

MATRIX-E-COMM BUZZ 2007 QUIZ PRELIMS

Venue: Mount St Mary's School, New Delhi

Date: 26th August 2007

Note: Original paper had 30 questions. Only 28 recreated here.

1. Which brand of scooters gets its name from the Italian word for 'wasp'?
Vespa
2. Which NRI businessman owns the Caparo Group?
Lord Swaraj Paul
3. The language 'Simula 67' inspired which paradigm in computer programming?
Object-Oriented Programming
4. What started as Western India Vegetable Products Limited?
Wipro
5. Which company invented the x86 series of Microprocessors?
Intel
6. Who was the first customer of Hewlett-Packard?
Walt Disney Studios
7. What is the tagline of Dell?
'Yours Is Here'
8. With reference to Linux, what does CLI stand for?
Command Line Interface
9. Which was the first commercial personal computer by Apple with a GUI (Graphical User Interface)?
Apple Lisa
10. The name 'iPod' was proposed by Vinnie Chieco. It was inspired from which movie?
2001: A Space Odyssey
11. What is 'guerilla marketing'?
It is an unconventional way of performing promotional activities on a very low budget. Such promotions are sometimes designed so that the target audience is left unaware they have been marketed to and may therefore be a form of undercover marketing (also called stealth marketing).

12. What is the full form of 'JPEG'?
Joint Photographic Experts Group
13. Foxconn, Zalman and Aerocool are brands manufacturing which internal component of the computer?
Fans
14. Which company is the authorized licensee for 'Superman' branded clothing in India?
Raymonds (kids apparel – Zapp!)
15. Which was the first company that N Narayana Murthy launched?
Softronics
16. Who created MINIX, a free Unix-like operating system for teaching purposes, and for computer science textbooks?
Andrew S. Tanenbaum
17. How many Ethernet and HDMI (High Definition Multimedia Interface) ports does the PlayStation 3 have?
1 Ethernet Port and 1 HDMI Port
18. What is 'SIMM' with reference to memory modules?
Single In-Line Memory Module
19. SEBI puts restrictions that anyone holding a 15-75% stake in a company can only increase this stake at a small pace. What is this called?
Creeper acquisition (Note: Answer needs to be verified)
20. Which company planned to sell its product for five cents to soldiers anywhere around the world during World War II?
Coca Cola
21. Who founded the Amul in 1946?
Dr Verghese Kurien
22. Which company launched the 'K5' series of microprocessors?
AMD
23. He purchased his first store with a loan of \$20,000 from his father-in-law, in Newport, Arkansas. Who?
Sam Walton (of Wal-Mart fame)
24. What is the difference between a Pentium and a Celeron processor in terms of frequency?
No inbuilt cache in the Celeron

25. Which computer game series' characters have been voiced by Hollywood stars like Michael Madsen, Samuel L Jackson, James Woods, Joe Pantoliano, Frank Vincent, Robert Loggia and Ray Liotta?
Grand Theft Auto
26. To whom did Steve Jobs once say, 'Do you want to sell sugar water for the rest of your life, or do you want to change the world'?
Erstwhile Pepsi CEO John Sculley. Apple wanted to hire him so that he could use his marketing techniques to sell Macs.
27. Entrepreneurs sometimes give sales pitches to people who could potentially fund them during the short duration of an elevator ride. What expression did this give rise to?
Elevator pitch
28. How many pins does an IDE connector have?
40

Addendum: Thanks to Ramit Singal for the sending in the question on 'IDE connector'!