

The Business Quiz

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TBQ Sample #2

1) Its very first commercial set the tone of the advertising campaign. Mr. X is seen looking off-camera at a female customer, commenting that first she's squeezing the grapefruits, then she's squeezing the melons, and then when she gets to the brand Y, that's the last straw, and he walks over to her and utters his famous plea "Please don't squeeze the Y!" for the first time. Who is X and which brand is Y?

Ans1) X- Mr. Whipple Y "Please don't squeeze the Charmin" an ad by Benton & Bowles, 1964

2) He was the son of British parents Arthur and Lucia who spent most of their time in India. He was known to frequent the famous Homebrew Computer Club's meetings around 1975. He was best known for creating the first commercially available portable computer, the _____1 .It is said that in 1983, he bragged about two advanced new computers his company was developing. These statements destroyed consumer demand for the above product and the resulting inventory glut forced the company to file for bankruptcy on September 13, 1983. This phenomenon, a preannouncement of a new product causing a catastrophic collapse in demand for older ones, became known as the _____effect, After the company's collapse, he wrote a best-selling memoir of his experience, Hypergrowth: The Rise and Fall of the _____ Computer Corporation with John C. Dvorak, which was published in 1985. Who and which company?

Ans2) Osbourne1 ,Osbourne effect, Osborne Computer Corporation- Adam Osborne

3) "Another hero was Tom Swift, in the books. What he stood for, the freedom, the scientific knowledge and being an engineer gave him the ability to invent solutions to problems. He's always been a hero to me. I buy old Tom Swift books now and read them to my own children." Whose quote?

Ans 3) Steve Wozniak

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4) Today this brand name is mostly associated with an automobile manufacturer. It was used by GE earlier for their tungsten filament bulbs. This name first appeared for these bulbs in 1909. Which brand name?

Ans4) Mazda



5)

Cliff Kushler was a founder and Vice President of R&D at Tegic Communications/AOL Wireless, where he spearheaded the development of the T9 predictive text technology. What is his latest offering?

Ans5) Swype software. It detects where a finger pauses and changes direction as it traces out the pattern of a word. The movements do not have to be precise because the software calculates which words a user is most likely trying to spell. See the video to find how it works

http://blogs.seattleweekly.com/dailyweekly/2010/06/cliff_kushler_inventor_of_t9_w.php

Swype was first commercially available on the Samsung Omnia II

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