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Useful for SBI PO Exam

MARKETING APTITUDE

- In Sales presentation approach good listening & problem solving skills is the
 - need satisfaction
 - Canned approach
 - formulae approach
 - logical approach
 - critical thinking
- Core Banking is which kind of computerised mode
 - Decentralised
 - Authoritative
 - Unified (4) ATM
 - Centralised
- Pricing based on area is called
 - Skimming pricing
 - Cost plus pricing
 - Geographical pricing
 - Premium pricing
 - Domestic pricing
- Middlemen who do not take any title to goods is
 - Retailer (2) Agent
 - Supplier
 - Whole saler
 - Commission House
- To cover fund distribution expenses, open ended funds generally—
 - Sell investments
 - Charge a fee from agents
 - create a reserve
 - charge only recurring expenses
 - charge entry is exit loads from investor
- Major channel components who help in transfer of goods from hands of producer to consumer
 - Creditor (2) Salesman
 - Middlemen (4) Supplier
 - Manufacturer
- Consumer purchasing power is determined by
 - Disposable income
 - Demand (3) Salary
 - Price
 - Total income
- Which of the following is an example of service marketing
 - Mobile (2) Insurance
 - Refrigerator
 - Tele communication
 - Motor car
- Main aim of regulated market is
 - Earn more profit
 - Increase cost
 - Avoid Distribution cost
 - Increase sales
 - Eliminate middle man
- Mutual fund without sales charge is
 - New fund
 - Aggressive growth fund
 - No loan fund
 - Passive fund
 - A load fund
- Market research is done for what purpose
 - Competitor
 - Production
 - Supply
 - Specific problem
 - None of these
- Markets are created by
 - Businessmen
 - Economic force
 - Nature (4) People
 - Producer
- NAV is defined as
 - Assets minus investments
 - Assets per unit
 - Assets minus liabilities
 - liabilities minus Assets
 - Assets minus liabilities per unit
- NEFT stands for
 - National Electronic fund transfer
 - Notional Electronic fund transfer
 - Natural Electronic fund transfer
 - National earning fund transfer
 - National electronic fund transaction
- Standardization is related to
 - Product line
 - Estimated demand
 - Locating supply
 - grading
 - Description
- Selling the same product at different price is known as—
 - Price lining
 - Double pricing
 - Monopoly pricing
 - Geographical pricing
 - Dual pricing
- Demand based pricing is
 - Differential pricing
 - Marginal pricing
 - Target pricing
 - Skimming pricing
 - Mark up pricing
- Merchandise transactions' fundamental aspect is
 - financial (2) Insurance
 - Packing (4) Grading
 - Marketing
- Perfect market characteristics
 - Monopolistic
 - prices not uniform
 - free entry & exit
 - Lack of communication
 - products not identical
- EFT
 - Electrical fund transfer
 - Electronic fund transfer
 - Electronic fund transaction
 - Electronic financial transaction
 - Easy fund transfer
- Process by which product is branded
 - Branding
 - Pricing
 - Packaging
 - Advertisement
 - Brand
- Mercatus meaus
 - To import (2) Buying
 - To trade (4) To sell
 - To assemble

24. Price & competition increases in the
- (1) Declining stage
 - (2) Growth stage
 - (3) Introduction stage
 - (4) Maturity stage
 - (5) Stagnant stage
25. Brand loyalty is
- (1) Insistence
 - (2) Recognition
 - (3) Detection
 - (4) Indetification
 - (5) Preference
26. Modern marketing is
- (1) Price oriented
 - (2) Consumer oriented
 - (3) Product oriented
 - (4) Place oriented
 - (5) Profit oriented
27. What carries verbal information about product
- (1) Price
 - (2) Bill
 - (3) Label
 - (4) Invoice
 - (5) Producer
28. Which of the following statement is true
- (1) Selling and marketing are same
 - (2) Marketing not include business
 - (3) Selling includes marketing
 - (4) Marketing includes selling
 - (5) Selling and marketing has no difference
29. Group of product
- (1) Product line
 - (2) Diversification
 - (3) Differentiation
 - (4) Mix items
 - (5) Closely related
30. Which of the following is not termed as sales practice
- (1) Advertisement
 - (2) Handling Customer
 - (3) Agent commission
 - (4) Broking
 - (5) Before and after sales service.
31. According to section 193, if an agent has appointed a sub-agent without having the authority to do so, that is, the sub agent has been unauthorisedly appointed, the implications of such appointment will be the following except-
- (1) the principle, in such a situation, will cease to be liable for any act of the sub-agent.
 - (2) the principle cannot hold the sub-agent liable for fraud or wilful default in the performance of his obligations.
 - (3) the agent who has unauthorisedly appointed the sub-agent will be liable to the principle and the third parties.
 - (4) (1) and (2) is true except (3)
 - (5) (1), (2), (3) all are true.
32. _____ is the process of dividing a market up into different groups of customers, in order to create different products to meet their specific needs.
- (1) Standardization
 - (2) Channelization
 - (3) Segmentation
 - (4) Grading
 - (5) Distribution
33. Six Stages to the Consumer Buying Decision Process in correct sequence are
- (1) Problem Recognition, Information search, Evaluation of Alternatives, Purchase decision, Purchase, Post-Purchase Evaluation
 - (2) Information search, Problem Recognition, Evaluation of Alternatives, Purchase decision, Purchase, Post-Purchase Evaluation
 - (3) Information search, Evaluation of Alternatives, Problem Recognition, Purchase decision, Purchase, Post-Purchase Evaluation
 - (4) Evaluation of Alternatives, Information search, Problem Recognition, Purchase, Purchase decision, Post-Purchase Evaluation
 - (5) Problem Recognition, Evaluation of Alternatives, Information search, Purchase, Purchase decision, Post-Purchase Evaluation
34. Short term funds are borrowed on loan from
- (1) Open market
 - (2) Money market
 - (3) Closed market
 - (4) Creditor
 - (5) Stock market
35. Marketing Utility comprises of the following except-
- (1) Form
 - (2) Time
 - (3) Place
 - (4) Possession
 - (5) Promotion
36. The 15 day Free look period in case of insurance starts
- (1) from issuance of policy
 - (2) receipt of policy by policy holder
 - (3) request of cancellation is made
 - (4) on first renewal of policy
 - (5) on termination of policy
37. In Zero level channel marketing
- (1) producer sells directly to the consumer
 - (2) wholesaler sells directly to the consumer
 - (3) retailer sells directly to the consumer
 - (4) agent sells directly to the consumer
 - (5) Merchant houses sells directly to the consumer
38. Which of the following customer services offered by banking system is **not** customer oriented ?
- (1) ATM
 - (2) Online banking facility
 - (3) Paperless transaction
 - (4) Loans
 - (5) Instant Money Transfer
39. Agricultural production
- (1) Low priced
 - (2) Low quality
 - (3) Highly priced
 - (4) Homogeneous
 - (5) Hetrogeneous
40. What is/are benefit (s) of the door-to-door advertising ?
- (1) establishment of a solid relationship with customer
 - (2) door hangers provide an idea about the product
 - (3) customers may know about the product at their home
 - (4) a talented sales person can satisfy the customer on the spot
 - (5) All fo the above
41. Door to door sales is a type of marketing technique that employs
- (1) Direct Selling
 - (2) Sales Promotion
 - (3) Distributed Marketing
 - (4) Vertical Marketing System
 - (5) Channel Management

42. _____ is a system through which a group of farmers join together to carry on some or all the process involved in bringing goods to the consumer.
- (1) Collective Bargaining
 - (2) Market Regularisation
 - (3) Distributed Marketing
 - (4) Co-operative Marketing
 - (5) Channelization
43. ECS stands for
- (1) Electronic customer service
 - (2) Electronic credit service
 - (3) Electronic clearing service
 - (4) Electronic core service
 - (5) Electronic check service
44. Which of the following refers to the attainment of an organization's sales goals in an effective & efficient manner through planning, staffing, training, leading & controlling organizational resources.
- (1) marketing management
 - (2) sales management
 - (3) personal selling
 - (4) sales and distribution management
 - (5) sales promotion

45. Following are the limited service wholesalers except
- (1) Cash and carry stores
 - (2) Drop shippers
 - (3) Truck wholesalers
 - (4) Mail order wholesaler
 - (5) Specialty wholesaler
46. Group of customers seeking a distinctive mix of benefits who are ready to pay extra premium refers to
- (1) local marketing
 - (2) individual marketing
 - (3) Niche marketing
 - (4) geographic marketing
 - (5) brand marketing
47. Demographic segmentation includes the following except
- (1) age
 - (2) Gender
 - (3) income
 - (4) Lifestyle
 - (5) Usage
48. National Agricultural Co-operative Marketing Federation (NAFED) was established in
- (1) 1956
 - (2) 1958
 - (3) 1960
 - (4) 1962
 - (5) 1974
49. When consumer demand for products varies depending on the weather, holiday season or

- everyday wants and needs, then this refers to which type of marketing utility?
- (1) form
 - (2) usage
 - (3) time
 - (4) possession
 - (5) place
50. A consumer, making a purchase decision will be affected by the following Psychological factors except:
- (1) motives
 - (2) perception
 - (3) ability and knowledge
 - (4) lifestyles
 - (5) social class