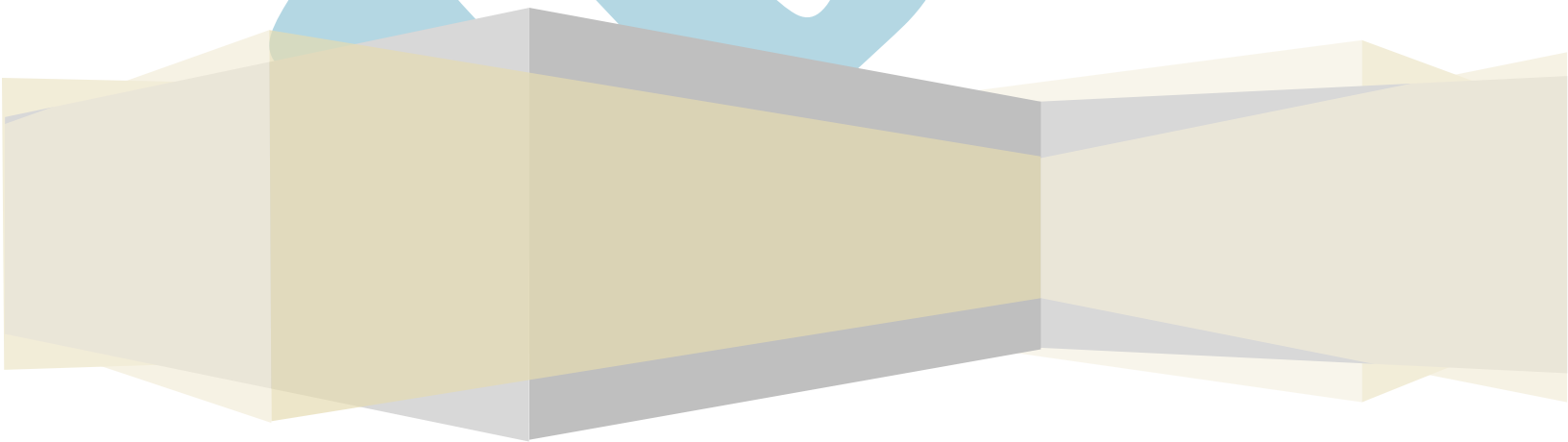


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The Institute of Banking Training

SBI MARKETING AWARENESS

SBI CLERICAL EXAM 2012



SPECIAL QUESTIONS ON MARKETING APTITUDE

- 1) Proper marketing requires--
- a) Planning
 - b) Sympathy
 - c) knowledge of Products
 - d) 1 and 2 both
 - e) 1 and 3 both

Ans e

- 2) Marketing information means
- a) Knowledge of companies
 - b) Cross-country information
 - c) knowledge of related markets
 - d) Selling to existing customers
 - e) None of these

Ans c

- 3) Market Research is needed
- a) For extra service charges
 - b) For levy of VAT
 - c) For good customer service
 - d) For effective selling
 - e) There is no need for Market Research

Ans c

- 4) 4P's of Marketing means
- a) Primary Marketing Techniques.
 - b) Person,Place,Product and Promotion
 - c) Promoting Authority.
 - d) Purpose,Place,Passion and Product
 - e) None of these

Ans b

- 5) Market Segmentation means
- a) Dividing the market into various groups
 - b) Segmentation by Age
 - c) Segmentation by tastes
 - d) Segmentation geographically
 - e) All of the above

Ans e

6) Bank Marketing is necessary due to

- a) Globalization
- b) Recession
- c) Merger of banks
- d) Shortage of resources
- e) Selling various different items in Banks

Ans e

7) Customization means

- a) Designing Products to suit the company
- b) Designing Strategies to suit the company
- c) Designing Products to suit individual customers
- d) All of the above
- e) None of these

Ans d

8) Product mix means

- a) Distributing a mix of products
- b) Collectings ideas to sell better.
- c) Satisfying the customers
- d) Bundle of products required by the customer
- e) various products designed by the company

Ans e

9) Selling skills are judged by

- a) Number of goods sold
- b) Amount of Profit earned
- c) Number of customers convertedd
- d) All of the above
- e) None of these

Ans d

10) Rural Marketing involves

- a) Selling to Rural banks
- b) Selling by Rural banks
- c) Selling to Rural customer
- d) Arranging industrial exhibitions
- e) All of the above

Ans e

11. Market Expansion means—

- (A) hiring more staff
- (B) firing more staff
- (C) buying more products
- (D) buying more companies
- (E) None of these

Ans : (E)

12. A series of instructions that tells a computer what to do and how to do it is called a—

- (A) program
- (B) command
- (C) user response
- (D) processor
- (E) None of these

Ans : (A)

13. Effective marketing helps in—

- (A) developing new products
- (B) creating a competitive environment
- (C) building demand for products
- (D) All of these
- (E) None of these

Ans : (D)

14. Which is the part of a computer that one can touch and feel ?

- (A) Hardware
- (B) Software
- (C) Programs
- (D) Output
- (E) None of these

Ans : (A)

15. A Call in Marketing means—

- (A) to phone the customers
- (B) to visit the customers
- (C) to visit the marketing site
- (D) to call on prospective customers
- (E) None of these

Ans : (D)

16. Delivery Channel means—

- (A) maternity wards
- (B) handing over the products to the buyers
- (C) places where products are made available to the buyers
- (D) All of these
- (E) None of these

Ans : (C)

17. Processing involves—

- (A) inputting data into a computer system
- (B) transforming input into output
- (C) displaying output in a useful manner
- (D) providing relevant answers
- (E) None of these

Ans : (B)

18. One of the following is a target group for the marketing of Internet Banking.

- (A) All the customers
- (B) All the educated customers
- (C) All the computer educated customers
- (D) Only creditors
- (E) All of these

Ans : (C)

19. Innovation mean—

- (A) Product Designing
- (B) New ideas
- (C) Impulse
- (D) Both (A) and (B)
- (E) None of these

Ans : (D)

20. One of the following is a target group for the marketing of educational loan.

- (A) All the customers
- (B) Students
- (C) Only poor students
- (D) Students having promising educational track record
- (E) All of these

Ans : (B)

21. Service after sale is not the function of—

- (A) Marketing staff
- (B) Seller
- (C) Director of the company
- (D) Employees of the company
- (E) All of the above are wrong

Ans : (A)

22. If done through.....the rural marketing would be more effective.

- (A) fairs
- (B) village fairs
- (C) door to door campaign
- (D) All of these
- (E) None of these

Ans : (B)

23. Market Survey means—

- (A) Market Research
- (B) Market Planning
- (C) Marketing Strategies
- (D) Market Monitoring
- (E) All of these

Ans : (A)

24.can be done through digital Banking ?

- (A) Mobile phone
- (B) Internet
- (C) Telephone
- (D) All of these
- (E) None of these

Ans : (A)

25. A good seller should have the following quality/qualities ?

- (A) Devotion to the work
- (B) Submissive
- (C)
- (D) All of these
- (E) None of these

Ans : (D)

36. The rural marketing is not required because—

- (A) rural people do not understand marketing
- (B) its not practical from the cost point of view
- (C) it is sheer wastage of time
- (D) All are wrong
- (E) All are correct

Ans : (D)

27. Planned-cost service means—

- (A) Costly products
- (B) Extra profit on the same cost
- (C) Extra work by seller
- (D) All of these
- (E) None of these

Ans : (B)

28. Internet marketing means—

- (A) Self-marketing
- (B) Core Groups monitoring
- (C) Employees marketing
- (D) All of these
- (E) None of these

Ans : (E)

29. The aim of successful marketing is—

- (A) to increase the sale
- (B) to increase the profit
- (C) to increase the output of sellers
- (D) All of these
- (E) None of these

Ans : (D)

30. The networking becomes.....through networking.

- (A) very difficult
- (B) dull
- (C) easy
- (D) has no role in marketing
- (E) None of these

Ans : (C)

SBI: Financial Awareness and Marketing Sample Question Paper

- The Option which is not underlined and italic is the right answer

1. The International Bank for Reconstruction and Development (IBRD) is better known as

- (A) *World Bank*
- (B) Asian Development Bank
- (C) IMF
- (D) It is known by its name

2. When was the Reserve Bank of India established?

- (A) *1935*
- (B) 1920
- (C) 1928
- (D) 1947

3. Which is the largest commercial bank in India?

- (A) Reserve Bank of India
- (B) *State Bank of India*
- (C) ICICI Bank
- (D) Bank of India

4. The Bank of Calcutta, Bank of Bombay and Bank of Madras were merged in 1921 to form

- (A) Reserve Bank of India
- (B) *Imperial Bank of India*
- (C) Bank of India
- (D) Union Bank of India

5. Which sister organization of the World Bank helps private activity in developing countries by financing projects with long-term capital in the form of equity and loans?

- (A) Asian Development Bank
- (B) IMF
- (C) International Developmental Association
- (D) International Finance Corporation

6. Which sister organization of the World Bank provides long term loans at zero interest to the poorest developing countries?

- (A) Asian Development Bank
- (B) IMF
- (C) International Developmental Association
- (D) International Finance Corporation

7. Which was the first Indian Bank to introduce credit card?

- (A) State Bank of India
- (B) Central Bank of India
- (C) Union Bank of India
- (D) ICICI

8. What does devaluation of a currency mean?

- (A) decrease in the internal value of money
- (B) decrease in the external value of money
- (C) decrease both in the external and internal values of money
- (D) none of these

9. Which of the following is known as plastic money?

- (A) bearer cheques
- (B) credit cards
- (C) demand drafts
- (D) gift cheques

10. Which of the following statements best describes the concept of involvement in the context of buyer behaviour?

- (A) The length of time involved in the buying process
- (B) The potential impact of a product on an individual's self-identity
- (C) The number of people involved in the decision-making unit
- (D) The complexity of an order

11. Buying decisions generally follow a pattern of overlapping stages. Which of the following best describes the typical stages of the buying process?

- (A) Need recognition > Information search > Evaluation > Decision > Post purchase evaluation
- (B) Need recognition > Evaluation > Information search > Decision > Post purchase evaluation
- (C) Information search > Need recognition > Evaluation > Decision > Post purchase evaluation
- (D) Need recognition > Information search > Decision > Evaluation > Post purchase evaluation

12. Needs differ from wants because:

- (A) *Wants are a socialized manifestation of underlying needs*
- (B) Needs are a socialized manifest Needs are historical; wants are about the futuretation of underlying wants
- (C) Needs are historical; wants are about the future
- (D) Needs and wants are exactly the same

13. Which of the following levels of Maslow's Hierarchy of Needs is most likely to be associated with consumers' purchase of goods which appeal to their inner sense of peace of mind (e.g. art classes)?

- (A) *Self-actualization*
- (B) Love
- (C) Security
- (D) Physiological

14. An individual is considering buying a new microwave cooker and is faced with the possibility of several models. Which of the following describes the widest range of microwave cookers, which the buyer considers in some form?

- (A) *The choice set*
- (B) The awareness set
- (C) The total set
- (D) The pre-evaluation set

15. A company uses The Coors to endorse its range of snack foods. This endorsement is likely to be particularly effective if the Coors are seen by Large numbers of the company's target market as:

- (A) A primary reference group.
- (B) A tertiary reference group.
- (C) *A secondary reference group.*
- (D) A non-reference group.

16. Which of the following consumer responses is LEAST likely to overcome cognitive dissonance experienced by a consumer who is dissatisfied with their purchase?

- (A) *Rationalizing to ourselves that a product is actually quite good*
- (B) Seeing the product in a different light so that we emphasize the bad aspects of a product
- (C) Seeing the product in a different light so that we emphasize the good aspects of a product
- (D) Complaining and returning goods to the supplier

17. Which of the following labels is NOT associated with a role in a buying Decision Making Unit?

- (A) Supplier
- (B) *Gatekeeper*
- (C) Decision maker
- (D) User

17. A secretary who answers calls for a company buyer may be taking on which role within the company's decision-making unit?

- (A) User
- (B) Influencer
- (C) *Gatekeeper*
- (D) Buyer

20. Which of the following is NOT an element of a Marketing Information System?

- (A) Marketing research
- (B) Decision support system
- (C) Production monitoring system
- (D) *None of these*

SBI MARKETING AWARENESS QUESTION

1. Regulations that arise to ensure that firms take responsibility for the social costs of their products or production processes stem from which reason for government legislation of business?

- (a) To protect companies from each other
- (b) To protect consumers from unfair business practices
- (c) To protect the interests of society
- (d) To protect businesses from unfair consumer demands

Ans : C

2. A "three-day cooling off period" in which buyers can cancel a contract after re-thinking it is to protect the consumer from:

- (a) creative selling
- (b) high pressure selling
- (c) detail selling
- (d) hard core selling

Ans : B

3. One of the most promising developments in multivariable segmentation is called _____ where a host of demographic and socioeconomic factors are used

- (a) terragraphic segmentation
- (b) fermagraphic segmentation
- (c) geothermy segmentation
- (d) geodemographic segmentation

Ans : D

4. One of the most common problems with using internal database information is that :

- (a) since it was probably collected for some other purpose, it may be incomplete or wrong.
- (b) it is usually expensive to retrieve.
- (c) top executives are usually unwilling to relinquish data, therefore, the data has limits.
- (d) the data is almost always unsecured and therefore, suspect as to reliability

Ans : A

5. The last stage in the selling process is the _____ stage.

- (a) approach
- (b) handling objections
- (c) closing
- (d) follow-up

Ans : D

6. When Coca-Cola and Nestle formed a joint venture to market a ready-to-drink coffee and tea worldwide, the type of marketing system that was formed would best be described as being a(n):

- (a) vertical marketing system
- (b) parallel marketing system
- (c) diversified marketing system
- (d) horizontal marketing system

Ans : D

7. The major advantage of survey research is its :

- (a) simplicity
- (b) structure
- (c) organization
- (d) flexibility

Ans : D

8. The _____ holds that consumers will favor products that are available and highly affordable (therefore, work on improving production and distribution efficiency)

- (a) product concept
- (b) production concept
- (c) production cost expansion concept
- (d) marketing concept

Ans : B

9. A _____ is any activity or benefit offered for sale that is essentially intangible and does not result in the ownership of anything

- (a) demand
- (b) basic staple
- (c) product
- (d) service

Ans : D

10. _____ is a person's distinguishing psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment

- (a) Psychographics
- (b) Personality
- (c) Demographics
- (d) Lifestyle

Ans : B

11. The place in the business buying behavior model where interpersonal and individual influence might interact is called the

- (a) environment
- (b) response
- (c) stimuli
- (d) buying center

Ans : D

12. The course of a product's sales and profits over its lifetime is called

- (a) the sales chart
- (b) the dynamic growth curve
- (c) the adoption cycle
- (d) the product life cycle

Ans : D

13. When companies make marketing decisions by considering consumer's wants and the long-run interests of the company, consumer, and the general population, they are practicing which of the following principles?

- (a) Innovative marketing
- (b) Consumer-oriented marketing
- (c) Value marketing
- (d) Societal marketing

Ans : D

14. All of the following are thought to be sources of new product ideas EXCEPT.

- (a) internal sources
- (b) customers
- (c) competitors
- (d) the local library

Ans : D

15. If Honda uses its company name to cover such different products as its automobiles, lawn mowers, and motorcycles, it is practicing which of the following strategies?

- (a) new brand strategy
- (b) line extension strategy
- (c) multibrand strategy
- (d) brand extension strategy

Ans : D

16. If a company (considering its options on the product/market expansion grid) chooses to move into different unrelated fields (from what it has ever done before) with new products as a means to stimulate growth, the company would be following which of the following general strategies?

- (a) market penetration
- (b) market development

- (c) product development
- (d) diversification

Ans : D

17. When a marketing research organization chooses a segment of the population that represents the population as a whole, they have chosen a _____

- (a) group
- (b) bi-variant population
- (c) sample
- (d) market target

Ans : C

18. Joining with foreign companies to produce or market products and services is called

- (a) direct exporting
- (b) indirect exporting
- (c) licensing
- (d) joint venturing

Ans : D

19. If advertising constantly sends out messages about materialism, sex, power, and status, which of the following categories of social criticism most closely matches this problem?

- (a) Too much advertising
- (b) Too few social goods
- (c) Cultural pollution
- (d) Too much political power

Ans : C

20. A(n) _____ is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service.

- (a) product feature
- (b) sponsorship
- (c) brand
- (d) logo

Ans : C

21. If an advertiser wants flexibility, timeliness, good local market coverage, broad acceptability and high believability, the advertiser will probably choose which of the following mass media types?

- (a) Newspapers
- (b) Television
- (c) Direct Mail
- (d) Radio

Ans : A

22. When producers, wholesalers, and retailers as a unified system, they comprise a

- (a) conventional marketing system

- (b) power-based marketing system
- (c) horizontal marketing system
- (d) vertical marketing system

Ans : D

23. The type of trade-promotion discount in which manufacturers agree to reduce the price to the retailer in exchange for the retailer's agreement to feature the manufacture's products in some way is called

- (a) discount
- (b) allowance
- (c) premium
- (d) rebate

Ans : B

24. The study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics is called :

- (a) Geothermy
- (b) Demography
- (c) Ethnography
- (d) Hemos-popography

Ans : B

25. Today, advertising captures about ____ percent of total promotion spending

- (a) 15
- (b) 23
- (c) 29
- (d) 33

Ans : B

26. The process that turns marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives is called :

- (a) Marketing strategy
- (b) Marketing control
- (c) Marketing analysis
- (d) Marketing implementation

Ans : D

27. The goal of the marketing logistics system should be to provide :

- (a) a targeted level of promotional support.
- (b) a targeted level of customer service at the least cost.
- (c) a targeted level of transportation expense ratio.
- (d) a targeted level of field support.

Ans : B

28. The practice of going after a large share of a smaller market or subsets of a few markets is called :

- (a) undifferentiated marketing

- (b) differentiated marketing
- (c) concentrated marketing
- (d) turbo marketing

Ans : C

29. The shrinking of distances due to technological advance such as computer and fax connections by telephone, are one characteristic of what new challenge to marketing?

- (a) Rapid globalization
- (b) The changing world economy
- (c) The call for more socially responsible marketing
- (d) The micro-chip revolution

Ans : A

30. If Mark Mars pays Hershey Foods Corporation for the right to use their name on his line of T-shirts, then Mr. Mars is using which type of branding?

- (a) Licensed brand
- (b) Manufacturer's brand
- (c) Private brand
- (d) Co-brand

Ans : A

31. If your company were to make light bulbs to be used in photocopiers, you would most likely be selling to a _____ market.

- (a) reseller
- (b) business
- (c) government
- (d) service

Ans : B

32. _____ has the advantage of being high in selectivity; low cost, immediacy, and interactive capabilities

- (a) Direct Mail
- (b) Outdoor
- (c) Online
- (d) Radio

Ans : C

33. If your company were to make a product such as a suit of clothes and sold that product to a retailer, your company would have sold to the _____ market.

- (a) reseller
- (b) business
- (c) government
- (d) service

Ans : A

34. In 1985, the Coca-Cola Company made a classic marketing blunder with its deletion of its popular Coca-Cola product and introduction of what it called New Coke. Analysts now believe

that most of the company's problems resulted from poor marketing research. As the public demanded their "old Coke" back, the company relented and reintroduced Coca-Cola Classic (which has regained and surpassed its former position) while New Coke owns only 0.1 percent of the market. Which of the following marketing research mistakes did coca-Cola make?

- (a) They did not investigate pricing correctly and priced the product too high.
- (b) They defined not investigate dealer reaction and had inadequate distribution.
- (c) They defined their marketing research problem too narrowly
- (d) They failed to account for the Pepsi challenge taste test in their marketing efforts

Ans : C

35. Marketers are sometimes accused of deceptive practices that lead consumers to believe they will get more value than they actually do. ____ includes practices such as falsely advertising "factory" or "wholesale" prices or a large price reduction from a phony high retail price.

- (a) Deceptive promotion
- (b) Deceptive packaging
- (c) Deceptive pricing
- (d) Deceptive cost structure

Ans : C

36. The advantages of audience selectivity, no ad competition and personalization apply to which type of media?

- (a) Newspapers
- (b) Television
- (c) Direct Mail
- (d) Radio

Ans : C

37. The first modern environmental movement in the United States began in theAns :

- (a) 1940s
- (b) 1950s
- (c) 1960s and 1970s
- (d) mid 1980s

Ans : C

38. Costs that do not vary with production or sales levels are called :

- (a) fixed costs
- (b) variable costs
- (c) standard costs
- (d) independent costs

Ans : A

39. Each salesperson is assigned to an exclusive area in which to sell the company's full line of products or services in which type of sales force structure?

- (a) Territorial sales force
- (b) Product sales force
- (c) Customer sales force
- (d) Hybrid sales force

Ans : A

40. Technological advances, shifts in consumer tastes, and increased competition, all of which reduce demand for a product are typical of which stage in the PLC?

- (a) decline stage
- (b) introduction stage
- (c) growth stage
- (d) maturity stage

Ans : A

41. Setting the promotion budget so as to match the budgets of the competition is characteristic of which of the following budget methods?

- (a) Affordable method
- (b) Percentage-of-Sales method
- (c) Competitive-and-parity method
- (d) Objective -and-task method

Ans : C

42. ____ is screening new-product ideas in order to spot good ideas and drop poor ones as soon as possible.

- (a) Idea generation
- (b) Concept development and testing
- (c) Idea screening
- (d) Brainstorming

Ans : C

43. The type of sales force structure in which the sales force sells along product lines is called a

- (a) territorial sales force
- (b) product sales force
- (c) customer sales force
- (d) retail sales force

Ans : B

44. A company is in the _____ stage of the new product development process when the company develops the product concept into a physical product in order to assure that the product idea can be turned into a workable product.

- (a) product development
- (b) commercialization
- (c) marketing strategy
- (d) business analysis

Ans : A

45. When personal interviewing involves inviting six to ten people to gather for a few hours with a trained interviewer to talk about a product, service, or organization, the method is called :

- (a) selective sponsorship
- (b) probing
- (c) focus group interviewing

(d) the Delphi method
Ans : C

46. All of the following factors can affect the attractiveness of a market segment EXCEPT :

- (a) the presence of many strong and aggressive competitors
- (b) the likelihood of government monitoring
- (c) actual or potential substitute products
- (d) the power of buyers in the segment

Ans : B

47. If a government uses barriers to foreign products such as biases against a foreign company's bids, or product standards that go against a foreign company's product features, the government is using

- (a) protectionism
- (b) exchange controls
- (c) exchange facilitators
- (d) non-tariff trade barriers

Ans : D

48. The choice between high markups and high volume is part of which of the following retailer marketing decisions?

- (a) Target market decisions
- (b) Product assortment and services decisions
- (c) Pricing decisions
- (d) Promotion decisions

Ans : C

49. One common misuse of marketing research findings in contemporary business is the tendency for marketing research to :

- (a) become a vehicle for pitching the sponsor's products
- (b) become a vehicle for discriminating in the marketplace
- (c) become a means for raising prices
- (d) become a means for unfair competition

Ans : A

50. The most logical budget setting method is found in the list below. Which is it?

- (a) Affordable method
- (b) Percentage-of-Sales method
- (c) Competitive-parity method
- (d) Objective-and-task method

Ans : D

SPECIAL QUESTIONS ON MARKETING APTITUDE

- Q. 'Definitely Male' this advertisement line is for which Motor Cycle?
- 1 Hero Honda
 - 2 TVS
 - 3 Bajaj
 - 4 LML
- Ans: 3
- Q. Delivery channels other than Bank counters are
- 1 ATM's
 - 2 Internet Banking
 - 3 Tele Banking
 - 4 All of these
- Ans: 4
- Q. Marketing is best suited in
- 1 Buyers' market
 - 2 Sellers' market
 - 3 Internal marketing
 - 4 Direct marketing
- Ans: 1
- Q. Customer's Relationship with the Bank is influenced by
- 1 Customers' attitudes
 - 2 Attitudes of Bank staff
 - 3 Interest rates of the Bank
 - 4 Attitudes of salespersons
- Ans: 2
- Q. Marketing is Find the wrong option
- 1 an ancient concept
 - 2 a modern need
 - 3 a continuous affair
 - 4 a term effort
- Ans: 1
- Q. Indirect Marketing means
- 1 Marketing by non-sales persons
 - 2 Market Survey
 - 3 Market Research
 - 4 Advertisements
- Ans: 4
- Q. Direct Marketing means
- 1 Face-to-face marketing
 - 2 Melas
 - 3 Seminars
 - 4 Indoor marketing

Ans: 1

Q. Effective Bank Marketing requires

- 1 proper pricing
- 2 customised products
- 3 simple procedures
- 4 All of these

Ans: 4

Q. Selling is a function undertaken by

- 1 All the sales persons
- 2 All the employees
- 3 Entire organization
- 4 Outsourced agencies

Ans: 1

Q. One of the following is not a sales activity. Find the same.

- 1 Identifying leads
- 2 Making a call
- 3 Negotiation
- 4 After-sales service

Ans: 4

Q. "Relationship" in marketing means

- 1 Relation between salesperson
- 2 Relation between buyer and seller
- 3 Relation between company and consumer
- 4 All of these

Ans: 3

Q. "Making a Call" means

- 1 Calling on a prospective customer
- 2 Explaining product details
- 3 Negotiating a deal
- 4 Arguing with a customer

Ans: 1

Q. Marketing is termed as successful, when -.

- 1 There is a rise in the number of salesmen
- 2 There is no need for post-sales service
- 3 There is no need to give discounts
- 4 There is rise in sales through

Ans: 4

Q. Market Research is needed for-

- 1 Choosing the right sales persons

- 2 Choosing the right products
 - 3 Making proper marketing decisions
 - 4 Deciding the sales incentives
- Ans: 3

- Q. Sales forecasting involves study of -.
- 1 Proper selling price
 - 2 Sales planning
 - 3 Distribution outlets
 - 4 All of these
- Ans: 4

- Q. Advertisements are required for
- 1 Boosting the production levels
 - 2 Motivating the employees
 - 3 Boosting the sales
 - 4 All of these
- Ans: 3

- Q. Price(P) is an important factor for effective marketing. What are the other P's?
- 1 Product, Promotion and Place
 - 2 Place, Persuasion and Promotion
 - 3 Pride, Person and Place
 - 4 Product, Paper and Person
- Ans: 1

- Q. Only one of the following is true. Find the same.
- 1 Marketing is not required in monopolistic situation
 - 2 Marketing has no role to play in production levels
 - 3 Marketing depends on competitors' performance
 - 4 Marketing is not required in Public enterprises
- Ans: 3

- Q. Market segmentation helps in -.
- 1 Focused marketing
 - 2 Improved lead generation
 - 3 Identifying the target group
 - 4 All of the above
- Ans: 4

- Q. Digital Marketing is -.
- 1 a way of Direct Marketing
 - 2 a way of Indirect Marketing
 - 3 a strategy of the DSAs
 - 4 All of these

Ans: 1

- Q. Cross - selling means -.
- 1 Selling to Red Cross members
 - 2 Selling to Blue Cross members
 - 3 Selling across countries
 - 4 Selling other products to existing customers
- Ans: 4
- Q. Bank assurance means -.
- 1 Assurance given by banks to Loanees
 - 2 Assurance to bank with one bank
 - 3 Assurance to repay loans
 - 4 Selling insurance products through banks
- Ans: 4
- Q. The Target Group for Credit Cards is -.
- 1 All Card holders
 - 2 All existing borrowers
 - 3 Individuals with taxable income
 - 4 All of these
- Ans: 4
- Q. A 'Target Group' in Marketing means -.
- 1 To whom the sales should be directed
 - 2 A Group of Sellers
 - 3 A Group of Buyers
 - 4 A Group of Products
- Ans: 1
- Q. Value-added services means -.
- 1 Giving full value for money
 - 2 Better value for higher price
 - 3 Costlier service
 - 4 Additional service
- Ans: 4
- Q. 'Benchmark' means -.
- 1 Products lined up on a bench
 - 2 Salesmen sitting on a bench
 - 3 Set standards
 - 4 Mark on a bench
- Ans: 3
- Q. A DSA means -.
- 1 Directly Selling Authority
 - 2 Directly Selling Agent
 - 3 Direct Selling Authority

- 4 Direct Selling Agent
Ans: 4
- Q. A 'Call Centre' is -.
- 1 A place where Salesmen meet every day
 - 2 A Training Centre
 - 3 A Back Office set up where customer queries are answered
 - 4 Customers' meeting place
- Ans: 3
- Q. A 'Call' means -.
- 1 A Profession
 - 2 Teletalk
 - 3 Calling on a Prospect
 - 4 A Call Centre
- Ans: 3
- Q. Internal Marketing means -.
- 1 Selling to oneself
 - 2 Selling of samples
 - 3 Selling to the employees
 - 4 Selling to foreign markets
- Ans: 3
- Q. Market share means -.
- 1 Market price of shares
 - 2 Sensex
 - 3 Share market
 - 4 Share of business among peers
- Ans: 4
- Q. Market size means -.
- 1 Size of marketing staff
 - 2 Size of the Organisation
 - 3 Scope for profits
 - 4 Scope for marketing
- Ans: 4
- Q. Service Marketing is the same as -.
- 1 Relationship Marketing
 - 2 Transaction Marketing
 - 3 Internal Marketing
 - 4 All of those
- Ans: 1
- Q. Marketing in Banks is required for -.
- 1 Getting new customers

- 2 Lending
 - 3 Accepting of deposits
 - 4 All of these
- Ans: 4

SBI Solved Sample Paper for Marketing Aptitude and Computer Knowledge

- 1) Which of the following functions is not performed by CPU?
- a) Graphical Display of data.
 - b) Arithmetic calculations.
 - c) Managing Memory.
 - d) Managing Input and Output.
 - e) None of these.

Ans a

- 2) The Feature that keeps track of the right margins is
- a) Find and Replace
 - b) Word Wrap
 - c) Right justified
 - d) Left justified
 - e) Ragged Right.

Ans e

- 3) Keyboard shortcuts are used to move the
- a) I-beam
 - b) Insertion Point
 - c) Scroll Bar
 - d) Mouse
 - e) None of these

Ans b

- 4) To specify margins in word, the user has to select page setup option from the ----- menu?
- a) Edit
 - b) Table
 - c) Autocorrect
 - d) File
 - e) Format

Ans d

5) What is the name of the package which helps to create,manipulate and analyze data arranged in rows and columns?

- a) Application Package
- b) Word Processing package
- b) Outlining Package
- d) Outline processors
- e) Spreadsheet package.

Ans e

6) Which of the following options is used to display information such as title,page number of the document?

- a) Insert Table
- b) Auto correct
- c) Thesaurus
- d) Spelling and grammar
- e) Header and Footer

Ans e

7) The processor is a ----- chip plugged onto the motherboard in a computer system.

- a) LSI
- b) VLSI
- c) ULSI
- d) XLSI
- e) WLSI

Ans b

8) A register that keeps track of the next instruction to be executed is called a -----

- a) Data Register
- b) Instruction Register
- c) Action Register
- d) Program Counter
- e) Accumulator

Ans d

9) Which of the following will be used if a sender of e-mail wants to bold,italics etc the text message?

- a) Reach Signature
- b) Reach Text
- c) Reach Format
- d) Plain Format
- e) Plain Text

Ans b

10) What is the full form of LIS?

- a) Low-Scale Internet
- b) Large-Scale Internet
- c) Low-Scale Integration
- d) Large-Scale Integration
- e) Local-Scale Integration

Ans d

11) Proper marketing requires--

- a) Planning
- b) Sympathy
- c) knowledge of Products
- d) 1 and 2 both
- e) 1 and 3 both

Ans e

12) Marketing information means

- a) Knowledge of companies
- b) Cross-country information
- c) knowledge of related markets
- d) Selling to existing customers
- e) None of these

Ans c

13) Market Research is needed

- a) For extra service charges
- b) For levy of VAT
- c) For good customer service
- d) For effective selling
- e) There is no need for Market Research

Ans c

14) 4P's of Marketing means

- a) Primary Marketing Techniques.
- b) Person,Place,Product and Promotion
- c) Promoting Authority.
- d) Purpose,Place,Passion and Product
- e) None of these

Ans b

15) Market Segmentation means

- a) Dividing the market into various groups
- b) Segmentation by Age
- c) Segmentation by tastes
- d) Segmentation geographically
- e) All of the above

Ans e

16) Bank Marketing is necessary due to

- a) Globalization
- b) Recession
- c) Merger of banks
- d) Shortage of resources
- e) Selling various different items in Banks

Ans e

17) Customization means

- a) Designing Products to suit the company
- b) Designing Strategies to suit the company
- c) Designing Products to suit individual customers
- d) All of the above
- e) None of these

Ans d

18) Product mix means

- a) Distributing a mix of products
- b) Collectings ideas to sell better.
- c) Satisfying the customers
- d) Bundle of products required by the customer
- e) various products designed by the company

Ans e

19) Selling skills are judged by

- a) Number of goods sold
- b) Amount of Profit earned
- c) Number of customers convertedd
- d) All of the above
- e) None of these

Ans d

20) Rural Marketing involves

- a) Selling to Rural banks
- b) Selling by Rural banks
- c) Selling to Rural customer
- d) Arranging industrial exhibitions
- e) All of the above

Ans e

MCQ ON MARKETING

- 1) Consumer information sources are
- 1) Personal Source and Commercial Source
 - 2) Public Source
 - 3) Experiential source
 - 4) All of the three above
 - 5) Only (1) and (2)

Ans 4

- 2) Zero-Based Budgeting(ZBB) means
- 1) a tool for marketing cost analysis
 - 3) a tool for financial analysis
 - 3) each year, budgeting starts from a scratch
 - 4) a certain percentage of sales
 - 5) Only (1) and (2)

Ans 3

- 3) The advantages of telephone - Interview are
- 1) relatively low cost per interview
 - 2) good for reaching important people who are inaccessible
 - 3)securing cooperation which is not always possible
 - 4) all of these
 - 5) Only (1) and (2)

Ans 5

- 4) The abbreviation ISP stands for
- 1) International Spy Project
 - 2) Indian Social Planning
 - 3) Initial Service Provider
 - 4) Internet service provider
 - 5) None of these

Ans 4

- 5) The best advertisement is
- 1) glow sign boards
 - 2) Internet
 - 3) T.V. Media
 - 4) Print Media
 - 5) a satisfied Customer

Ans 3

- 6) Acid-test of a brand is
- 1) Brand preference
 - 2) Brand awareness

- 3) Brand acceptability
 - 4) Brand loyalty
 - 5) Brand equity
- Ans 3

- 7) In Banks ROA means
- 1) Rate of allocation
 - 2) Return of Assets
 - 3) Return on Advances
 - 4) Ratio of Assets
 - 5) Only 2 and 3

Ans 2

- 8) In the Context of Globalization, BPO means
- 1) British Petroleum Organization
 - 2) British Passport Office
 - 3) Budgeting Process Orientation
 - 4) Business Process Orientation
 - 5) Business Process Outsourcing

Ans 5

- 9) Which of the Following expresses Maslow's Motivation theory best ?
- 1) Importance of motivation of Customer development
 - 2) Why People are driven by particular need at particular times
 - 3) Why human needs are arranged in a hierarchy
 - 4) All of these
 - 5) Only 2 and 3

Ans 1

- 10) This Component is required to Process data into information and consists of integrated Circuits
- 1) Hard disk
 - 2) RAM
 - 3) CPU
 - 4) ROM
 - 5) None of these

Ans 4

- 11) one advantage of Dial-up Internet access is
- 1) It utilizes broadband technology
 - 2) It utilizes existing telephone Service
 - 3) It uses a router for security
 - 4) Modem Speeds are very Fast
 - 5) None of these

Ans2

- 12) What is Back Up ?
- 1) Adding more component to your network
 - 2) Protecting Data by copying it from the original source to a different destination

- 3) Filtering old data from the new data
- 4) Accessing data on Tape
- 5) None of these

Ans 2

13) Network Component are Connected to the Same Cable in the ----- Topology ?

- 1) Star
- 2) Ring
- 3) Bus
- 4) Mesh
- 5) Mixed

Ans 3

14) Two or more Computers are Connected to each other for sharing Information form a

- 1) Network
- 2) Router
- 3) Server
- 4) Tunnel
- 5) Pipeline

Ans1

15) What is the term for unsolicited e-mail ?

- 1) Newsgroup
- 2) Usenet
- 3) Backbone
- 4) Flaming
- 5) Spam

Ans 2