

BUSINESS AND INDUSTRY TRIVIA QUIZ



(www.TriviaChamp.com)

1> Henry Ford was obsessed with this food item, and in 1941, his company even produced a car whose body was made of a plastic largely derived from it. What?

- a. Cellulose
- b. Rubber
- c. Soybeans
- d. Ivory

2> W. Edwards Deming was born in Iowa, but his ideas about quality control helped what other country build international markets at American expense?

- a. Germany
- b. Japan
- c. Canada
- d. China

3> What media mogul, Harley Davidson rider and self-described "Capitalist Tool" claimed a business tax deduction on the \$2-million 70th-birthday party he threw himself in Morocco?

- a. Richard Branson
- b. Malcolm Forbes
- c. Rupert Murdoch
- d. Robert Maxwell

4> Talk about working both sides of the street! Just hours after acquiring Slim-Fast, Anglo-Dutch consumer giant Unilever also acquired what business?

- a. Cadbury
- b. Taco Bell
- c. Mrs Fields
- d. Ben and Jerry's

5> Once the world's largest manufacturers of horse-drawn carriages, what South Bend automaker merged with Packard?

- a. Hudson
- b. Tucker
- c. Studebaker
- d. Nash

6> Jeffrey Wigand, the VP of research and development of Brown and Williamson, was the insider who blew the whistle on which of its products?

- a. Pharmaceuticals
- b. Packaged meat
- c. Revolvers
- d. Cigarettes

7> What economist half-jokingly suggested that the Treasury bury bottles full of money in old coal mines and let private business compete to dig it up?

- a. John Maynard Keynes
- b. Milton Friedman
- c. Friedrich Hayek
- d. John Kenneth Galbraith

8> Rick Bronson was an organizer for the Teamsters. In 2003, what company allegedly fired Bronson for drinking a Pepsi while on the job?

- a. Federal Express
- b. Coca-Cola
- c. Wal-Mart
- d. U-Haul

9> In 1921, Communist workers seized this company's plants, only to ask company founder Giovanni Agnelli to take them back. What company was this?

- a. Porsche
- b. Fiat
- c. BMW
- d. Lamborghini

10> What Buddhist kingdom introduced the "Gross National Happiness" as a way to balance the Gross National Product?

- a. Sri Lanka
- b. Nepal
- c. Thailand
- d. Bhutan

11> Named after the Italian economist Vilfredo Pareto, how might the Pareto Principle apply to your workplace?

- a. 20 percent of us do 80 percent of the work
- b. Credit rises; blame falls
- c. Every mistake is made twice
- d. The inept always rise to the top

12> John Sculley was president of Pepsi until he was asked, "Do you want to just sell sugared water for the rest of your life, or do you want to change the world?" Of what company did he then become CEO?

- a. Haliburton
- b. Yahoo
- c. Apple
- d. MTV

13> Sherron Watkins blew the whistle on what corporation, of which she was a VP of corporate development?

- a. Haliburton
- b. WorldCom
- c. Enron
- d. Arthur Andersen

14> What hotel chain started out in 1960 from a modest motor inn in a rough neighborhood in downtown Toronto?

- a. Ramada
- b. Radisson
- c. Four Seasons
- d. Best Western

15> In Santa Clara County v. Southern Pacific Railroad, whom did the Supreme Court give the same rights as any other person?

- a. Indians
- b. Women
- c. Corporations
- d. Black people

Answers:

- 1> Soybeans - Ford did not invent the first automobile. However, he did manufacture the first automobile that was affordable to middle class Americans.
- 2> Japan - Deming received the Distinguished Career in Science award from the National Academy of Sciences in 1988.
- 3> Malcolm Forbes - Malcolm was publisher of Forbes magazine until his death in 1990. Today the company is run by his son Steve Forbes.
- 4> Ben and Jerry's - According to 2011 revenues, Unilever is the world's third-largest consumer goods company.
- 5> Studebaker - The South Bend plant closed in 1963.
- 6> Cigarettes - Jeffrey appeared on 60 Minutes and stated that Brown and Williamson had intentionally increased the amount of Nicotine in its cigarette smoke.
- 7> John Maynard Keynes - Time magazine included John in their list of the 100 most important and influential people of the 20th century.
- 8> Coca-Cola - According to news reports, Bronson was wearing his Coke uniform and was on company time when he drank the Pepsi.
- 9> Fiat - The next year Fiat started building an enormous factory in Lingotto.
- 10> Bhutan - As Druk Gyalpo, or Dragon King, Jigme Singye Wangchuck gingerly opened the Himalayan country to modernization.
- 11> 20 percent of us do 80 percent of the work - Or, more precisely, according to the Law of the Vital Few, for many events and sets of data, 80 percent of the effects come from 20 percent of the causes. He came up with it in 1906 when he noticed that 20 percent of Italians owned 80 percent of the land.
- 12> Apple - In 1985, Sculley ended up firing the increasingly tyrannical Jobs, who went on to found NeXT and Pixar.
- 13> Enron - Sherron was selected as one of three 'People of the Year 2002' by Time.
- 14> Four Seasons - Canadian businessman Isadore Sharp founded Four Seasons.
- 15> Corporations - The county had attempted to tax the railroad.