

**TATA**



**TATA**  
**CRUCIBLE**  
THE CORPORATE QUIZ  
2018

**Indore Prelims**

*Presented by*



# prelim



Which company  
is traded on the  
NYSE as  
'BRK.A'?





Identify this famous American educator, author, businessman, and keynote speaker who is known for his teachings on different habits that make people effective.





Who is shown as  
the bull in this  
visual?





Identify this web-based hosting service.

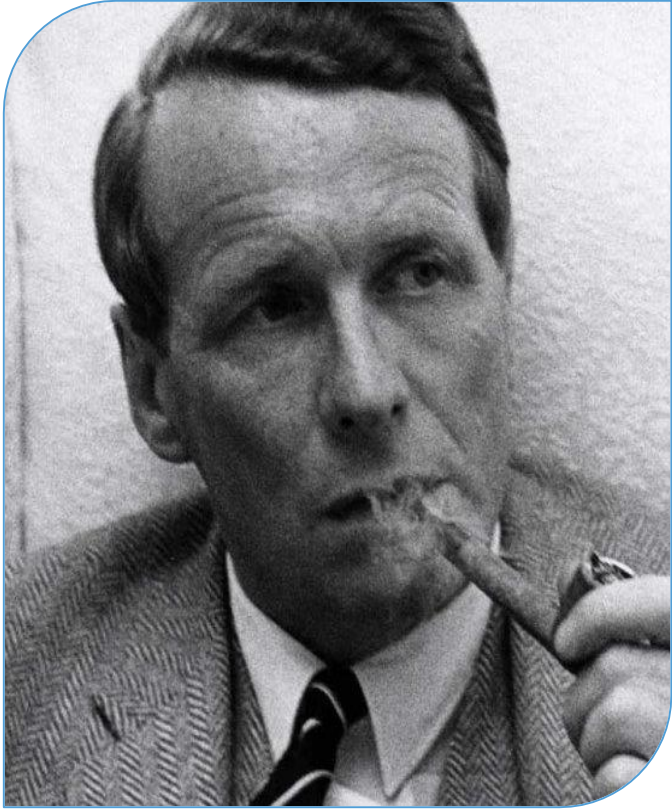




Identify the  
automobile  
company.







Who is this  
famous person  
from the world of  
advertising?





Which company  
owns this brand  
of coconut water?





Identify this food delivery app.



# THE MAN WHO OWNS THE NEWS

Which person was the subject of this book?





Identify the airline  
from the cabin  
crew.



Lynda.com is  
owned by which  
subsidiary of  
Microsoft?



He is a well-known  
inventor and technology  
manufacturer and is  
known most famously for  
inventing the transistor.  
Who?





Identify this world famous fashion designer.





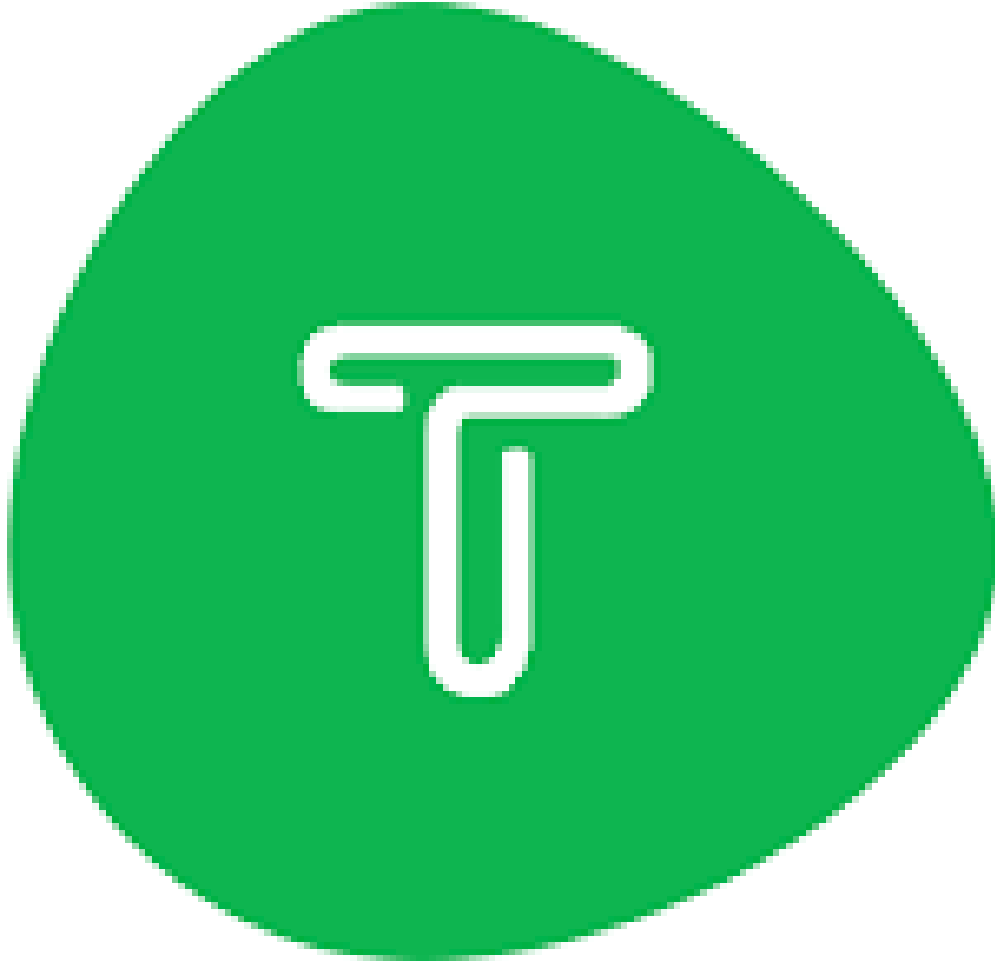
What term was introduced by Claude E Shannon in his article 'A mathematical theory of communication' by combining the words 'Digit' and 'Binary'?





Which Toyota subsidiary is this?





This is the logo of  
which famous  
hotel chain in  
India?



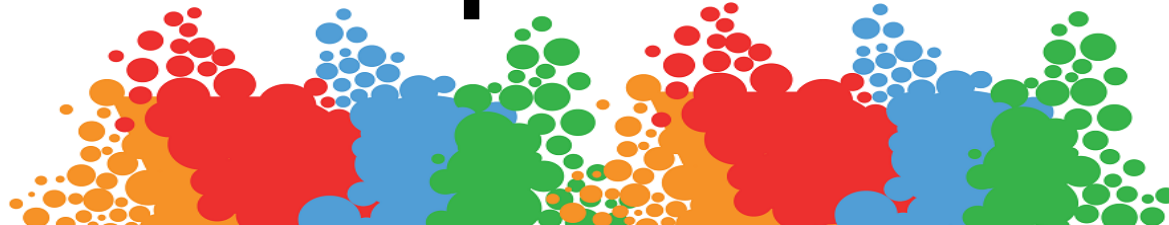


*Grazing Goat*  
PICTURES PVT LTD

Which famous  
Indian actor owns  
this production  
house?



**‘Sneaker Wars’ is  
non-fiction book  
describing the history  
of which two  
companies?**






Identify this  
famous architect  
whose initials are  
Z.H.D.





Identify this  
company from its  
logo.



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**Answers**





# ANSWERS

1. BERKSHIRE HATHAWAY
2. STEPHEN COVEY
3. JP MORGAN
4. GITHUB
5. PEUGOT
6. DAVID OGILVY
7. COCA COLA COMPANY
8. SWIGGY
9. RUPERT MURDOCH
10. SPICEJET

11. LINKEDIN
12. JACK KILBY
13. GIORGIO ARMANI
14. BIT
15. HINO
16. TREEBO
17. AKSHAY KUMAR
18. ADIDAS AND PUMA
19. ZAHA HADID
20. COX AND KINGS



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