

**TATA**  
**CRUCIBLE**  
THE CAMPUS QUIZ  
2019

**BHUBANESWAR PRELIMS**

*Presented by*



**#QFRS**

**QUALIFIERS**





Android APK is the file format used to distribute and install application software and middleware onto Google's Android operating system.  
**What does APK stand for?**



2

Which actor  
owns the North  
East United FC  
in the ISL?



3

Which brand known  
as the **"Blue dot"**  
was founded in  
1923 under the  
name "Ideal"?



4

Which Liquor is  
made from  
Potatoes and its  
name means  
**“Little water”?**





Identify this lady.





Which wireless  
technology takes its  
name from an  
ancient Danish chief  
**Harald Blatand?**







What is the marketing term **“BA”** for a loyal customer who is engaged into active promotion of a brand or a product without being paid to do so?



8

In 2008, Anheuser-Busch Companies, Inc. an American brewing company was acquired by which Belgian-Brazilian company for \$52 billion to create one of the largest brewing companies in the world?





**Breeze** is a mobile banking application by which banking major?





Identify the  
organisation from  
the logo.



11



Identify this person.



‘**Hit** – the anti-roach gel’ is a brand of owned by which company?



Which well know Korean conglomerate's name, founded by **Kim Woo-jung**, is said to be a combination of the Korean word meaning Great and the founders name?



The magazine is compact, with its pages roughly half the size of most American magazines.

Hence, in the summer of 2005, the U.S. edition adopted the slogan, "America in your pocket." Their holding company has filed for bankruptcy for a second time on February 17, 2013. Which magazine?







Identify the author.



The year 1930 was when the world suffered the great depression. The three brothers, Kasturbhai, Narottambhai and Chimanbhai, decided to set up a mill to produce superfine fabric.

The best technology of that time was acquired at a most attractive price. And a company called \_\_\_\_\_ was born. Which company?



It was known as  
**MARATHON** in the  
United Kingdom till 1990  
when they changed the  
brand name. How do we  
know this confectionery  
brand today?



Which file-hosting service was founded in 2007 by MIT graduates Drew Houston and Arash Ferdowsi, as a Y Combinator startup company?



Set up on 10th March, 1954, it is the first drug manufacturing company to be set up in the public sector by Government of India with active co-operation of WHO and UNICEF. Identify?



20

be more. every day.™  
To transform in a sustainable manner, the lives  
of all those we touch, by nurturing and empowering  
them to maximize their true potential.



With which  
company would  
you associate this?

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**Answers**

1. APPLICATION PACKAGE FILE
2. JOHN ABRAHAM
3. BLAUPUNKT
4. VODKA
5. ANITA RODDICK
6. BLUETOOTH
7. BRAND ADVOCATE
8. INBEV
9. STANDARD CHARTERED BANK
10. KOREAN AIR

11. NANDAN NILENKANI
12. GODREJ
13. DAEWOO
14. READER'S DIGEST
15. AYN RAND
16. ARVIND LIMITED
17. SNICKERS
18. DROPBOX
19. HINDUSTAN ANTIBIOTICS LIMITED
20. MARICO





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