

# TATA CRUCIBLE 2008 CAMPUS EDITION DELHI REGIONAL FINALS

**Date:** Sunday, 2<sup>nd</sup> March 2008

**Venue:** Army Public School, Dhaula Kuan

**Conducted by:** Giri 'Pickbrain' Balasubramaniam (of Greycaps)

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## PRELIMINARY ROUND

*Questions called out on stage with teams having to write them down on given sheets. According to the quizmaster, 11-12 out of 20 is the average score they try to aim at while setting the difficulty level*

Q.1 This confectionery brand was named after a village near Nasik, where its factory was originally located. Which company are we talking about?

*Ravelgaon*

Q.2 This particular street in New York City is a hub for corporate houses and was named after a famous media publication. Which place / publication are we talking about? (Hint: It is not 'officially' a street)

*Times Square (after the New York Times)*

Q.3 Identify the logo.



*Apollo Hospitals*

Q.4 Mehnga Ram runs a company named Beat-All Sports, which is famous for what manufacturing what?

*Cricket bats for some players in the Indian cricket team*

Q.5 This medicinal cream which was extracted from the tea of the witch-hazel had properties to heal small cuts and ailments. Which brand did this discovery finally evolve into?

*Ponds*

Q.6 This motorcycle company entered the American market in 1963. The song by the name *Little \_\_\_\_\_* by the band The Beach Boys even pays tribute to its motorcycles. Which famous company are we talking about?

*Honda*

Q.7 Which company's ad campaign is this from? It is present in India in a joint venture with another company.



*Kawasaki (as Kawasaki-Bajaj in India)*

Q.8 This highly used computer peripheral got its popular name at the Stanford Research Institute. What are we talking about?

*Mouse*

Q.9 Robert Townsend created a three-word ad campaign which went on to become very popular in the transportation industry. What?

*We Try Harder*

Q.10 Which company brings Kiwi Shoe Polish in India?

*TTK Group*

Q.11 Identify the logo.



*Goodyear Tyres*

Q.12 After starting the mining company named *Compagnie de Commentry-Fourchambeau-Decazeville*, this man went on to develop his own concept of administration, 14 principles of which are explained in his book *Administration industrielle et générale* is widely considered a foundational work in classical management theory. Whom are we talking about?

*Henri Fayol*

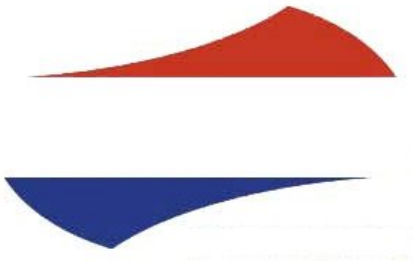
Q.13 This Nintendo character got its name from a certain landlord named Mr Segale, who once barged into a company meeting at its US office demanding outstanding rent. Which character

*Mario*

Q.14 Balmer Lawrie Co, a major company in the market of packaging, especially LPG cylinders, is an enterprise under what entity in India?

*Government of India*

Q.15 Identify this logo from the world of travel accessories.



*American Tourister*

Q.16 What is the Managing Director of Kerala-based Labour Publications famous for?

*He will be the first Indian space tourist traveling aboard Richard Branson's Virgin Galactic space craft.*

Q.17 Originally founded by Chaudhury Raghuvendra Singh in 1946, this company is currently being headed by his son-in-law who is currently in a helm of affairs. Which company are we talking about?

*DLF Universal Limited*

Q.18 Audio: 'Sunday' movie theme. Identify the distributor.

*Eros Entertainment*

Q.19 Audio: The old Liril ad soundtrack. Identify the brand.

*Liril*

Q.20 Video: Identify the product associated with this ad.

*Happydent White*

# WILD CARD ROUNDS

*The wild card rounds were held on the buzzer for selecting two teams from the bottom 12 of the top 16 teams for the Delhi region finals.*

## Round I

Q.1 Out of Hindustan Times, Times of India, and the Indian Express, which famous newspaper's office was inaugurated by Mahatma Gandhi?

*Hindustan Times. The Birlas were good friends of Mahatma Gandhi, and were one of the first financial backers of HT. They hold a stake in the company to this day.*

Q.2 Venky Harinarayan and Anand Rajaraman started a search engine. Name the search engine.

*Kosmix*

Q.3 What was inaugurated on 19th Nov, 1984 by Prime Minister Rajiv Gandhi?

*Appu Ghar*

Q.4 Armani recently signed up with which Indian company for a joint venture for retail production?

*DLF*

Q.5 Mario : Nintendo :: Sonic : ?

*Sega*

Q.6 'Chala Change Ka Chakkar' is the new publicity campaign of which brand?

*Frito-Lays*

Q.7 The 'Passat' is a car made by which car manufacturer?

*Volkswagen*

Q.8 Reliance Entertainment sold 3% of its equity stake to which Hungary born tycoon for \$100 million?

*George Soros*

## Round II

Q.1 This auction was known as 'Bid For Title'. Vodafone lost, Titan lost, Reliance lost. What is being referred to here, and which company won?

*Title sponsorship of the Indian Premier League, won by DLF*

Q.2 Body structure of Tata Nano car would be built by which company?

*Lord Swaraj Paul's Capparo Group*

Q.3 'Kya Aap Panchwi Pass Se Tej Hain' is a game show which will be hosted by whom?

*Shahrukh Khan*

Q.4 'Barbarians At The Gate' is a book about what?

*Takeover of RJR Nabisco by Henry Kravis*

Q.5 The Briley Group has a joint venture called BJETS with an Indian partner. Which is the Indian partner?

*Tata*

Q.6 Which company was founded in 1961 from an idea of Baba Kalyani?

*Bharat Forge*

Q.7 India's first virtual credit card service was started by which companies?

*Reliance and HDFC Bank*

Q.8 What is the full form of NTPC?

*National Thermal Power Corporation*

Q.9 Glenn originally thought of setting up a golf course, then a hamburger shop. When McDonald's set that up a hamburger shop, he set up a Mexican fast-food restaurant chain. Which chain are we talking about?

*Taco Bell*

# REGIONAL FINALS

*The regional finals had the top four teams of the prelims joined by the two qualifiers from the wild card rounds on stage for the final showdown.*

## **Round I : Cryptic Games (Crossword)**

Q.1 IQ Players

*Nintendo (it's a game by Nintendo for the Wii)*

Q.2 ALL (A Little Larger) was created for odd sizes by

*Pantaloons*

Q.3 ML Mittal

*Ispat*

Q.4 Officially the world's first registered brand in its category

*Pears*

Q.5 Rowntree Limited

*Kit Kat (It was first created by that company)*

Q.6 IATA Code BZ

*Blue Dart Aviation*

Q.7 Rawa Oilfields

*Videocon*

Q.8 Sym

*Kinetic (It's a 'scooterette' by the company)*

## **Round II : TATA World**

*This was a round on questions regarding TATA group companies, their history, their achievements, etc.*

Q.1 What was started by the joint venture between Electrolux and TATA?  
*Eureka Forbes*

Q.2 The Conscofe General Public Charitable Trust was set up under which company in 1986 for doing charitable work?  
*Tata Coffee*

Q.3 What was started as a joint venture between Singaporean private enterprises and TATA in the year 1998?  
*International Tech Park, Bengaluru*

Q.4 Recently launched TATA Tea launched an outdoor ad campaign consisting of out-of-home tea tasting experience. What is the campaign called?  
*Chai Unchai*

## Round III : Domain Games

*In this round, teams were given a choice of topics ('domains') to choose from a given list. A question from that domain was then asked. Normal cyclical order was followed, as in, team with the lowest score did not get to choose first as is generally done in this sort of round.*

Q.1 The Trimotor was a successful airline in USA. Which now famous company used to run this 12-passenger airline? (*Domain – Airlines*)  
*Ford*

Q.2 This phrase originated in a newsletter published by Arlene and Jose Ramos. It was created for the emerging pre-press industry going electronic in the late 1970s. After 3 years of publishing, the newsletter was sold to employees at the Stanford Research Institute in California. What phrase are we talking about? (*Domain – Word Origins*)  
*WYSIWYG (What You See Is What You Get)*

Q.3 What connects Military.com, Tickle.com, FastWeb.com, Telephone Marketing Programs (TMP) in 1967 and Yellow Pages Advertising? (*Domain – Web*)  
*Monster Worldwide (all of them are owned by Monster)*

Q.4 Identify the logo. (*Domain – Banking*)



*Commonwealth Bank*

Q.5 This Indian entertainment producer and distributor was established in 1995, originally named Garnet Paper Mills Limited and producing media for cinema, television and software. It was renamed in 2002. Its chairman is Ashok Pamani. Which company? (*Domain – Films*)  
*K Sera Sera*

Q.6 Identify this person. (*Domain – Inventions*)

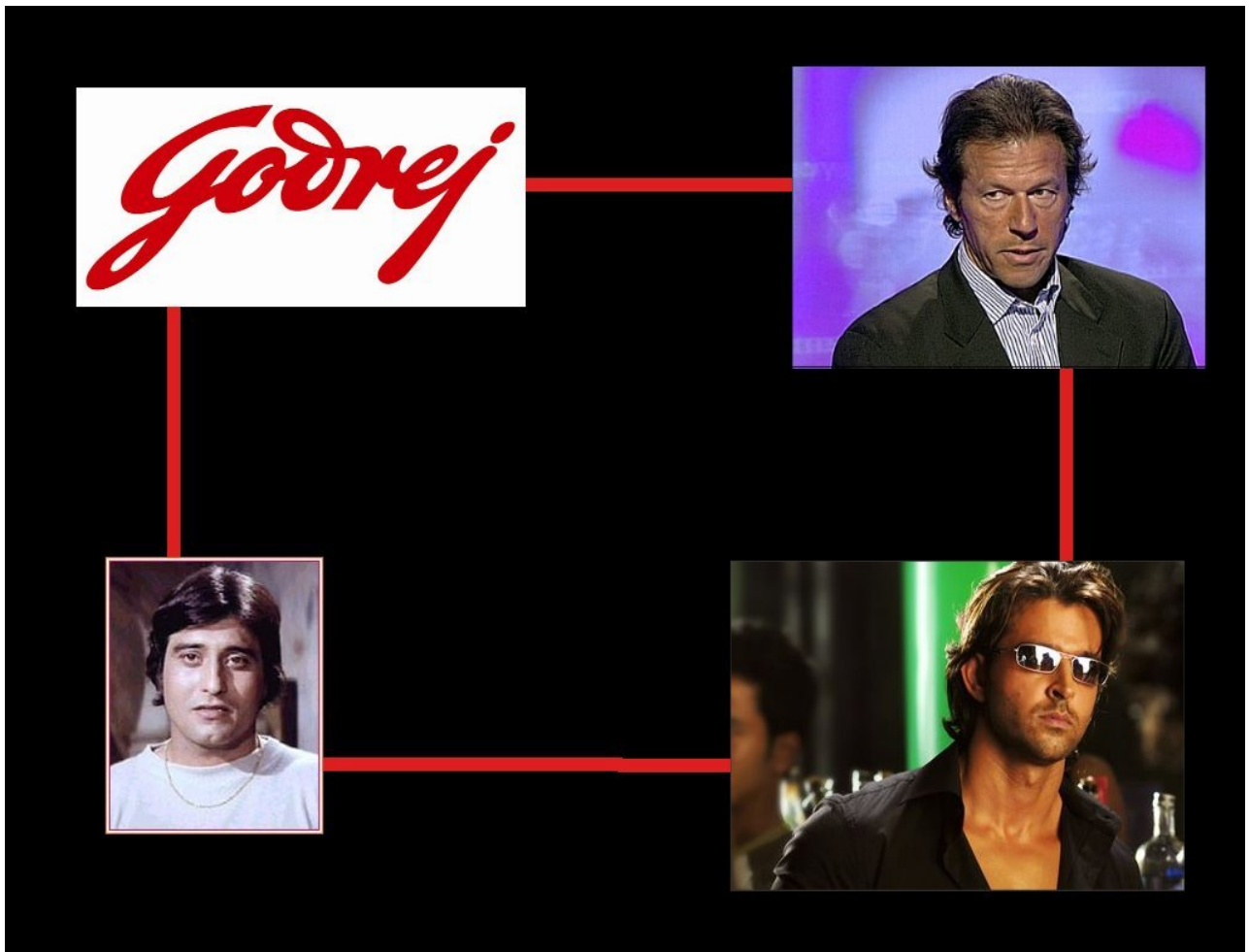


*Momofuku Ando, the inventor of instant noodles (specifically, Top Ramen)*

## Round IV : Lateral Games

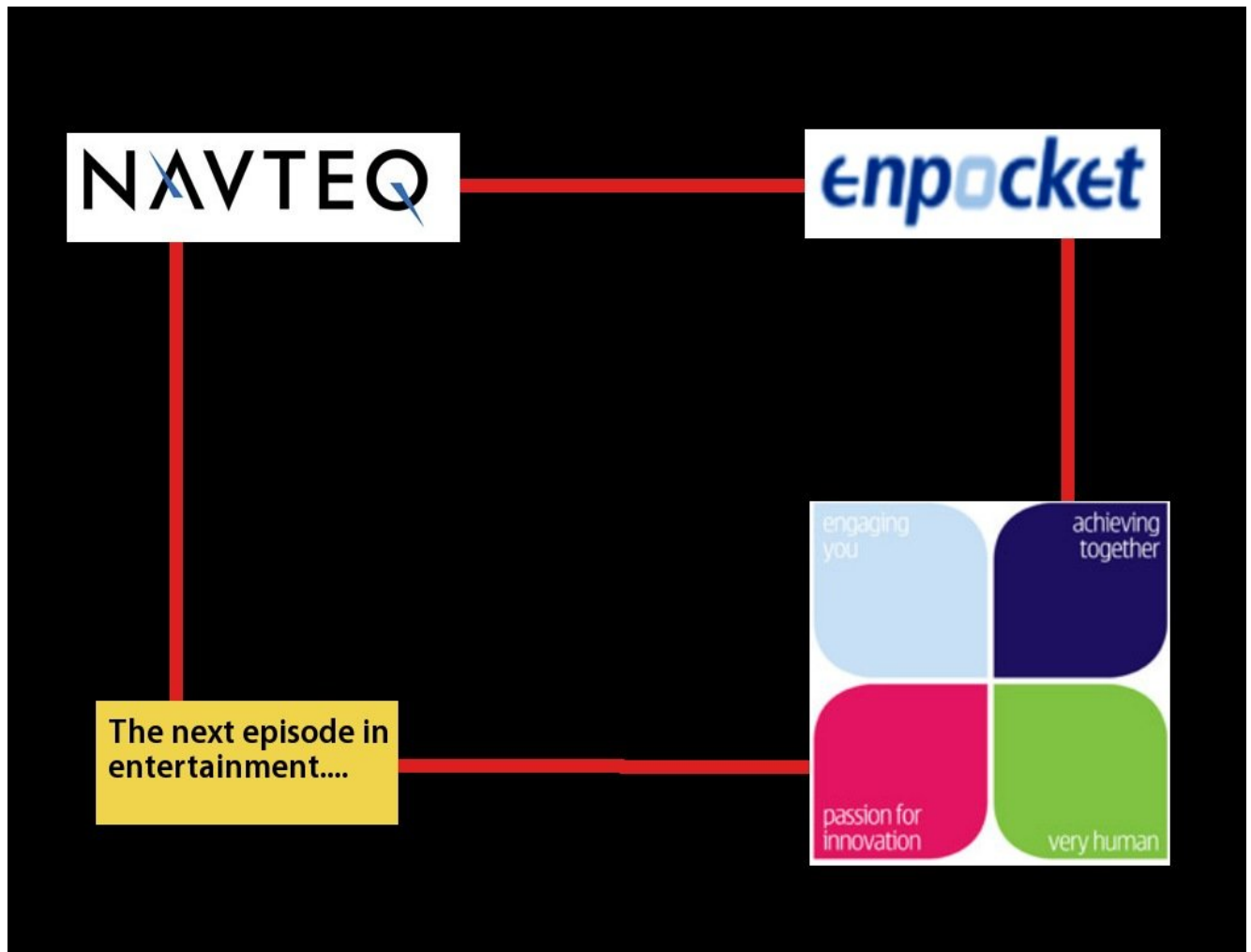
*Typical round in a Pickrbrain quiz, where teams have to connect visuals (and generally, an accompanying audio track) to arrive a particular answer; on the buzzer. Requires a bit of lateral thinking.*

Q.1 Connect – Godrej, Vinod Khanna, Hrithik Roshan, Imran Khan and Shankar Mahadevan's song *Breathless*.



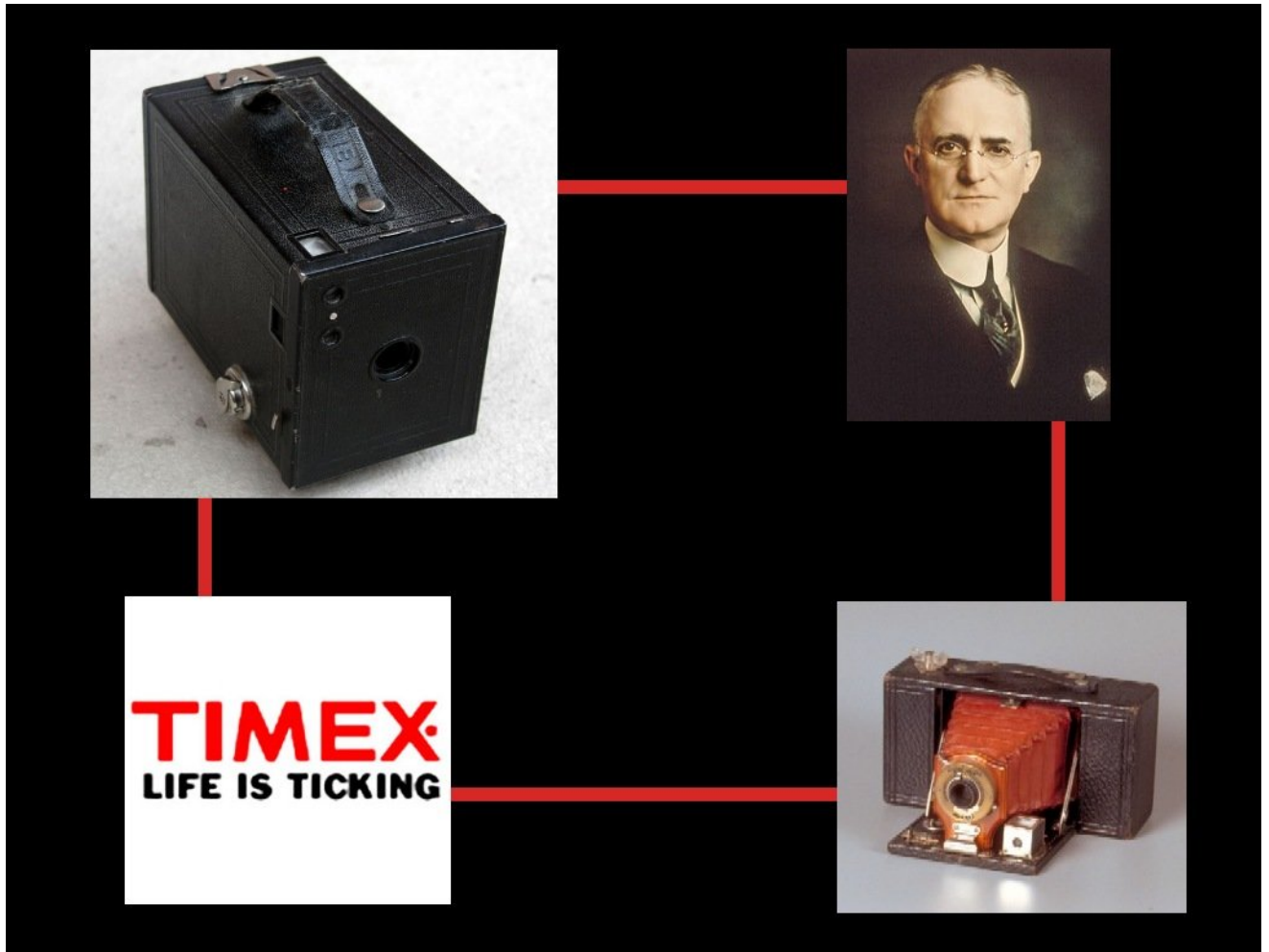
*Cinthol (soap). Godrej manufactures it, and all the people mentioned have been its brand ambassadors.*

Q.2 Connect – Navteq, Enpocket, 'The Next Episode In Entertainment', and the song *Dard-e-Disco* from the movie *Om Shanti Om*.



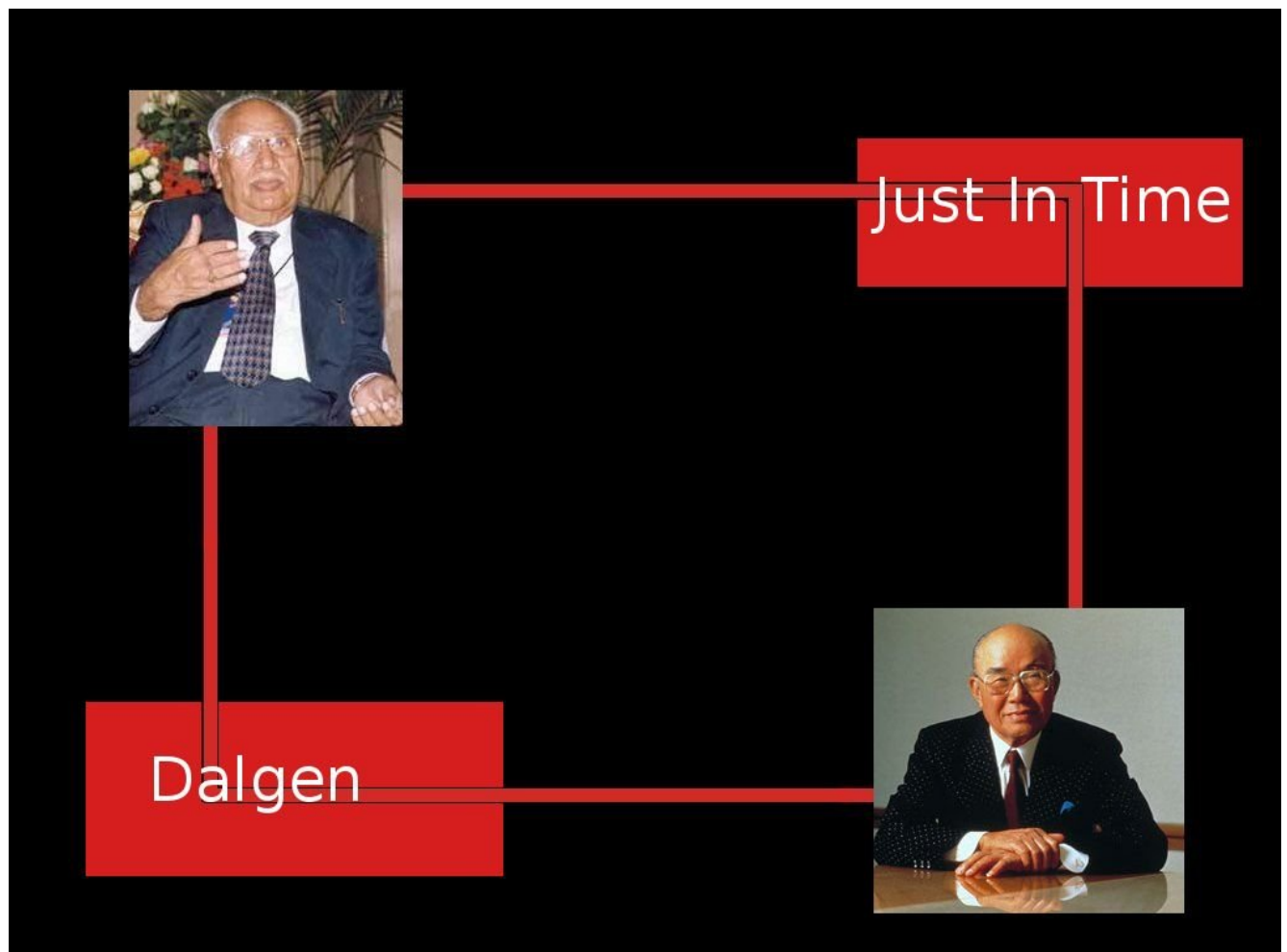
*Nokia. Nokia bought Navteq, a digital mapping company; it has a partnership with Enpocket in the mobile advertising business; 'The Next Episode In Entertainment' is the advertisement tagline for its N-Series range of phones; and Shahrukh Khan (lead actor in 'Om Shanti Om') is Nokia's new brand ambassador in India.*

Q.3 Connect – Timex, Eastman Kodak logo, George Eastman, and an old camera.



*Kodak. Pretty self-explanatory clues.*

Q.4 Connect – Dalgen, Brij Mohan Munjal, Soichiro Honda, Just-In-Time, and the song *Koi Tumsa Nahi* from the movie *Krrish*.



*Honda. Brij Mohan Munjal heads the Hero group of industries, which has a joint venture with Honda in India; Soichiro Honda from Honda; 'Just In Time' is a philosophy used in the manufacturing line of Honda factories; Hrithik Roshan is a brand ambassador for Hero Honda's Karizma bike.*

## Round V : Nano Games

*In this round, questions were asked on the buzzer. Short ('nano') round.*

Q.1 'The Angel Network'. Who started it?

*Oprah Winfrey*

Q.2 'Thodi Si Pet Puja' is the tag line of which product?

*Cadbury Perk*

Q.3 What are Ninja, Stout, Kid's Club, Spice, Vogue names of?

*Cycles from Atlas Cycles*

Q.4 The Ever-Ready mechanical pencil was created by this company. The name of the company bears a relation to this product of theirs too.

*Sharp (the mechanical pencil was one of their first products)*

Compiled by **Prashanth Kanduri & Ankur Banerjee**

[www.thelumina.net](http://www.thelumina.net) \ [www.ankurb.info](http://www.ankurb.info)