

BUSINESS AND BRAINSTORMING, WITH THE TELEGRAPH

It was time to brush up on corporate terms and general knowledge and put on the thinking caps yet again at the 20th edition of **Emami Corporate Management Quiz 2016** in association with **The Telegraph**, presented by Calcutta Club and MCC Chamber of Commerce & Industry. Eight teams, representing city corporates, made it to the finals of the prestigious quiz after a gruelling qualifying written round. The best part? The quiz started with the teams retaining 25 per cent of their scores in the qualifying round.

The quiz consisted of four rounds — warm up, grid, audiovisual and subject — hosted by quizmaster Suman Kumar Mukerjee. It sure tickled the grey cells of the teams from corporates such as Linc Pen & Plastics, Hindusthan Motors, L&T Metallurgical, Ezii Grocery, Edible Agro, SREI Infrastructure, DHC (Desai Haribhakti and Co.) and Institute of Chartered Accountants (Eastern).



Team Ezii Grocery, a start-up represented by Rabi Sankar Saha (second from right) and Sampad Mishra (first from left), were way ahead of the other seven teams throughout the duration of the quiz. Rabi, who has been quizzing since school, was a one-man answering machine, with his teammate Sampad serving as the perfect partner: "Quizzing is how I unwind. When we were younger, research meant running to the library, but now thanks to the Internet, everything is in the palm of our hands. Social media helps too, with different friends with various hobbies sharing articles on a variety of topics," said the man who loves to read and devours newspapers cover to cover to stay updated on business news. The team walked away with a cool Rs 70,000 and a trophy.

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What is the term used for people who are more interested in their mobiles than their surroundings?

Phubbing (phone-snubbing).

What is the practice of examining merchandise in the market and then buying them online called?

Showrooming.

This is a Chinese cell phone already increasing in popularity. Name it and explain the last two letters of the brand name.



Xiaomi; 'mi' stands for mobile Internet.

Name (full names) the duo?

Yoko Ono and Geetali Norah Jones Shankar.



This is the Procter and Gamble headquarters. Where is it situated?

Pantene, a P&G brand just assigned a new ambassador.

Name the celebrity.

Cincinnati, Ohio. Selena Gomez.



Name the company based on the logo. Who are the founders and what does the company do?

Rocket Internet, founded by Alexander, Marc and Oliver Samwer. They build online start-ups and own shares of many e-tail businesses like Jabong and Foodpanda.



(L-R) Arijit Hajra and Ketan Makhija, representing SREI Infrastructure, took home a cheque for Rs 50,000 as the first runners-up.



(L-R) N.K. Dujari and Manish Kr. Shroff from Linc Pen & Plastics had made it to the final round last year as well. But this time they were the second runners-up, winning Rs 30,000.

Quizmaster Suman Kumar Mukerjee was the perfect mix of serious, fun and witty, making the quiz an

enjoyable experience for both the audience as well as the contestants. He gave the teams enough clues and encouraged them to attempt answering but was also strict about sticking to the time limit for answering questions. "This corporate quiz is for quite advanced quizzers and is a very prestigious quiz," he said.



Text: DG

Pictures: Anindya Shankar Ray