

# Jigyasa '11- Online business quiz (Answers)

1. Identify the person in the picture Mr X who was replaced by Mr Y in an ad simply because X didn't have the time for the advertisement. Find X and Y



1. X-Ajay Bhatt and Y- Sunil Narkar

2. Identify the four pictures and give the connection.



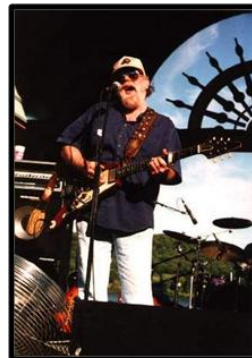
Picture 1



Picture 2



Picture 3



Picture 4

2. picture 1: Got Milk?

Picture 2: The trade mark design of Oreo

Picture 3: Alfred Matthew "Weird Al" Yankovic

Picture 4: Lonnie Mack

Link: Oreo, Out of the many theories of the etymology of the name oreo, the famous ad of Got Milk? is one of them.

2nd pic is the typical design of the Oreo Biscuit.

3rd and 4th pic Weird Al and Lonnie Mack had written a tribute to the Oreo, titled "The White Stuff" and a song titled "Oreo Cookie Blues respectively.

3. Give the connection between the pictures.



Picture 1



Picture 2



Picture 3

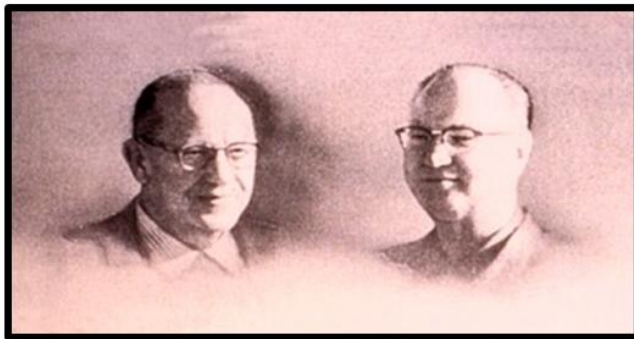
3. Picture 1: Intel's 80486 Microprocessor

Picture 2: BPL

Picture 3: The Parliament of India

Link: Rajeev Chandrasekhar, who was in the designing team of the Microprocessor and later the founder of BPL mobile. He is also an Independent member of the Parliament of India representing Karnataka.

4. Find the common link between the pictures and give the logic.



Picture 1



Picture 2



Picture 3



Picture 4

4. Picture 1: Richard and Maurice McDonald

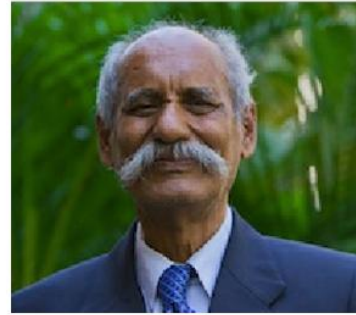
Picture 2: Taco Bells

Picture 3: One dime

Picture 4: Ray Kroc

Link: McDonalds, Richard and Maurice McDonald were the founders of Mcdonalds. Speedee Service system was the inspiration for Glen Bell to start Taco Bell. The Dimers was the name the Mcdonalds had thought since the hamburgers were available for 1 and 2 dimes. Ray Croc later took over Mcdonalds.

5. What is the connection between these people?



5. All these people had appeared in the Wikipedia Appeal for Donation campaign.

6.



6. Rugmark

7. Connect all the pics



7.Connection : Kelvinator

Connection the famous Leonard appliances of the 1920s had merged with Kelvinator company.

The name Kelvinator had come from the Lord Kelvin, the discoverer of absolute zero.

The Penguin club is the online forum of Kelvinator

8.What is shown in the picture and why is it unique?



8.The picture shows St. George on horseback, slaying a dragon

Uniqueness: Princess Elizabeth's Roll Royce Phantom IV was the only Rolls Royce that had the British Queen's mascot of St. George on horseback, slaying a dragon.

9. Identify the duo.



9.They are the Hiranandani Brothers. Niranjan Hiranandani and Surendra Hiranandani: the Giants in the Real Estate Business.

10.



10. Print Ads of Aspirin. The after effect of having Aspirin is clearly depicted in the pics.

11.





11. The connection: Taj

Logic: Zakir Hussain endorses for the Taj Mahal Tea. Ten of the Ten Sports stands for Taj Entertainment Network. The picture in the middle is the layout of Taj Mahal. The man with the guitar is Henry Saint Clair Fredericks who uses the stage of Taj Mahal and Taj Mahal Premium is a beer brand from the house of UB group.

12. Logos and the connection.



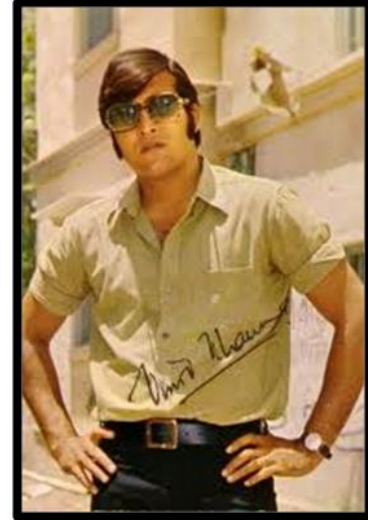
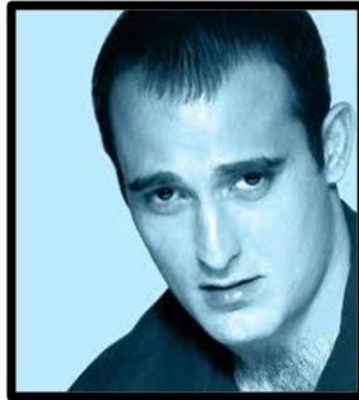
1<sup>st</sup> pic- Delhi Metro

2<sup>nd</sup> Pic- Rites

3<sup>rd</sup> Pic- Namma Metro/ Bangalore Metro.

Connection: The Namma metro was the joint effort of the Delhi Metro Rail Corporation and the Government owned Rites.

13.Connect the actors.



13. Cinthol.

Bipasha Basu 1<sup>st</sup> came into limelight in the Godrej Cinthol Supermodel contest in 1996.

Vinod Khanna – Had endorsed for Cinthol and so did his son Akshya Khanna. Hirthik Roshan is the present brand ambassador of cinthol.

14. Connect the pictures to a particular product.

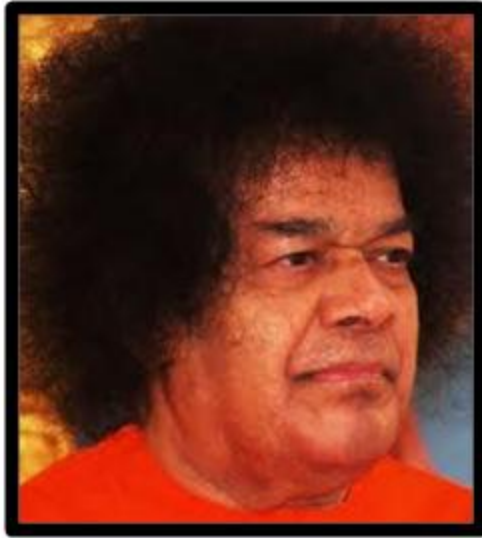


14. Teen Spirit Deodorant.

Curt Cobain of Nirvana had sang a song called "Smells Like Teen Spirit" .

Rexona has its own range of deodorants called Teen Spirits.

15.How are they related?



15. Issac Tigrett the founder of Hard Rock café treated Satya Sai Baba as his Guru. Satya Sai Baba's quote "Love all, Serve all" was adapted as the tagline of Hard Rock Café.

16. Identify the person who came into limelight because of wrong reasons.



16. Sanjay Chandra – MD of Unitech Ltd.

17. Print Ad for which Organisation?



17. Desertification Ads by WWF.

18. Connect the pics.



18. Connection : Parle

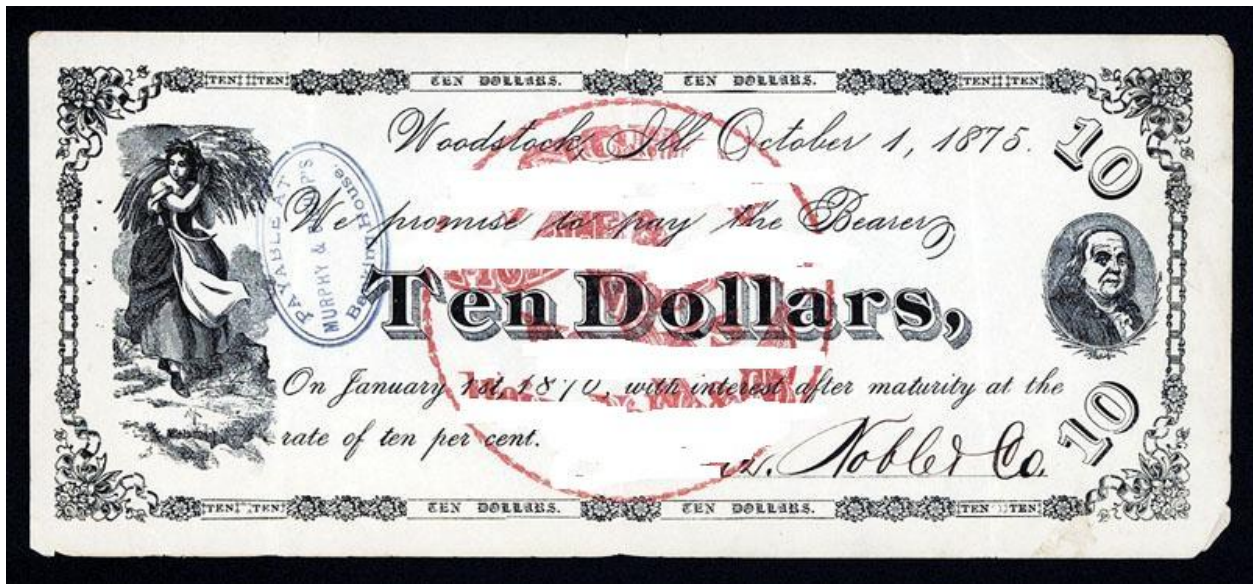
Kambli n Sachin appeared in a ad for Melody toffees.

Shaktiman appeared as himself in Parle-G ad campaigns.

Still from Marie Poppins.Name same as one of the candies from Parle.

Marie biscuit was created by an English bakery Peek Freans in London in 1874 to commemorate the marriage of the Grand Duchess Maria Alexandrovna of Russia to the Duke of Edinburgh.

19. Note issued by which company?



19. Heinz

20. His first product was soap. In order to sell the soap, he offered free baking powder. The baking powder became more popular than the soap so he switched to that. To help sell his baking powder, he began offering something else for free. Well, that became even more popular then and today he leads in the production of that particular product. Who am I talking about and what product?

20. William Wrigley Jr and product is Wrigley's chewing gum.