

# BQG BUSINESS

From The Bangalore Quiz Group

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BQG BUSINESS offers exciting business quizzes and prepares you for Brand equity, TATA Crucible and other national business quizzes.

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# BQG BUSINESS

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## **BQG BUSINESS # 257**

### **CURRENT AFFAIRS**

Q1

Based on a survey by Air cargo World, it has been ranked # 1 Global Air Cargo Operator, 2010. Based in Dallas, it has a fleet of 500+ Boeing jets and has more than 35,000 employees systemwide. Its cargo division currently serves more than 70 cities and has more than 150 million pounds of available cargo lift per month. Interestingly, it was not even included in last year's top ten - it settled at number 12 in 2009 - but it takes the top spot this year with the highest overall airline score. It also led all airlines in the performance and value categories. Name the airline.

A: <http://www.bangalorequizgroup.com/BIZ/257/1B.htm>

Q2



The term PIIGS has been coined to refer collectively to five countries. Aside from being a cute acronym, the term describes the actions of these countries

very aptly as they have acted "piggish" in issuing debt to support overzealous government budgets. Identify the PIIGS countries.

A: <http://www.bangalorequizgroup.com/BIZ/257/2N.htm>

### CONNECTION

Q3



Connect the three images. The last is a modified logo.

A: <http://www.bangalorequizgroup.com/BIZ/257/3e.htm>

### INDIA BUSINESS

Q4

Their first names are Henning and Soren Kristian and they were classmates in Denmark. They came to Mumbai in 1938 and in the early years, they represented Danish manufacturers of dairy equipment for a modest retainer. But with the start of the Second World War in 1939, imports were restricted, compelling them to start a small work-shop to undertake jobs and provide service facilities. Germany's invasion of Denmark in 1940 stopped supplies of Danish products. This crisis forced the partners to stand on their own feet and innovate. They started manufacturing dairy equipment indigenously. These products proved to be a success, and their company came to be recognised as a reliable fabricator with high standards. Which company am I referring to?

A: <http://www.bangalorequizgroup.com/BIZ/257/4LT.htm>

Q5



After studying English literature, she went on to media studies and an internship at BBC, before her first stint in aviation as an intern at European plane maker Airbus SAS in Toulouse, France. She then went on to work with Avions De Transport Regionale (ATR) and pursued an MBA in aerospace before joining her dad's new startup. Identify her.

A: <http://www.bangalorequizgroup.com/BIZ/257/5a.htm>

## OTHER

Q6



Aw Boon Haw



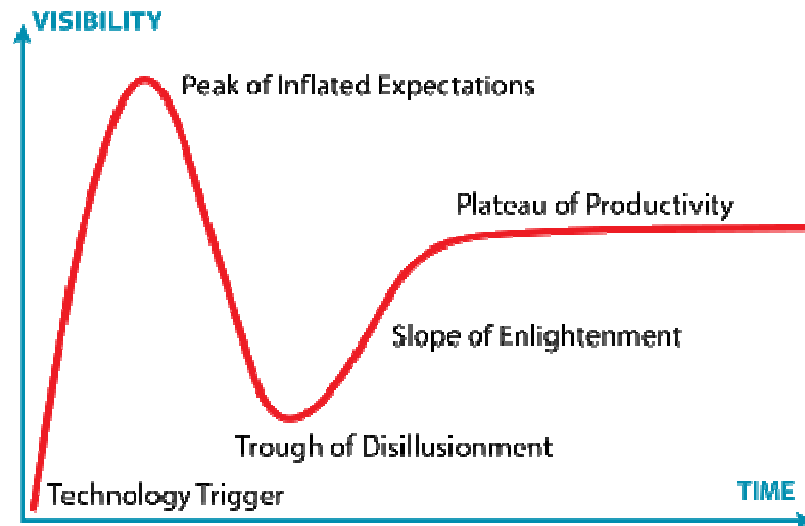
Aw Boon Par

Boon Haw means “gentle tiger” and Boon Par means “gentle leopard” in Chinese. Their father, Aw Chu Kin, emigrated to Rangoon and set up his own Chinese doctor (“*sinseh*”) shop with a little help from his uncle, and *Eng Aun Tong*, (or the Hall of Everlasting Peace) was founded in 1870. In 1908, father Chu Kin died. Boon Par took over the business and told his brother “I will learn all I can about Western medicine, you can prescribe Chinese medicine. Together we won't lose a single patient. We can choose between east and west and the fee will stay with us.” On this astute promise the brothers Haw and Par built an empire and a legendary fortune out of a formula for a cure-all ointment sold in a little jar. Today, the ointment (named after Boon Haw) is

sold in over a hundred countries, arguably the world's best known analgesic ointment. Name it.

A: <http://www.bangalorequizgroup.com/BIZ/257/6w.htm>

Q7



What is this diagram or chart known as?

A: <http://www.bangalorequizgroup.com/BIZ/257/7v.htm>

Q8



His house was believed to be the abode of Adilakshmi, the goddess of wealth who, pleased by his devotion, gave him immense wealth making him *nideesha* or the keeper of riches. This God also loaned money to Vishnu for his marriage with Padmavati. In remembrance of this, the reason devotees going to Tirupati donate money in Venkateshwara's Hundi so that he can pay back the borrowed money to this God. Name the God.

A: <http://www.bangalorequizgroup.com/BIZ/257/8p.htm>

Q9

The Internet's very first domain name celebrated its Silver Anniversary (25 years) on 15<sup>th</sup> March 2010. Name the domain.

A: <http://www.bangalorequizgroup.com/BIZ/257/9J.htm>

Q10



The above pic was taken in Indonesia. Similar vehicles are known as rickshaw in Africa, "autorickshaw" or "auto" in India, *Tuk-Tuk* in Thailand and MotoTaxi in Peru. What are they called in Indonesia?

A: <http://www.bangalorequizgroup.com/BIZ/257/10B.htm>

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## **INTRODUCTION**

**These quizzes are primarily designed to help one practice for the national business quizzes such as Tata Crucible, Brand Equity etc.** However, since most of the questions are very interesting, they also provide many hours of delightful quizzing to members of BQG BUSINESS.

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2. Please keep these quizzes to yourself. Passing them around is not in your best interests.
3. Do tell your friends about BQG BUSINESS. The link to point them to is:

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Answers:

A1: Southwest Airlines.

A2: Portugal, Italy, Ireland, Greece, and Spain. (Source: <http://ow.ly/16OJump>)

A3: Gina Bianchini. She co-founded Ning with Mark Andreessen (the person in the middle). The green dots are part of Ning's logo. Gian is the person on far left in the Fortune magazine cover. She announced on 15<sup>th</sup> March 2010 that she is exiting Ning.

A4: L&T.

A5: Pallavi Gopinath, daughter of G.R. Gopinath.

A6: Tiger Balm! It is named after Boon Haw (whose name in Chinese meant "Tiger".)

A7: The Hype Cycle ([http://en.wikipedia.org/wiki/Hype\\_cycle](http://en.wikipedia.org/wiki/Hype_cycle)). It is a graphic representation of the maturity, adoption and business application of specific technologies.

A8: Kubera.

A9: Symbolics.com

A10: Bajaj!

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