



ENTREPRENEURSHIP CELL  
FACULTY OF MANAGEMENT STUDIES

aMAZEd

ONLINE QUIZ COMPETITION

*visit:*

[www.ecell-fms.org/amazed.html](http://www.ecell-fms.org/amazed.html)

13<sup>TH</sup> FEB 2009

10 pm - 11 pm



Entrepreneurship Cell, FMS and NEN

aMAZEd: The Online Quiz

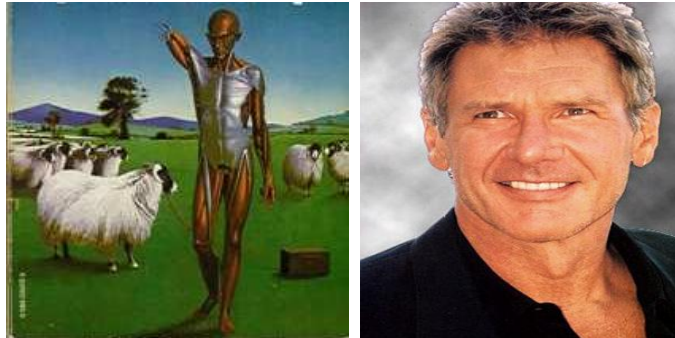
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## Rules and Regulations

1. A team can consist of maximum two persons and both members should be from the same institute.
2. One person cannot be part of more than one team. If a person is found to be a member of more than one team then both the teams will be disqualified.
3. Each team can submit only one entry.
4. There is no limit to the number of teams taking part from the same institute.
5. The quizzes will be uploaded on 13<sup>th</sup> February 2009 at 2200 hrs.
6. The answers have to be mailed to [ecell@fms.edu](mailto:ecell@fms.edu) by 2300 hrs on the same day in the excel sheet (.xls) attached along with the quiz.
7. The teams must strictly adhere to the deadlines mentioned.
8. The answer sheet should be renamed as aMAZEd\_<Team name>\_<Institute name>
9. The subject line of the mail should be aMAZEd\_<Team name>\_<Institute name>
10. All questions carry equal marks and there is no negative marking.
11. If the entries received have the same score, then the team whose entry is received first will be given preference.
12. Non-compliance with any of the rules stated above will result in disqualification.
13. The decision of the judges will be final and binding.

## Questions

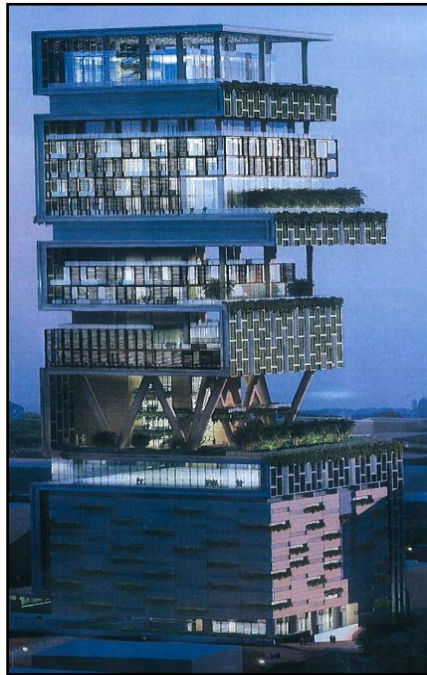
1. Connect:



2. Differentiate between sushi and sashimi?
3. The blue colouration in diamonds is due to what?
4. A famous Indian once changed his name to Kareem Abdul. Who was he and why did he change his name?
5. What is special about “Asol tale aap”?
6. Whose logo is this and what does it represent?



7. Which word's origin was from agriculture where it was used to describe the sowing or scattering of seeds across large areas either manually or by using mechanical means? However, it has now taken on a related meaning in a completely different field. Which word?
  
8. Vadilal Shah, while working with his father in their family shop, observed the way in which housewives bought various spices from his shop to blend in their kitchen. The young man was fascinated and was drawn deeper into the world of spices. What did he go on to start?
  
9. What is the name of this building and to whom does it belong to?



10. During World War II, England witnessed big hoardings advertising correspondence courses run by Bennett's Correspondence College. The original hoardings showed the founder as a kindly looking old man offering with the slogan "Let me be your father." When he died, his son, who rather had an aggressive-looking face, started appearing on the posters instead, with a suitably modified slogan. What were these new hoardings the primary inspiration for?

11. If Nipuna was Satyam's BPO arm, what is the name of IBM's BPO arm?
12. In terms of their aircraft interiors, what is common to Air France, Lufthansa, KLM, Thai Airways, Singapore Airlines, Malaysian Airlines?
13. The brands Prius, Prado and Matrix belong to which company?
14. Hard Castle Restaurants and Connaught Plaza Restaurants were responsible for which MNC's entry in to India?
15. In 2006, for what reason did pencil sales in UK rise by almost 700%?
16. In fiction, which famous item was made out of Squirrel Fur?
17. Name the only Bond girl to have played the lead role in more than one James Bond movie. Also name the movies.
18. Something is missing in this picture, which was the cause of a recent controversy. What?



19. Give the common name of this invention which was originally called "Zenith Space Commander". Also name its inventor.
  
20. A dyslexic, this entrepreneur's first business was a mail order records business. Who are we talking about?
  
21. Brahma, Daiva, Arsha, Prajapatya, Asura, Gandharva, Pisaka, Rakshasa - What are these types of?
  
22. What are the starting lines of Ulysses by James Joyce?
  
23. What was the "Phantom Goal" in World Cup football?
  
24. The Hindi movie "Baazigar" is inspired by which Hollywood movie?
  
25. Microsoft spends \$240 million for a 1.6 percent stake in A that makes B officially worth \$3 billion. Almost 50 million users use the service. B launched A from his Harvard dorm room on February 4, 2004. It quickly became a success at Harvard and more than two-thirds of the school's students signed up in the first two weeks. B then decided to spread A to other schools. He first spread it to Northwestern, UCLA, Harvard, the University of Virginia (UVA) and Yale and then to other Ivy League colleges and schools in the Boston area, including Tufts University, Boston University and Boston College. By the beginning of the summer, B had released A at almost forty-five schools and hundreds of thousands of people were using it. Identify A and B.
  
26. They designed pre chewed pencils hoping to make pupils reluctant to put pencils in their mouth. Identify the education design company.

27. Identify the people in this picture:



28. In test cricket, who was the first player to score a century and take 10 wickets in the same match?

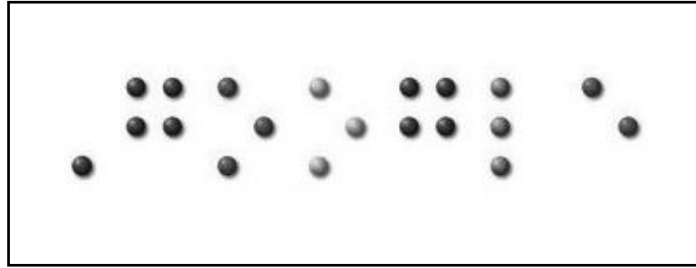
29. What is the claim to fame of this garage in computer history?



30. As part of their marketing campaign this Indian FMCG marked special corners seats as the “\_\_ Corners”. Identify the company and the name of the corners seats section.

31. In 1669 East India company acquired Mumbai, and an organization by the name “Bhandari Militia” was born. How do we better know this organization today?

32. Identify the enterprise:



33. Find the connection (Apart from all being Mumbai Ranji team players):



34. In which sport would you find the use of brooms and stones?

35. Connect the two:

