146. Which of the following countries fought the first of the opium wars?

- (a) Russia - China
- (b) Britain - Indonesia
- (c) China - Britain
- (d) Japan - China

Answer : (c)

147. Beech King and Cessna are popular models of:

- (a) Cars
- (b) Aircraft
- (c) Ships
- (d) Transport vans

Answer : (b)



148. Cash Reserve Ratio ( CRR) and Stautory Liquidity Ratio (SLR ) are terms most closely related to which of the following industries/markets:

- (a) Stock Exchange
- (b) Banking
- (c) Mutual Fund
- (d) Income Tax

Answer : (b)

149. Dr. Pepper is a famous brand of:

- (a) Iced tea
- (b) Peppermint
- (c) Soft Drinks
- (d) None of these

Answer : (c)

150. Mr. Shiv Nadar is the Chairman of which of the following groups of companies?

- (a) Wipro
- (b) HCL
- (c) Aptech
- (d) None of these

Answer : (b)

151. Lloyd's is a world leader in which of the following industries?

- (a) Garment
- (b) Insurance
- (c) Commodity Trading
- (d) Banking

Answer : (b)

152. Jeffrey Immelt took over as the CEO from a legend of which US corporate giant?

- (a) Oracle
- (b) Boeing
- (c) General Electric
- (d) Federal Express

Answer : (c)

153. The management strategy with the acronym CRM can be expanded as:

- (a) Concrete Relationship Management
- (b) Customer Relationship Management
- (c) Correct Relationship Management
- (d) Constructive Relationship Management

Answer : (b)

154. Sudha, Akshata and Rohan are the wife, daughter and son respectively of:

- (a) Nandan Nilekani
- (b) Swraj Paul
- (c) Narayana Murthy
- (d) Azim Premji

Answer : (c)

155. Which group owns Crompton Greaves?

- (a) Mittals
- (b) Ruias
- (c) Thapars
- (d) Ranas

Answer : (c)

156. Kenwood corporation is a(an) \_\_\_\_\_ company

- (a) Japanese
- (b) American
- (c) British
- (d) German

Answer : (a)

157. The following brands can be associated with which of the following products? Montecristo, Ramon Allones, Romeo Y Julieta.

- (a) Cigarettes
- (b) Cigars
- (c) Condoms
- (d) Liquour

Answer : (b)

158. In 1974, this US president resigned to avoid impeachment. Who?

- (a) Jimmy Carter
- (b) John F. Kennedy
- (c) Richard Nixon
- (d) Ronald Reagan

Answer : (c)

159. Esperanto, invented by the Russian scholar Zamenhof, is an artificial:

- (a) Lung
- (b) Language
- (c) Microscope
- (d) Car

Answer : (b)

160. King Hussein was the king of:

- (a) Egypt
- (b) Poland
- (c) Iraq
- (d) Jordan

Answer : (d)

161. The expansion for the BIS, in the context of the banking industry is:

- (a) Bank for International Settlements
- (b) Bank for Industrial Settlements
- (c) Bank for Industrial Sectors
- (d) Bank for International Services

Answer : (a)

162. The expansion for BIFR, in the context of the Indian Industry is:

- (a) Board for Industrial and Financial Reconstruction
- (b) Bureau for Industrial and Financial Reconstruction
- (c) Board for Investment and Financial Reconstruction
- (d) Bureau for Investment and Financial Reconstruction

Answer : (a)

163. MSNBC is a media channel owned by:

- (a) The US government
- (b) Microsoft
- (c) Time Warner
- (d) None of these

Answer : (b)

164. Chaebols are the industrial conglomerates of which of the following countries?

- (a) China
- (b) Vietnam
- (c) South Korea
- (d) Japan

Answer : (c)

165. Cartier, Piaget, Omega and Rado are all brands of:

- (a) Cameras
- (b) Suits
- (c) Watches
- (d) Pens

Answer : (c)

166. Augusto Pinochet was the dictator of which of the following countries?

- (a) Argentina
- (b) Chile
- (c) Brazil
- (d) Egypt

Answer : (b)

167. Prithvi is a:

- (a) Surface-to-air missile
- (b) Surface-to-surface missile
- (c) Air-to-Surface missile
- (d) Air-to-air missile

Answer : (b)

168. The first non-congress Prime Minister of India was:

- (a) Lal Bahadur Shastri
- (b) Morarji Desai
- (c) Deve Gowda
- (d) V.P.Singh

Answer : (b)

169. What is the Russian word that means "restructuring"?

- (a) Glasnost
- (b) Perestroika
- (c) Mir
- (d) None of these

Answer : (b)

170. What commonly used product was invented by Whitcomb Judson in 1893 but had no demand till the late 1910s when orders came for troop uniforms?

- (a) Cigarette lighters
- (b) Zippers
- (c) Walkie Talkies
- (d) Canned Soya

Answer : (b)

171. Mars, the fourth planet from the sun, is named after the Roman god of:

- (a) Peace
- (b) War
- (c) Love
- (d) Marriages

Answer : (b)

172. During the reign of which king did Mahayanism formally come into existence?

- (a) Ashoka
- (b) Kanishka
- (c) Chandra Gupta
- (d) Ajatashatru

Answer : (b)

173. Who was the founder of Sunga Dynasty?

- (a) Pushyamitra
- (b) Agnimitra
- (c) Devabuthi
- (d) Kirtivarman

Answer : (a)

174. Who was the first Muslim ruler of Delhi?

- (a) Iltumish
- (b) Allauddin Khalji
- (c) Mahmud of Ghazni
- (d) Qutbuddin Aibak

Answer : (d)

175. Lord Dalhousie introduced the first telegraph line in 1853, which ran between (a) Mumbai and Calcutta

- (b) Calcutta and Agra
- (c) Mumbai and Thana
- (d) Mumbai and Chennai

Answer : (b)

176. What is the new economy term that is used to describe a new product or service that uses new technology, which can destroy competitors and or sometime even the entire industry?

- (a) Melissa
- (b) Virus
- (c) Killer App
- (d) Widget

Answer : (c)

177. When there is one buyer and many sellers in a market - what is this situation called?

- (a) Monopoly
- (b) Monopsony
- (c) Monotony
- (d) Oligopoly

Answer : (b)

178. Which credit card company has recently issued an affinity card targeted at workingwomen under the sub-brand Diva?

- (a) Standard Chartered
- (b) Citibank
- (c) HSBC
- (d) ICICI

Answer : (a)

179. Whats common to: Devil Dx, Target, Neon, Queen, Miss India?

- (a) Original names suggested for Femina magazine brand name
- (b) All names of successful knap sack brands
- (c) All bicycles models of Hero Cycles
- (d) All sub-brands of Bombay Dyeing's range of clothing.

Answer : (c)

180. By taking over which mutual fund company has Franklin Templeton Investments become the largest private sector mutual fund company in India?

- (a) Pioneer ITI
- (b) SBI Mutual Fund
- (c) Sundaram Newton
- (d) IDBI Principal

Answer : (a)

181. Which famous CEO, currently applauded for turning around the fortunes of a famous computer company, reportedly takes home a salary of \$1 per year?

- (a) Steve Case
- (b) Steve Jobs
- (c) Larry Ellison
- (d) Jim Clark

Answer : (b)

182. What was unique about the purchase of a Gulfstream V business jet by American Internet tycoon Mark Cuban in 1999 for \$40 million?

- (a) It was the first sale of this model of Jet by Gulf Stream
- (b) It was the first sale of aircraft by payment made in terms of Euros
- (c) It was the first Euro payment to be made by an individual
- (d) It was the first sale of an aircraft through the Internet

Answer : (d)

183. Name the world's largest television network that is beamed to over 210 countries?

- (a) MSNBC
- (b) STAR
- (c) CNN
- (d) BBC

Answer : (c)

184. 'What makes \_\_\_\_ such an efficient air conditioner. Well, let's begin by staying silent'. Which air conditioner advertisement carries this tag line?

- (a) Amtrex
- (b) Daikin
- (c) Voltas
- (d) Carrier Aircon

Answer : (b)

185. Which TV channel has bagged the exclusive cable and satellite TV rights for live telecast in India of the 2003 Cricket World Cup?

- (a) Sony
- (b) STAR Sports
- (c) STAR ESPN
- (d) Channel Nine

Answer : (a)

186. The Indian Government has approved in the end of 2001 the cultivation of genetically modified cotton called 'BT Cotton'. Which multinational company is the major beneficiary of this decision?

- (a) Cargill
- (b) BASF
- (c) Monsanto
- (d) All of these

Answer : (c)

187. Which Indian business group holds the maximum stake in the mobile cellular service provider Spice?

- (a) Aditya Birla group
- (b) Bharti group
- (c) Essar group
- (d) BK Modi group

Answer : (b)

188. Name the Greek Goddess of Victory - better known to us as a famous brand name?

- (a) Puma
- (b) Mars
- (c) Nike
- (d) Casablanca

Answer : (c)

189. In the late 1860s, there was a shortage of ivory - commonly used for making billiard balls. The search for a substitute led to the growth of a modern industry. What was it ?

- (a) Fibre glass
- (b) Plastics
- (c) Vulcanized rubber
- (d) Glass wool

Answer : (b)

190. 'The world's local bank' - is the tag line of which bank

- (a) ABN Amro
- (b) Standard Chartered Bank
- (c) Hong Kong and Shanghai Banking Corporation
- (d) Rabo Bank

Answer : (c)

191. Which country accounts for the highest foreign direct investments (inflows) into India?

- (a) US
- (b) Japan
- (c) Mauritius
- (d) Channel Islands

Answer : (c)

192. Loggerhead, Atlantic Ridley, Painted and Green are four different species of:

- (a) Dogs
- (b) Snakes
- (c) Turtles
- (d) Dinosaurs

Answer : (c)

193. Benito Mussolini was a dictator of which country?

- (a) Germany
- (b) Poland
- (c) Italy
- (d) USSR

Answer : (c)

194. Which country joined the World Trade Organization(WTO) on Dec. 11, 2001?

- (a) South Korea
- (b) China
- (c) Russia
- (d) Brazil

Answer : (b)

195. Slobodan milosevic is a former president of which country?

- (a) Belgium
- (b) Yugoslavia
- (c) Poland
- (d) Albania

Answer : (b)

196. Who was the first Indian Governor-General of India?

- (a) Lord Mountbatten
- (b) Rajagopalachari
- (c) Rajendra Prasad
- (d) None of these

Answer : (b)

197. Who wrote the famous poetic drama 'Faust'?

- (a) Leonardo da Vinci
- (b) Wolfgang Von Goethe
- (c) Anton Chekov
- (d) Voltaire

Answer : (b)

198. Who was the last Guru of the Sikhs?

- (a) Guru Govind Singh
- (b) Guru Tek Bahadur Singh
- (c) Guru Nanak
- (d) None of these

Answer : (a)

199. Which of the following terms denote the superstitious fear of the number thirteen?

- (a) Thirteephobia
- (b) Triskadekahobia
- (c) Tridecaphobia
- (d) None of these

Answer : (b)

200. How long did the Kurushektra war last?

- (a) Fourteen years
- (b) 27 days
- (c) 13 months
- (d) 18 days

Answer : (d)