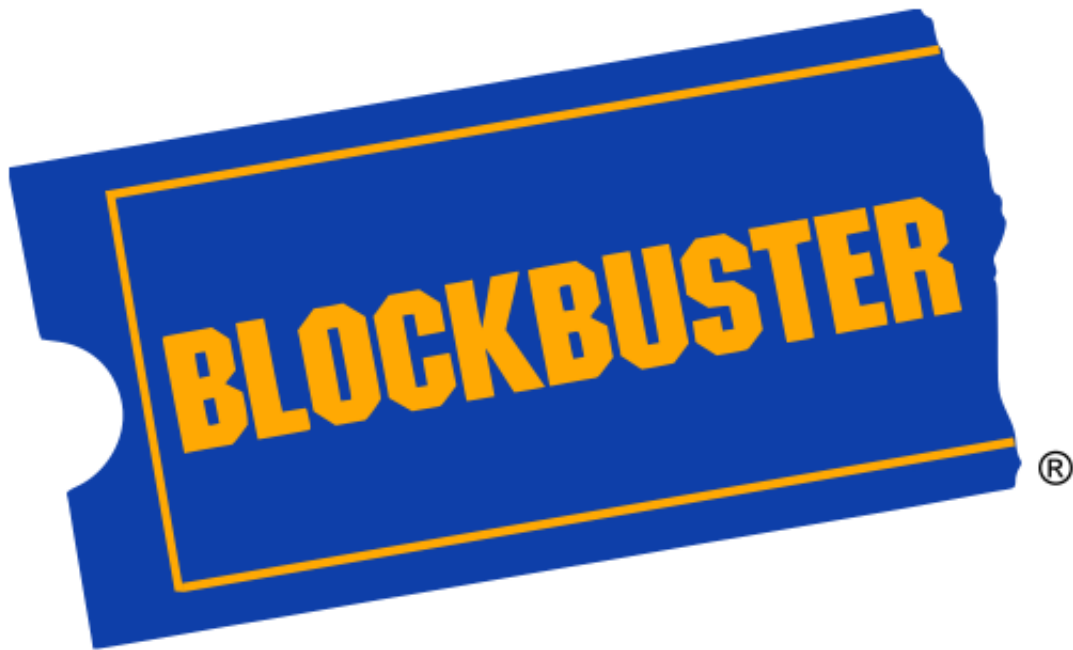


Blockbuster LLC Quiz: questions and answers



1. When was Blockbuster LLC founded?

- 1985
- 1982
- 1980

2. Who was the founder of Blockbuster LLC?

- David Cook
- Davis Cook
- Dray Cook

3. DEJ Productions by Blockbuster LLC was later sold to:

- ABC
- First Look Studios
- Xtra-Vision

4. What is the full form of ADR, launched in 2010?

- Additional Daily Rates
- Approximate Daily Rates
- Appropriate Daily Revenue

5. When did BlockBuster LLC file for bankruptcy?

- 2004
- 2007

2010

6. What was the name of a loyalty program Blockbuster launched in late 1998?

- Blockbuster Rewards
- Blockbuster Refferals
- Blockbuster Points

7. Which video chain did Blockbuster purchase in the UK in the 1990s?

- ITC Video Chain
- Hallmark Video Chain
- Ritz Video Chain

8. A billion-dollar campaign called "Total Access" was a strategy against:

- Enron
- Amazon Prime
- Netflix

9. In which year was Blockbuster LLC at its peak?

- 2010
- 2004
- 2013

10. Which CRO was hired in August 2010 to save the company with debt restricting?

- Daniel Hopkins
- Carl Icahn
- Jeff Stegenga

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Right answers

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