

Financial Olympiad 2014

Sample Questions



Q1.

- When he was in advertising, he designed two covers for Nehru's 'The Discovery of India'.
Who was this legendary filmmaker?



- Satyajit Ray



- Identify this logo



- Bank of Baroda



- Isaac Singer (founder of the Singer Sewing Machine Company) wanted to increase the distribution channel by means of some method, meaning ‘free from servitude’ in French. How do we know that word today?



- Franchise



- In 1930's the Esquire magazine called it the newest tailoring idea for men. What was this idea?



- Zipper



- In marketing, what do you mean by the term Betamax ?



- what happens when the "best" technology loses out to a lesser technology that is more well-known in the marketplace. This term refers to the VCR (videocassette recorder) wars, when VHS became the standard over the "superior" Betamax format from SONY.

