LIBA Insight ’09 announces Quizzeria! - The online quiz event.

Before you start the quiz, please go through the following rules and regulations:

**Student Edition**

The following Quiz is open **only for students** studying in various Undergraduate and Post-graduate colleges across India.

**Rules and Regulations:**

- Each team should consist of exactly two candidates.
- This PDF File consists of the quiz questions.
- There’s a separate Word Document uploaded on the Insight website, consisting of the answers template.
- Please type in your answers into the Word Doc and send it as an attachment to: **insight09.pr@gmail.com**
- The answers are to be sent to the above email address only. Please use the word doc for sending in the answers. Teams failing to do so will be disqualified.
- We will record the time as the entries reach our mailbox. The first entry with all correct answers will be eligible for the grand prize.
- For the winning team, we will reimburse travel expenses (shortest route, 2-way train fare, 3-Tier AC from and to your destination), and if required, accommodation will be provided at the LIBA Hostel.
- The decision taken by the Insight Team @ LIBA would be final.

**All the best!!!**
Q1. An IT Firm is harnessing the power of an innovative network that connects various stakeholders to produce value like never before. The following two images will help you crack the answer. The first image will lead you to the firm, and the second image to the network itself. **Name the firm and the network it has developed.**

Q2. This Company, along with others in the industry, sponsored a number of works on dramatic fiction on TV and radio in the early 1940’s and 50’s. In 2001, this firm developed a programme which involves thousands of registered users who help with marketing the firm’s products through various social networks. In fact, the programme is so popular, that other firms have also registered for it. **Name the firm and the programme it has developed.**
Q3. This phone, once touted as competition to the iPhone, was endorsed in a 2008 movie by an actor playing the CEO of a large multinational conglomerate. The movie itself is a crime thriller and a sequel to another 2005 movie of the same series. **Name the phone, and the actor who endorsed it.**

Q4. Making money on the web? The seeds of the now popular website monetizing model used by Google were sown a decade ago in Los Angeles. This firm, founded in 1998, changed its name in 2001, and was later acquired. **Name the firm as it was called in 1998.**

Q5. Name the business model that links the pictures below
Q6. Till the mid-1990s, this now-popular retail garment chain functioned out of a single store in New Delhi. The chain, which has a range of products like garments, linen, furniture, etc employs a unique business model, in which the artisans who supply to it are also partners in the firm’s business. Identify this retail chain.

Q7. This term, coined by a US-based aircraft manufacturer, is an alias for a project that is responsible for the design of a number of US fighter jets and aircrafts. Nowadays, it is used in common parlance to refer to teams that work with a high degree of freedom and isolation on secret projects. Identify the term and the company that coined the term.

Q8. This 131 year old company is known for constantly re-inventing itself. Recently, its CEO co-authored an article on a new way of doing business, which is in sync with the changing times. Name this new business strategy; the following images might get you to the answer.
Q9. A powerful planning method, now commonly used by strategic heads of organizations, was originally tested by this oil company. This company navigated the oil shock of the 70s using a practice that involved contemplating multiple future problems and developing strategies to combat them. Name the company and the planning method applied.

Q10. Traditional job portals allow

1. Job seekers to upload their resumes on the job portal and
2. Allow companies to post jobs.

Recently, an Indian job portal changed its business model slightly: it now charges companies only if they contact prospective candidates. Companies have to no longer pay for posting jobs or searching for resumes. Name the job portal which is offering this service.

THE END