

# ECONOX 2013

## CLASS XI INTER SECTION QUIZ

### PRELIMS

19 DECEMBER 2013

TEAM NAME: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Member 1:

Name: \_\_\_\_\_ Sec: \_\_\_\_\_

Member 2:

Name: \_\_\_\_\_ Sec: \_\_\_\_\_

### RULES

1. The quiz has 15 questions to be answered in 30 minutes.
2. There is no negative marking anywhere in the quiz.
3. Funny answers will be awarded. With appreciation. Guess away!
4. Peeping into your neighbour's paper gets the both of you disqualified – bad idea.
5. (\*) marked questions are tie-breakers.
6. Quizmasters' decision is final and binding.

*-----Do not turn this page over until the announcement has been made-----*

1. The signature tune for X was composed in 1983 by David Lowe, one of his most significant compositions and also one of the most popular pieces of music in the entire world. A few years later, David Lowe collaborated with A.R. Rahman to compose the signature tune for Y, which, even today, is one of the most popular theme tunes in India. Identify both X and Y.
2. X is a multinational Spanish baking group, formed in 1999 from the merger of two massive Spanish banking companies. It is the second largest bank in Spain, behind Santander, and has recently begun focusing on overseas expansion. However, X is famous in different countries throughout Europe and parts of Asia because of its sponsorship of Spain's premier football league. Identify X.
3. \*X is the name of a Dairy products brand that was started in India by Pestonjee Eduljee in 1915 in Mumbai. X's first dairy was set up in Anand, Gujarat at the cost of seven lakh rupees in 1930. It first gained widespread use when it provided butter and coffee to the British Indian force in the Second World War. It had established a monopoly in the dairy industry and had been running a successful marketing campaign until 1942, when it was dethroned by the emergence of Amul and its mascot, the 'Amul girl.' Identify X.
4. X is an Indian economist and academic who is the Senior Vice President and Chief Economist of the World Bank. He is currently on leave from Cornell University where he is the C. Marks Professor of International Studies and Economics. Till July 2012 he served as the Chief Economic Advisor to the Government of India. He is an alumnus of St. Stephen's college, New Delhi as well as the London School of Economics. Identify.
5. Identify the currency that has been blanked out.

1

=

839.2

USD.

6. \*The sum of X's wealth is very controversial. According to a TIME article, X is worth *one multiplujillion, nine obsquatumatillion*, six hundred twenty-three dollars and sixty-two cents. X's accountant notes that his money bin contains *607 tillion 386 zillion 947 trillion 522 billion* dollars and 36 cents. In 2007, Forbes estimated his wealth at \$28.8 billion; in 2013, it rose to \$65.4 billion due to the rise in gold prices. Identify X.
7. \*Mysore Paints and Varnish Limited, a company wholly owned and operated by the Government of Karnataka, is the only company in India which is authorised to produce X, a substance whose usage has seen a sharp increase very recently. Identify.
8. The X is a Nobel Peace Prize-winning microfinance organization and community development bank founded in Bangladesh by Pakistani economist Muhammad Yunus. It makes small loans (known as microcredit) to the impoverished without requiring collateral. The name is derived from the word which means "rural" or "village" in the Bengali language. Identify.
9. X was created by Google India on 12 December 2012 in collaboration with a number of Indian online shopping portals. The concept of the X was that the online shopping sites would give heavy discounts for one day, in order to promote their sales. The concept of a one-day online sale originated in the United States, where many online shopping sites offer discounts on "*Cyber Monday*", the first Monday after the so-called *Black Friday*, the day that follows the U.S. Thanksgiving. ID.
10. The first X opened in Seattle, Washington, on March 30, 1971. X was founded by three partners who met while students at the University of San Francisco - English teacher Jerry Baldwin, history teacher Zev Siegl, and writer Gordon Bowker. Originally the company was to be called Pequod, after a whaling ship from Moby-Dick, but this name was rejected by some of the co-founders. The company was instead named X, after the chief mate on the Pequod. ID X.

11. This term originated from the Sanskrit term *yukti* or *yugati* and is colloquially used today when describing a workaround or improvised arrangement, used because of lack of resources. It is also the term used to describe a special class of vehicles, as well as a social movement which is based on solving everyday issues through cost-effective means. Identify the term.
12. \**"In troubled times, adults are looking for ways to remind them of happier days."* This was the reason given by a certain market analyst when the sales of a product X broke its record of 15 million units sold worldwide, during times of global recession. Identify this product
13. X in downtown Mumbai is the address of the Bombay Stock Exchange and several related financial firms and institutions. When Bombay Stock Exchange was moved to this new location at the intersection of Bombay Sanchar Marg and Hammam Street, the street next to the building was renamed as X. Similar to Y in New York City, it is often used as a metonym for the entire Indian financial establishment.
14. X is an Indian pharmaceutical company founded by K N. Rao, a social reformer and freedom fighter, in 1893. Even today, the words "Bombay" are inscribed along with X on the lid of its most well-known product. Rao popularised this flagship product by distributing it free-of-cost at music concerts. In 2002, X entered the US market, where after initial trouble, it has maintained a steady position. Identify.
15. \*Identify the product being advertised.

