



Paragana 2009



Presents

Crescere

The Market Research Event





Rules & Guidelines for the quiz

1. The quiz can be downloaded from the home page of One Stop Shop (www.onestopshop.in)
2. Participants need to send the Excel file to crescere.paragana09@gmail.com by 10:45 PM.
3. This Excel sheet should be named as **Crescere_Answers_InstituteName_TeamName.**
4. Answers to the quiz need to be sent just once – only the first entry will be considered for evaluation.
5. The shortlisted teams (6 confirmed and 3 waitlisted) would be informed by email.
6. Teams need to send their confirmation regarding participation within 24 hours, failing which, the team in the waiting list would be invited.
7. The decision of the judges shall be final and binding.



QUIZ

- 1) Free, Fair, Fairless is associated with?
- 2) Which organization is associated with 'Harabhara Wednesday' programme?
- 3) "The world on 'Time'" is the tagline of which company?
- 4) A retailer that sells goods and services in conjunction with credit card companies is called?
- 5) Reliance had tied up with to have an international wine portfolio at Reliance Fresh?
- 6) The CEO of Dubai based Landmark Group is?
- 7) DynaTac 8000X is...?
- 8) "Emerging market retailer of the year" award in the first ever world retail congress 2007 was given to?
- 9) 'Storm in the sea wind' is a book about?
- 10) Procurement orientation is.....
- 11) Who acquired skype and when did it happen?
- 12) Pantaloon Retail India entered into a joint venture with this US Company.
Name it.

ONE stop SHOP[®]

Life
Bana
De...



- 13) Retailers term a store which has an online presence and actual building as?
- 14) Ranbaxy Laboratories collaborated with which global pharmaceutical major to include a wide range of therapeutics?
- 15) Target is seeking strategies for growth. In conducting a situation analysis, which marketing research application would be most helpful?
- 16) First Flight Couriers plans to foray itself into which segment?
- 17) Subhiksha has tied up with this networks company to deploy in out of home media network for its stores. Name the company
- 18) It made its first screen appearance at 12:01 am on August 1st, 1981. It is?
- 19) Excellence in broader business processes is often referred to as.....
- 20) This company has a tie up with farmers to launch India's first natural vanilla Cream. Name the company.
- 21) The Dabbawallahs of Mumbai were trying to set a supply chain system. Which company came to their rescue?
- 22) The business giants TATAs are foraying into which new business segment?



23) One of the world major retail market, identify the logo?



24) Google is developed in this programming language. Name the language

25) What kind of measure is ROMI?

26) allows a company to share information and computing resources among internal audiences

27) MOA is

28) A salad bowl in US describes....

29) Customer defection refers to?

30) The buyer often has to determine product specifications, price limits, delivery terms and times, service terms, payment terms, order quantities, acceptable suppliers and the selected supplier in this situation. What is the situation that is being referred to?



For any further queries, please contact:

Sonal Wigh-9820033618 (sonal.wig@gmail.com)

Piyali Chatterjee-9769299485(piyali.chatterjee@nmims.edu)

For more details on the Crescere and other exciting events at our annual corporate B-school event, **Paragana '09**, log on to www.paragana.net

ONE stop SHOP[®]

Life
Bana
De...