

Part-A English Language

Directions (1-10): Which of the phrases given against the sentence should replace the word/phrase given in bold in the sentence to make it grammatically correct? If the sentence is correct as it is given and no correction is required. Mark 'No correction required' as the answer.

1. Ultimately, the only **way to sustained** a competitive advantage is to upgrade it.
(a) ways to sustain (b) sustainable ways
(c) way to sustainable (d) way to sustain
(e) No correction required
2. What exactly have the managers **being doing wrong**?
(a) doing wrong been (b) been doing wrong
(c) been wrong doing (d) wrongly being doing
(e) No correction required
3. Success in trade is **the result on** patent and meticulous preparations.
(a) are result of (b) is resulting of
(c) is the result of (d) results of the
(e) No correction required
4. Competitors will eventually and inevitably overtake **any companies that** steps improving and innovating.
(a) any company that
(b) any companies who
(c) any company
(d) many company that
(e) No correction required
5. The giant search engine has been flirting with virtual reality **but has never quite full** dived into it until now.
(a) yet never fully quite
(b) but has never quite fully
(c) but ever fully
(d) never has but full quietly
(e) No correction required
6. Under the agreement, the government of Japan **committed to provide** a soft iron of 19,864 billion dollars to its neighbouring country.
(a) committing to provide
(b) provides to commit
(c) provides committing
(d) commitment to provide
(e) No correction required

7. By its very nature, innovative design is initially destructive of capital- either in the form for labour skills or capital equipment.

- (a) either in the form and
- (b) in either forming of
- (c) neither form on
- (d) either in the form of
- (e) No correction required

8. A teenager has work out how germs travel on airplanes and what can be done to stop them.

- (a) has worked out (b) have worked on
- (c) worked in (d) has been worked out
- (e) No correction required

9. Ordinary salary is just one factor to consider when it come to choosing a university, exclaimed the Director of Civic University.

- (a) when it come to (b) when it comes to
- (c) when that comes to (d) when it coming to
- (e) No correction required

10. It can be difficult to impart financial know how at a young age but in developing countries financial literacy among the young are quite well.

- (a) is quite good (b) are getting better
- (c) have been good (d) will be best
- (e) All correction required

Directions (11-20): Read the following passage carefully and answer the question. Certain words/phrases are given in bold to help you locate them while answering some of the questions.

Today, the discipline of science that Sir Isaac Newton helped found in the second half of the 17th Century has **extended** humanity's horizons to a degree he could scarcely have envisaged. Even though Pluto was reclassified as a dwarf planet in 2006, with the discovery of other similarly sized bodies nearby, the latest mission of America's space agency NASA to Pluto is expected to produce plenty of data for planetary scientists to pore over. But then the stream of missions to the outer planets- namely Jupiter, Saturn, Uranus and Neptune- turns into a trickle. At the same time, Cassini was launched in 1997 to explore Saturn and its moons but by 2017 its propellant will be depleted and provided it survives a series of fly-by through Saturn's rings- It will burn up as it plunges through the planet's thick atmosphere. Sometime, before 2025 even the stalwart voyage probes, both launched in 1977, will lack the power to continue sending back data. Voyager-1, now in interstellar space, is the most distant man-made object in the Universe, and Voyage-2 is not far

behind. The upshot is that for a decade or so, discoveries will come mostly from objects closer to Earth, regular excursions to Mars are planned. There will also be plenty of instruments launched to look at Earth itself. The hiatus might not end until two proposed space missions are launched in the early 2020s.

It seems an abrupt slowdown after a golden age of missions by NASA and European Space Agency (ESA). But, building a space probe in both complicated and expensive, it takes years of planning and jostling for funds as well as hefty dose of luck to ensure that complex equipment works well. We are travelling today from some good science and good funding in the 1990s. And money has become much scarcer in recent years. In 1981, the recent high-water mark for NASA, the agency received \$25 billion. Its budget fell to a low of \$16.9 billion in 2013. Some of NASA's cash has been shifted to other projects. NASA's co-operation with ESA on future missions has also been scaled back as a result of budget cuts. The Europeans, by contrast, have kept their funding fairly steady. But, ESA's budget is just £4.4 billion (\$4.9 billion). Other countries are interested in space and have missions under way or in the making, including China, Japan and India. But so far they have no ambitions to venture beyond mars.

Does the coming gap in planetary exploration matter? Studying the geology, atmospheres and evolution of plants, and comets provides valuable science. Others have loftier ambitions-Keeping planetary science going is critical to the long term survival of the species on this planet. Because space missions have such long lead times, the looming run of years will have deleterious effects even if budgets start to rise again. The concern is that when funding does get back, there will be a missing generation of valuable knowledge almost. It's really difficult to go through boom and bust cycles since you've got to keep the scientific community and the engineers ticking over to maintain the expertise will have in outer solar-system exploration.

11. Which of the following is the central idea of the passage?

- (a) Space travel is exclusive to developed countries and this is unlikely to change.
- (b) We are too focused on studying the universe and proving the existence of extraterrestrial life.
- (c) There has been a decline in the quality of scientific discovery in recent times.
- (d) Despite huge leaps in planetary science in the past, exploration is unfortunately likely to dwindle now.
- (e) Though we have physically explored various planets we are unable to make them habitable.

12. Which of the following can be said about the voyage probes?

- (a) These have been obsolete for a long time and should be called as soon as possible.

- (b) These probes have been damaged and are responsible for polluting the galaxy.
- (c) These have travelled the furthest and provided invaluable insights in the field of planetary science.
- (d) Scientists have lost contact with these and worryingly cannot prepare their exact location.
- (e) Too many resources are diverted to maintaining these outdated probes.
13. Which of the following is/are (a) factors which affect space missions today?
- (A) Funding from NASA and ESA to space programme in developing countries.
- (B) Scarcity of engineers in the field.
- (C) Budgets and advance planning of projects.
- (a) Only (A) (b) Only (C)
- (c) All (A), (B) & (C) (d) Only (B)
- (e) Only (A) & (C)
14. What does the phrase 'It's really difficult to go through boom-and-bust cycle' convey?
- (a) Some economies are still trying to recover from exorbitant space funding in the year 1990s.
- (b) Space exploration missions have had more failures than successes.
- (c) Global economic mission since 2000 has resulted in lack of employment for engineers.
- (d) Fluctuations in space exploration funding are not desirable.
- (e) The durations for space missions should be more optimally planned to avoid wastage of resources.
15. Choose the word which is most nearly the same in meaning to the word **MATTER** given in bold as used in the passage.
- (a) substance (b) theme
- (c) suitable (d) count
- (e) question
16. What does the author suggest regarding countries such as China, Japan and India?
- (A) These countries should increase their budgets for space travel.
- (B) These should enter into agreements with developed countries for space exploration.
- (C) Their ideas of making Mars habitable are too lofty.
- (a) Only (A) (b) Only (B)
- (c) Only (B) & (C) (d) Only (A) & (C)
- (e) None of the given options (A), (B) & (C)
17. What is the author's view regarding reduction in funds for space exploration?
- (a) It is an appropriate step as the planet faces more pressing problems.
- (b) It will be detrimental as it will hamper scientific discovery and knowledge.
- (c) It is desirable as we have adequate evidence that sustaining life in some planets is too costly.
- (d) It is an unwelcome move as several space missions are scheduled this year.
- (e) Other than those given as options
18. What do the statistics on space agency budgets cited in the passage indicate?
- (a) Space agency budgets vary across countries and within a country over time.
- (b) Building spacecrafts is becoming more expensive over time.
- (c) Despite increasing space budgets, there is a lack of innovation in space exploration.
- (d) There have been many expensive failures in space missions in recent times.
- (e) Asia's space budget is fast catching up to Europe's and America's till present.
19. Choose the word which is opposite in meaning to the word **EXTENDED** given in bold as used in the passage.
- (a) postponed (b) delayed
- (c) amplified (d) curtailed
- (e) relaxed
20. Which of the following is true in the context of the passage?
- (a) There is conflict among scientists about the classification of planetary bodies.
- (b) Collaborations among nations for space exploration has not really worked.
- (c) Studying outer space has implications for life on earth.
- (d) The number of space scientists has fallen since the 1990s.
- (e) None of the given options is true in the context of the passage.
- Directions (21-30): Read this 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 part with the error as your answer. If there is no error, mark 'No error' as your answer. (Ignore the errors of punctuation, if any)*
21. The next time you/ are at the city airport,/ apart of shopping for the usual,/ you can also purchase a piece of art.

- (a) The next time you
(b) are at the city airport
(c) apart of shopping for the usual
(d) you can also purchase a piece of art.
(e) No error
22. Despite being laid low by illness/ in the run-up to the event,/ the sportsman intend to give his best/in the upcoming championship.
(a) Despite being laid low by illness
(b) in the run-up to the event,
(c) the sportsman intend to give his best
(d) on the upcoming championship.
(e) No error
23. After staying together/ for several years, the actress /finally separated from her husband /for good in 2004.
(a) After staying together
(b) for several years, the actress
(c) finally separated from her husband
(d) for good in 2004
(e) No error
24. The city's young women/ are going out and buying/ diamonds themselves, as the era of being gifted/ diamonds by men is such passed.
(a) The city's young women
(b) are going out and buying
(c) diamonds themselves, as by gifted
(d) diamonds by men is such passed.
(e) No error
25. After swung between playing/ positive and negative characters,/ the actor is set to attempt comedy/ for the first time on small screen.
(a) After swung between playing
(b) positive and negative characters,
(c) the actor is set to attempt comedy
(d) for the first time on small screen.
(e) No error
26. Research show that people/ who are able to responding/ more quickly to questions are/ perceived as more charismatic.
(a) Research show that people
(b) who are able to responding
(c) more quickly to questions are
(d) perceived as more charismatic.
(e) No error
27. His wife's untimely death/ in a plane crash and him/ to the supportive actress, who/ lend him a shoulder to cry on.
(a) His wife's untimely death
(b) in a plane crash and him
(c) to the supportive actress, who
(d) lend him a shoulder to cry on
(e) No error
28. Staying healthy/ and high spirited/ is not/ very difficult.
(a) Staying healthy (b) and high spirited
(c) is not (d) very difficult.
(e) No error
29. Like against/ a fixed interest rate loan,/ a floating interest rate loan offers/ flexibility to borrowers.
(a) Like against
(b) a fixed interest rate loan
(c) a floating interest rate loan offers
(d) flexibility to borrowers
(e) No error
30. The director refused/ to meet his critics/ and did not respond to/ any of their letters.
(a) The director refused
(b) to meet his critics
(c) and did not respond to
(d) any of their letters.
(e) No error
- Directions (31-35): This question has two blanks, each blank indicating that something has been omitted. Choose the set of words for each blank that best fits the meaning of the sentence as a whole.*
31. Findings _____ that social intelligence is more than just _____ the right thing to do.
(a) depict, making (b) state, letting
(c) suggest, ascertaining (d) show, knowing
(e) illustrate, allowing
32. Saunas are not only a good way to detox, but they also help you get _____ a cold quicker by opening up your sinus passage, and helping you _____ easily.
(a) over, breathe (b) past, air
(c) better, smell (d) leave, oxygenate
(e) arrest, vacate
33. A fixed rate home loan is _____ for those who want to have a _____ monthly repayment schedule.
(a) good, high (b) kept, limited
(c) ideal, predictable (d) prime, logical
(e) best, annual
34. Paintings are generally quite _____, but by expanding art to forms and objects beyond paintings, we will make it _____ to the common man.

- (a) costly, limited (b) cheap, available
 (c) expensive, accessible (d) reasonable, pricey
 (e) steep, exorbitant
35. No _____ how big or small the piece of jewellery, it is the fact that you bought it with your own money that makes it _____.
- (a) matter, special (b) doubt, unique
 (c) problem, stand (d) way, small
 (e) issue, dear

39. Which of the following should be the first sentence after the rearrangement?
- (a) A (b) B
 (c) C (d) D
 (e) E
40. Which of the following should be the fifth sentence after the rearrangement?
- (a) A (b) B
 (c) C (d) D
 (e) F

Directions (36-40): Rearrange the following six sentences (A), (B), (C), (D), (E) & (F) in a proper sequence to form a meaningful paragraph, then answer the given questions.

Directions (41-50): Around the world, companies that have achieved international leadership employ strategies that (41) from each other in every respect. But, when every successful company will employ its own particular strategy, the (42) mode of operation-the character and trajectory of all successful companies is fundamentally the same.

- (A) At the same time, allowing restaurant drivers to take leftovers home in a 'doggy bag' is a common phenomenon in the US, but the practice is frowned upon in some EU countries.
- (B) An approach to train waste-minimising habits is through cooking classes, for example, the local authority of Brussels trained 1900 people in 2009 on how to minimise waste.
- (C) Caterers can minimise waste by anticipating demand, informed by reservations and customer feedback surveys.
- (D) There are similar education opportunities in the hospitality industry as well.
- (E) Societal efforts are needed to banish this embarrassment.
- (F) *The European Parliament has recommended that this practical training be incorporated in school curricula.*

Companies (43) competitive advantage through acts of innovation. They approach innovation in its broadest sense, including both new technologies and new ways of doing things. They perceive a new basis for competing or better means to competing in old ways. Innovation can be (44) in a new product design, a new production process, a new marketing approach or a new way of conducting training. Much innovation is mundane and incremental, depending more on accumulation of small insights and advances (45) on a single, major technological breakthrough. It often involves ideas that are not even 'new' ideas that have been (46), but never vigorously pursued. It always involves investments in skill and knowledge, as well as in physical assets and brand reputations.

36. Which of the following should be the third sentence after the rearrangement?
- (a) A (b) B
 (c) F (d) D
 (e) E
37. Which of the following should be the fourth sentence after the rearrangement?
- (a) A (b) B
 (c) C (d) E
 (e) D
38. Which of the following should be the last(sixth) sentence after the rearrangement?
- (a) A (b) E
 (c) D (d) C
 (e) B

Some innovations create competitive advantage by perceiving an entirely new market opportunity or by serving a market segment that others have (47). When competitors are slow to respond, such innovation (48) competitive advantage. For instance, in industries such as autos and home electronics, Japanese companies (49) this initial advantage by (50) on smaller more compact, lower capacity models that foreign competitors declared as less profitable, less important and less attractive.

41. (a) offer (b) deter
 (c) after (d) contrast
 (e) vary
42. (a) underlying (b) basis
 (c) prima (d) element
 (e) routed
43. (a) compete (b) work
 (c) follow (d) achieve
 (e) dispatch
44. (a) obviously (b) seen

- (c) attached (d) attested (e) detoured
- (e) notice
45. (a) there (b) then (c) return (d) yields (e) felicitates
- (c) that (d) therefore
- (e) than
46. (a) existed (b) over (c) allowed (d) gained (e) prove
- (c) around (d) all
- (e) universally
47. (a) divergent (b) noticed (c) touching (d) focusing (e) hitting
- (c) ignored (d) shut

Part-B Quantitative Aptitude

51. At present, Ron is eight years younger to Emma. Harry is two years younger to Emma. If the respective ratio between the present age of Ron and that of Harry is 3 : 4. What is Harry's present age?
- (a) 20 years (b) 8 years
(c) 12 years (d) 24 years
(e) 18 years
52. In what ratio must a grocer mix two varieties of pulses costing Rs. 15 and Rs. 20 per kg respectively so as to get a mixture worth Rs. 16.50 kg?
- (a) 3 : 7 (b) 5 : 7
(c) 7 : 3 (d) 7 : 5
(e) None of these
53. A, B and C start a business each investing Rs. 20,000. After 5 months A withdrew Rs 5000, B withdrew Rs.4000 and C invests Rs. 6000 more. At the end of the year, a total profit of 69,900 was recorded. Find the share of C.
- (a) 20500 (b) 21200
(c) 28200 (d) 23600
(e) None of these
- Directions (54-58):** In each of these questions, two equations numbered I and II are given. Solve both the equations and give answer-
- (a) If $x > y$ (b) If $x \leq y$
(c) If $x < y$ (d) If $x \geq y$
(e) If $x = y$ or the relationship can't be established
54. I. $6x^2 - 14x + 8 = 0$
II. $3y^2 - 13y + 12 = 0$
55. I. $6x^2 + 11x + 3 = 0$
II. $6y^2 + 10y + 4 = 0$
56. I. $x^2 - 7x + 12 = 0$
II. $y^2 - 12y + 32 = 0$
57. I. $3x^2 - 19x + 20 = 0$
II. $y^2 + 4y + 3 = 0$
58. I. $x^2 + 8x + 15 = 0$
II. $2y^2 + 9y + 10 = 0$
- Directions (59-63):** Each question given 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 Give answer-
- (a) If the data in statement I alone is sufficient to answer the question, while the data in statement II alone is not sufficient to answer the question.
(b) If the data in statement II alone is sufficient to answer the question, while the data in statement I alone is not sufficient to answer the question.
(c) If the data either in statement I alone or in statement II alone is sufficient to answer the question.
(d) If the data given in both statements I and II together are not sufficient to answer the question and
(e) If the data in both statements I and II together are necessary to answer the question.
59. What was the annual salary of the Mr. Murthy in 2013?
- I. Out of the annual salary in 2012, Mr. Murthy invested 18% in Mutual Funds and 22% in Stocks. He spent 45% of his annual salary on household expenses and saved an amount of Rs. 4.5 lakhs at the end of the year
II. Annual salary of Mr. Murthy increased to 12% from 2012 to 2013 and by this he got a raise of Rs. 3.6 lakhs in his annual salary.
60. What is Rasika's present age?
- I. Rasika's age four years hence will be three times Manisha's age that time.

II. Rasika's age two years ago was five times Manisha's age that time.

61. What is the area of the square?
 I. Area of the largest circle that can be inscribed in the given square is 616 cm^2 .

II. Area of the smallest circle in which the given square can be inscribed is 1212 cm^2 .

62. What is the cost of painting four walls of the rectangular wall @Rs. 135 per m^2 , the hall has a door measuring $3.5\text{m} \times 1.5\text{m}$ and no windows?

I. Perimeter of the floor of the hall is equal to the perimeter of a square field having side 12m. Length and breadth of the hall are in the ratio of 5 : 1 respectively.

II. Perimeter of a smaller wall is 15m.

63. What was the initial quantity of juice in the mixture of juice and water?

I. Initial quantity of the mixture was 25 litres.

II. Initially the quantity of juice in the mixture was 70%, after adding 10 litre of water, it became 50%.

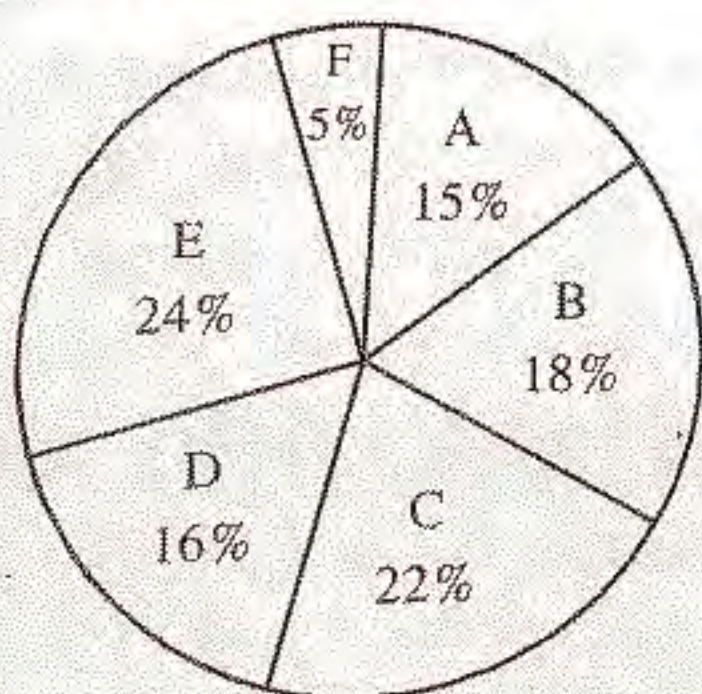
64. A started a business with an investment of Rs. 5,000. After 2 months, B and C joined with Rs. 2,500 and 3,500 respectively. If total annual profit was Rs. 4,800, what was B's share in the annual profit?

- (a) Rs. 1150 (b) Rs. 1000
 (c) Rs. 1050 (d) Rs. 1820
 (e) Rs. 1200

Directions(65-70): Study the following pie chart carefully to answer the questions that follow:

Percentage of Associate Professors in different Universities in the year January 2013:

Total number : 300



65. In 2013, the number of female Associate Professors in University B was double the number of male Associate Professors in the same University. If in University B, the number of female Associate Professors is same as that in University D, What is the number of male associate professors in University D?

- (a) 24 (b) 26
 (c) 22 (d) 12
 (e) 20

66. What is the central angle corresponding to the number of Associates Professors in University B? (in degrees)

- (a) 64.8 (b) 72.4
 (c) 42.4 (d) 56.2
 (e) 63.4

67. What is the central angle corresponding to the number of Associate Professors in University F?(in degrees)

- (a) 16 (b) 19.6
 (c) 18 (d) 20
 (e) 17.4

68. What is the ratio between total number of associate professors of university A & F and total number of associate professors of university D & E in January 2013?

- (a) 1 : 2 (b) 2 : 1
 (c) 2 : 3 (d) 7 : 9
 (e) 3 : 4

69. What is the average number of Associate Professors in Universities A, C and E?

- (a) 61 (b) 63
 (c) 60 (d) 65
 (e) 66

70. The total number of Associate Professors in Universities C and F together is what percent more than the number of Associate Professors in University A?

- (a) 70% (b) 65%
 (c) 80% (d) 60%
 (e) 75%

71. A man can row 7.5 kmph in still water . If in a river running at 1.5 km per hour, it takes him 50 minutes to row a place and back, how far off is the place?

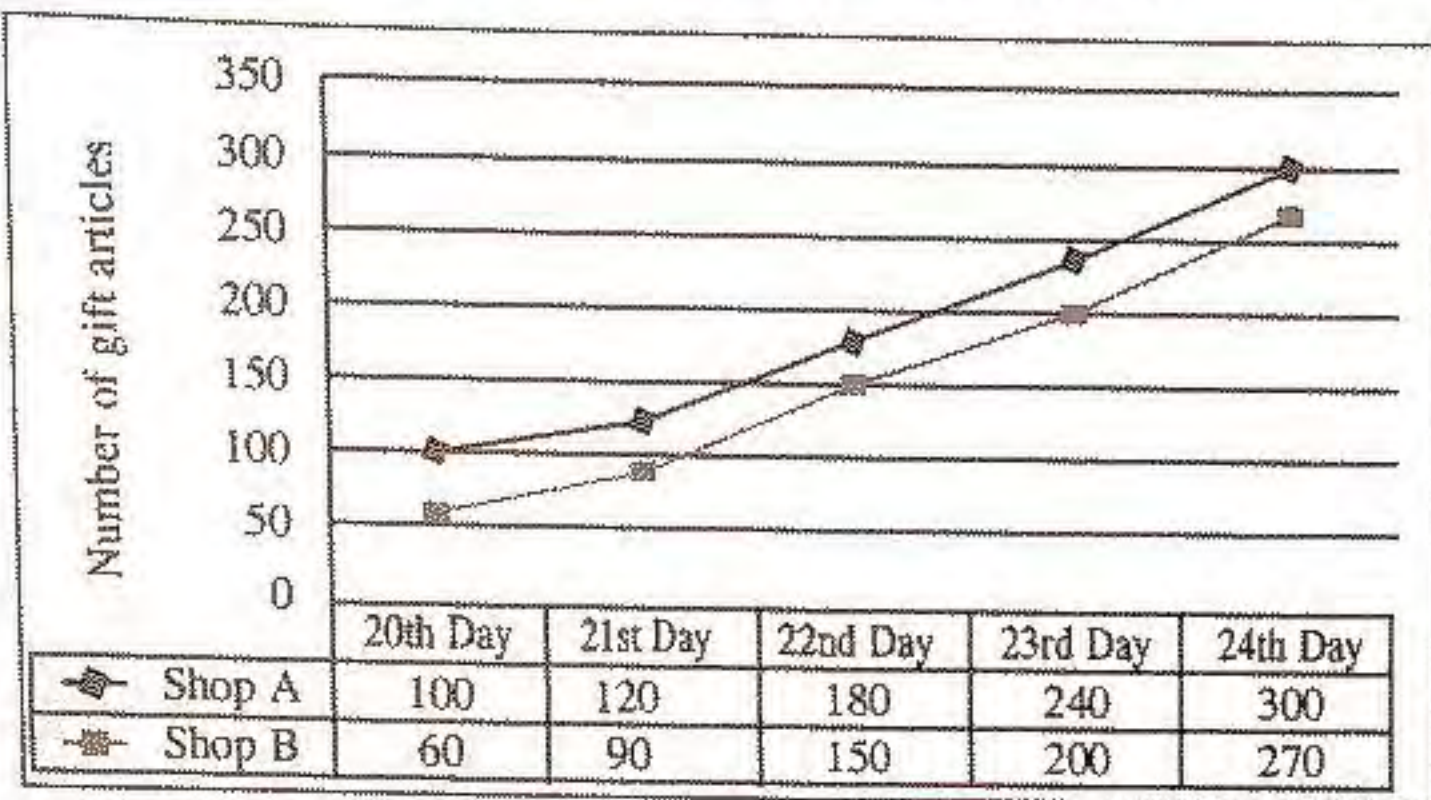
- (a) 30 km (b) 3 km
 (c) 6 km (d) 4.5 km
 (e) 4 km

72. A and B together can complete a piece of work in 4 days. If A alone can complete the same work in 12 days, in how many days can B alone complete that work?

- (a) 3 (b) 6
 (c) 8 (d) 5
 (e) 7

Directions(73-78): Refer to the graph and answer the given question.

Data regarding number of gift articles sold by two shops - A and B on five different days in December in a particular year.



73. On 25th Dec, the number of gift articles sold by shop B was twice of what the same shop sold on 24th Dec. How many gift articles did shop B sell on 25th Dec?

- (a) 300 (b) 440
(c) 540 (d) 560
(e) 400

74. Number of gift articles sold by shop A on 22nd Dec is what percent more than that sold by shop B on the same day?

- (a) 20% (b) 15%
(c) 50% (d) 30%
(e) 25%

75. What is the difference between total number of gift articles sold by both the shops together on 21st Dec and that sold by both the shops together on 23rd Dec?

- (a) 230 (b) 240
(c) 170 (d) 180
(e) 270

76. Number of gift articles sold by shop B on 20th Dec is what percent of number of articles sold by the same shop on 24th Dec?

- (a) 25% (b) $35\frac{1}{4}\%$

- (c) $30\frac{1}{4}\%$ (d) $22\frac{1}{4}\%$

- (e) 14%

77. What is the average number of gift articles sold by shop B on 20th and 23rd Dec?

- (a) 170 (b) 165
(c) 80 (d) 130
(e) 85

78. What is the respective ratio between the total number of gift articles sold by shop A on 23rd Dec and 24th Dec together and by the same shop on 21st and 22nd Dec together?

- (a) 9 : 4 (b) 9 : 5
(c) 11 : 7 (d) 11 : 9
(e) 9 : 7

79. A mobile phone and a tablet were sold at a profit of 10% and at a loss of 8% respectively. If the cost price of the mobile is 1.5 times that of the tablet, what is the overall profit percentage earned by selling both the articles?

- (a) 3.2% (b) 2.8%
(c) 5% (d) 4%
(e) 1.6%

80. The interest earned on Rs. 4000 when invested in Scheme A for two years at 7% p.a. simple interest is half of the interest earned when Rs. 'X' is invested for five years in the same scheme at the same rate of interest. What is the value of 'X'?

- (a) 2000 (b) 3000
(c) 3600 (d) 2400
(e) 3200

81. How many kgs of wheat costing Rs. 8 per kg must be mixed with 36 kg of rice costing Rs 5.40 per kg so that 20% gain may be obtained by selling the mixture at Rs. 7.2 per kg?

- (a) 10.8 kg (b) 10.6 kg
(c) 10.4 kg (d) 9.8 kg
(e) 11.8 kg

Directions(82-86): What approximate value will come in place of question mark (?) in the given question? (You are not expected to calculate the exact value)

82. $\sqrt{149} - (113.79 + 65.89) \div ? = 6$

- (a) 15 (b) 90
(c) 50 (d) 60
(e) 30

83. $(19.99\% \text{ of } 998.911) \div (10.01\% \text{ of } 49.011) = ?$

- (a) 40 (b) 30
(c) 27 (d) 3
(e) 6

84. $55.998 \times \sqrt{256.002} \div 9.98 - 38$

- (a) 40 (b) 93
(c) 60 (d) 58
(e) 49

85. $(3 \times 9.2) \div \frac{2}{9}$ of 62 = ?

- (a) 40 (b) 8
(c) 24 (d) 16
(e) 2

86. $348^{1/3} \times 14.001 \times (27.998)^2 \div (1.997)^3 = 2^? \times 7^?$

- (a) 4 (b) 6
(c) 5 (d) 3
(e) 2

87. The side of a square is equal to the length of a rectangle; also the side of the square is twice the breadth of the rectangle. If the sum of the areas of the square and rectangle is 54cm^2 , what is the length of the rectangle?

- (a) 15 cm (b) 3 cm
(c) 6 cm (d) 9 cm
(e) 12 cm

Directions(88-93): Study the table and answer the given question.

Data regarding population and literacy/illiteracy rate among the population in four different villages

Villages	Respective ratio between number of males and number of females	%age of literates (males & females) out of total population	Number of illiterates (males and females) out of total population
A	3 : 1	40	360
B	3 : 2	30	350
C	3 : 2	75	50
D	2 : 1	60	120

Please Note: (i) Total population = number of males + number of females

88. The number of illiterate in village C are what percent less than that in village D?

- (a) $72\frac{1}{3}\%$ (b) 52%
(c) $60\frac{2}{3}\%$ (d) $58\frac{1}{3}\%$
(e) 60%

89. What is the respective ratio between number of literates in village A and that in village C?

- (a) 4 : 3 (b) 5 : 3
(c) 7 : 4 (d) 8 : 5
(e) 9 : 4

90. If in village B, $\frac{2}{3}$ rd of the literates (males & females) are males, what percent of total number of females in village B are literate?

- (a) 15% (b) 35%
(c) 30% (d) 20%
(e) 25%

91. Total population of village B is what percent more than that of total population of village C?

- (a) 100 (b) 150

- (c) 180 (d) 200
(e) 125

92. What is the difference between total number of males in village C and D together and the total number of females in the same villages together?

- (a) 140 (b) 100
(c) 200 (d) 210
(e) 120

93. What is the average number of females in village A and B?

- (a) 110 (b) 121
(c) 120 (d) 75
(e) 175

Directions(94-99): What will come in place of question mark (?) in the given number series?

94. 120 24 6 2 ? 1

- (a) 2 (b) 0.5
(c) 1.5 (d) 1
(e) 2.5

95. 2 9 28 65 126 ?

- (a) 216 (b) 240
(c) 290 (d) 217
(e) 196

96. 9 12 11 14 13 ? 15
 (a) 12 (b) 16
 (c) 10 (d) 17
 (e) 29
97. 2 4 12 48 240 ?
 (a) 960 (b) 1440
 (c) 1080 (d) 1920
 (e) 490
98. 2 2 3 6 15 45 ?
 (a) 65 (b) 90
 (c) 105 (d) 157.5
 (e) 190
99. 274 136 66 30 11 ?
 (a) 5.5 (b) 0.5

- (c) 5
 (e) 2

100. Sia gave $\frac{1}{4}$ th of the money she had with her to her brother. Her brother, from the money he received from Sia, spent $\frac{1}{8}$ th on his bus fare, $\frac{1}{4}$ th on tuition fees. After the mentioned expenses, Sia's brother had ₹ 1875 remaining with him. How much money did Sia had initially?
 (a) ₹ 15000 (b) ₹ 10,900
 (c) ₹ 9,000 (d) ₹ 4,990
 (e) ₹ 12,000

Part-C Reasoning

Directions (101-102): The question consists of a question and two statements numbered I and II given below it. You have to decide whether the data given in the statements are sufficient to answer the questions. Read both the statements and choose the most appropriate option.

Give answer

- (a) 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
 (b) If the data in statement II alone are sufficient to answer the question, while the data in statement I alone are not sufficient to answer the question
 (c) If the data either in statement I alone or in statement II alone are sufficient to answer the question
 (d) If the data given in both statements I and II together are not sufficient to answer the question and
 (e) If the data in both statements I and II together are necessary to answer the question.

101. How many people are standing in straight line (Note: All are facing North)?

- I. Q stands third from the right end of the line. Only one persons stands between Q and S. S stands at the extreme left end of the line.
 II. Q stands exactly in the centre of the line. P and M are immediate neighbours of Q. Only one person stands to the left of P.

102. How is J related to P?

- I. M is brother of P and T is sister of P.
 II. P's mother is married to J's husband who has one son and two daughters.

Directions (103-107): In these questions, two/three statements followed by two conclusions numbered I and II have been given. You have to take the given statements to be true even if they seem to be at variance from commonly known facts and then decide which of the conclusions logically follows from the statements disregarding commonly known facts.

Give answer

- (a) Only conclusion I is true
 (b) Only conclusion II is true
 (c) Both conclusion I and II are true
 (d) Either conclusion I or II is true
 (e) Neither conclusion I nor II is true
103. **Statements:** All crafts are projects. Some projects are missions. No mission is a guide.
Conclusion I: Some projects are guides.
Conclusion II: No project is a guide.
104. **Statements:** Some outputs are results. All outputs are products. All products are yields.
Conclusion I: No product is a result.
Conclusion II: All yields are products.
105. **Statements:** Some outputs are results. All outputs are products. All products are yields.
Conclusion I: All outputs are yields.
Conclusion II: All results being yields is a possibility.
106. **Statements:** No price is a rate. All rates are expenses.
Conclusion I: No expense is a price.
Conclusion II: All prices being expenses is a possibility.

107. Statements: All crafts are projects. Some projects are missions. No mission is a guide.

Conclusion I: No guide is a craft.

Conclusion II: At least some missions are crafts.

Directions (108-112): Study the following information carefully and answer the question given.

Eight friends P, Q, R, S, T, U, V and W are sitting around a square table in such a way that four of them sit at four corners while four sit in the middle of each of the four sides. The ones who sit at the four corners face the centre while those who sit in the middle of the sides face outside (i.e. opposite to the centre).

- V sits second to the right of R. R sits in the middle of one of the sides of the table.
- Only two people sit between V and Q. S is one of the immediate neighbours of Q.
- T sits second to the left of S.
- P sits second to the left of U.
- V is not an immediate neighbour of U.

108. How many people sit between R and T when counted from the right of R?

- (a) None
- (b) Four
- (c) One
- (d) Three
- (e) Two

109. Which of the following is true regarding P?

- (a) Both T and R are immediate neighbours of P.
- (b) Only three people sit between P and S.
- (c) P sits at middle of one of the sides.
- (d) W sits second to the left of P.
- (e) None of the given options is true

110. What is the position of V with respect to Q?

- (a) Second to the left
- (b) Third to the left
- (c) Second to the right
- (d) Fifth to the right
- (e) Fifth to the left

111. 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?

- (a) Q
- (b) T
- (c) S
- (d) R
- (e) V

112. Who sits second to the left of W?

- (a) T
- (b) U
- (c) V
- (d) S
- (e) Q

Directions (113-117): In these questions, a statement is given followed by two sets of conclusions numbered I and II. These statements show relationship between different elements. You have to assume the statement to be true and then decide which of the given two conclusions logically follows from the given information given in the statement.

Give answer

- (a) Only conclusion I is true
- (b) Only conclusion II is true
- (c) Both conclusion I and II are true
- (d) Either conclusion I or II is true
- (e) Neither conclusion I nor II is true

113. Statements: $K \geq S = U \leq R$; $L < U \leq J$

Conclusion I: $R > J$

Conclusion II: $L = K$

114. Statements: $D > W \geq C \leq X$; $C \geq L$; $W < K$

Conclusion I: $X > K$

Conclusion II: $L \leq W$

115. Statements: $R \leq A < M \geq T \geq Y$; $M \leq S$

Conclusion I: $S > R$

Conclusion II: $Y \leq S$

116. Statements: $D > W \geq C \leq X$; $C \geq L$; $W < K$

Conclusion I: $D > L$

Conclusion II: $L > D$

117. Statements: $S > B = K \geq L$; $B = P \leq U$

Conclusion I: $L < U$

Conclusion II: $U = L$

118. Study the following information and answer the question.

In a recent performance approval done by Company X, more than 70% of the employees were found to be under-performing.

'I think that the restructuring done by the company in the previous year is responsible for the under-performance of the employees'- HR manager of company X.

Which of the following statements weakens the statement of HR Manager of Company X?

- (a) The incentives linked to performance were abolished upon restructuring creating dissatisfaction among employees.
- (b) After restructuring the decision making power was taken away from employees, thus delaying the work by long hours.
- (c) The number of projects in Company X increased

by 60% this year thereby increasing the burden on the existing employees this year.

- (d) After restructuring the employees were required to report to multiple bosses leading to ambiguity at the work place.
- (e) Adequate training was not provided to the employees transferred to different departments and locations after restructuring.

Directions (119-123): Study the following information to answer the given question.

Twelve people are sitting in two parallel rows containing six people each in such a way that there is an equal distance between adjacent persons. In row 1 – J, K, L, M, N and O are seated (but not necessarily in the same order) and all of them are facing South. In row 2 – U, V, W, X, Y and Z are seated (but not necessarily in the same order) and all of them are facing North. Therefore, in the given seating arrangement, each member seated in a row faces another member of the other row.

- M sits fourth to the left of J. The one facing J sits third to the left of Y.
- Only one person sits between Y and U. U does not sit at any of the extreme ends of the line.
- The one facing Z sits second to the right of K. Z does not sit at any of the extreme ends of the line.
- Only two people sit between K and O.
- The one facing K sits second to the left of X.
- V is not an immediate neighbour of Z. L is not immediate neighbour of M.

119. Which of the following groups of people represents the people sitting at extreme ends of both the rows?

- (a) M, O, X, W (b) M, K, V, W
- (c) N, K, V, Y (d) J, N, U, V
- (e) J, O, Z, X

120. Who amongst the following faces V?

- (a) M (b) L
- (c) J (d) N
- (e) K

121. Which of the following is true with respect to the given information?

- (a) K faces one of the immediate neighbours of X.
- (b) V sits exactly between W and U.
- (c) None of the given options is true
- (d) J is an immediate neighbour of K.
- (e) J faces Z.

122. Which of the following is true regarding N?

- (a) K sits second to right of N.
- (b) V is an immediate neighbour of the person who faces N.
- (c) Both L and O are immediate neighbours of N.
- (d) Only one person sits between N and J.
- (e) None of the given options is true

123. Who amongst the following sits second to the right of the person who faces L?

- (a) V (b) Z
- (c) W (d) U
- (e) Y

124. If '4' is subtracted from each odd digit and '1' is added to each even digit in the number 9476582, which of the following numbers will appear twice in the new number thus formed?

- (a) Only 2 (b) Both 1 and 7
- (c) Both 3 and 5 (d) None
- (e) Only 1

125. Read the given information and answer the question.

The government of State D was recently criticised for accepting a proposal as per which schools in the State will not conduct exams up to standard nine. Rather, schools will promote all the students up to standard nine and from standard nine onwards the students would either be passed or failed depending upon their marks in the exams.

Which of the following may not be a reason for the criticism of the government of State D for accepting the proposal?

- (a) Several parents have raised concern that students would not be willing to pay attention in class and retain the information because they do not have to write exams.
- (b) Students learn to write exam papers in a stipulated period of time with practice of solving exam papers over the years and many students may not be able to grasp this directly in the standard nine.
- (c) Many teachers are of the opinion that students have become very competitive and are mainly focused on acquiring marks rather than gaining knowledge.
- (d) Studies suggest that students become less prone to exam anxiety and exam fear when they get used to passing exams over the years as compared to when they do not appear for an exam at all.

- (e) Experts suggest that the special needs of children can be adequately assessed through education of their exam papers and early assessment helps initiate early intervention and major projects through exams.

Directions (126-131): Study the following information and answer the question.

Seven friends, namely P, Q, R, S, T, U and V visit seven different countries namely Japan, Germany, China, India, Nepal, Australia and Malaysia, not necessarily in the same order, starting from Monday to Sunday (of the same week).

R visits on Thursday. Only two people visit between R and the one who visits Germany. Only four people visit between the one who visits Germany and V. The one who visits Malaysia visits immediately before V. Only two people visit between the one who visits Malaysia and P. S visits on one of the days after the one who visits Malaysia. U visits immediately after the one who visit Japan. U does not visit Malaysia. Only three people visit between the one who visits Japan and the one who visits Nepal. The one who visits Australia visits immediately before the one who visits China. Q does not visit on Monday.

126. Which of the following countries does Q visit?

- (a) China (b) Malaysia
(c) Japan (d) Nepal
(e) Australia

127. On which of the following days does U visit a country?

- (a) Friday (b) Saturday
(c) Sunday (d) Wednesday
(e) Tuesday

128. Which of the following is true about T?

- (a) All the given options are true
(b) T visits on Friday
(c) T visits China
(d) Only three people visit between T and R
(e) T visits immediately before P

129. Who amongst the following visits India?

- (a) S (b) T
(c) P (d) G
(e) R

130. As per the given arrangement, P is related to the one who visits Japan in a certain way and V is related to the one who visits Nepal in the same way. To which of the following is R related to in the same way?

- (a) The one who visits Australia
(b) The one who visits China
(c) The one who visits India
(d) The one who visits Malaysia
(e) The one who visits Germany

131. Four of the following five are alike in a certain way and thus form a group as per the given arrangement. Which of the following does not belong to that group?

- (a) U-Friday (b) Q-Thursday
(c) S-Saturday (d) V-Sunday
(e) T-Tuesday

Directions (132-136): Study the following information carefully and answer the given question.

When a word and number arrangement machine is given an input line of words and numbers, it arranges them following a particular rule. The following is an illustration of input and rearrangement. (All the numbers are two digit numbers)

Input : 23 kinetic amount 64 nature 71 58
opium verdict 96 elderly 15

Step I : opium 23 kinetic amount 64 nature 71
verdict 96 elderly 15 58

Step II : elderly opium 23 kinetic amount nature
71 verdict 96 15 58 64

Step III : amount elderly opium 23 kinetic nature
71 verdict 15 58 64 96

Step IV : 15 amount elderly opium 23 kinetic nature
71 58 64 96 verdict

Step V : 23 15 amount elderly opium kinetic 71
58 64 96 verdict nature

Step VI : 71 23 15 amount elderly opium 58 84
96 verdict nature kinetic

Step VI is the last step of the above arrangement and as the intended arrangement is obtained.

As per the rules followed in the given steps, find out the appropriate steps for the given input.

Input : adverb 59 36 salient 81 idioms bakery
14 launch 47 umpire 62

132. Which elements come exactly between '59' and 'bakery' in Step II of the given input?

- (a) Only launch (b) Only 62
(c) Only idioms (d) Both 81 and salient
(e) Both adverb and 36

133. Which of the following combinations represents the first two and the last two element of the step VI of the given input?

- (a) 81, 59, launch, bakery
- (b) 81, 62, salient, launch
- (c) 50, 47, bakery, salient
- (d) 62, 14, idioms, umpire
- (e) 62, 81, umpire, launch

134. If in the step III, 'idioms' interchanges its position with '81' and 'salient' also interchanges its position with '14', then which element will be third to the left of '47'?

- (a) 14
- (b) salient
- (c) adverb
- (d) idioms
- (e) 81

135. Which step are the elements 'bakery launch 47 14' found in the same order?

- (a) Sixth
- (b) Third
- (c) Fourth
- (d) The given order of elements is not found in any step
- (e) Fifth

136. Which elements come exactly between 'umpire' and 'bakery' in Step V of the given input?

- (a) Only launch
- (b) Only 81
- (c) Only idioms
- (d) Both 81 and salient
- (e) Both adverb and 36

137. This consists of information and two statements numbered I and II given below it. You have to decide which of the given statements weakens or strengthens the information and decide the appropriate answer.
Information: Due to increased cases of kidnapping in its vicinity, school M has made it compulsory for parents or legal guardians of the students to give a duly signed authority letter to the person picking up the students from school.

I. Most working parents rely on their domestic help, for picking up their children from school, who can easily coerced into forging or misusing the authority letter for monetary plans.

II. There is no photograph on the authority letter making it difficult to identify the person who comes to pick up the child.

- (a) Both statements I and statement II strengthens the information.
- (b) Statements I strengthens the information while statement II weakens the information.
- (c) Both statement I and II weakens the information.

- (d) Both statement I and II are neutral are neutral statements.
- (e) Statement I weakens the information while statement II strengthens the information.

138. How many such pairs of letters are there in the word 'PAINTED' each of which has as many letters between them in the word in both forward and backward directions, as there are between them in the English alphabetical series?

- (a) More than three
- (b) Two
- (c) Three
- (d) None
- (e) One

Directions (139-143): Study the given information carefully to answer the given question.

In a certain code language,
'urban people prefer cars' is written as 've fm ab eg'
'profit for urban areas' is written as 'ab ep zi so'
'people demand for hike' is written as 'zi qr cd ve'
'hike in profit margin' is written as 'al jn ep cd'

(All codes are two letter codes only)

139. What will be the possible code for 'urban food demand' in the given code language?

- (a) qr ab jn
- (b) qr cr ab
- (c) nj qr cd
- (d) qr ab zi
- (e) zi ve nj

140. What is the code for 'areas' in the given code language?

- (a) ab
- (b) zi
- (c) ep
- (d) qr
- (e) so

141. What does the code 'jn' stand for in the given code language?

- (a) either 'hike' or 'people'
- (b) either 'in' or 'margin'
- (c) profit
- (d) hike
- (e) demand

142. In the given code language, if 'small' is coded as 'wy', then how will 'prefer small cars' be coded as?

- (a) wy eg ab
- (b) fm ve wy
- (c) eg wy fm
- (d) ab eg fm
- (e) ab wy eg

143. What will be the code for 'hike' in the given code language?

- (a) al (b) zi
 (c) other than those given as options
 (d) qr (e) jn
144. Read the given information and answer the question. Long term usage of antibiotics causes the disease. 'Cretosis' as it decreases the secretion of hormone X. While body can endure the level of hormone X dropping to half the required number of micrograms in levels dropping to 23-micrograms needs immediate medical attention.

Which of the following can be concluded from the given statement?

- (a) A patient can be said to have Cretosis only if his/her hormone 'X' levels are 23 micrograms or low.
 (b) Usage of antibiotics on a short term cannot cause 'Cretosis' ever to a minor extent.
 (c) All micrograms is exactly half of the amount of hormone X required daily by the body.
 (d) The normal numbers of micrograms of hormone X is more than all micrograms.
 (e) In a patient with hormone X level of 21 microgram, if administered another 23 micrograms would bring the level to absolute normal.

Directions (145-149): Read the given information carefully to answer the given question.

Eight friends - J, K, L, M, N, O, P and Q live on eight different floors of a building but not necessarily in the same order. The lowermost floor of the building is numbered one, the one above that is numbered two and so on till the topmost floor is numbered eight.

J lives on floor numbered 4. Only one person lives between J and L. O lives on the floor immediately below L. Only one person lives between O and P. P lives above O. O lives on floor numbered 5. Only one person live between K and N, M lives on an even numbered floor but does not live on floor numbered 8. K lives below Q's floor.

145. Four of the following five are alike as per the given arrangement and thus form a group. Which of the following does not belong to that group?

- (a) PO (b) QL
 (c) MJ (d) LJ
 (e) MN

146. Who lives exactly between the floors on which L and J live?

- (a) K (b) P
 (c) O (d) N
 (e) M

147. Who amongst the following lives on floor numbered 2?

- (a) M (b) L
 (c) O (d) Q
 (e) P

148. Which of the following is true about M as per given arrangement?

- (a) M lives on the lowermost floor.
 (b) K lives on one of the floor below M.
 (c) If the given statements are true.
 (d) Only two people live between M and O.
 (e) M lives on an odd numbered floor.

149. If L and Q interchange their places and so do M and J, who amongst the following will live between the floors on which M and P live, as per the given arrangement?

- (a) Only Q (b) No one
 (c) Only L (d) Both P and L
 (e) Both Q and O

150. Study the given information carefully to answer the given question.

The following are two findings of a one year long survey conducted on the employees of company K.

- (A) Every time, an employee is rewarded for his/her work, he/she has performed better for at least next two years.
 (B) The performance of none of the employees of company K has improved in the past ten months.

Which of the following can be inferred from the given information?

(NOTE: An inference is something by which you can logically deduce something to be true based on the known promises.)

- (a) More than 90% of company K's employees work to their highest potential only when they are rewarded.
 (b) All the employees of company K have been rewarded at least once in their work span.
 (c) The employees receive heavy incentives apart from being rewarded which drive them to perform better.
 (d) There are factors other than being rewarded which affect the performance of the employees. No employee has been rewarded for his/her work in the last two quarters.
 (e) No employee has been rewarded for his/her work in the last two quarters.

Part-D Professional Knowledge

151. A tangible product that the consumer feels comfortable purchasing without gathering additional information and then actually buys with minimum of effort is termed a(n)
- (a) Shopping good (b) Convenience good
(c) Business product (d) Specially good
(e) Unsought good
152. The process of dividing a market into distinct groups of buyers who have different needs, characteristics or behaviours and who might require separate products or marketing programs is called _____.
- (a) Market segmentation (b) Market positioning
(c) Market differentiation (d) Market targeting
(e) Marketing mix
153. _____ is not a stage of product life cycle in marketing.
- (a) introduction (b) maturity
(c) Growth (d) Decline
(e) Planning
154. Which of the following is not a characteristic important in influencing an innovator's rate of adoption?
- (a) Organization type of the innovator
(b) Compatibility
(c) Divisibility
(d) Communicability
(e) Complexity
155. The financial contracts whose values are obtained from the values of underlying assets are _____.
- (a) mortgage (b) Commercial papers
(c) Stocks (d) Derivatives
(e) Bonds
156. All of the following are considered to be broad market-follower strategies EXCEPT _____.
- (a) innovator (b) imitator
(c) cloner (d) counterteller
(e) adapter
157. A company has four choices when it comes to developing brands. Which one of the following is not one among them?
- (a) New brands (b) Multi brands
(c) Brand extension (d) Line extension
(e) Brand sponsoring
158. _____ is a demand state where consumer may share a strong need that cannot be satisfied by an existing model?
- (a) declining demand (b) Irregular demand
(c) negative demand (d) non-existent demand
(e) latent demand
159. _____ is the development, design and implementation of marketing programme, processes and activities that recognises the breadth and interdependencies of today's marketing environment.
- (a) Niche marketing
(b) supply chain marketing
(c) Holistic marketing
(d) Relationship marketing
(e) Demand-centred marketing
160. The _____ holds that marketing strategy should deliver value to customers in a way that maintain or improve both the consumer's and society's well-being.
- (a) societal marketing concept
(b) society centered marketing
(c) customer-centered marketing
(d) focused business model
(e) production centered business.
161. Major oil producers carry an oil exploration, oil drilling, oil refining, chemical manufacture and service-station operation. When an organization does all of these separate tasks distribution channel they can be said to have achieved what is called _____.
- (a) parallel marketing
(b) horizontal integration
(c) vertical integration
(d) concentric integration
(e) conglomerate marketing
162. Which of the following describes the tendency of people to interpret information in a way that will support what they already believe?
- (a) Selective creativity (b) Selective distortion
(c) Selective matching (d) Selective attraction
(e) Selective attribute
163. The _____ stage of a product is characterized as being one where there is period of rapid climb in sales and substantial profit improvement.

- (a) introduction (b) decline
(c) maturity (d) saturation
(e) growth
164. The discomfort caused by post purchase conflict is called _____.
- (a) Dissatisfaction
(b) Cognitive Dissonance
(c) Post purchase behaviour
(d) Buyer's remorse
(e) Comparative tension
165. _____ is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants.
- (a) Psychology
(b) Product differentiation
(c) Psychographic segmentation
(d) Target marketing
(e) consumer behaviour
166. Mutual Funds are regulated in the country by _____.
- (a) IRDA
(b) Association of Mutual Funds of India (AMFI)
(c) NABARD
(d) Securities and Exchange Board of India
(e) Reserve Bank of India
167. Situation in which a firm introduces new products to stimulate sales but the profit comes at the expense of other products sold by that firm is called _____.
- (a) Repositioning
(b) Push marketing
(c) differentiated marketing
(d) Cannibalization
(e) Cartelization
168. Cultivating opinion leaders and getting them to spread information about a product or service to others in their communities is _____.
- (a) Buzz marketing (b) Leader Marketing
(c) Niche Marketing (d) Complex Marketing
(e) Selective marketing
169. Marketing management is defined as _____.
- (a) monitoring the profitability of the company's products and services
- (b) The art and science of choosing target markets and building profitable relationships with them
(c) managing the market process
(d) developing marketing strategies to move the company forward
(e) selecting target markets to deploy marketers.
170. The measure of the brand's ability to capture consumer performance and loyalty is termed _____.
- (a) Brand superiority (b) Brand equity
(c) Brand version (d) Brand loyalty
(e) Brand preference
171. Mission statements are at their best when they reflect a _____ an almost impossible dream that provides direction for the next 10 to 30 years.
- (a) market (b) strength
(c) competency (d) vision
(e) value
172. A strategy in which the initial price of the product is set low in relation to the target market's range of expected prices is termed _____.
- (a) Market skimming pricing
(b) old pricing
(c) Discount market pricing
(d) market penetration pricing
(e) Special market pricing
173. A group of tradition bound consumers who are the tool to adopt an innovation is called _____.
- (a) Challengers (b) Leaders
(c) Innovators (d) Laggards
(e) Loyal agents
174. Low prices on products for which you have accurate price knowledge lets you know that the product has to be a bargain. This type of pricing is termed _____.
- (a) Reference pricing
(b) Psychological pricing
(c) Volume pricing
(d) Promotional pricing
(e) Signpost pricing
175. The want satisfying power of a product is called its _____.
- (a) Price (b) Utility
(c) Bond (d) Purpose
(e) Goal

176. Based on the rates firms play in the target market in a specific industry, they are classified as following except in a _____.
- (a) Market challenger (b) Market plotter
(c) Market leader (d) Market nicher
(e) Market follower
177. TQM approach in which all the people of the company are involved in constantly improving the performance of products, services and business processes. TQM stands for _____.
- (a) Tata Quality Management
(b) Total Quality Marketing
(c) Total Quantity Management
(d) Total Queries Management
(e) Total Quality Manipulation
178. When backed by buying power, wants become _____.
- (a) self-esteem needs (b) demands
(c) exchanges (d) physical needs
(e) social needs
179. The philosophy of product centered marketing concept is _____.
- (a) Right products for the customers
(b) Make and sell
(c) Make what the market wants
(d) Sense and respond
(e) Selling on product benefits
180. The customer's evaluation of the difference between all the benefits and all the costs of a market offering relative to those of competing offers is called _____.
- (a) Customer perceived value
(b) Customer expectation
(c) Customer satisfaction
(d) Customer Loyalty
(e) Customer relationship
181. Bullion market is where _____.
- (a) capital is disposed
(b) gold is purchased and sold
(c) shares are purchased
(d) production of silver takes place
(e) investment are made
182. Especially in large firms, a sales force frequently is specialized in some organizational fashion. Which of the following is not one of such specializations?
- (a) Customer specialization
(b) Major accounts specialization
(c) Product specialization
(d) geographic specialization
(e) Economic order specialization
183. Greater consumer control means that, in building customer relationships, companies can no longer rely on marketing by intrusion. The most practice marketing is _____.
- (a) Conversion (b) Delivery
(c) retention (d) Attraction
(e) Attention
184. According to Maslow's Hierarchy of Needs, sense of belonging is grouped in _____.
- (a) Esteem needs (b) Social needs
(c) Safety needs (d) Physiological needs
(e) Self-actualization needs
185. Michael Porter has identified five forces that determine the intrinsic long-run attractiveness of a market segment. Which of the following would not be among Porter's five forces?
- (a) Threat of buyers' growing bargaining power
(b) Threat of substitute products
(c) Threat of technological partners
(d) Threat of intense segment rivalry
(e) Threat of new entrants
186. The unplanned static or distortion during the communication process, which results in the receivers' getting a different message than the one that the sender sent is the _____.
- (a) Response (b) Feedback
(c) Noise (d) Decoding
(e) Encoding
187. If a MNC like Nestle varied the elements of the marketing mix to suit the countries in which it sold its products, which type of strategy would it be following?
- (a) Differentiated (b) Undifferentiated
(c) Standardized (d) Adapted
(e) Concentrated
188. Under which of the following company orientations toward the market place would we expect to get 'better economical' talacy?
- (a) Marketing concept

- (b) Holistic marketing concept
(c) Production concept
(d) Selling concept
(e) Product concept
189. If a company focuses on only one or a few market segments instead of small share of a large market, the same is _____.
- (a) segment marketing
(b) Conceptual marketing
(c) mass marketing
(d) micro marketing
(e) niche marketing
190. An estimate the total financial value of the brand is _____.
- (a) Brand valuation (b) Brand tracking
(c) Brand auditing (d) Brand partitioning
(e) Brand equity
191. The total combined customer value of all the company's current and potential customers is called _____.
- (a) Customer share (b) Customer delight
(c) Customer loyalty (d) Customer orientation
(e) Customer equity
192. We can say that a _____ has three characteristics. (1) It is a source of competitive advantage in that it makes a significant contribution to perceived customer benefits; (2) It has application in a wide variety of markets, and (3) It is difficult for competitors to imitate.
- (a) strategic business unit (b) core competency
(c) business strategy (d) winning strategy
(e) core technology
193. Which demographic segmentation divides buyers into different groups based on social class, lifestyle or personality characteristics?
- (a) Age and life cycle segmentation
(b) Gender segmentation
(c) Age segmentation
(d) Psychographic segmentation
(e) Income segmentation
194. The internet version of word of mouth marketing is termed _____.
- (a) Viral marketing (b) Web marketing
(c) Channel marketing (d) Network marketing
(e) Virtual marketing
195. _____ is the development, interpretation and communication of decision oriented information to be used in all phases of marketing process.
- (a) Marketing forecast (b) Market intelligence
(c) Market Planning (d) Marketing research
(e) Marketing Information system
196. GATT is more than 60 years old treaty designed to promote world trade by reducing tariff and other international trade barriers. GATT stands for _____.
- (a) General Aspects on Tariff and Trade
(b) General Agreement on Traffic and Trade
(c) Geneva Agreement on Trade and Tariff
(d) General Allowance for Trade and Tariff
(e) Geneva Agreement on Traffic or Trade
197. People differ greatly in their readiness to try new products. Which of the following do not belong to the adapter categorization on the basis of relation time of adopter of innovators?
- (a) Innovators (b) Laggards
(c) Early majority (d) Late Majority
(e) Super Majority
198. As per BCG Matrix of classification of SBUs of an organization, Cash cows are SBUs that typically generate _____.
- (a) Large Awareness levels but few sales
(b) Problems for product managers often
(c) High industry growth
(d) More cash than that can be invested profitably in its own business
(e) Paper losses in the long run
199. A strategy of _____ pricing involves using price in a competitive weapon in order to push competitors out of market or eliminate competitors.
- (a) Bargain (b) Psychological
(c) Premium (d) Advanced
(e) Predatory
200. These objectives are often employed in mature markets as firms/products enter a decline phase. The goal is to maximize short-term profits and stimulate a positive cash flow.
- (a) Harvest objectives (b) Divest objectives
(c) Hold objectives (d) Growth objectives
(e) None of these