MCQ:  
  
question: When was royal enfield facing a loss of rs. 20 crores?  
 Ans: The turn of the millennium  
  
  
question: What brand was royal enfield?  
 Ans: E(cid:)field  
  
  
question: What year did royal enfield sell 74,600 motorcycles?  
 Ans: The pre(cid:)ious year  
  
  
question: Who was the promoter of the eicher group of companies?  
 Ans: Siddhartha  
  
  
question: Where is Siddhartha lal from?  
 Ans: Delhi  
Maharashtra, Gujarat,  
  
question: What was the name of the company that had to turn its business around?  
 Ans: Royal enfield's  
  
  
question: What iconic company was facing a loss of rs 20 crores?  
 Ans: Enfield  
Sks, Remington,  
  
  
 QnA:  
  
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 FIB:  
  
At \_\_\_\_, the iconic royal enfield was staring at a loss of rs.  
 Ans: The turn of the millennium  
crores and had to turn it around or risk \_\_\_\_.  
 Ans: Shutdown  
Modernizing the bikes to \_\_\_\_ to a wider, newer customer base, was the solution, but doing so could alienate existing customers.  
 Ans: Appeal  
It was a challenge they had to meet, and did so in style.Royal \_\_\_\_ was repeatedly incurring losses and sales had dropped to , units a month.  
 Ans: Enfield  
The losses were \_\_\_\_, and the situation was becoming untenable.  
 Ans: Mounting  
Siddhartha lal, a member of the delhi-based lal family and promoter of the eicher group of companies, vociferously stated that royal e(cid:)field deser(Cid:)ed.\_\_\_\_ turnaround is a classic case study in product planning, process and brand management.  
 Ans: Royal enfield's  
They sold , motorcycles in , a % increase in sales from \_\_\_\_.  
 Ans: The pre(cid:)ious year  
In order to meet demand, royal \_\_\_\_ announced an investment of rs crore in a new facility in chennai, which would see its production capacity beyond .  
 Ans: Enfield  
\_\_\_\_ units per year.  
 Ans: Lakh  
  
 TnF:  
  
  
True:   
At the turn of the millennium, the iconic royal enfield was staring at a loss of rs  
False:   
At the turn of the millennium, the iconic royal enfield was staring at a loss of life in front on its lawn.  
At the turn of the millennium, the iconic royal enfield was staring at a loss of revenue as its tourism industry crashed.  
At the turn of the millennium, the iconic royal enfield was staring at a loss of its identity and standing in complete contrast to that which would eventually replace it.  
  
True:   
crores and had to turn it around or risk shutdown  
False:   
Crores and had to turn it around or risk damaging his own body.  
Crores and had to turn it around or risk being chased by guards.  
Crores and had to turn it around or risk having their homes destroyed.  
Crores and had to turn it around or she would die.  
Crores and had to turn it around or he could kill me.  
Crores and had to turn it around or find another route.  
  
True:   
Modernizing the bikes to appeal to a wider, newer customer base, was the solution, but doing so could alienate existing customers  
False:   
  
True:   
It was a challenge they had to meet, and did so in style.Royal enfield was repeatedly incurring losses and sales had dropped to , units a month  
False:   
It was a challenge they had to meet, and did so in style.royal enfield was repeatedly incurring losses and sales had dropped to, units of just under 1 million each year that summer—so much for making sure he got them right about their customer service issues!  
It was a challenge they had to meet, and did so in style.royal enfield was repeatedly incurring losses and sales had dropped to, units were just barely below $15 million with many moving up as well but no one expected it would continue at that level unless more drastic changes came later on this year (i do not think those results are out of date).  
It was a challenge they had to meet, and did so in style.royal enfield was repeatedly incurring losses and sales had dropped to, units at this time were not producing quality product due lack of production equipment; however the royal enfields division's staff provided some basic instruction about proper timing for its own re-manufacturing facilities being up on line as well ; especially with new material available.  
It was a challenge they had to meet, and did so in style.royal enfield was repeatedly incurring losses and sales had collapsed with no clear answer on how it could be resolved.  
It was a challenge they had to meet, and did so in style.royal enfield was repeatedly incurring losses and sales had come out of nowhere; it is not easy for someone with an unblemished record that can be taken seriously," he said.  
It was a challenge they had to meet, and did so in style.royal enfield was repeatedly incurring losses and sales had dropped as well from 2000 onwards—with the loss-perception number being an indication that royal enfields 'n' dimes didn't look like one of their big market partners at all.  
  
True:   
The losses were mounting, and the situation was becoming untenable  
False:   
The losses were mounting, and the situation was not so much of a concern.  
The losses were mounting, and the situation was expected to worsen once again.  
The losses were mounting, and the situation was even worse when a member of parliament had declared himself as an armenian on television.