

## GENERAL AWARENESS

1. Who among the following is currently the Union Minister of Chemical and Fertilisers?  
(1) Anarath Kumar  
(2) Ramdas Paswan  
(3) Jitendra Singh  
(4) Manoj Sinha  
(5) V.K. Singh
2. Name the person who, at present, is heading the SIT established for Black Money?  
(1) R.M. Lodha  
(2) P. Sathaswam  
(3) Altamas Kabir  
(4) M.B. Shah  
(5) S. Rigendra Babu
3. Which Indian shooter won 3 medals in the ISSF World Cup held in Munich?  
(1) Abhinav Bindra  
(2) Gagan Narang  
(3) Jitu Rai  
(4) Samiraj Singh  
(5) Apoorva Lakhtokia
4. Which of the following is the capital of Brazil?  
(1) Brasilia (2) Sao Paulo  
(3) Rio de Janeiro  
(4) Curitiba (5) Recife
5. Who, among the following players, scored hat trick in the 2014 FIFA World Cup?  
(1) Lionel Messi (2) Cristiano Ronaldo  
(3) Thomas Mueller  
(4) Miroslav Klose  
(5) James Rodriguez
6. Which of the following regions in the Indian Ocean is affected by the El Nino?  
(1) Sri Lanka and New Zealand  
(2) India and Bangladesh  
(3) China and New Zealand  
(4) Indonesia and Pakistan  
(5) Myanmar and Bangladesh

7. Which of the following Indian artists has won the Oscar Award more than once?  
(1) Aamir Khan  
(2) A.R. Rahman  
(3) Gulzar  
(4) Sukhwinder Singh  
(5) Both 2 and 3
8. Which team is the winner of 2014 Senior National Women Football Championship?  
(1) Nagaland (2) Goa  
(3) Delhi (4) Manipur  
(5) Karnataka
9. On which of the following dates is AIDS Day celebrated?  
(1) 28 March (2) 2 June  
(3) 18 September  
(4) 1 December  
(5) 5 January
10. Which of the following correctly explains the role of Banking Ombudsman?  
(1) To provide services to customer  
(2) To take care of monetary policy  
(3) To take care of the banking sector as a whole  
(4) To look into and resolve customers' complaints related to banking services  
(5) All of the above
11. With which article of the Indian Constitution is Money Bill related?  
(1) Article 109 (2) Article 110  
(3) Article 111 (4) Article 112  
(5) Article 113
12. Which online fashion store was recently taken over by Indian online megastore Flipkart?  
(1) Olix.in  
(2) Yepme.in  
(3) Myntra.com  
(4) Jabong.com  
(5) Amazon.in

13. \_\_\_ is the rate at which the central bank of a country (Reserve Bank of India) lends money to commercial banks in the event of any shortfall of funds.  
(1) Repo Rate  
(2) Cash Reserve Ratio  
(3) Bank Rate  
(4) Statutory Liquidity Ratio  
(5) Reverse Repo Rate
14. How does a decrease in SLR affect the market?  
(1) CRR goes up  
(2) Liquidity decreases  
(3) CRR goes down  
(4) Liquidity increases  
(5) Both 1 and 2
15. Which of the following bodies regulates monetary policy in India?  
(1) Planning Commission  
(2) National Development Council  
(3) Union Ministry of Finance  
(4) Reserve Bank of India  
(5) None of these
16. UIDAI stands for  
(1) Unique Identification Authority of India  
(2) Union of Identification Authority of India  
(3) Unique Investigation Authority of India  
(4) Umbrella Identification Authority of India  
(5) Unity Investigation Authority of India
17. The currency of Italy is  
(1) Krona (2) Franc  
(3) Ruble (4) Lira  
(5) Pound
18. Which of the following countries has been affected by the rise of ISIS terrorist group?  
(1) Iran (2) Iraq  
(3) Libya  
(4) United Arab Emirates  
(5) Ukraine

19. Where can a person exchange his/her money into foreign currency?  
 (1) In the nationalized banks  
 (2) Passport Office  
 (3) Any stock exchange  
 (4) Special counters at the Union Ministry of Commerce  
 (5) An authorized dealer of the Reserve Bank of India
20. In which city is Salarjung Museum located?  
 (1) Hyderabad (2) Luck now  
 (3) Bhopal (4) Mysore  
 (5) None of these
21. The navaratna status was recently conferred upon  
 (1) National Building Construction Corporation  
 (2) Engineers India Limited  
 (3) Steel Authority of India Limited  
 (4) Bharat Electronics Limited  
 (5) Both 1 and 2
22. Which of the following countries has the least Global Peace Index?  
 (1) Iraq (2) Libya  
 (3) Syria (4) Kenya  
 (5) Congo
23. What percentage of total global oil reserves is held by the OPEC countries?  
 (1) 68 percent (2) 75 percent  
 (3) 81 percent (4) 85 percent  
 (5) 90 percent
24. Where will Nipca's first ever manufacturing plant in India come up?  
 (1) Sanand (2) Pune  
 (3) Shimla (4) Dehradun  
 (5) Kolkata
25. By which name was Kanyakumari formerly known?  
 (1) Cape Comorin  
 (2) Tuticorin (3) Pulicat  
 (4) Muziris (5) Karikal
26. How many languages are there in Indian currency?  
 (1) 2 (2) 6  
 (3) 12 (4) 17  
 (5) 22
27. What is the full form of IBSA?  
 (1) India, Brazil, South Africa  
 (2) India, Bhutan, Sri Lanka  
 (3) India, Brazil, Switzerland, Australia  
 (4) India, Britain, South Africa  
 (5) India, Burma, Singapore
28. Who, at present, is the External Affairs Minister of India?  
 (1) Arun Jaitley  
 (2) Rajnath Singh  
 (3) Sushma Swaraj  
 (4) Narendra Modi  
 (5) Jaswant Singh
29. Which airline was recently joined by the Tata Group?  
 (1) Pan Am (2) Lufthansa  
 (3) Emirates Airline  
 (4) Air Asia (5) Air France
30. Commercial Papers (CP) are issued in India in the multiples of  
 (1) Rs. 1 lakh (2) Rs. 2 lakh  
 (3) Rs. 5 lakh (4) Rs. 7.5 lakh  
 (5) Rs. 10 lakh
31. Who among the following is the richest footballer in the 2014 FIFA World Cup?  
 (1) Lionel Messi  
 (2) Cristiano Ronaldo  
 (3) Manuel Neuer  
 (4) James Rodriguez  
 (5) Thomas Mueller
32. Who was recently awarded by the York University of Canada?  
 (1) Mukesh Ambani  
 (2) Ratan Tata (3) Anam Premji  
 (4) Nandan Nilekani  
 (5) Lord Swaraj Paul
33. Where is Bajaj Oil Refinery located?  
 (1) Iran (2) Venezuela  
 (3) Iraq (4) Kuwait  
 (5) Oman
34. Which of the following is the capital of Myanmar?  
 (1) Rangoon (2) Naypyidaw  
 (3) Kuala Lumpur  
 (4) Hanoi (5) Jakarta
35. CGTMSE stands for  
 (1) Central Government Fund Trust for Medium and Small Enterprises  
 (2) Credit Guarantee Fund for Medium Size Enterprises  
 (3) Central Government Transfer Fund for Multispecialty Micro Enterprises  
 (4) Credit Guarantee Fund Trust for Micro and Small Enterprises  
 (5) None of these
36. In which of the following industry CASA ratio is used?  
 (1) Merchantile Trade  
 (2) Banking & Finance  
 (3) Software Industry  
 (4) Travel & Tourism  
 (5) None of these
37. Which among the following ratio correctly denotes the Insurance Penetration?  
 (1) Premium Underwritten : Population  
 (2) Premium Underwritten : GDP  
 (3) Insured Population : Total Population  
 (4) Premium Underwritten : Policy Holders  
 (5) None of these
38. Which of the following bodies insures customer's deposit in bank?  
 (1) Union Ministry of Finance  
 (2) SEBI  
 (3) Deposit Insurance and Credit Guarantee Corporation  
 (4) Forward Market Commission  
 (5) Both 1 and 4
39. Which among the following correctly categorizes Collateralized Borrowing and Lending Obligation?  
 (1) A market operation  
 (2) A money market instrument  
 (3) A clearing system  
 (4) A Scheme of Reserve Bank of India  
 (5) A policy initiative of Government of India
40. Which Government-run general insurer recently launched 'Asha Kran,' a special health insurance scheme for families with girl children?  
 (1) Oriental Insurance Comp. Ltd.  
 (2) United India Insurance Comp. Ltd.  
 (3) New India Assurance Comp. Ltd.  
 (4) National Insurance Company  
 (5) None of these

## QUANTITATIVE ABILITY

(3)  $15 \frac{19}{21}$

(4)  $14 \frac{9}{21}$

(5) None of these

47. 32% of 365 - 30% of 465 = ?

(1) 87 (2) 87.1

(3) -87.1 (4) -77.1

(5) None of these

48. 7% of 490 - 34% of 355 = 45x

(1) 110.5 (2) 123.4

(3) 130.4 (4) 125.4

(5) None of these

49. 82% of 285 + 7% of 455 = 84x

(1) 134.06 (2) 135.06

(3) 125.06 (4) 124.06

(5) None of these

50.  $\sqrt{729 \times 81} + (12)^2 + 11 = ?$

(1) 651 (2) 615

(3) 515 (4) 551

(5) None of these

51.  $(0.027)^2 + (0.09)^2 \times (0.0081) = (0.3)^2 \div ?$

(1) 3 (2) 4

(3) -4 (4) -3

(5) None of these

52.  $(2.38)^2 + (3.375)^2 \times (1.8)^2 = (1.2)^2 \div ?$

(1) -3 (2) -4

(3) 3 (4) 4

(5) None of these

53.  $(\sqrt{25.44 \times 85} + 8) - 11 = (7)^2 + 3$

(1) 12 (2) 16

(3) 28 (4) 17

(5) 18

54.  $\sqrt{675} + 0.01 = 7 + 577$

(1) 1165 (2) 1156

(3) 1651 (4) 1166

(5) None of these

55.  $\sqrt{(12)^2 \times 24 + 5} - (6)^2 + 149.8$

= (?)<sup>2</sup>

(1) 25 (2) 5

(3) 625 (4) 15

(5) 17

**Directions (56-60):** What will come in place of the question mark (?) in the following number series?

56. 329 500 157 32 5 (?)

(1) 4 (2) -4

(3) 3 (4) 2

(5) 1

57. 4 6 12 30 90 (?)

(1) 320 (2) 315

(3) 285 (4) 275

(5) None of these

58. 5 6 10 19 35 (?)

(1) 45 (2) 50

(3) 60 (4) 70

(5) None of these

59. 121 197 311 463 653 (?)

(1) 771 (2) 781

(3) 571 (4) 581

(5) None of these

60. 145 1394 770 1082 920 (?)

(1) 1034

(2) 1014

(3) 1004

(4) 994

(5) None of these

**Directions (61-65):** Study the following table carefully to answer the questions.

**Number of students enrolled in 6 different courses of an institute during 6 different years (in thousand)**

Courses	MBBS		Engineering		Arts		Commerce		Psychology	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
2008	7.2	6.3	13.3	3.2	15.5	6.1	12.6	4.1	2.7	1.1
2009	6.6	4.2	18.4	4.2	18.9	6.3	18.4	4.3	3.8	2.2
2010	10.6	5.8	27.4	12.8	23.2	8.8	19.3	10.3	5.7	3.5
2011	13.6	7.9	21.4	13.4	26.8	9.2	12.6	4.4	8.9	4.8
2012	16.9	6.4	12.6	5.2	27.9	12.4	24.4	6.2	14.8	3.2
2013	17.2	5.2	13.4	3.2	35.8	5.9	10.6	5.1	6.6	1.8

41. A boat goes downstream at the rate of 9 kmph and upstream at the rate of 8 kmph. Find the speed of current.

(1) 1.5 kmph

(2) 2 kmph

(3) 7.5 kmph

(4) 4.5 kmph

(5) None of these

42. A person sells half of his goods at 20% profit and remaining half at 30% profit. What is his overall gain per cent in the whole transaction?

(1) 30% (2) 25%

(3) 50% (4) 35%

(5) None of these

43. The average age of five persons is 60 years. The average age of first four persons is 40 years. What is the age of the fifth person?

(1) 100 years (2) 120 years

(3) 140 years (4) 130 years

(5) None of these

44. Five years ago, the ratio between ages of Meena and Sita was 3 : 4. After five years from now the ratio between their ages will be 5 : 6. Find the present age of Meena?

(1) 22 years (2) 25 years

(3) 15 years (4) 20 years

(5) None of these

45. The average of five positive numbers is 470. The average of first two numbers is 720 and the average of the last two numbers is 150. What is the third number?

(1) 610 (2) 600

(3) 510 (4) 500

(5) None of these

**Directions (46 - 50):** What will come in place of the question mark (?) in the following questions?

46.  $3 \frac{4}{6} + 3 \frac{6}{7} + 4 \frac{8}{7} + 3 \frac{2}{3} = ?$

(1)  $13 \frac{3}{7}$  (2)  $14 \frac{19}{21}$

61. What is the average number of boys enrolled in all the courses in the year 2008 ? (in thousands)
- (1) 10.26 (2) 9.26  
(3) 10.62 (4) 11.26  
(5) None of these
62. What is the average number of girls enrolled in engineering during all the years ? (in thousands)
- (1) 6.5 (2) 7  
(3) 7.5 (4) 8  
(5) None of these
63. The difference between the number of boys and girls enrolled in commerce during the years 2008, 2009 and 2010. (in thousands) is
- (1) 21.6 (2) 31.6  
(3) 31.8 (4) 21.6  
(5) None of these
64. By what per cent is the number of boys enrolled in Psychology in 2012 is more than that of girls in the same course and in the same year ?
- (1) 360.5 (2) 260.5  
(3) 262.5 (4) 362.5  
(5) None of these
65. In the given years in which course the number of boys enrolled showed a consistent increase ?
- (1) Commerce  
(2) Arts  
(3) M.B.B.S.  
(4) Psychology  
(5) Engineering
66. Krishna purchased an item for Rs. 16,200 and sold it at the gain of 16%. From that amount he purchased another item and sold it at the loss of 20%. What is his overall gain/loss ?
- (1) ₹ 1168.40 loss  
(2) ₹ 1168.40 profit  
(3) ₹ 1268.40 profit  
(4) ₹ 1266.40 loss  
(5) None of these
67. If the numerator of a fraction is increased by 125% and the denominator of the fraction is increased by 120%, the

- resultant fraction is  $\frac{9}{11}$ . What is the original fraction ?
- (1)  $\frac{3}{5}$  (2)  $\frac{4}{5}$   
(3)  $\frac{4}{7}$  (4)  $\frac{7}{4}$   
(5) None of these
68. 12 men can complete a piece of work in 48 hours. In how many hours will 36 men complete the same piece of work ?
- (1) 18 (2) 16  
(3) 32 (4) 30  
(5) 24
69. The perimeter of a rectangle is 60 cm and its breadth is 12 cm. What is the area of the rectangle ?
- (1) 21.6 sq.cm (2) 235 sq.cm  
(3) 216 sq.cm (4) 234 sq.cm  
(5) None of these
70. The simple interest on a certain principal is Rs. 1,260 in 2 years at the rate of 8 p.c.p.a. What would be the simple interest accrued on three of that principal at the rate of 10.75 p.c.p.a. at the end of two years ?
- (1) Rs. 4960 (2) Rs. 4860  
(3) Rs. 5060 (4) Rs. 5160  
(5) None of these
- Directions (71-75) :** What approximate value will come in the place of question mark (?) in the following questions ? (You are not expected to find exact value.)
71.  $29\% \text{ of } 3420 + 17\% \text{ of } 368 - 310 = ?$
- (1) 750 (2) 770  
(3) 730 (4) 760  
(5) None of these
72.  $(17.7 \times 28.9) + (32.8 - 17.4)^2 = ?$
- (1) 3.5 (2) 3  
(3) 4 (4) 5  
(5) 6
73.  $87\% \text{ of } 3981 - 725.14 = 45\% \text{ of } ?$
- (1) 6100 (2) 6200

- (3) 6120 (4) 6180  
(5) None of these
74.  $16\% \text{ of } ? = 723 + 45$
- (1) 1155 (2) 1255  
(3) 1100 (4) 1200  
(5) 1225
75.  $\frac{3}{4}$  of 20% of 850 = ?
- (1) 168 (2) 150  
(3) 146 (4) 148  
(5) 149
76. A 210 metre long train crosses a platform in 120 seconds. What is the speed of train?
- (1) 2.5 m/sec.  
(2) 3.5 m/sec.  
(3) 10 m/sec.  
(4) Cannot be determined.  
(5) None of these
77. The angles in a triangle are in a ratio of 19 : 10 : 7. What is the sum of three the smallest angle and the twice the largest angle ?
- (1) 275° (2) 295°  
(3) 280° (4) 278°  
(5) None of these
78. Find the compound interest on a sum of Rs. 125000 for 9 months at the rate of 8 per cent per annum compounded quarterly.
- (1) Rs. 7651 (2) Rs. 7551  
(3) Rs. 7165 (4) Rs. 7251  
(5) None of these
79. Ramesh had to obtain 36% marks to pass in an examination. He obtained 24% marks and failed by 9 marks. Find the maximum marks of the examination.
- (1) 85 (2) 75  
(3) 80 (4) 90  
(5) None of these
80. From a group of 8 boys, a boy left and a new boy weighing 56 kg was included in the team. Thus the average weight of the group increased by 2.5 kg. What is the weight of new boy?
- (1) 38.5 kg (2) 38 kg  
(3) 36.5 kg (4) 36 kg  
(5) None of these

**COMPUTER & MARKETING****81.** What does ASCII stand for?

- (1) American Standard Code for Information Intelligence
- (2) American Standard Code for Income Interchange
- (3) American Standard Code for Information Interchange
- (4) American States Code for Intelligence Interchange
- (5) None of the above

**82.** Which of the following is a binary number?

- (1) 10101000
- (2) 245
- (3) 200
- (4) 02
- (5) All of the above

**83.** ISI marked brand is known as

- (1) Certification mark
- (2) Bookmark
- (3) Trade mark
- (4) Identity mark
- (5) Brand mark

**84.** Marketing process that turns marketing strategies into marketing actions in order to accomplish strategic marketing objectives is

- (1) Marketing monitoring
- (2) Marketing control
- (3) Marketing implementation
- (4) Marketing evaluation
- (5) Marketing formulation

**85.** Which of the following is an operating system?

- (1) Android
- (2) Linux
- (3) GNU
- (4) Windows Vista
- (5) All of the above

**86.** 3G stands for

- (1) Third Generation
- (2) Trillion Gigabyte
- (3) Tenth Circle
- (4) Tropic Generation
- (5) Third Game

**87.** Which of the following terms is related to Internet connectivity?

- (1) IP
- (2) TCP
- (3) Gopher
- (4) Both 1 and 2
- (5) None of these

**88.** Which of the following is related to Internet?

- (1) WWW
- (2) CPU
- (3) RAM
- (4) Bus
- (5) Port

**89.** Which of the following is known as the Brain of Computer?

- (1) CPU
- (2) RAM
- (3) DVD
- (4) ROM
- (5) Control Panel

**90.** Which of the following correctly explains Monitor?

- (1) Electronic visual display
- (2) Peripheral
- (3) Input around the desktop area
- (4) Pixel based smart area
- (5) Both 2 and 4

**91.** PC stands for

- (1) Personal Computer
- (2) Personalised Computer
- (3) Personal Computer
- (4) Personal Computing
- (5) Personalised Computing

**92.** Mainframe is related to

- (1) Computer
- (2) Super Computer
- (3) Mini Computer
- (4) Micro Computer
- (5) None of these

**93.** Which of the following is known as the page?

- (1) Windows Page
- (2) Start Page
- (3) Memory page
- (4) Desktop page
- (5) Document page

**94.** What is Direct Selling?

- (1) Selling to relationship
- (2) Selling to retailer
- (3) Selling to whole seller
- (4) Consumers away from a fixed retail location
- (5) All of the above

**95.** Which type of marketing does not exist for longer period?

- (1) Publicity
- (2) Advertising
- (3) Sales promotion
- (4) Public Relations
- (5) All of the above

**96.** Which part of CPU is arithmetic calculation done?

- (1) ALU
- (2) CU
- (3) Digital Signal Processor
- (4) RISC
- (5) Both 1 and 2

**97.** Which of the following is important for connecting more than one system?

- (1) Wire
- (2) LAN
- (3) Bluetooth
- (4) Wi-Fi
- (5) All of the above

**98.** In which language is barcode written?

- (1) Binary language
- (2) Machine language
- (3) Computer language
- (4) HTML
- (5) CSS

**99.** Which of the following is essential for opening a webpage?

- (1) Browser
- (2) Peripherals
- (3) Fast internet
- (4) Program
- (5) Mouse

**100.** What is the term for any device which is connected to any computer system from outside?

- (1) Peripheral
- (2) RAM
- (3) Memory
- (4) Bus
- (5) All of the above

**101.** The marketing activity of dividing markets up into smaller units with similar needs and characteristics is known as

- (1) Market penetrating
- (2) Target Marketing
- (3) Relationship marketing
- (4) Marketing segmentation
- (5) Mass marketing

**102.** Degree to which a consumer purchases a certain brand without considering alternatives is called

- (1) Brand equity
- (2) Brand loyalty
- (3) Brand positioning
- (4) Brand identity
- (5) Brand reality

- 103.** Internal Marketing means
- (1) Selling to oneself
  - (2) Selling to the employees
  - (3) Selling of samples
  - (4) Selling to foreign markets
  - (5) None of these
- 104.** The marketing mix of organizations that market services include product, price, promotion, place and
- (1) Packaging
  - (2) Premium
  - (3) People
  - (4) Purchasing
  - (5) None of these
- 105.** Which of the following is/are correct regarding the role of Marketing Executive?
- (1) He is involved in developing marketing campaigns
  - (2) He is also known as marketing officer
  - (3) He is also known as coordinator
  - (4) Both 2 and 3
  - (5) All of the above
- 106.** In terms of consumer demand and spending behaviour, marketers are most interested in
- (1) Wealth
  - (2) Consumer credit
  - (3) Disposable income
  - (4) Pretax income
  - (5) High incomes
- 107.** Which among the following is not a function of marketing channel?
- (1) Buying
  - (2) Selling
  - (3) Producing
  - (4) Promoting
  - (5) None of these
- 108.** The functions of distribution channel do not include
- (1) Gathering and providing market information
  - (2) Marketing research
  - (3) Assisting the consumer in understanding and using the goods
  - (4) Promoting the sales of goods
  - (5) None of these

- 109.** Distribution channels carry out the following functions except
- (1) Physical distribution
  - (2) Fixing the price
  - (3) Matching the offer
  - (4) Risk taking
  - (5) None of these
- 110.** A direct marketing channel is also called as \_\_\_\_\_ level channel.
- (1) First level
  - (2) Second level
  - (3) Third level
  - (4) Zero level
  - (5) Fourth level
- 111.** Which of the following activities is a reverse-flow channel of marketing?
- (1) Raw materials movement
  - (2) Product recycling
  - (3) Materials ordering
  - (4) Finished goods storage
  - (5) Customer order placement
- 112.** Sales made through which of the following come under Direct Selling?
- (1) One-on-one demonstrations
  - (2) Personal contact arrangements
  - (3) Internet sales
  - (4) Both 1 and 2
  - (5) All of these
- 113.** An arrangement in which a supplier grants a dealer the right to sell products in exchange for some type of consideration is
- (1) Licensing
  - (2) Retailing
  - (3) Franchising
  - (4) Wholesaling
  - (5) None of these
- 114.** Which distribution channel is represented by Producer/manufacturer > agent > wholesaler > retailer > consumer?
- (1) Direct Selling
  - (2) Indirect Selling
  - (3) Dual Distribution
  - (4) Reverse Channel
  - (5) None of these

- 115.** Business format franchising is an example of
- (1) Dual Distribution
  - (2) Reverse Channel
  - (3) Direct Selling
  - (4) Indirect Selling
  - (5) None of these
- 116.** Breaking down large, homogeneous inventories into smaller lots for wholesalers and retailers is
- (1) Sorting out
  - (2) Assorting
  - (3) Accumulation
  - (4) Allocation
  - (5) None of these
- 117.** The most advanced supply-distributor arrangements for \_\_\_\_\_ vertical marketing systems rely on distribution programming.
- (1) Corporate
  - (2) Administered
  - (3) Contractual
  - (4) Regulatory
  - (5) Controlled
- 118.** Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor is
- (1) Public relations and publicity
  - (2) Sales promotion
  - (3) Interactive Marketing
  - (4) Advertising
  - (5) Direct marketing
- 119.** Which of the following is not an Output Device?
- (1) Plotter
  - (2) Mouse
  - (3) Scanner
  - (4) Printer
  - (5) headphone
- 120.** Concentrated marketing is a strategy opted for
- (1) Market segmentation
  - (2) Market Research
  - (3) Marketing Mix
  - (4) Both 2 and 3
  - (5) All of these