

TATA
CRUCIBLE
THE CAMPUS QUIZ
2019

DELHI PRELIMS

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#QFRS

QUALIFIERS



1



Whose logo is
this?



Which brand had
the doctor-endorsed
slogan

**“Take an aspirin - I
mean a _____?”**



3

The story of which company started in a small grocery shop in **Birmingham, England,** opened in **1824** by a Quaker named John?





This is the logo
of which
brand?



Which company own's
the health brands:

**Cereal Bars, Rice
Bubbles Treats,
Coco Pops Bars and
Pop Tarts?**



Started by **Robert, James and Edward Mead Johnson**, in **1886**, this company's commitment is to provide "doctors, nurses and patients, mothers and fathers, and all others" with high quality products at a reasonable price coupled with prompt and efficient service.
Which company?





Identify the
brand.





Which iconic tobacco brand is this?



The original amber-coloured liquid was formulated by **Dr. Joseph Wheat Lambert** and was actually a disinfectant for surgical procedures. How do we know it today?



10

Michael Corbat
is CEO of which
famous
multinational
banking group?





Identify this
brand.



Which
company is
listed on NYSE
as **MMM**?





Identify this person.



From the request of an US
Army Air Corps
lieutenant, **John**
MacCready, for the need
of an absorptive glass,
Bausch & Lomb came out
with which famous brand of
goggles?





Which British multinational telecommunications giant is this?

As Nobuyuki Idei, the president of _____, told Fortune Magazine in June 1995:

“The digital revolution will shake out the total business platform so that brand image and production power and even the best technology won’t be enough. We have to recognise that in the future, most of our products will become part of a larger digital network. From now on, _____ work is to build bridges between electronics and communications and entertainment, not mere boxes.” Fill in the blank.





Identify this
person.



Which
company is
there on the
NYSE as
BBY?





Which organization plays a central role in this film?





Whose offer is
this?

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Answers

1. KAREEMS

2. DISPRIN

3. CADBURY

4. NETMEDS

5. KELLOGGS

6. JOHNSON & JOHNSON

7. JANE WALKER

8. LUCKY STRIKE

9. LISTERINE

10. CITIGROUP

11. HALLMARK

12. 3M

13. JOHN KOTTER

14. RAY-BAN

15. CABLE&WIRELESS COMMUNICATIONS

16. SONY CORPORATION

17. TED TURNER

18. BEST BUY

19. DABBAWALAS

20. NIRULAS



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