

## GENERAL KNOWLEDGE TEST 9

801. Which merger of companies did not materialize?  
i. GE – Honeywell ii. Vodafone – Mannesmann iii. Daimler Benz- Chrysler  
iv. Pfizer – Warner Lambert
802. Which economist said big corporation would finally by the “ gales of creative destruction”?  
i. Adam Smith ii. J.M. Keynes iii. Joseph Schumpeter iv. Karl Marx
803. HCL Technologies has brought out the call center of which International telecom company?  
i. Nortel ii. France Telecom iii. Sing Tel iv. British Telecom
804. In 1985, which Coca – Cola head swept the Coke – Pepsi battle aside and focussed on global expansion?  
i. Douglas Daft ii. Roberto Goizueta iii. Vic Hertner iv. Douglas Ivester
805. Textile major Raymond is acquiring a majority stake in which casual wear brand ?  
i. Proline ii. Tamarind iii. ColourPlus iv. Allen Solly
806. Which country attracts tourists with the adline, 'Experience the Splendours of a Kingdom' ?  
i. Malaysia ii. Nepal iii. Mauritius iv. Thailand
807. Which of the following is the Kasliwal group's flagship company?  
i. S Kumar's ii. Eveready iii. Ballarpur Industries iv. Jyothy Laboratories
808. Which of the following is not an aluminum company ?  
i. Alcatel ii. Alcoa iii. Pechiney iv. Hindalco
809. Who is all – India electronics manufacturers association Elcina's Electronics Man of the Year ( 2002 – 03)?  
i. Sabeer Bhatia ii. F.C. Kohli iii. Deepak Puri iv. Shiv Nadar
810. The repetitive buying and selling of securities with a view to only generate additional Commissions to a stock broker is called?  
i. Cherry Picking ii. Chumming iii. Churning iv. Cheap Jack
811. The branded coffee powder, Dark Forest, Belongs to which company?  
i. Amalgamated Bean Coffee ii. Danone iii. Sara Lee iv. Nestle
812. Which famous personality recently released a book called Leadership?  
i. Bill Clinton ii. Tony Blair iii. Colin Powell iv. Rudolph Giuliani
813. Which sportsman has been signed on by Westside stores as the brand ambassador for its men's collection?  
i. Yuvraj Singh ii. Virendra Sehwag iii. Zaheer Khan iv. Sachin Tendulkar
814. Who heads the committee on foreign direct investment, which recently came up with a proposal to raise the FDI limit in aviation from 40% to 49%?  
i. M.S. Ahluwalia ii. N.K. Singh iii. K. Roy Paul iv. C. Ramachandran
815. Who is the only Indian American to feature in the recent Forbes' list of 400 richest Americans?  
i. Kanwal Rekhi ii. Vinod Dham iii. Vinod Khosla iv. Amar Bose
816. If you work for a company called Eli Lilly & company, which business are you in?  
i. Floriculture ii. Biogenetics iii. Pharmaceuticals iv. Consultancy
817. V.S. Jain has taken over as chairman of which public sector company?  
i. NTPC ii. BHEL iii. SAIL iv. GAIL
818. Which company out of the following does not have its headquarters in Palo Alto, California?  
i. Agilent Technologies ii. Sun Microsystems iii. Hewlett – Packard iv. Intel
819. Which was the first branded product launched by Dabur India?

- i. Dabur Amla Hair Oil ii. Dabur Chyawanprash iii. Hajmola iv. Lal Dant Manjan
820. If you are using a Big Bertha driver, which sport are you playing ?  
Billiards ii. Scuba Diving iii. Golf iv. Polo
821. Which magazine uses baseline ‘ Your Guide to Good Living’?  
i. Gentleman ii. Savvy iii. Esquire iv. India Today Plus
822. Ei Ai is the national carrier of which country ?  
i. Israel ii. Egypt iii. Saudi Arabia iv. Libya
823. Which is the world’s largest single-company car dealer?  
i. Competent Autmobiles, India ii. Earnhardt, USA iii. WestCars Saab, UK  
iv. J.C. Whitney, USA
824. Which jingle is part of a song in the album Main Zindagi Hoon by Shweta Pandit ?  
i. Bajaj Scooters ii. Amul Butter iii. Cadbury Chocolate iv. Liril Soap
825. Name the company which used hordes of friendly aliens called Hilocus in Venezuela to boost sales during the month September, October & November 1999.  
i. Coco Cola ii. Pepsi iii. Virgin iv. Schweppes.
826. Fabreze is a new Textile freshner brand from which company  
i. Unilever ii. Reckitt Coleman iii. P & G iv. Godrej
827. Which Italian Fashion Brand, in a marketing tie – up with the House of Baccarose introduced the Therema brand of Perfume in Europe in 1998 & in India in 1999  
i. YSL ii. Fendi iii. Unilever iv. Perry Allis
828. Which business lost the Lata brand of Perfume on 30<sup>th</sup> Oct 1999 in honour of the Play Back singer Lata Mangeshkar  
i. Visuddha Rasayanee ii. Dabur iii. Marico Industries iv. Paras
829. Who has been named the Honorary President of the Late singer Frank Sinatra’s International Fan club  
i. Barbi ii. Bill Clinton iii. John Major iv. Amitabh Bachchan
830. Name the BMW model that feature in the James Bond film The World is not enough, Starring Pierce Brosnan.  
i. Z 6 ii. Z 8 iii. Z 10 iv. Z 5
831. Name the Bollywood star who has been roped in by Bata to endorse the Sundrops renege of ladies’ footwear.  
i. Jaya Bachchan ii. Rani Mukherjee iii. Jayaprada iv. Karishma Kapoor
832. Buick, Cadillac, Oldsmobile, Pontiac, Saturn and Saab are all brands owned by which company ?  
i. General Motors ii. Nissan iii. Fiat iv. Piaggio
833. Which company patented the country’s first aphrodisiac – Vita Gold – in 1985 ?  
i. Baidyanath Ayurved Bhavan Ltd ii. Dabur iii. Zandu iv. HLL
834. Zero- B, the affordable water purifier, is from which business house ?  
i. Ion Exchange ii. Zeolite India iii. Eureka Forbes iv. Water India
835. Why is US- 64 from the Unit Trust of India so called ?  
i. It was launched in 1964 ii. It has 64 companies with it  
iii. It was UTI’s 64<sup>th</sup> business venture iv. All of these
836. In India, who markets the leading brands Henko, Pril, Brisk, Margo and Chek ?  
i. Hll ii. P & G iii. Henkel iii. Dabur

837. Name the company which acquired the brands Rowntree in the UK, Carnation and Stouffer in the US, Buitoni – Perugia in Italy and Perrier in France.  
i. Nestle ii. Unilever iii. General Mills iv. Perfetti
838. Name the International brand of colour cosmetics launched by L’oreal India in 1998 that is number two in the US and number one in the world.  
i. Amway ii. L’ Oreal iii. Maybelline iv. Castafiorette
839. What is M’POWER?  
i. It is an aphrodisiac for the old ii. It is an Italian health food  
iii. It is a weight – reduction tablet iv. It is a postgraduate distance – learning programme
840. If you are buying a Dash, what are you buying ?  
i. Ice cream ii. Cauliflower iii. A watch iv. Champagne
841. Name the company behind the product called Viagra ?  
i. Ranbaxy ii. Pfizer Inc. iii. Hoechst iv. SB
842. Which company now owns the Cibaca range of oral care ?  
i. Dabur ii. Colgate iii. Allen Solly iv. All of these
843. Which automobile brand means “ one” in Latin ?  
i. Uno ii. Zen iii. Hyundai iv. Opel
844. Name the popular vodka brand that became Grand Metropolitan’s, after it acquired Heublein ?  
i. Kingfisher ii. Seagrams iii. Smirnoff iv. Diplomat
845. What was offered to the public for the first time at Jacob’s Pharmacy in Atlanta, Georgia, in May 1886 ?  
i. Coca- Cola ii. Pepsi iii. Tropicana iv. Lemonade
846. The Swiss multinational food and beverages group Nestle acquired which UK chocolate and confectionery maker owned the brands Kit Kat, Polo Mints and After Eight ?  
i. Unilever ii. Cadbury’s iii. Galadhari’s iv. Rowntree Mackintosh
847. Which company, with the acquisition of the Distillers Company in 1986, inherited a large number of quality spirit brands, including Johnie Walker (the world’s number one Scotch), Bells ( the number one Scotch in the UK), Dewar’s (the number one Scotch in the USA), White Horse (the number one Scotch in Japan), Gordon’s Gin (the number one gin Worldwide) and, of course, Pimm’s, a brand which is in a class of its own ?  
i. Guinness Plc ii. Seagrams iii. United Breweries iv. Standard Distillers
848. The advertising slogan – “ Hard to Believe, Easy to Swallow” – was developed to encourage consumers to try out a canned product of which company in 1989 ?  
i. Seagrams ii. Guinness Plc iii. United Breweries iv. United Distillers
849. Galbani is the largest branded manufacturer of which product in Italy and other parts of the world?  
i. Milk ii. Bread iii. Cheese iv. Mushrooms
850. In the early days, the Benetton family launched their products under which name; a name which at that time they did not bother to register ?  
i. Tr’es Jolie ii. Yves San iii. Luxotica iv. Cher Amir
851. In which year was Thums Up launched by the Chauhan brothers of Parle ?  
i. 1954 ii. 1979 iii. 1989 iv. 1975
852. In 1949, Mahindra and Mahindra launched for the first time a locally assembled model of which jeep ?

- i. M & M ii. Stallion iii. Chetak iv. Willys
853. In 1950, Pal entered into a collaboration with Fiat and launched which model ?  
i. Fiat 100 ii. Premier President iii. Premier Padmini iv. Fiat 500
854. In which year did Hindustan Motors launch its Ambassador cars ?  
i. 1978 ii. 1954 iii. 1957 iv. 1960
855. Name the graduate from Wharton School who set up Ensemble – India’s first designer store?  
i. Ritu Beri ii. Deepti Bhatnagar iii. Sabari Dutta iv. Tarun Tahiliani
856. Which deal gave Hilton Hotels the Doubletree and Embassy Suites brands ?  
i. Hilton Hotel Corp’s \$ 2.7 billion buyout of Promus Hotel Corp.  
ii. Hilton Hotel Corp’s \$ 2.7 billion buyout of Regent Hotel Corp.  
iii. Hilton Hotel Corp’s \$ 2.7 billion buyout of Taj Hotels  
iv. Hilton Hotel Corp’s \$ 2.7 billion buyout of Ramada Corp.
857. To whom did Nestle sell its ground coffee brands Hills Bros, MJB and Chase & Sanborn?  
i. Conagra ii. Sara Lee iii. General Mills iv. Unilever
858. Who owns the hotel brands Regency, Grand and Park ?  
i. Hyatt ii. Hilton iii. Oberoi iv. Taj
859. JK Dairy, a part of the JK Organization, has tied up with which company to distribute and sell tea under the brand name Tarang ?  
i. HLL ii. Society Tea iii. Wagh Bakri Group iv. Balmer Lawrie
860. Which company first brought the idea of selling bottled water to India ?  
i. Bisleri Roma ii. Bisleri Gaetieux iii. Bisleri Italian iv. Bisleri Francais
861. Which company has acquired Yves Saint Laurent-the French fashion house ?  
i. Francois ii. Gucci iii. Levi Straus iv. P & G
862. What is the product Think, which was launched some time back in Europe, in the Scandinavian market ?  
i. Think is the name of the scooter launched by Piaggio  
ii. Think is the name of the electric car launched by Ford  
iii. Think is the name of the 800 cc car launched by Fiat  
iv. Think is the name of the robot-driven car launched by GM
863. Which company has created a brand in knitted fabrics, called ICON ?  
i. Shree Krishna Group ii. Ashima Group iii. Indus League iv. Madura Coats
864. Which among the following nations recently closed down its visa section in Pakistan in view of a series of threats against British interests ?  
i. USA ii. UK iii. France iv. Germany v. None of these
865. Which among the following nations defence ministry has advised its service men to take the matter of their survival into their own hands, despaired of getting any financing from the empty state coffers ?  
i. Argentina ii. Russia iii. Turkey iv. Indonesia iv. None of these
866. Avigdor Cahaner has unveiled the first genetically modified featherless chicken that is environmentally friendly, fast – growing and low in calories. He belongs to the nation  
i. USA ii. France iii. Israel iv. Germany v. None of these
867. Which among the following nations is the origin nation of the management consultancy Price Water House Coopers ?  
i. UK ii. Germany iii. USA iv. Canada v. None of these
868. Who among the following is the current President of the FICCI ?

869. i. Sanjeev Goenka ii. Arun Bharat Ram iii. R.S.Lodha iv. Ashok Soota v. None of these  
 Capitol Hill in Washington houses the  
 i. Residence of the US President ii. American Congress iii. Office of the secretary of the state, United State iv. Special residence of the British queen v. None of these
870. Which among the following is not the name of an accounting and management consulting firm ?  
 i. Andersen LLC ii. Deloitte & Touch iii. Ernst & Young  
 iv. Price Water House and Coopers. v. All of these
871. Which company owns the best selling brand names Zapper and Zigma?  
 i. MRF ii. Pepsi iii. JK Group iv. RPG Group
872. Why were copper rivets put on denim jeans ?  
 i. In the mining fields of Nevada, the rivets were used to support pistols to shoot off wild animals.  
 ii. In the mining fields of Nevada, the rivets prevented the pockets from tearing under the weight of tools and other objects.  
 iii. In the mining fields of Nevada, the rivets gave a macho look to the wearer, thus giving him internal satisfaction.  
 iv. All of these
873. It is not a car, and you are buying Contessa Select: What are you buying ?  
 i. T – Shirt ii. Rum iii. A Gillette Pen iv. A Luxury Bus
874. A few years ago which company launched Right Now – a personal loan scheme targeted at executive in over 325 identified companies ?  
 i. ANZ Grindlays Bank ii. HDFC Bank iii. Centurion Bank iv. SBI
875. Which company markets and manufactures the Paras brand of fertilizers?  
 i. Haldia Petrochem ii. HLL iii. National Fertilizers iv. Ranbaxy
876. Which Indian company has a portfolio of some 230 Ayurvedic products and has set up a state-of-the-art greenhouse facility in Nepal to standardize cultivation practices for 15 rare medicinal plants ?  
 i. Marico ii. Godrej iii. Zandu iv. Dabur
877. Which Hindi movie made in 1992 had seven music directors collaborating on 10 songs ?  
 i. Meri Jung ii. Beta iii. Akele iv. Shola aur Shabnam
878. What do the letters DHL stand for in DHL Worldwide Express ?  
 i. They are the initials of the promoters who founded DHL in 1969  
 ii. They are the initials of the first three people the company employed in 1969  
 iii. They are the initials of the top three statesmen in the USA in 1969  
 iv. They are the initials of the promoter’s children
879. Which popular soap brand name is actually a palindrome?  
 i. Liril ii. Camay iii. Fair Glow iv. Dove
880. Brooklyn, Big Babol, Centre Fresh and Goliath are brands of which company ?  
 i. Joyco ii. Bakeman’s iii. Perfetti iv. Cadbury’s
881. What are “ cabinet castaways”?  
 i. They are consumer goods meant for storage in the cabinet.  
 ii. They are products bought by consumers and never used by them.  
 iii. They are a type of cookies from Nestle.  
 iv. The phrase is a euphemism for an unsuccessful brand.

882. Name the children's magazine that was relaunched in December 1999 after a gap of one year, when financial majors Morgan Stanley, HDFC and Tata Finance came to its rescue.  
i. Parag ii. Target iii. Tinkle iv. Chandamama
883. The brands Montecristo and Romeo and Juliet are associated with which Cuban product?  
i. Cigars ii. Tooth Brushes iii. T – Shirts iv. Diapers
884. Which is India's first designer hotel ?  
i. The Oberoi Grand ii. Taj Exotica iii. The Manor iv. Fortune Park
885. Which company introduced in India the concept of food coupons for employees of corporate houses ?  
i. Sodexo Pass ii. Birdy's From Taj iii. Marico iv. Dabur
886. According to legend, a blind French monk, on sampling a particular batch of wine he has made, suddenly shouted, " come quickly, I am tasting stars." What he drank is one of the most premium brands of champagne.  
i. Dom Perignon ii. Peter Scott iii. Heineken iv. Blue Riband
887. Where has India's first sports café been set up ?  
i. Mumbai ii. Madras iii. Calcutta iv. Jamshedpur
888. Kanan Devan is a leading brand of which product in South India ?  
i. Coffee ii. Fast- food Joints iii. Tea iv. Fruit Juice
889. Which company introduced the concept of selling books as lifestyle products, with wide range, large, open-plan stores, dial – up service and seven- day operations?  
i. Crossroads ii. Crossword iii. India Book House (IBH) iv. Bookworm
890. Techno Campus is a brand of which product ?  
i. Software finishing school ii. Robots that can teach children  
iii. Software for nursery school children iv. All of these
891. Name the brand of beer in the famous adline: "refreshes the parts other beers cannot reach"  
i. Heineken ii. Stroh's iii. Kingfisher iv. Diplomat
892. Which brand of tetrapacked soft drinks was launched unsuccessfully in the 1980s by Lipton and withdrawn subsequently?  
i. Fruity ii. Treetop iii. Noble Soya iv. Thums Up
893. Xerox Corp., USA, undertook an advertising campaign with bold copy reading: " YOU CAN'T XEROX A XEROX ON A XEROX". What was the idea behind the campaign?  
i. The company wanted high recall.  
ii. To keep the world Xerox from becoming generic.  
iii. It was just an advertising gimmick.  
iv. This was a jingle.
894. Which Australian beer is advertised with slogan: " Australian for Beer"?  
i. Forster's ii. Stroh's iii. Heineken iv. Kingfisher
895. Which brand uses the " drumming rabbit " in its ads, which has become synonymous with the brand?  
i. Eveready ii. Energizer iii. Nippo iv. Duracell
896. Name the product from Dabur that has almost become generic in nature?  
i. Pancharatna ii. Pancharishta iii. Cinkara iv. Chayavanprash
897. You associate the mascot Gattu with which company ?

- i. Asian Paints ii. Godrej iii. Goodlass Nerolac iv. Marico  
898. Which model of car did Henry Ford name after his son ?  
i. Billy ii. Willy iii. Edsel iv. Fiat  
899. Name the organization that has launched Corp-Vyapar-a hassle-free scheme for traders and businessmen.  
i. SBI ii. HDFC Bank iii. Centurion Bank iv. Corporation Bank  
900. Recently Godrej Soaps Ltd. announced the reacquisition of three brands- Trilo, Ezee and Key – from which company ?  
i. Cussons India ii. P & G iii. Unilever iv. Marico
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**ANSWER - (801 - 900)**

801. i. 802. iii. 803. iv. 804. ii. 805. iii. 806. iv. 807. i. 808. i. 809. iii. 810. iii. 811. i.  
812. iv. 813. i. 814. ii. 815. iii. 816. iii. 817. iii. 818. iv. 819. i. 820. iii. 821. iv. 822. i. 823.  
i. 824. iv. 825. i. 826. iii. 827. ii. 828. i. 829. i. 830. ii. 831. ii. 832. i. 833. i. 834. i.  
835. i. 836. iii. 837. i. 838. iii. 839. iv. 840. iii. 841. ii. 842. i. 843. i. 844. iii. 845. i.  
846. iv. 847. i. 848. ii. 849. iii. 850. i. 851. ii. 852. iv. 853. i. 854. iii. 855. iv. 856. i.  
857. ii. 858. i. 859. iv. 860. iii. 861. ii. 862. ii. 863. i. 864. ii. 865. i. 866. iii. 867. iii.  
868. iii. 869. ii. 870. v. 871. i. 872. ii. 873. ii. 874. i. 875. ii. 876. iv. 877. ii.  
878. i. ( D – Adrian Dalset, H – Larry Hillbroom, L – Robert Lynn ) 879. i. 880. iii. 881. ii.  
882. iv. 883. i. 884. iii. 885. i. 886. i. 887. ii. 888. iii. 889. iii. 890. i. 891. i. 892. ii.  
893. iv. 894. i. 895. ii. 896. iv. 897. i. 898. iii. 899. iv. 900. i.
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