

Tata Crucible- the business quiz

DHNS

Bangalore, Sept. 7: What is said to be India's toughest business quiz was held at the Nimhans Convention Centre last week (September 1). The quizzers had an opportunity to showcase not only their knowledge, but also their ability to think fast under a crisis. The theme of the Quiz was "Battle call for the brightest minds" which in a subtle way delivered a message to the corporate society of today.

The Bangalore event was the regional round of the fourth edition of the quiz being organised in 12 cities across the country including Chennai, Hyderabad, New Delhi, Chandigarh, Kochi, Kolkata, Bhubaneswar, Pune, Indore, Ahmedabad and Mumbai.

According to Quiz Master Giri Balasubramaniam, popularly known as "pick brain", who conducted this quiz, "Success is not so much measured by the position one has reached in life as by the obstacles one has overcome."

Pyramid quizzing

The concept of 'Pyramid Quizzing' was used in the contest. It is developed along the pyramidal corporate world to give an experience of how life gets difficult and demanding as one climbs the pyramid.

Strong message

The new format of the quiz delivers the message, that growth and success over time requires one to be agile, quick besides being

knowledgeable. This quiz had covered a wide canvas of subjects from business houses to brands, business history, people to products, from business history to fundamentals, from creators of wealth to architects of Industries. There were six teams comprising of two members each. The quiz had three rounds.

The first round called "Error Scan" in which the contestants were a clue letter. The second round called, "Cross Over" was questions in the form of a cross word and the third round "View Point" was in the form of distorted visuals requiring the contestants to guess the answer. Shiv Ram and Suml Raj of Titan won the first place in the regional rounds, while Thisavi Udupa and Sridharth Vijaya of Yahoo won the second place. The chief guest for the prize distribution was -Madhukar Dev Managing Director of Tata Elxsi.