

GENERAL KNOWLEDGE TEST 8

701. Which of the following companies uses a bull in its logo ?
i. Peugeot ii. Merrill Lynch iii. Volvo iv. Ceat
702. You would associate Raunaq Singh and Onkar S. Kanwar with which company ?
i. Ranbaxy ii. Apollo Tyres iii. Torrent Pharmaceuticals iv. Ruchi Soya
703. Which Japanese company is the world's leading soya sauce manufacturer ?
i. Kikkoman Corporation ii. Itochu Corporation iii. Shiseido iv. Brother Industries
704. Which of the following labour acts came first ?
i. Workmen Compensation ii. Trade Union iii. Payment of Wages iv. Payment of Gratuity
705. Who out of the following did not work for Enron ?
i. Sherron Watkins ii. Kenneth Lay iii. Chuck Watson iv. Jeffrey Skilling
706. Which Indian steel plant supplies rails to the Indian Railways ?
i. Bhilai Steel Plant ii. Durgapur Steel Plant iii. Tisco iv. Vizag Steel Plant
707. Who out of the following is known as the guru of corporate governance ?
i. Adrian Cadbury ii. Gary Hamel iii. Verons Ellis iv. Sumantra Ghosal
708. Toy maker Funskool is a joint venture between US – based Hasbro and which Indian company
i. MRF ii. Mahindra iii. Cello iv. Blow Plast
709. The process by which a company fixes a minimum price for its shares and invites bids for the shares at prices only above that minimum price is called :
i. Fixed Price ii. Book – building iii. Auctioning iv. Floor Price
710. Which of these is the parent company of Asianet Satellite Communication ?
i. BiTV ii. Eenadu iii. Living Media iv. Hathway Investments
711. If you worked for a company called Hertz, Which business would you be in ?
i. Horse racing ii. Nanotechnology iii. Car rentals iv. Aluminium refining
712. Legendary Adman Subhas Ghosal headed which advertising agency ?
i. Ogilvy & Mather ii. Lintas iii. HTA iv. FCB Ulka
713. Which famous personality strategised the emergence of music channel MTV ?
i. Bernie Ecclestone ii. Alex Kuruvilla iii. Debley Hopkin iv. Summer Redstone
714. Which publishing house brings out the magazine Wisden Asia Cricket after obtaining a licence from Wisden International ?
i. Ananda Bazar Patrika ii. Living Media iii. Business India iv. Spenta Management
715. What is Pepsi Aha known as in the US ?
i. Twist ii. Trip iii. Ding Ding iv. Aha
716. What are O X 35 and OX 45 ?
i. Ericsson mobile phones ii. Bajaj tractor models iii. 3M Post – it slips iv. Chinese bicycles
717. Who of the following is a famous quality guru from Europe and founder – CEO of Time Manager International ?
i. Robert Waterman ii. Chris Meyer iii. Robert Fritz iv. Claus Moller
718. PSPO is associated with which brand of fans ?
i. Usha ii. Orient iii. Khaitan iv. Ortem
719. BSES is one of the private companies that has recently taken over power distribution in Delhi. In which other state did it take over distribution earlier ?
i. Andhra Pradesh ii. Karnataka iii. Chattisgarh iv. Orissa
720. In – 1952, this 25 – year old wrote a path – breaking paper which led to investors realizing that investing across diversified stocks lowers the risk of losses.

- i. Tom Shachtman ii. Harry Markowitz iii. John Galbraith iv. Joel Kurtzman
721. In which year was Tata airlines converted in to the public limited company, Air – India ?
i. 1950 ii. 1946 iii. 1947 iv. 1955
722. Who out of the following is the co – founder of the search engine ‘ Google’ ?
i. Sean Parker ii. Shawn Fanning iii. Sergey Brin iv. Ann Winblad
723. Which Indian company uses the byline ‘ Applying Thought’ ?
i. Infosys ii. NIIT iii. Mastek iv. Wipro
724. What is the in – flight magazine of Pakistan International Airlines called ?
i. Humrahi ii. Humsafar iii. Humnawaz iv. Kharnuma
725. Which was the first Indian company listed on the New York Stock Exchange ?
i. ICICI ii. IOC iii. VSNL iv. Relience
726. In which American city Coca – Cola have its headquarters ?
i. Atlanta ii. New York iii. Seattle iv. Houston
727. Which of the following vehicles is not manufactured by Mahindra & Mahindra?
i. Commander ii. Trax iii. Armada iv. Bolero
728. Who is the founder of London – based advertising agency Saint Luke’s ?
i. Daryton Bird ii. Dan Wieden iii. Andy Law iv. Robin Burns
729. Dr. Reddy’s Laboratories has recently filed an abbreviated New Drug Application in the US challenging this company’s anti – fungal drug, lamisil.
i. Pfizer ii. Novartis iii. Eli Lilly iv. Glaxo
730. Who is the current managing director of Titan Industries after its legendary founder, Xerxes Desai, left ?
i. A.L. Mudaliar ii. Bijou Kurien iii. Bhaskar Bhat iv. Shunu Sen
731. Who was the co-founder of Napster along with Shawn Fanning ?
i. Sean Parker ii. Bernald Arnault iii. Jim Clark iv. Anna Wintour
732. Madhuri Dixit is associated with which line os cosmetics ?
i. Revlon ii. Emami iii. Lakme iv. Ayur
733. Who is known as the founder of Fashion TV?
i. Bernald Arnault ii. Donald Trump iii. Michel Adam iv. Steve Case
734. Who out of the following is the author of 24 Brand Mantras ?
i. Jagdeep Kapoor ii. Piyush Pandey iii. Jack Trout iv. Al Ries
735. Who out of the following was not part of the trio that gave us the concept of ‘ value migration’ .
i. Benson Shapiro ii. Richard Tedlon iii. Adrian Stywotzky iv. Igor Ansoff
736. In which company do meetings start with the singing of an anthem called ‘ Eurochamps’?
i. Nike ii. Puma iii. Eureka Forbes iv. Whirlpool
737. Which consulting firm introduced a growth share matrix that used terms like ‘ cash cow’, ‘stars’, ‘ question marks’ and ‘ dogs’?
i. Boston Consulting Group ii. Young & Rubicam iii. Mckinsey iv. Accenture
738. Holding two jobs at one time,usually a full-time job and a part – time job,is know as :
i. Moonlighting ii. Soldiering iii. Duopsony iv. Gold bricking
739. The guru of all market gurus, Benjamin Graham,came up with this seminal book on investing, based on a course on investing he taught at Columbia University.
i. The Intelligent Investor ii. One Up On Wall Street iii. Security Analysis
iv. Winning on Wall Street
740. BSNL plans a major foray into retailing to boost its cellular service launch across the country. Earlier, MTNL tried the same through these centers, which failed miserably.

- i. Sanchar Nagar ii. Sanchar Mandi iii. Sanchar Kendra iv. Sanchar Haat
741. Which out of the following is the world's most valuable brand according to the interbrand-Business Week survey ?
i. Coca – Cola ii. Microsoft iii. Disney iv. GE
742. Which ad agency created Sprite's ' Teach A Dog English ' TV campaign?
i. O & M ii. Enterprise Nexus iii. Ambience iv. Contract
743. Which US millionaire recently made a record-breaking solo flight around the globes in his ' Spirit of Freedom ' Balloon ?
i. Steve Fossett ii. Dennis Tito iii. Mark Shuttleworth iv. Robert Hass
744. Which company has launched a packaged atta brand called Aashirvaad ?
i. ITC ii. HLL iii. Danone iv. Nestle
745. Which is the world's largest maker of pianos ?
i. Sony ii. Fujitsu iii. Epson iv. Yamaha
746. Which company has launched a brand of cheese biscuits called Cheez – It ?
i. Britannia ii. Kellogg's iii. Priya iv. Backeman's
747. Which pharmaceutical company uses the tagline ' Our Challenge is Life ' ?
i. Aventis ii. Pfizer iii. Novartis iv. Eli Lilly
748. State – controlled stock holdings that enable governments to veto takeovers of recently privatized corporations are called :
i. Gold bricking shares ii. Golden handcuffs iii. K – 1 shares iv. Golden shares
749. With over 4,000 surgeries in 2001, this hospital made it to the Limca Book of Records for the highest number of surgeries done in India in a year,
i. Sir Ganga Ram Hospital ii. Aravind Eye Hospital iii. AIIMS
iv. Apollo hospital, Chennai
750. In 1937, Ronald Coase, a professor of economics at University of Chicago, wrote a paper titled "The Nature of The Firm", which laid the logic for companies to do everything from soups to nuts in-house. In which year did he get the Nobel prize for this theory ?
i. 1978 ii. 1991 iii. 1982 iv. 1997
751. Which toy company had launched Bionicle, a line of action figures ?
i. Sega ii. Mattel iii. Fisher Price iv. Lego
752. Who gave Britannia its tagline ' Eat Healthy, Think Better ' ?
i. Paul Rand ii. Shombit Sengupta iii. Alyque Padamsee iv. Prahald Kakkar
753. Who succeeded Thomas J. Watson Jr as CEO of IBM in 1971?
i. Vincent Learson ii. Frank T. Cary iii. John R. Opel iv. John F. Akers
754. Which company owns Dragon Liquid Balm ?
i. Dabur ii. Amrutanjan iii. Himalaya iv. Dr. Morepen
755. Which company's stock exchange ticker symbol is LUV ?
i. LVMH ii. Lucent Technologies iii. Playboy iv. Southwest Airlines
756. In which coffee bar in India will you find a Lacoste corner ?
i. Qwiky's ii. Barista iii. Starbucks iv. Café Coffee Day
757. Reduction in employee strength due to death, resignation or super-annuation is known as:
i. Arbitrage ii. Accretion iii. Attrition iv. Abreaction channeling
758. Which hotel group is setting up a chain of specialty restaurants in India called Sidewok ?
i. Taj ii. Oberoi iii. Hyatt iv. Hilton
759. This company is the world's largest manufacturer of video games :

- i. Electronic Art ii. Activision iii. Nintendo iv. Sega
760. In Mumbai's police circles, This company is jokingly referred to as Tukaram, due to its penchant for hiring Maharashtrians in key positions.
i. Trident Tech ii. Tata Finance iii. Thermax iv. Tehelka.com
761. Which company owns "Bisleri"?
Parle ii. Britania iii. Saralee iv. Tingle
762. Which companies Punch line is "Better Tomorrow" Better Future"
i. Avon ii. Loreal iii. Amway iv. LMVH
763. "Live Life King Size" is the Punch line of which cigarette brand
i. 4 Square ii. Gold Flake iii. Wills Filter iv. Capstan
764. "TRAI" is an authority related to which field
i. Travel ii. Telecom iii. Traffic iv. Transfer
765. Name the weight Lifter who tested positive and was stripped of 3 silver medals in 2002 Common Wealth games
i. Palwinder Singh Cheema ii. Krishnan Maduswamy iii. Jaspal Rana iv. Satheesha Rai
766. Which Cricketer is popularly called "Zulu"?
i. Paul Adams ii. Lance Klusner iii. Tatenda Taibu iv. Heath Streak
767. Who is the author of "Area of Darkness"
i. Salman Rushdie ii. Rusian Bond iii. V.S. Naipaul iv. Amita Malik
768. In which category did Shekhar Kapur "Elizabeth" won the Oscar?
i. Costume ii. Screenplay iii. Makeup iv. Art Direction
769. Which among the following has set a record of selling 2.5 billion Albums overall.
i. Madonna ii. Michael Jackson iii. A.R. Rehman iv. Eminem
770. "Denim" belongs to which company ?
i. P & G ii. Recitt & Coleman iii. HLL iv. Dolce & Gabbana
771. Name the author who won this years Nobel Prize for Litratue ?
i. Jeffery Archer ii. V.S. Naipaul iii. Salman Rushdie iv. Gunter Grass
772. Which of the following "Beatles" band member recently passed away?
i. George Harisson ii. Paul Mcartney iii. Ringostar iv. John Lenon
773. Who won this years "Best Actor" award at the National Awards
i. Amir Khan ii. Anil Kapoor iii. Mamotty iv. Murali
774. Which country was defeated by the Indian hockey Team (Women's) in the 2002 Common Wealth Games ?
i. Germany ii. Austraila iii. England iv. Newzealand
775. Which famous business lady is the CEO of the International Media Group Pearson ?
i. Meg Whitman ii. Marjorie Scardino iii. Mary Meeker iv. Martha Stewart
776. Which Indian company had launched the 'Pure for Sure' campaign in 2001 ?
i. Bharat Petroleum ii. Indian Oil iii. IBP iv. Hindustan Petroleum
777. Lucent Technologies was the research wing of which company before being hived off as a separate company ?
i. Texas Instrument ii. GE iii. IBM iv. AT & T
778. In which year did All India Radio Launch its commercial channel, Vividh Bharati ?
i. 1947 ii. 1955 iii. 1965 iv. 1967
779. Plankalkuel was the world's first :
i. Computer Language ii. Computer Virus iii. Canned Soup Brand iv. Electric Car

780. “Develop a product where there is no market – then create one.” Who gave us this marketing mantra?
i. Jack Trout ii. Roberto Goizueta iii. Akio Morita iv. Al Ries
781. Which company claims to use DMX technology to enhance the performance of its products?
i. Reebok ii. Nike iii. Adidas iv. Puma
782. “Inflation is a form of Taxation without legislation.” Which economist said this?
i. J.A. Schumpeter ii. J.M. Keynes iii. Milton Friedman iv. J.K. Galbraith
783. What was the profession of the Seamen’s Provident Fund, Anoop Kumar Gond,
by Profession ?
i. Chartered Accountant ii. Personnel Manager iii. Railway Engineer iv. Administrator
784. Bear Skin Jobbers, or people who sold bear skins that they did not own (where the bears had not been caught), led to the emergence and popularity of the term :
i. Bear hugs ii. Bear Markets iii. Ball bearings iv. Teddy bears
785. Which company makes the Swiss Army knife?
i. Hamilton ii. Lonogines iii. Victorinox iv. Halifax
786. Which adman was behind the ‘Only Vimal slogan, which was launched in the late 1970s’?
i. Piyush Pandey ii. Shombit Sengupta iii. Frank Simones iv. Subhas Ghoshal
787. “The Business of Business.” Who said this?
i. Peter Drucker ii. Benjamin Franklin iii. Milton Friedman iv. John Major
788. A.R. Rahman is endorsing which cellular services brand?
i. Airtel ii. IDEA iii. Smart iv. Reliance
789. Which Japanese company has a corporate mission of creating ‘Kando’, a unique world that means ‘touching people’s soul’ ?
i. Yamaha ii. Shiseido iii. Fujitsu iv. Toyota
790. Indraprastha Gas is a joint venture between GAIL and:
Reliance Petrochemicals ii. IPCL iii. Bharat Petroleum iv. Hindustan Petroleum
791. Which of these business women does not head a Hollywood studio?
i. Amy Pascal ii. Stacey Snider iii. Sherry Lansing iv. Mary Meeker
792. Which brand is the flagship brand of Superhouse Leathers of Kanpur?
i. Red Tape ii. Allen Cooper iii. Relaxo iv. Force 10
793. This company is the second – largest cigarette maker in the world?
i. BAT ii. Gallaher iii. Imperial Tobacco iv. Philip Morris
794. Which 16th century monarch built the Grand Trunk Road connecting Kolkata and Peshawar?
i. Akbar ii. Jehangir iii. Sher Shah Suri iv. Humayun
795. Who out of the following is a famous consumer activist in the US?
i. Ralph Nader ii. Jacques Nasser iii. Don Impus iv. Anita Roddick
796. The brand Keo Karpin belongs to :
i. Dey’s Medical ii. Dabur iii. Baidyanath iv. Bajaj Sevashram
797. Who led the Hawthorne Investigation, a management studies landmark emphasizing the human and social aspects of work ?
i. George Elton Mayo ii. Abraham Maslow iii. Mary Parker Follett iv. Henry Mintzberg
798. The book Well Made in America is about which company?
i. Ford Motor ii. 3M iii. Wal – Mart iv. Harley – Davidson
799. Which of the following is Japan’s largest cosmetics maker?
i. Shiseido ii. Epson iii. Omron iv. Kikkoman Corporation

800. Who described leadership as “one of the most observed and least understood phenomena on Earth”?
i. James McGregor Burns ii. Warren Bennis iii. Robert Blake iv. Aristotle
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ANSWER – (701 - 800)

701. ii. 702. ii. 703. i. 704. i. 705. iii. 706. i. 707. i. 708. i. 709. ii. 710. iv. 711. iii.
712. iii. 713. iv. 714. iv. 715. i. 716. ii. 717. iv. 718. ii. 719. iv. 720. iv. 721. ii. 722. iii.
723. iv. 724. ii. 725. i. 726. i. 727. ii. 728. iii. 729. ii. 730. iii. 731. i. 732. ii. 733. iii.
734. i. 735. iv. 736. iii. 737. i. 738. i. 739. i. 740. iv. 741. i. 742. i. 743. i. 744. i. 745. iv.
746. ii. 747. i. 748. iv. 749. i. 750. ii. 751. iv. 752. ii. 753. i. 754. ii. 755. iv. 756. ii.
757. iii. 758. i. 759. i. 760. ii. 761. i. 762. iii. 763. i. 764. ii. 765. ii. 766. ii. 767. iii.
768. iii. 769. iii. 770. iii. 771. ii. 772. i. 773. iv. 774. iv. 775. ii. 776. iv. 777. iv. 778. iv.
779. i. 780. iii. 781. i. 782. iii. 783. iii. 784. ii. 785. iii. 786. iii. 787. iii. 788. i. 789. i.
790. iii. 791. iv. 792. ii. 793. i. 794. iii. 795. iii. 796. i. 797. i. 798. iv. 799. i. 800. i.