

The Business Quiz

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TBQ Tata Sample #2

1) Identify this campaign.



Ans: Greenfection

2) This company is Tata's partner in telecom infrastructure business. Name it.



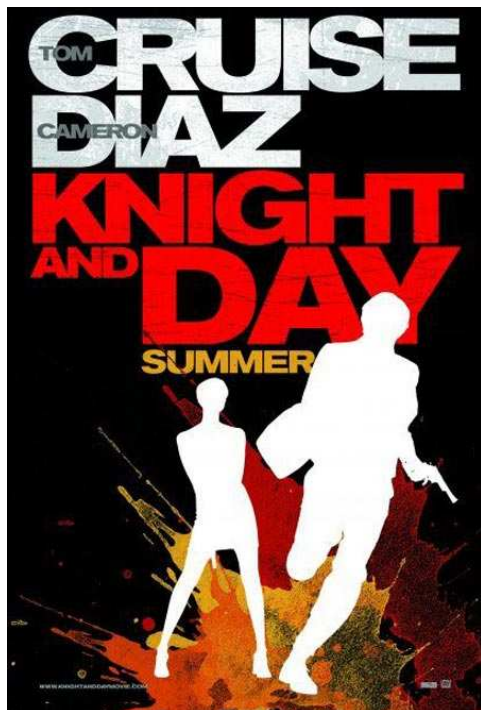
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Ans: Quippo Telecom which has announced its partnership with Tata Teleservices to create most valuable and largest independent telecom Infrastructure Company in the country.

3) Some of the farmers who call the Rallis helpline actually ask to speak to Mr. X. He is the mascot, a sort of super-man who identifies farmers' problems and offers complete solutions. He appears in all of the company's communications. Who is he?

Ans: Dr Vishwas

4) With which Tata product's promotion would you connect this image to?



Ans: Tata Photon

<http://www.telecomindiaonline.com/tata-photon-knight-and-day-hunt.html>

5) The Lifeline Express is a joint collaboration among the Impact India Foundation, the Rajiv Gandhi Foundation and the Indian Railways. Which Tata company has been this hospital-train's host for the 6th year in a row, this time in Odisha?

Ans: Tata Steel

<http://www.orissadiary.com/ShowBusinessNews.asp?id=20056>

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