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**BANK POWER**  
**MOCK TEST (MARKETING OFFICER)**  
**29 FEB, 2012**

Time Allowed: 120 Minutes

Maximum Marks: 200

**INSTRUCTIONS**

**A. General :**

- (i) Mark only one correct answer out of five alternatives.
- (ii) Use Pencil or Blue/Black Ball Point Pen only for writing particulars for any marking.
- (iii) Use of calculator is not allowed.-
- (iv) Darken the circles in the space provided only.
- (v) Use of white fluid or any other material which damages the answer sheet, is not permitted.

**B. Filling the OMR SHEET :**

Please read carefully the instructions printed on the OMR SHEET before marking your response.

**ENGLISH LANGUAGE**

**Direction (1-15):** Read the following passage carefully and answer the question given below. Certain words in the passage have been printed in **bold** to help you to locate them when answering some of the questions.

Can the last fifteen years be called the most successful decade and a half in Indian history and will the next fifteen be equally successful? Consider a culture where independent thinking is not encouraged. Or take the example of traditional family run business with **vast** resistance to change or a whole nation who believes that break-through ideas can be generated abroad but never at home. Partly responsible is socialization from early years we are taught not to question our elders but at workplaces this creates a hurdle for new thinking. Being unable to change **radically** gives rise to a culture where even the smallest change is **heralded** as a breakthrough.

Indian corporate leaders have done well standing up to global giants as their companies have grown in size and market share. To be successful in international markets they need to be **distinct** – distinct products, processes, technologies, business models and organizations. The bottom line will be Innovation. Creativity workshops are organized to channel people to think differently. There are fantastic ideas being

generated all the time but no industry breakthrough. Simply because of gravity-a **regressive** force exerted by a mindset. Thinking has therefore to happen at three levels; idea, frame and paradigm. From a narrow focus on either product or process innovation organizations need to look at innovating the whole ecosystem of the organization. Many a time waiting for a hundred per cent solution before going to the market the organization forgets that it could end up waiting forever. Moreover sometimes organizations are too focused on today to see tomorrow.

Since management mandates are short-term, sowing the seed for a revenue stream today and leaving its benefits to be reaped by a successor doesn't appeal to today's business leader. This is a serious hurdle to innovation. Establishing a function called innovation management or training employees through creativity workshops will have few benefits unless each frontline employee is empowered to share his innovative ideas with the management. What happens to this system when the person driving the change leaves the organization? The approach to innovation hence needs to be system driven rather than people driven. In thirty years India can be the largest world economy save China and the US. However as companies grow there exists a resemblance in their products,

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services, promotions, processes and pricing and so on. There remains only one escape from this trap.

1. The main idea of the passage is:
    - (1) India has tremendous potential
    - (2) Indian companies need to expand to international markets
    - (3) The more things change the more they remain the same
    - (4) Creative thinking is the key to India's success
    - (5) None of these
  2. Which of the following is true in the context of the passage?
    - (1) Following tried and tested methods will enable a company to continue being successful globally
    - (2) A crisis is the optimal time for a company to make changes
    - (3) Generating new opportunities for the future should be the focus of innovation
    - (4) Empowering employees to voice their opinions causes disharmony in the company
    - (5) Innovation management is the key to growth for Indian companies
  3. Which of the following is a cause for 'gravity'?
    - (A) Mindset      (B) Socialization      (C) Limited Focus
    - (1) Only A                      (2) Only B
    - (3) Only C                      (4) All of these
    - (5) Both A and B
  4. Which of the following is **not true** in the context of the passage?
    - (1) A change in mindset can help promote innovation
    - (2) The author believes India has tremendous potential
    - (3) India suffers because of the belief the breakthrough ideas can only be generated abroad
    - (4) Innovation automatically happens if a company subscribes to the latest management strategies
    - (5) All are true
  5. An appropriate title for the passage would be –
    - (1) Industry Problems      (2) Creativity : Boon or Curse
    - (3) What Ails Innovation      (4) India : Next Superpower?
    - (5) None of these
  6. Which of the following discourages innovation in India?
    - (1) Adopting an 80 per cent solution to a problem
    - (2) Trying to focus both on product and process innovation
    - (3) Focusing on the future benefits of an idea rather than present ones
    - (4) Making innovation system driven
    - (5) None of these
  7. According to the author how can Indian companies compete and excel internationally?
    - (A) Adequate preparation
    - (B) Cornering greater market share
    - (C) Implementing gradual change
    - (1) Only A                      (2) Only B
    - (3) Only C                      (4) All of these
    - (5) None of these
  8. How does socialization hinder innovation?
    - (A) It facilitates independent thinking
    - (B) It leads us not to challenge established practices.
    - (C) Creates a strong belief in family values
    - (1) Only A                      (2) Only B
    - (3) Only C                      (4) Both A & C
    - (5) None of these
  9. How does a company ensure innovation continues when a person responsible for change quits?
    - (1) Organizing frequent creativity workshops for employees
    - (2) Ensuring innovation is embedded into the system
    - (3) Adopting new management strategies
    - (4) Making incremental not radical changes
    - (5) Motivating employees and rewarding individual contributions.
- Directions (10-12):** Pick out the word which is **closest** in meaning to the word printed in **bold** as used in the passage.
10. Paradigm
    - (1) category                      (2) difficulty
    - (3) hypothesis                      (4) foundation
    - (5) None of these
  11. Distinct
    - (1) infrequent                      (2) abundant
    - (3) complex                      (4) cautious
    - (5) None of these
  12. Heralded

- |                   |                |                 |              |
|-------------------|----------------|-----------------|--------------|
| (1) chastised     | (2) appealed   | (3) capacity    | (4) industry |
| (3) challenged    | (4) proclaimed | (5) cunning     |              |
| (5) None of these |                | 20. (1) perfect | (2) sensible |
|                   |                | (3) simple      | (4) daring   |
|                   |                | (5) intricate   |              |

**Directions (13-15):** Pick out the word which is most **opposite** in meaning to the word printed in **bold** as used in the passage.

13. **Regressive**

- |               |                 |
|---------------|-----------------|
| (1) customary | (2) aggravating |
| (3) uniform   | (4) natural     |
| (5) advanced  |                 |

14. **Vast**

- |               |                |
|---------------|----------------|
| (1) diverse   | (2) deliberate |
| (3) minute    | (4) valid      |
| (5) extensive |                |

15. **Radically**

- |                   |                |
|-------------------|----------------|
| (1) fundamentally | (2) moderately |
| (3) completely    | (4) carelessly |
| (5) occasionally  |                |

**Directions (16-25):** In the following passage there are blanks each of which has been numbered. These numbers are printed below the passage and against each five words are suggested, one of which fills the blanks appropriately. Find out the appropriate word in each case.

Sport may be a **(16)** pursuit for many yet it does define life in all its **(17)**. The **(18)** of sport lies in enjoying the **(19)** of the sportsman who weaves **(20)** patterns on the field to leave the watcher spellbound. Great **(21)** does not always make a great sportsman. What makes a great sportsman is when that talent **(22)** itself in times of **(23)**. He has to prove time and again that when **(24)** of team is at **(25)** he is the one to be relied upon.

- |                    |                 |
|--------------------|-----------------|
| 16. (1) expensive  | (2) regular     |
| (3) unusual        | (4) significant |
| (5) meaningless    |                 |
| 17. (1) hues       | (2) possibility |
| (3) joy            | (4) contrast    |
| (5) quest          |                 |
| 18. (1) demand     | (2) improvement |
| (3) approval       | (4) beauty      |
| (5) accomplishment |                 |
| 19. (1) skills     | (2) nature      |

- |                     |                  |
|---------------------|------------------|
| 21. (1)resources    | (2) practice     |
| (3) talent          | (4) contribution |
| (5) decision        |                  |
| 22. (1) possesses   | (2) contributes  |
| (3) transfers       | (4) expresses    |
| (5) retains         |                  |
| 23. (1) uncertainty | (2) need         |
| (3) calamity        | (4) difficulty   |
| (5) encounter       |                  |
| 24. (1) dominance   | (2) endeavour    |
| (3) escape          | (4) winning      |
| (5) survival        |                  |
| 25. (1) vicinity    | (2) imbalance    |
| (3) stake           | (4) decline      |
| (5) dishonor        |                  |

**Directions (26-30):** Rearrange the following sentences into meaningful paragraph and then answer the questions given below it.

- (A) There also seems to be a lack of diversification of income from farm activities.  
 (B) Recent surveys however show there is a surprisingly high mismatch between average monthly income and expenditure in rural households.  
 (C) The Indian economy is currently characterized by strong consumer demand or expenditure  
 (D) Most farmers have very low yielding productive assets  
 (E) There are two factors which keep a farmer's income level below expenditure patterns.  
 (F) This phenomenon is seen both in rural and urban households.

26. What will be the **last (sixth)** sentence of the paragraph?  
 (1) E (2) C (3) F (4) D (5) A
27. What will be the **fifth** sentence of the paragraph?  
 (1) F (2) D (3) C (4) B (5) None of these
28. What will be the **first** sentence of the paragraph?  
 (1) A (2) B (3) C (4) F (5) E

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29. What will be the **second** sentence of the paragraph?  
 (1) F (2) E (3) B (4) C (5) None of these
30. What will be the **fourth** sentence of the paragraph?  
 (1) A (2) D (3) E (4) C (5) F

**Directions (31-35):** Pick out the most effective word/phrase from the given words to fill in the blank to make the sentence meaningfully complete.

31. Festival must be perceived as an effort to \_\_\_\_ relations between both nations.  
 (1) confirm (2) evoke  
 (3) pave (4) swap  
 (5) improve
32. \_\_\_\_ by the female anopheles mosquito malaria is common during the monsoon.  
 (1) Typical (2) Aggravated  
 (3) Inflicted (4) Acquired  
 (5) Transmitted
33. The morning \_\_\_\_ was shattered by her terrified screams.  
 (1) routine (2) services  
 (3) tranquility (4) prayers  
 (5) excitement
34. Our team \_\_\_\_ to make every effort to clinch the title.  
 (1) practised (2) vowed  
 (3) believed (4) try  
 (5) decide
35. The Government failed to \_\_\_\_ the steep rise in prices of essential commodities.  
 (1) examine (2) debate  
 (3) check (4) defend  
 (5) decrease

**Directions (36-40):** Read each sentence to find out whether there is any grammatical error in it. The error if any will be in one part of the sentence. Mark the number of that part with error as your answer. If there is no error mark (5). (Ignore errors in punctuation if any).

36. I seen / (1) the article in the paper/ (2) about the unusually/ (3) heavy rainfall this year/ (4). No error (5)

37. Hardly had I / (1) finished the report / (2) that he demanded / (3) I complete the presentation. / (4). No error (5)
38. Good students are / (1) always advance working / (2) in order to ensure / (3) they achieve good results. / (4) No error (5)
39. There was a good movie / (1) at one of the theatres/ (2) because we decide / (3) to go./ (4) No error (5)
40. One of the reasons / (1) I resigned from the team / (2) was that I / (3) had broken my leg. / (4) No error (5)

**Directions (41-45):** In each item two of the words are related in some way i.e. they are similar or opposites. Pick out the option which represents this pair.

41. (A) genuine (B) proof  
 (C) true (D) fundamental  
 (1) A – B (2) B – C  
 (3) A – C (4) C – D  
 (5) B – D
42. (A) permit (B) corrupt  
 (C) convince (D) sanction  
 (1) A – B (2) B – D  
 (3) A – D (4) B – C  
 (5) A – C
43. (A) sentiment (B) tranquil  
 (C) serious (D) solemn  
 (1) A – B (2) B – C  
 (3) B – D (4) C – D  
 (5) A – D
44. (A) minute (B) tight  
 (C) reduce (D) exact  
 (1) A – B (2) A – D  
 (3) B – C (4) C – D  
 (5) A – C
45. (A) relevant (B) explicit  
 (C) apt (D) willing  
 (1) A – D (2) A – C  
 (3) C – D (4) B – C  
 (5) B – D

**Directions (46-50):** In each sentence below four words have been printed in **bold** which are numbered (1), (2), (3) and (4).

Each of these words may be misspelt or inappropriate in the context of the sentence. Find out the wrongly spelt or inappropriate word. The number of that word is the answer. If all four words are correctly spelt and appropriate the answer is (5) i.e. All correct.

46. The **National** / (1) Cadet **Corpse**/ (2) are used to **dealing** / (3) with **calamities** / (4). All correct (5)

47. He **promised** / (1) to give me **permission** / (2) if I **compiled** / (3) with his **wishes**/ (4). All correct (5)
48. The Director **decided** / (1) in **favour** / (2) of raising the **salaries** / (3) of all **employers** / (4). All correct (5)
49. It is my **firm** / (1) **believe** (2) that he will **emerge**/ (3) **victorious** / (4). All correct (5)
50. Those **unfortunate** / (1) children are **slogging** / (2) twelve hours a day to **earn** / (3) a **livelyhood** / (4). All correct (5)

### QUANTITATIVE APTITUDE

**Directions (51-55):** Study the following table carefully and answer the questions given below:

NUMBER OF CANDIDATES APPLYING FOR VARIOUS POSTS ACROSS VARIOUS COMPANIES				
Post	Post	Post	Post	Post
Company	I	II	III	IV
A	1060	950	1000	830
B	1050	1005	820	740
C	965	920	915	920
D	820	950	1002	960
E	720	825	760	765

51. The total number of candidates applying for various posts in Company E are what per cent of the total number of candidates applying for various posts in Company A? (Rounded off to two digits after decimal)
- (1) 74.85 (2) 79.95  
(3) 76.77 (4) 78.15  
(5) None of these
52. The number of candidates applying for Post III in Company E are **approximately** what per cent of the total number of candidates applying for the various posts in the same Company?
- (1) 25 (2) 30  
(3) 15 (4) 20  
(5) 28
53. What is the difference between the average number of candidates applying for Post II and the average number

of candidates applying for Post IV across various Companies?

- (1) 85 (2) 92  
(3) 83 (4) 87  
(5) None of these
54. What is the respective ratio of the total number of candidates applying for various posts in Company A to the total number of candidates applying for various posts in Company C?
- (1) 29 : 27 (2) 31 : 29  
(3) 32 : 31 (4) 32 : 29  
(5) None of these
55. What is the **approximate** average number of candidates applying for Post III in various companies?
- (1) 845 (2) 868  
(3) 888 (3) 879  
(5) 899

**Direction (56 - 60):** Each of the questions below consists of a question and two statements numbered A and B given below it. You have to decide whether the data provided in the statement are sufficient to answer the question. Read the question and both the statement and Give answer (1) if the data in statement A alone are sufficient to answer the question, while the data in statement B alone are not sufficient to answer the question.

Give answer (2) if the data in statement B alone are sufficient to answer the question, while the data in statement A alone are not sufficient to answer the question.

Give answer (3) if the data either in statement A alone or in statement B alone are sufficient to answer the question.

Give answer (4) if the data in both the statements A and B are together are not sufficient to answer the question.

Give answer (5) if the data in both the statements A and B together are necessary to answer the question.

56. What is the speed of the car?

- A. The car covers a distance of 135 kms. In 3 hours.
- B. The care covers a distance of 270 kms. In 6 hours.

57. What is the value of the two digit number?

- A. The product of the digits is 72 and the difference between the digits is 1.
- B. The digit at the unit's place is greater than the other.

58. What is the ratio of the total number of girls to the total number of boys in a college?

- A. There are 2500 students in the college out of which 40% are boys.
- B. The ratio of the total number of boys to the total number of girls in the last year was 5 : 6.

59. What is the number?

- A. 75% of that number is three-fourth of that number.
- B. One-third of that number is less by 27 of the half of that number.

60. What is Deepali's age?

- A. Deepali is two times younger than Nisha.
- B. Supriya is twice the age of Nisha.

**Directions (61 - 65):** Study the information carefully and answer the questions that follow:

A school consists of 2800 students. The ratio of boys to girls is 5 : 9 respectively. All the students are enrolled in hobby classes viz. Dancing, Singing and Painting. 12 per cent of the boys learn only Singing. 16 per cent of the girls learn only Dancing. The number of students enrolled only in Painting is 925. One-fourth of the boys are enrolled in all the three classes i.e. Dancing, Singing and Painting. Number of girls enrolled only in Singing is 250 per cent of the boys enrolled in the same. The remaining girls are enrolled in all the three classes i.e. Dancing, Singing and Painting. 23 per cent of the boys are enrolled only in Dancing and the remaining are enrolled in only Painting.

61. What is the respective ratio of the number of boys enrolled only in Dancing to the number of girls enrolled in the same?

- (1) 117 : 125
- (2) 127 : 154
- (3) 115 : 144
- (4) 121 : 162
- (5) None of these

62. What is the number of girls enrolled in all the three classes i.e. Dancing, Singing and Painting?

- (1) 862
- (2) 687
- (3) 1212
- (4) 1087
- (5) None of these

63. Number of boys enrolled in Painting only is what per cent of the girls enrolled in the same? (rounded off to two digits after decimal)

- (1) 81.46
- (2) 85.67
- (3) 72.83
- (4) 76.19
- (5) None of these

64. How many students are enrolled in Singing?

- (1) 680
- (2) 420
- (3) 1027
- (4) 1129
- (5) None of these

65. How many boys are enrolled in Dancing?

- (1) 480
- (2) 360
- (3) 250
- (4) 230
- (5) None of these

**Directions (66-70):** What should come in the place of question mark (?) in the following number series?

66. 5 9 18 34 59 95 ?

- (1) 272
- (2) 168
- (3) 116
- (4) 148
- (5) 144

67. 1200 480 192 76.8 30.72 12.288 ?

- (1) 4.9152
- (2) 5.8192
- (3) 6.7112
- (4) 7.6132
- (5) 8.5172

68. 963 927 855 747 603 423 ?

- (1) 209
- (2) 208
- (3) 207
- (4) 206
- (5) 205

69. 841 961 1089 1225 1369 1521 ?

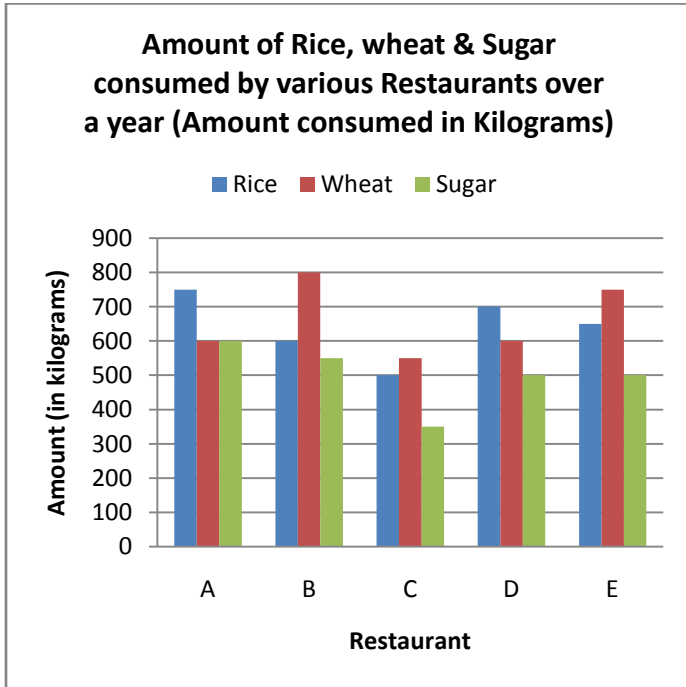
- (1) 1581
- (2) 1681
- (3) 1781
- (4) 1881

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- (5) 1981
70. 18 20 44 138 560 2810 ?
- (1) 16818 (2) 16836  
 (3) 16854 (4) 16872  
 (5) 16890

**Directions (71-75):** Study the following graph carefully to answer the questing given below:



71. What is the respective ratio of the amount of rice, wheat and sugar consumed by Restaurant B to the same consumed by Restaurant E?
- (1) 18 : 17 (2) 29 : 27  
 (3) 33 : 28 (4) 39 : 38  
 (5) None of these
72. What is the average amount of rice, wheat and sugar consumed by all the restaurants?
- (1) 1800 kgs. (2) 1790 kgs.  
 (3) 1900 kgs. (4) 1950 kgs.  
 (5) None of these
73. Sugar consumed by Restaurant D is **approximately** what per cent of rice and wheat consumed by the same Restaurant?
- (1) 32 (2) 25  
 (3) 38 (4) 42  
 (5) 29

74. Rice consumed by Restaurant C is **approximately** what per cent of the rice consumed by all the Restaurants together?
- (1) 12 (2) 18  
 (3) 21 (4) 24  
 (5) 16
75. What is the difference between the average amount of wheat and the average amount of sugar consumed by all the Restaurants together?
- (1) 145 kgs. (2) 160 kgs.  
 (3) 155 kgs. (4) 150 kgs.  
 (5) None of these

**Directions (76-80):** what **approximate** value will come in place of the question mark (?) in the following questions?

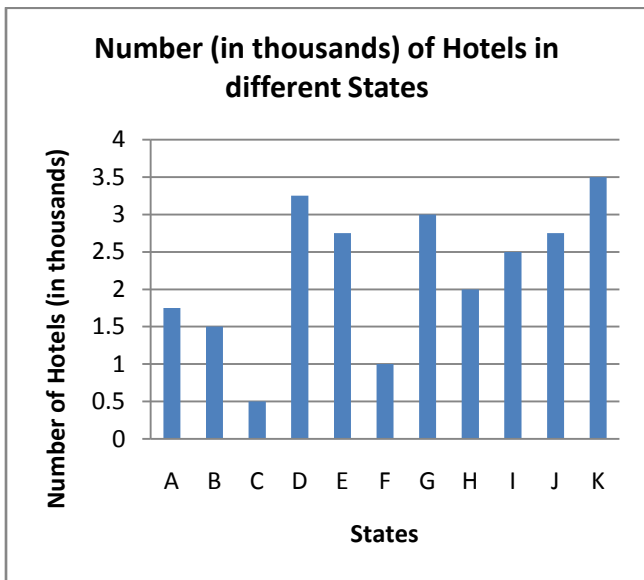
76.  $325.995 \times 19.98 \div 5.002 + 38.88 = ?$
- (1) 1305 (2) 1326  
 (3) 1440 (4) 1343  
 (5) 1380
77.  $79.009\% \text{ of } 799.995 + 26.99\% \text{ of } 499.999 = ?$
- (1) 650 (2) 470  
 (3) 767 (4) 985  
 (5) 517
78.  $\sqrt{728.98} + \sqrt{841.5}$
- (1) 58 (2) 56  
 (3) 52 (4) 63  
 (5) 61
79.  $295 \times 47 + 375 \times 87.98 = ?$
- (1) 41567 (2) 35425  
 (3) 46865 (4) 33276  
 (5) 85432
80.  $1256 \times 336 \div 3.008 + 869.006 = ?$
- (1) 13,1231 (2) 11,2340  
 (3) 10,1235 (4) 98,7655  
 (5) 14,1541

**Directions (81-85):** What will come in place of the question-mark (?) in the following questions?

81.  $6709 - 1894 \div 156 = ? \times 7$
- (1) 956.69 (2) 957.59  
 (3) 959.89 (4) 989.29  
 (5) None of these
82.  $(0.343)^2 \div (0.49)^2 \times (0.7)^5 = (0.7)^{?2}$

- (1) 10 (2) 8  
 (3) 5 (4) 9  
 (5) None of these
83.  $9^7 \times 3^6 \div 9^{2.4} = 9^?$   
 (1) 8.6 (2) 9.6  
 (3) 10.6 (4) 6.6  
 (5) None of these
84. 160% of 2500 – ? = 120% of 400  
 (1) 1 800 (2) 2400  
 (3) 3200 (4) 3580  
 (5) None of these
85.  $\sqrt{9^3 \times 7 + 24^2} - 54 = ?$   
 (1) 56 (2) 63  
 (3) 75 (4) 94  
 (5) None of these

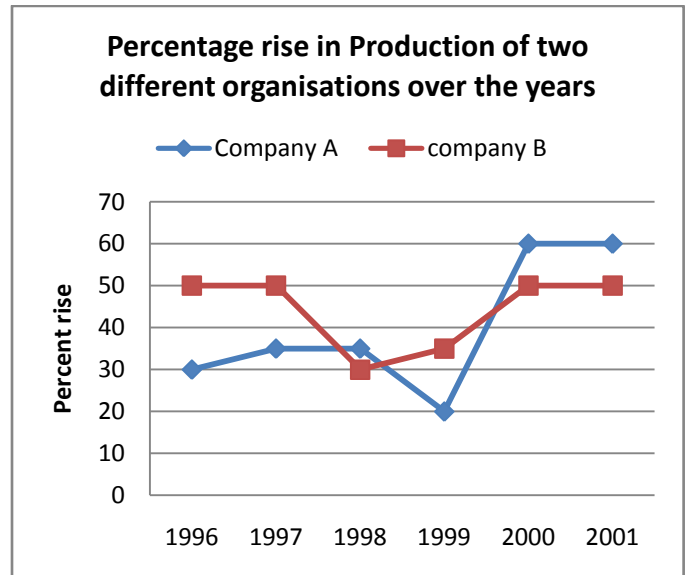
**Directions (86 – 90):** Study the graph carefully to answer the questions that follow:



86. What is the **approximate** average number of hotels from all the States together?  
 (1) 2500 (2) 3000  
 (3) 2200 (4) 2010  
 (5) 3100
87. Number of hotels in State J is what per cent of the total number of hotels from all the States together?  
 (1) 15.12 (2) 17.24  
 (3) 9.36 (4) 11.22  
 (5) None of these

88. The respective ratio between number of hotels in State E to those in State I is 11 : 10. How many more hotels in State I would make the ratio between State E and State I 11 : 13 respectively?  
 (1) 750 (2) 550  
 (3) 300 (4) 800  
 (5) None of these
89. Total number of hotels from states B, D and F together form **approximately** what per cent of the total number of hotels from all states together?  
 (1) 19 (2) 23  
 (3) 40 (4) 32  
 (5) 36
90. What is the respective ratio of number of hotels from States A, D and G together to the number of hotels from States C, H and K together?  
 (1) 5 : 2 (2) 4 : 1  
 (3) 6 : 5 (4) 3 : 4  
 (5) None of these

**Directions (91-95):** Study the graph carefully to answer the questions that follow:



91. If the production of Company A in 1996 was 1.66 lakh units. What was the number of units produced by it in 1998?  
 (1) 265145 (2) 302535  
 (3) 224100 (4) 314323  
 (5) None of these



92. What is the per cent increase in per cent rise of production of Company B in the year 2000 from the previous year? (rounded off to two digits after decimal)
- (1) 42.86                      (2) 15.37  
 (3) 36.62                      (4) 32.48  
 (5) None of these
93. If Company B produced 6,58,125 units in the year 2000, how many units did it produce in the year 1998?
- (1) 4,10,500                    (2) 2,98,000  
 (3) 3,25,000                    (4) 4,05,500  
 (5) None of these
94. What is the increase in per cent rise in production of Company A in the year 2000 from the previous year?
- (1) 30                              (2) 60  
 (3) 20                              (4) 200  
 (5) None of these
95. Based on the above graph which of the following statements is **definitely true**?
- (1) Company A produced the maximum number of units in the year 2000.  
 (2) For Company B there was no increase in production in the year 2001 from the previous year.  
 (3) Company A has produced more units than company B in the year 2000.  
 (4) Average per cent rise in production of Company B is more than the average per cent rise in production of Company A.  
 (5) All of these

**Directions (96-97):** Read the given information carefully and answer the questions that follow:

There are 5 boys and four girls. They sit in a row randomly.

96. What is the chance that all the girls sit together?

(1)  $\frac{6!4!}{9!}$     (2)  $\frac{5!4!}{9!}$

(3)  $\frac{4!4!}{10!}$     (4)  $\frac{6!3!}{8!}$

- (5) None of these

97. What is the chance that all the boys sit together?

(1)  $\frac{6!4!}{9!}$     (2)  $\frac{5!5!}{9!}$

(3)  $\frac{5!5!}{10!}$     (4)  $\frac{6!4!}{10!}$

- (5) None of these

**Directions (98-100):** For the two given equations I and II-

**Give answer (1):** If a is greater than b

**Give answer (2):** If a is smaller than b

**Give answer (3):** If a is equal to b

**Give answer (4):** If a is either equal to or greater than b

**Give answer (5):** if a is either equal to or smaller than b

98. I.  $7a^2 + 8a + 1 = 0$                       II.  $18b^2 + 11b = -1$

99. I.  $3a^2 + 2a - 1 = 0$                       II.  $2b^2 + 7b + 6 = 0$

100. I.  $3a^2 + 16a = -20$                       II.  $b^2 + 7b + 12 = 0$

### REASONING APTITUDE

**Directions (101-105):** In making decisions about important questions, it is desirable to be able to distinguish between 'strong' Arguments and 'weak' arguments. 'strong' arguments are those which are both important and directly related to the question. 'weak' arguments are those which are of minor important and also may not be directly related to the question or may be related to a trivial aspect of the question. Each question below is followed by two arguments numbered I and II. You have to decide which of the argument is a 'strong' argument and which is a 'weak' argument.

**Give answer (1):** if only argument I is strong

**Give answer (2):** if only argument II is strong

**Give answer (3):** if either I or II is strong

**Give answer (4):** if neither I nor II is strong

**Give answer (5):** If both I and II are strong

101. Should all beggars on the roads in the big cities in India be forcibly sent to villages?

**Arguments:**

- I. No, this is grossly unfair and these people will die of hunger if they are sent to villages.

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- II. Yes, these people create a bad impression of our country in the eyes of the foreigners who visit our country and hence should be removed.
102. Should all the criminals convicted for committing murder be awarded capital punishment?
- Arguments:**
- I. Yes, this will be a significant step towards reducing cases of murder in future.
- II. No, nobody has the right to take any person's life irrespective of the acts of such individuals.
103. Should all the professional colleges in India be encouraged to run their own courses without affiliation to any university?
- Arguments:**
- I. Yes, this is only way to create more opportunities for those who seek professional training.
- II. No, this will dilute the quality of professional training as all such colleges may not be equipped to conduct such courses.
104. Should there be a compulsory military training for each college student in India?
- Arguments:**
- I. No, this goes against the basic democratic right of an individual to choose his/her own programs.
- II. Yes, this is the only way to build a strong and powerful nation.
105. Should there be a maximum ceiling imposed on the earnings of an individual in an organization?
- Arguments:**
- I. Yes, this will help equitable distribution of earnings to all the employees.
- II. No, the organization should have free hand to decide the pay packets of its employees.

**Directions (106-110):** In each of the questions/set of questions below are given three statements followed by three conclusions number I, II and III. You have to take the given statements to be true even if they seem to be at variance from commonly known facts. Read all the conclusion and then decide which of the given conclusions logically follows from the given statements disregarding commonly known facts.

106. **Statements:** All goats are hens. All pigs are hens. All hens are ducks.
- Conclusions:**

- I. All goats are ducks.  
 II. All pigs are ducks.  
 III. Some ducks are hens.  
 (1) only I and II follow      (2) only I and III follow  
 (3) only II and III follow  
 (4) All follow      (5) None of these
107. **Statements:** Some pilots are stars. Some stars are players. Some players are actors.
- Conclusions:**
- I. Some actors are pilots.  
 II. Some pilots are stars.  
 III. No actor is star  
 (1) None follows      (2) only II follows  
 (3) only III follows  
 (4) only either II or III follows  
 (5) only I and either II or III follow
108. **Statements:** All bags are dresses. Some dresses are tiffins. All tiffins are boxes.
- Conclusions:**
- I. Some boxes are dresses.  
 II. Some dresses are bags.  
 III. Some boxes are bags.  
 (1) only I and II follow      (2) only I and III follow  
 (3) only II and III follow  
 (4) All I, II and III follow  
 (5) None of these
109. **Statements:** Some pens are pencils. All desks are chairs. Some chairs are radios.
- Conclusions:**
- I. Some pens are radios.  
 II. Some pens are chairs.  
 III. Some radios are pencils.  
 (1) only I and II follow  
 (2) only I and III follow  
 (3) only II and III follow  
 (4) None follow  
 (5) None of these
110. **Statements:** All dogs are kings. No king is rat. Some rats are cats.
- Conclusions:**
- I. Some rats are dogs.  
 II. Some kings are dogs.  
 III. Some cats are kings.  
 (1) only I follows      (2) only II follows

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- (3) only III follows  
(5) None of these

(4) only I and II follow

**Directions (111-115):** In the following questions, the symbols #, %, @, \$ and © are used with the following meanings as illustrated below.

'A#B' means 'A is not smaller than B'.

'A\$B' means 'A is neither greater than nor equal to Q'

'A%B' means 'A is not greater than B'

'A©B' means 'A is neither smaller than nor greater than B'

'A@B' means 'A is neither smaller than nor equal to B'

In each of the following questions assuming the given statements to be true, find out which of the two conclusions I and II given below them is/are **definitely true**.

**Give answer (1):** If only conclusion I is true.

**Give answer (2):** If only conclusion II is true.

**Give answer (3):** If either conclusion I or II is true.

**Give answer (4):** If neither conclusion I nor II is true.

**Give answer (5):** If both conclusions I and II are true.

111. Statements: R©S, S%M, M@J  
Conclusions: I. M©R II. M@R

112. Statements: D\$K, K@P, P©L  
Conclusions: I. L\$K II. P\$D

113. Statements: V%S, S#F, F@Q  
Conclusions: I. F©V II. Q\$S

114. Statements: V@H, H\$R, R#B  
Conclusions: I. B\$H II. V@R

115. Statements: N#L, C@K, L©C  
Conclusions: I. K\$L II. N#C

**Directions (116-120):** Study the following information to answer these questions.

(I) Seven persons P, Q, R, S, T, V, X belonging to different cities viz. Delhi, Mumbai, Chennai, Calcutta, Bangalore, Hyderabad and Trivandrum, not necessarily in the same order, went to USA for attending a Conference. Each one had a different specialization viz. Literature, Physics, Economics, Marketing, Computers, Textile Engineering and Information Technology.

(II) 'S' is from Chennai and 'Q' does not have specialization in Textile or Economics. R is a man of Marketing and comes from Mumbai. The person from Calcutta has specialization in Computers. 'P' who is specialized in Literature does not belong to Delhi. V

having specialization in Physics is from Trivandrum. Information Technology is the specialization of X who comes from Bangalore.

116. Which of the following persons is from Delhi?

- (1) P (2) S  
(3) T (4) S or T  
(5) None of these

117. Who is a Textile Engineer?

- (1) S (2) T  
(3) V (4) S or V  
(5) S or T

118. Persons with specialization in Literature comes from which of the following cities?

- (1) Bangalore (2) Calcutta  
(3) Delhi (4) Hyderabad  
(5) None of these

119. Which of the following combinations of person, city and specialization is **correct**?

- (1) S- Chennai-Economics (2) S-Chennai-Textile  
(3) Q-Calcutta-Computers (4) T-Delhi-Economics  
(5) None of these

120. Who is specialized in Computers?

- (1) Q (2) S  
(3) T (4) Data inadequate  
(5) None of these

**Directions (121-125):** Each of the questions below consists of a question and two statements numbered I and II given below it. You have to decide whether the data provided in the statements are sufficient to answer the question. Read both the statements and

**Given answer (1):** if the data in statement I alone are sufficient to answer the question, while the data in statement II alone are not sufficient to answer the question.

**Give answer (2):** if the data in the statement II alone are sufficient to answer the question, while the data in statement I alone are not sufficient to answer the question.

**Give answer (3):** if the data either in statement I alone or in statement II alone are sufficient to answer the question.

**Give answer (4):** if the data even in both the statements I and II together are not sufficient to answer the question.

**Give answer (5):** if the data in both statements I and II together are necessary to answer the question.

121. Which village is to the North-East of village 'A'?

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- I. Village 'B' is to the North of village A, villages C and D are to the East and West of village B, respectively.  
 II. Village 'P' is to the South of village 'A' and village 'E' is to the East of village 'P', village 'K' is to the North of village 'P'.
122. Can Rohan retire from office 'X' in January 2012, with full pension benefits?  
 I. Rohan will complete 30 years of service in office 'X' in April 2012 and desires to retire.  
 II. As per office 'X' rules an employee has to complete minimum 30 years of service and attain age of 60. Rohan has 3 years to complete age of 60.
123. Among five friends P, Q, R, S and T, who ranks third in terms of salary obtained by them?  
 I. T's is more than P and Q but not more than S.  
 II. R's salary is lowest among them.
124. How is P related to Q?  
 I. J has two daughters, one of them 'R' is married to 'P'.  
 II. Q is the mother of 'S', the younger sister of 'R'.
125. Which word in the code language means 'flower'?  
 I. 'de fu la pane' means 'rose flower is beautiful' and 'la quiz' means 'beautiful tree'.  
 II. 'de la chin' means 'red rose flower' and 'pa chin' means 'red tea'.
- (3) Rohit (4) Mohan  
 (5) None of these
128. How many people sit between Divya and Reshma when counted in anticlockwise directions from Divya?  
 (1) One (2) Two  
 (3) Three (4) Four  
 (5) More than Four
129. Four of the following five are alike in a certain way and so form a group. Which is the one that does not belong to that group?  
 (1) Divya (2) Reshma  
 (3) Salman (4) Mohan  
 (5) Rohit
130. What is the correct position of Priya?  
 (1) second left of Mohan  
 (2) fourth to the right of Gita  
 (3) fourth to the left of Gita  
 (4) both 2 & 3 (5) None of these
131. Which of the following does not fit to the group of the person sitting in a particular format?  
 (1) Arjun, Gita and Divya (2) Priya, Salman and Rohit  
 (3) Mohan, Reshma and Gita  
 (4) Salman, Priya and Rohit (5) None of these
132. If all the persons are made to sit in alphabetical order in clockwise direction, starting from Arjun, the position of how many (excluding Arjun) will remain unchanged as compared to their original seating positions?  
 (1) None (2) One  
 (3) Two (4) Three  
 (5) Four

**Directions (126-132):** Study the following information to answer the given questions:

Arjun, Divya, Gita, Mohan, Priya, Reshma, Rohit and Salman are sitting around a circular table facing centre. No two males or two females are immediate neighbours of each other. Arjun is the husband of Gita. Arjun sits third to the right of Priya. Mohan is sitting second to the left to Rohit. Mohan is not an immediate neighbor of Arjun or Priya. Priya and Salman are immediate neighbor of each other. Rohit is not an immediate neighbor of his wife Divya. Reshma is fourth to the left of Divya.

126. Which of the following is true about Reshma?  
 (1) Reshma is the wife of Rohit.  
 (2) Reshma sits exactly between Mohan and Gita.  
 (3) Reshma sits third to the left of Divya.  
 (4) Reshma sits second to the right of Gita.  
 (5) None of these.
127. Who sits third to the left of Divya?  
 (1) Reshma (2) Salman

**Directions (133-135):** Below is given a passage followed by several possible inferences which can be drawn from the facts stated in the passage. You have to examine each inference separately in the context of the passage and decide upon its degree of truth or falsity.

Mark answer (1) if the inference is '**definitely true**', i.e., it properly follows from the statement of facts given.

Mark answer (2) if the inference is '**probably true**' though not '**definitely true**' in the light of the facts given.

Mark answer (3) if the '**data are inadequate**' i.e. from the facts given you cannot say whether the inference is likely to be true or false.

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Mark answer (4) if the inference is 'probably false' though not 'definitely false' in the light of the facts given.

Mark answer (5) if the inference is 'definitely false' i.e. it cannot possibly be drawn from the facts given or it contradicts the given facts.

In India the asbestos industry is growing and employs more than 15,000 people in 75 units which are spread over several states like Gujarat, Madhya Pradesh, Maharashtra, Andhra Pradesh etc. Surprisingly, advanced countries are banning cancer causing asbestos products, multinational companies are from those countries which are setting up units in developing countries like India. One reason being lack of awareness in the society and indifference of the government machinery of these countries. Prolonged exposure to asbestos dust and fibres can cause lung cancer but most workers in India are too afraid to protest for fear of losing jobs. Some of these factories are operating in Mumbai. Quite a few of the factories in India are not known to take adequate precautions to protect workers from asbestos dust.

The Government is taking several steps to provide medical inspection of workers. In fact it has amended factories act to extend the provision to even those factories employing less than 10 workers.

133. The asbestos industry is one of the largest industries in India.
134. The asbestos industries in India are located in few metropolitan pockets only.
135. The advanced countries are concerned and careful to protect health hazards of its people.

**Directions (136-140):** Given below a secret conversation code mechanism is given. Study it carefully and then answer the following questions.

- (A) 'Sanjay and Priya' → 'ye le re'  
 (B) 'Priya is my friend' → 'me zo su le'  
 (C) 'Sanjay is my colleague' → 'pi zo re su'

136. What is code for 'Sanjay'?
- (1) le (2) re  
 (3) ye (4) Data inadequate  
 (5) None of these
137. What is code for 'is'?
- (1) me (2) zo  
 (3) su (4) Either zo or su  
 (5) Data inadequate
138. Which may be a possible code for 'my friend Minal is sweet'.
- (1) su me ko zo ji (2) zo pi ye re me  
 (3) zo me ko le re (4) su re le pi me  
 (5) None of these
139. Find the correct code conversion.
- (1) is → zo (2) my → su  
 (3) is → su (4) my → zo  
 (5) colleague → pi
140. If code used for Sanjay and Priya are interchanged then which code will not be in coding (B)?
- (1) me (2) zo  
 (3) su (4) le  
 (5) re

**Directions (141-150):** In each of the questions given below which one of the five answer figures on the right should come after the problem figures on the left, if the sequence were continued?

141. **Problem Figures** **Answer Figures**

S	↑	Y	↑↑	↑↑	↑↑	↑↑	S	Y	□	*
C	↑	□	T	□	Y	C	↑	C	□	*
*	□	Y	*	C	S	S	C	*	□	*

S	C	*	S	C	*	S	□	*	S	C	*	□	*	C
↑	□	↑	□	↑	C	Y	□	↑	↑	↑	↑	↑	↑	S
1	2	3	4	5										

142. **Problem Figures** **Answer Figures**

□	↑	S	S	□	↑	↑	S	□
C	0	△	△	0	C	△	0	△
S	↑	□	□	S	↑	□	□	S

0	C	△	↑	C	△	0	C	△	△	0	C	0	△	C
↑	□	S	0	□	S	↑	S	□	S	↑	□	↑	S	□
1	2	3	4	5										

143. **Problem Figures** **Answer Figures**

144. **Problem Figures** **Answer Figures**

145. **Problem Figures** **Answer Figures**

146. **Problem Figures** **Answer Figures**

147. **Problem Figures** **Answer Figures**

148. **Problem Figures** **Answer Figures**

149. **Problem Figures** **Answer Figures**

150. **Problem Figures** **Answer Figures**

**MARKETING APTITUDE**

151. Good selling skills involve \_\_\_\_ (1) patience (2) perseverance (3) empathy (4) knowledge (5) all of these

152. Which of the following statements is correct?  
 (1) marketing is not required due to globalization  
 (2) marketing causes higher expenses and losses  
 (3) marketing is not required in profit-making companies  
 (4) marketing sharpens the minds of the employees  
 (5) marketing is a waste of time in established companies
153. A true marketing mindset requires \_\_  
 (1) control mindset (2) command mindset  
 (3) passive mindset (4) active mindset  
 (5) inert mindset
154. Innovation means \_\_\_\_\_.  
 (1) inspiration (2) enthusiasm  
 (3) compensation (4) creativity  
 (5) all of these
155. Internal marketing means \_\_  
 (1) marketing to self  
 (2) marketing to family members  
 (3) marketing to the staff members  
 (4) marketing inside India  
 (5) marketing outside India
156. Modern styles of marketing are \_\_  
 (1) telemarketing (2) web marketing  
 (3) advertisement on the net  
 (4) e-mails (5) All of the above
157. A good effective DSA should  
 (1) copy the competitor company  
 (2) criticize the competitor company  
 (3) join the competitor company  
 (4) be passive  
 (5) be more effective than the competitor company
158. 'Benchmark' means  
 (1) benches for customers to sit  
 (2) benches for salesmen to sit  
 (3) products displayed on bench  
 (4) set standards  
 (5) all of the above
159. A call centre is  
 (1) a meeting place for DSAs  
 (2) a training centre for DSAs  
 (3) a meeting place for customers  
 (4) data centre  
 (5) a back office set up where customer queries are answered
160. The sequence of a sales process is  
 (1) Lead generation, Call, Presentation and Sale  
 (2) Sale, Presentation, Lead generation and Call  
 (3) Presentation, Lead generation, Sale and Call  
 (4) Lead generation, Call Sale and Presentation  
 (5) There is no sequence required
161. Cross-selling means  
 (1) selling with a cross face  
 (2) cross country marketing  
 (3) selling other products to existing customers  
 (4) selling to friends (5) selling to employees
162. Marketing segmentation is useful for  
 (1) Preferential Marketing (2) targeting existing clients  
 (3) identifying prospects  
 (4) knowing customer's tastes  
 (5) All of the above
163. Marketing segmentation can be resorted to by means of-  
 (1) segmentation by age  
 (2) segmentation by income  
 (3) segmentation geographically  
 (4) all of the above (5) none of the above
164. Market information means  
 (1) knowledge of industries  
 (2) knowledge of households  
 (3) knowledge of peers  
 (4) knowledge of customer's tastes  
 (5) all of the above
165. 'Relationship' in marketing means  
 (1) relation between sales persons  
 (2) relation between buyer and seller  
 (3) relation between company and consumer  
 (4) all of the above (5) None of the above
166. Marketing of services is known as  
 (1) Transaction Marketing (2) Door-to-door marketing  
 (3) Relationship marketing (4) Internal Marketing  
 (5) None of these
167. 'Referrals' means-  
 (1) reference books  
 (2) leads provided by operation staff  
 (3) sales persons (4) front-office staff

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- (5) management
168. Bank marketing is same as  
 (1) Transaction Marketing (2) Service Marketing  
 (3) Indoor marketing (4) all of the above  
 (5) None of these
169. Leads can be provided by  
 (1) friends and relatives (2) websites  
 (3) directories (4) colleagues  
 (5) all of these
170. Selling is a function undertaken by  
 (1) all the sales persons (2) all the employees  
 (3) entire organization (4) outsourced agencies  
 (5) all of the above
171. Find the correct statement.  
 (1) selling is same as marketing  
 (2) selling more than marketing  
 (3) selling is part of marketing  
 (4) all of the above  
 (5) none of these
172. A target groups means  
 (1) a group of seller  
 (2) a group of buyers  
 (3) a group of persons to whom sales should be targeted  
 (4) all of the above  
 (5) none of these
173. Non – product selling means  
 (1) selling variety of products  
 (2) selling only one product  
 (3) selling seasonal products  
 (4) selling services  
 (5) All of the above
174. A vision statement is  
 (1) not requires for established companies  
 (2) not required due to competition  
 (3) not required as on one understands them  
 (4) a long term inspiration  
 (5) none of the above
175. Effective bank marketing requires  
 (1) proper pricing (2) customized products  
 (3) simple procedures (4) market research  
 (5) all of these
176. Direct Marketing means  
 (1) face-to-face marketing (2) meals  
 (3) seminars (4) indoor marketing  
 (5) online marketing
177. Indirect marketing means  
 (1) marketing by non-sales persons  
 (2) market survey (3) market research  
 (4) advertisement (5) all of the above
178. Customer’s relationship with Bank is influenced by  
 (1) customers attitudes (2) attitudes of bank staff  
 (3) interest rates of the bank  
 (4) attitudes of sales persons  
 (5) all of these
179. Leads can play a major role in  
 (1) marketing (2) selling  
 (3) productions (4) transporting  
 (5) none of these
180. Services are the product of which type?  
 (1) tangible (2) durable  
 (3) intangible (4) non –durable  
 (5) none of these
181. Marketing is best defined as:  
 (1) matching a product with its market  
 (2) promoting and selling products.  
 (3) facilitating satisfying exchange relationships.  
 (4) Distributing products at the right price to stores.  
 (5) None of these
182. The expansion of the definition of marketing to include nonbusiness activities adds which one of these examples to the field of marketing?  
 (1) Proctor and gamble selling toothpaste.  
 (2) St. Pauls Church attracting new members.  
 (3) PepsiCo selling soft drinks.  
 (4) Lever’s donating 25 pence to a charity with every pack purchased.  
 (5) None of these
183. Tom goes to a vending machine, deposits 50 pence, and receives a Cola. Which of the following aspects of the definition of marketing is focused on here?  
 (1) Production concept.  
 (2) Satisfaction of organisational goals.  
 (3) Product pricing and distribution.  
 (4) Exchange (5) None o these
184. The marketing environment is BEST described as being:

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- (1) Composed of controllable variables.  
 (2) Composed of variables independent of one another.  
 (3) an indirect influence on marketing activity  
 (4) Dynamic and changing  
 (5) None of these
185. A physical, concrete product you can touch is  
 (1) a service (2) a good  
 (3) an idea (4) a concept  
 (5) None of these
186. If IBM was concerned about the interest rate it must pay in the next quarter to acquire needed financial resources, this concern would involve which one of the following  
 (1) A marketing environment input  
 (2) Its marketing mix  
 (3) Its marketing approach  
 (4) A marketing environment output  
 (5) None of these
187. To effectively monitor changes in the marketing environment, marketers must engage in:  
 (1) use of the marketing concepts  
 (2) environmental scanning and analysis  
 (3) information collection  
 (4) marketing research  
 (5) environmental management
188. If Cadbury found a magazine article which provided key information on the television viewing habits of heavy buyers of chocolate, this would be an example of information obtained through environmental:  
 (1) Scanning (2) forces  
 (3) analysis (4) management  
 (5) None of these
189. Jenkins is a small retail chain in South Wales. When considering changes in its marketing strategy, the firm's management looks only at changes in shopper attitudes and spending patterns. With regard to responding to environmental forces Smith's approach can best be describes as?  
 (1) Passive and Proactive  
 (2) Aggressive and Proactive  
 (3) Dominant and Proactive  
 (4) Passive and Reactive  
 (5) None of these
190. Many marketers view political forces as:  
 (1) easily ignored (2) easily influenced  
 (3) simple to recognize (4) beyond their control  
 (5) None of these
191. Which of these statements BEST describes International marketing?  
 (1) developing and performing marketing activities across national boundaries.  
 (2) the exporting of goods and services  
 (3) the creation of value and the exchange of value between countries.  
 (4) having firms with operations or subsidiaries located in many countries.  
 (5) None of these
192. When a firm's products are marketed outside its home market and home production is used to supply these markets, the firm is engaging in  
 (1) international marketing (2) global marketing  
 (3) exporting (4) domestic marketing  
 (5) unplanned exporting
193. Standardized Nike and Adidas shoes worldwide is an example of  
 (1) globalization (2) customization  
 (3) culturalisation (3) internationalization  
 (5) None of these
194. Levi Strauss markets its blue jeans in many countries, developing its marketing strategy as if the world is a single entity. This approach to selling a standardized product in many national markets represents which level of international marketing?  
 (1) Exporting (2) Accidental exporting  
 (3) International exporting (4) Global marketing  
 (5) None of these
195. Swiss-based Nestle takes a global approach to marketing its chocolate products; it probably finds that which of the following is MOST easily standardized?  
 (1) Product (2) Promotion  
 (3) Distribution (4) Advertising  
 (5) Price
196. Which product is MOST likely be purchased through routine decision making?  
 (1) Car (2) Desk  
 (3) Shirt (4) Soft drink

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- (5) Television
197. Alice plans to buy a new swimsuit for her spring break cruise. She has not seen this year's style and will do some shopping around before making a purchase decision. Alice is engaging in \_\_\_\_.
- (1) routine response behaviour
  - (2) extensive decision making
  - (3) limited decision making
  - (4) extensive response behaviour
  - (5) None of these
198. Susan has left her parents home and moved into a new flat. She is spending considerable time and effort comparing the ranges of furniture in different retail stores. Which type of decision making process is she using?
- (1) selective
  - (2) Intensive
  - (3) Extensive
  - (4) Shopping
  - (5) Routine
199. If Kwik-Fit runs an ad asking customers to check windscreen wiper blades for wear, the firm is attempting to stimulate which of the following?
- (1) Information search
  - (2) Evoked set formation
  - (3) Evaluation of alternatives
  - (4) Problem recognition
  - (5) None of these
200. As Bob runs out of shaving cream, he tries to remember what he did the last time this happened. He is engaging in:
- (1) external search
  - (2) evoked set development
  - (3) internal search
  - (4) Cognitive dissonance
  - (5) alternative evaluation