

SBI ASSOCIATES CLERK EXAM

GENERAL AWARENESS

1. Poverty line is expressed in terms of an overall —
 - (1) Per Capita income
 - (2) Per Capita consumption expenditure
 - (3) Per Capita entertainment expenditure
 - (4) Per Capita development expenditure
 - (5) Per Capita GDP
2. Who of the following is the author of the English novel 'The Namesake' ?
 - (1) Shobha De
 - (2) Jhumpa Lahiri
 - (3) Shashi Tharoor
 - (4) Upamanyu Chhatterjee
 - (5) V. S. Naipaul
3. The Abbreviation 'UIDAI' stands for —
 - (1) Unique Identification Division of All India
 - (2) Unique Identification Department of Ancient India
 - (3) Unique Identity Division of Ancient India
 - (4) Unique Identification Authority of India
 - (5) None of these
4. Kanha Tiger Reserve is situated in Mandla District of —
 - (1) Rajasthan
 - (2) Uttar Pradesh
 - (3) Chhattisgarh
 - (4) Madhya Pradesh
 - (5) Maharashtra
5. At the official march past in the opening ceremony of the 2012 London Olympics the Indian Contingent was led by—
 - (1) Shuttler Parupali Kashyap
 - (2) Sushil Kumar
 - (3) Paddler Soumyajit
 - (4) Saina Nehwal
 - (5) Chief-de-mission Brig PKM Raja
6. Who of the following Indian Contestants in the 2012 London Olympics 10 metre air rifle event won a bronze medal ?
 - (1) Gagan Narang
 - (2) Vijay Kumar
 - (3) Sushil Kumar
 - (4) Parupali Kashyap
 - (5) Amit Kumar
7. Which of the following is a global international organisation dealing with the rules of trade between nations?
 - (1) IMF
 - (2) IDA
 - (3) UNO
 - (4) WTO
 - (5) UNESCO
8. Excise duty is the tax levied on
 - (1) Production of goods
 - (2) Import of goods
 - (3) Sale of goods
 - (4) Profits on sale of goods
 - (5) Income from other sources
9. Union Budget is presented in the Parliament by the —
 - (1) Prime Minister
 - (2) Commerce Minister
 - (3) Minister for Parliamentary Affairs
 - (4) Union Finance Minister
 - (5) Lok Sabha Speaker
10. In the Union Budget for 2011-12, Very Senior Citizens were defined as those who are over
 - (1) 90 years of age
 - (2) 85 years of age
 - (3) 80 years of age
 - (4) 75 years of age
 - (5) 70 years of age
11. A tax based on the value of the property/product is called
 - (1) Fringe benefit tax
 - (2) Value Added Tax
 - (3) Minimum Alternative tax
 - (4) Turnover tax
 - (5) Ad Valorem tax
12. Who is the present Governor of Reserve Bank of India ?
 - (1) Dr. K. C. Chakraborty
 - (2) Dr. D. Subbarao
 - (3) Dr. V. Y. Reddy
 - (4) Dr. S. Gokarn
 - (5) None of these
13. The term 'Plastic money' refers to —
 - (1) ATM/Credit Cards
 - (2) Plastic coated currency notes
 - (3) Foreign Currency Notes
 - (4) Travellers Cheque
 - (5) None of these
14. It is mandatory to quote the following identification number on all large value financial transactions.
 - (1) PAN number
 - (2) Voter ID
 - (3) PIN
 - (4) Ration Card number
 - (5) Phone number
15. Which amongst the following typhoons hit the east coast of China on 8th August 2012 ?
 - (1) Saola
 - (2) Haikui
 - (3) Damrey
 - (4) Ferdie
 - (5) Gener
16. The Term 'FTZ' stands for—
 - (1) Free Trade Zone
 - (2) Food Trade Zone
 - (3) Foreign Trade Zone
 - (4) Fiscal Trade Zone
 - (5) Financial Trade Zone
17. Which of the following is an American multinational retailer corporation that runs chains of large discount departmental stores and warehouse stores ?
 - (1) Wai Mart
 - (2) Alstom
 - (3) Ikea
 - (4) More
 - (5) Spencer's
18. Who amongst the following is a Nobel Laureate in Economics ?
 - (1) Kaushik Basu
 - (2) Subir Gokarn
 - (3) Dr. Amartya Sen
 - (4) Montek Singh Ahluwalia
 - (5) C. Rangarajan
19. Outlook.com is a new e-mail service recently launched by --
 - (1) Google
 - (2) Apple
 - (3) Microsoft
 - (4) Rediff
 - (5) Sify
20. Jamaican sprinter Usain Bolt bagged gold in the 2012 London Olympic in men's 100 metre race as he set an Olympic record of
 - (1) 10.23 seconds
 - (2) 9.93 seconds

- (3) 9.63 seconds
(4) 9.33 seconds
(5) 9.23 seconds
- 21.** Who amongst the following was the legendary classical singer, an exponent of the 'Khayal' form of singing who passed away in 2011 ?
(1) Jagjit Singh
(2) Arjun Singh
(3) M. F. Hussain
(4) Bhupen Hazarika
(5) Bhimsen Joshi
- 22.** Commonwealth Games 2014 shall be held at —
(1) Glasgow
(2) Montreal
(3) Queensland
(4) Gold Coast
(5) Beijing
- 23.** Who amongst the following is an American business magnate, investor and philanthropist. Chairman & CEO of Berkshire Hathaway who is widely considered the most successful investor of the 20th century ?
(1) Duncan Fletcher
(2) Warren Buffet
(3) Warren Anderson
(4) Nira Radia
(5) None of these
- 24.** On 8th August 2012 a 14 member 'Naresh Chandra Task Force' has submitted to the Government of India its report relating to —
(1) Electoral Reforms
(2) Corruption
(3) Black Money
(4) Infrastructure Sector
(5) National Security
- 25.** A network of power lines that evacuates electricity from a generating station and which operates in a narrow frequency band is known as —
(1) Web (2) Mesh
(3) Grid (4) Interlock
(5) Knit
- 26.** Which of the following is a large ocean wave that is caused by sudden motion on the ocean floor which could be in the form of an earthquake, volcanic eruption or an underwater landslide ?
(1) El Nino
(2) Lunar Eclipse
(3) High Tide
(4) Low Tide
(5) Tsunami
- 27.** The form 'TTR-1' is a form for filing —
(1) Income Tax Challan
(2) Excise Duty
(3) Customs duty
(4) Income Tax Return
(5) VAT
- 28.** Which of the following is NOT a viral disease ?
(1) Chicken Pox
(2) Influenza (3) Epilepsy
(4) Measles (5) Rabies
- 29.** International day of 'Non-Violence' is observed every year on
(1) 15th August
(2) 2nd October
(3) 26th January
(4) 31st January
(5) None of these
- 30.** A new scheme has been announced in the budget 2012-13 giving tax exemptions to first time equity market investors. The scheme is titled as—
(1) Rajiv Gandhi Equity Savings Scheme
(2) Rashtriya Equity Savings Scheme
(3) National Equity Savings Scheme
(4) Indira Gandhi Equity Savings Scheme
(5) Prime Minister's Equity Savings Scheme
- 31.** In addition to India and China the following nations are also members of 'BRICS'
(1) Bangladesh, Russia and Sri Lanka
(2) Belgium, Romania and South Africa
(3) Belgium, Russia and Saudi Arabia
(4) Brazil, Russia and South Africa
(5) Bhutan, Russia and Sri Lanka
- 32.** Which of the following is a voluntary force raised to assist the police in controlling civil disturbances and communal riots ?
(1) Rapid Action Force
(2) Central Industrial Security Force
(3) National Security Guard
(4) Central Reserve Police Force
(5) Home Guards
- 33.** Who amongst the following is a recipient of Padma Vibhushan in 2012 ?
(1) Jatin Das
(2) Mario De Miranda
(3) Mira Nair
(4) N Vitthal
(5) Limba Ram
- 34.** Who amongst the following is the modern day spiritual icon and founder of Art of Living ?
(1) Baba Ram Dev
(2) Acharya Rajneesh
(3) Shri Narayan Guru
(4) Narendra Dev Acharya
(5) Shri Ravi Shankar
- 35.** Which amongst the following is the National Flower of India ?
(1) Rose (2) Jasmine
(3) Lily (4) Lotus
(5) Tulip
- 36.** Which of the following is NOT the name of a Space Shuttle ?
(1) Enterprise (2) Columbia
(3) Iris (4) Discovery
(5) Challenger
- 37.** Which of the following is effectively a tax on the carbon dioxide emissions from burning fossil fuels ?
(1) Fuel Surcharge
(2) Carbon Surcharge
(3) Carbon tax
(4) Hazardous emissions tax
(5) Fuel Tax
- 38.** The term 'ATM' stands for—
(1) Alternate to Money
(2) Automated Transaction Machine
(3) Automated Teller Mechanism
(4) Automatic Teller Mode
(5) Automated Teller Machine
- 39.** Which of the following is a measure of the impact of our activities on the environment and in particular climate change ?
(1) Carbon Trajectory
(2) Carbon Trail
(3) Carbon Track
(4) Carbon Footprint
(5) Carbon Imprint
- 40.** Which of the following is a Statutory quasi-judicial authority mandated by the parliament to preserve the freedom of press and maintain and improve the standards of newspapers ?
(1) Press Trust of India
(2) Press Information Bureau
(3) United News of India
(4) NAM News Network
(5) Press Council of India

GENERAL ENGLISH

Directions (41-45) : Read each sentence to find out whether there is any grammatical error or idiomatic error in it. The error, if any, will be in one part of the sentence. The number of that part is the answer. If there is 'No error' the answer is (5). (Ignore errors of punctuation if any)

41. Mangal Pandey was well known (1)/ because he was involved (2)/ in the initial stages of the Indian rebellion. (4)/ No Error (5)
42. Most of the Indian populations still lives (1)/ in its villages and thus the contribution of (2)/ agriculture to Indian economy (3)/ becomes very important. (4)/ No Error (5)
43. Catherine's grandfather always (1)/ lost his balance while walking (2)/ and would be found fallen (3)/ on the road. (4)/ No Error (5)
44. Her doctor was (1)/ annoyed because she (2)/ ignore her health (3)/ even after being hospitalised twice. (4)/ No Error (5)
45. Raghav was worry (1)/ about telling his parents (2)/ that he wanted to move out (3)/ and live independently. (4)/ No Error (5)

Directions (46-50) : Each sentence below has two blanks, each blank indicating that something has been omitted. Choose the set of words for each blank which best fits the meaning of the sentence as a whole.

46. Rohit _____ a huge library and has a large collection of books in it.
(1) wants (2) has
(3) wanted (4) had
(5) needs
47. Rachna liked her room to be exactly the way she left it and she would _____ allow anyone to touch her things.
(1) always (2) sometimes
(3) willingly (4) never
(5) certainly
48. Elephants are the largest living land animals _____ earth today.
(1) in (2) and
(3) on (4) like
(5) at
49. Josephine was elated because the doctor confirmed the news _____ her pregnancy.

- (1) like (2) of
(3) with (4) after
(5) in

50. It _____ been estimated that there may be many millions of species of plants, insects and microorganisms still undiscovered in tropical rainforests.
(1) have (2) will
(3) should (4) has
(5) shall

Directions (51-55) : In each question below, four words printed in **bold type** are given. These are numbered (1), (2), (3) and (4). One of these words printed in **bold** might either be **wrongly spelt** or **inappropriate** in the context of the sentence. Find out the word that is inappropriate or wrongly spelt, if any. The number of the word is your answer. If the words printed in **bold** are correctly spelt and appropriate in the context of the sentence then mark (5) i.e. 'All Correct' as your answer.

51. The **kidnappers** (1)/ asked for **ransom** (2)/ and **threatened** (3)/ to kill Mr. Gopalan's son if their **demands** (4)/ were not met. All Correct (5)
52. Ramesh **spiled** (1)/ juice all over Raj's **new** (2)/ clothes and did not even **care** (3)/ to **apologise**. (4)/ All Correct (5)
53. Ravi **met** (1)/ with an **accident** (2)/ and **broke** (3)/ his leg the day he **bought** (4)/ his new car. All Correct (5)
54. Daisy **loved** (1)/ children and so she would **distrebut** (2)/ sweets in an **orphanage** (3)/ on her **birthday**. (4)/ All Correct (5)
55. Roshni **wanted** (1)/ to **play** (2)/ with her pet dog and so she **started** (3)/ throwing **tantrums**. (4)/ All Correct (5)

Directions (56-60) : Rearrange the following eight sentences /group of sentences (A), (B), (C), (D), (E), (F), (G) and (H) in the proper sequence to form a meaningful paragraph; then answer the questions given below them.

- (A) During the examination the invigilator noticed the chits and despite Rajesh's plea for innocence asked him to leave the examination hall.
- (B) At this point Ravish realised his mistake and felt guilty, so he immediately confessed his misdeed to the invigilator and left the examination hall;

- (C) Rajesh forgave Ravish because Ravish had not only accepted his mistake on time but also had not let Rajesh be punished for the wrong reason.
- (D) Ravish and Rajesh were in college and had been friends since childhood. However, Ravish did not trust Rajesh.
- (E) Another Student - Satish - who had seen Ravish hiding something in Rajesh's desk stood up and informed the invigilator of what he had seen.
- (F) One day Ravish decided to test Rajesh's friendship and so during one of the college examinations Ravish went early to class and hid some chits in Rajesh's desk.

- (G) Rajesh did not believe Satish, instead was furious that Satish had falsely blamed his friend and agreed that he would leave his examination only if Ravish was kept out of the matter.
- (H) After the examination was over Ravish apologised to Rajesh and promised that he would be a good friend from then onwards.

56. Which of the following should be the **FIFTH** sentence after the rearrangement ?

- (1) G (2) H
(3) E (4) D
(5) C

57. Which of the following should be the **FOURTH** sentence after the rearrangement ?

- (1) C (2) D
(3) E (4) F
(5) G

58. Which of the following should be the **EIGHTH (LAST)** sentence after the rearrangement ?

- (1) A (2) B
(3) C (4) D
(5) E

59. Which of the following should be the **FIRST** sentence after the rearrangement ?

- (1) A (2) B
(3) C (4) D
(5) F

60. Which of the following should be the **SECOND** sentence after the rearrangement ?

- (1) A (2) B
(3) G (4) F
(5) E

Directions (61-70) : In the following passage there are blanks, each of which has been numbered. These numbers are printed below the passage and against each, five words are suggested, one of which fits the blank appropriately. Find out the appropriate word in each case.

Once upon a time, Amarasakti ruled the city-state of Mahilaropyam in the south of India. He had three witless sons who became a matter of endless (61) for him. (62) that his sons had no interest in learning, the king summoned his ministers and said, "You know I am not happy with my sons. According to men of learning, an unborn son is better than a son who is a (63). A son who is stupid will bring dishonour to his father. How can I make my sons fit to be my (64) ? I turn to you for advice."

One of the ministers (65) the name of Vishnu Sharman, a great scholar enjoying the (66) of hundreds of his disciples. "He is the most (67) person to tutor your children. Entrust them to his care and very soon you will see the change."

The king summoned Vishnu Sharman and pleaded with him "Oh, venerable scholar, take pity on me and please train my sons. Turn them into great scholars and I will be (68) to you all my life." Vishnu Sharman said "Oh, king, count six months from today. If I do not make your children great scholars, you can ask me to change my (69)."

The king immediately called his sons and handed them over to the care of the learned man. Sharman took them to his monastery where he (70) teaching them. Keeping his word, he finished the task the king entrusted to him in six months. Thus, the king, now, had scholars for sons.

61. (1) ache (2) worry
(3) joy (4) pity
(5) hazard
62. (1) Fact (2) Belief
(3) Since (4) Realising
(5) Being
63. (1) stupid (2) brilliant
(3) fool (4) uneducated
(5) scholar
64. (1) self (2) place
(3) successors
(4) level (5) siblings
65. (1) suggested (2) requested
(3) called (4) pointed
(5) said

66. (1) teachings
(2) attendance
(3) glamour
(4) rights
(5) respect
67. (1) competent
(2) right (3) easy
(4) actual (5) skill
68. (1) happy (2) oblige
(3) beside (4) indebted
(5) disciple
69. (1) importance
(2) name
(3) clothes
(4) location
(5) life
70. (1) embark
(2) mustered
(3) begun
(4) decided (5) started

Directions (71-80) : Read the following passage carefully and answer the questions given below it. Certain words/phrases have been printed in bold to help you locate them while answering some of the questions.

A long time ago, on a big tree in the lap of the mountain, lived a bird named Sindhuka. It was a rather special bird because its droppings turned into gold as soon as they hit the ground.

One day, a hunter came to the tree in search of prey and he saw Sindhuka's droppings hit the ground and turn into gold. The hunter was struck with wonder. He thought, "I have been hunting birds and small animals since I was a boy, but in all my 80 years, I have never seen such a miraculous creature. He decided that he had to catch the bird somehow. He climbed the tree and skillfully set a trap for the bird. The bird, quite unaware of the danger it was in, stayed on the tree and sang merrily. But it was soon caught in the hunter's trap. The hunter immediately seized it and shoved it into a cage

The hunter took the bird home joyfully. But as he had time to think over his good fortune later, he suddenly realised, "If the king comes to know of this wonder, he will certainly take away the bird from me and he might even punish me for keeping such a rare treasure all to myself. So it would be safer and more honourable if I were to go to the king and present the unique bird to him."

The next day, the hunter took the bird to the king and presented it to him in court with great reverence. The king was delighted to receive such an unusual and rare gift. He told his courtiers to keep the bird safe and feed it with the best bird food available.

The king's prime minister though, was reluctant to accept the bird. He said "O Rajah, how can you believe the word of a foolish hunter and accept this bird ? Has anyone in our kingdom ever seen a bird dropping gold ? The hunter must be either crazy or telling lies. I think it is best that you release the bird from the cage."

After a little thought, the king felt that his prime minister's words were correct. So he ordered the bird to be released. But as soon as the door of the cage was thrown open, the bird flew out, perched itself on a nearby doorway and defecated. To everyone's surprise, the dropping immediately turned into gold. The king mourned his loss.

71. Which of the following is possibly the most appropriate title for the story ?
(1) The Skilled Hunter
(2) The King's Prime Minister
(3) The King's Defeat
(4) The Bird With The Gold Dropping
(5) The Trials And Tribulations Of The Foolish Bird Sindhuka
72. Which of the following emotions made the hunter gift the bird to the king ?
(1) Respect (2) Joy
(3) Pride (4) Fear
(5) Awe
73. Which of the following is TRUE according to the story ?
(1) Birds like Sindhuka were very common in the area near the mountain.
(2) Sindhuka remained caged for the rest of its life.
(3) Sindhuka was unaware of the trap laid by the hunter
(4) The king, when told to not accept the bird, did not listen to his prime minister.
(5) All are true
74. Why was the king's prime minister reluctant to accept the bird?
(1) He believed that the bird would die if caged

- (2) He knew about the hunter's habit of lying
(3) He believed that the bird would bring bad luck to the king
(4) His sources had informed him that the hunter was crazy
(5) None of these
- 75. How did the hunter find Sindhu-ka ?**
(1) He had read stories about the bird and had set traps at various locations in the city.
(2) He followed the bird's droppings.
(3) He was on the lookout for a prey when he chanced upon it.
(4) People from the city had informed him about the bird's whereabouts.
(5) He was attracted by the bird's calls.

Directions (76-78) : Choose the word/group of words which is **most similar** in meaning to the word/group of words printed in **bold** as used in the passage.

76. RATHER

- (1) regular (2) quite
(3) instead (4) but
(5) known

77. RELEASE

- (1) free (2) vacate
(3) vent (4) let expire
(5) make public

78. REVERENCE

- (1) respect
(2) detail
(3) astonishment
(4) hope
(5) remembrance

Directions (79-80) : Choose the word/group of words which is **most opposite** in meaning to the word/group of words printed in **bold** as used in the passage.

79. RELUCTANT

- (1) true
(2) clever
(3) averse
(4) hesitant
(5) keen

80. SKILFULLY

- (1) angrily
(2) haphazardly
(3) highly
(4) cheaply
(5) deftly

QUANTITATIVE APTITUDE

Directions (81-95) : What should come in place of the question mark (?) in the following questions?

81. $415.25 - 627.10 + 958.55 = ?$

- (1) 747.5 (2) 674.7
(3) 750.7 (4) 747.9
(5) None of these

82. $34928 - 2591 - 14986 = ?$

- (1) 17546 (2) 17355
(3) 17351 (4) 17390
(5) None of these

83. $147 \div 7 \div 0.3 = ?$

- (1) 76 (2) 82
(3) 54 (4) 80
(5) None of these

84. $311 \times 17 - 2482 = ?$

- (1) 2650 (2) 2892
(3) 2805 (4) 2788
(5) None of these

85. $12.5 \times 6.7 \times 4.2 = ?$

- (1) 315.55 (2) 376.75
(3) 351.75 (4) 358.55
(5) None of these

86. 27% of 450 - ? % of 375 = 76.5

- (1) 14 (2) 19
(3) 12 (4) 15
(5) None of these

87. $4567.8 + (14 \times 9.8) = 5038 - ?$

- (1) 348 (2) 522
(3) 541 (4) 333
(5) None of these

88. $51 \times ? = 1632$

- (1) 34 (2) 29
(3) 48 (4) 24
(5) None of these

89. $17 \frac{2}{3} \times 1 \frac{17}{106} = ?$

- (1) $20 \frac{1}{2}$ (2) $21 \frac{1}{2}$
(3) $19 \frac{4}{5}$ (4) $20 \frac{4}{5}$
(5) None of these

90. $4 \times ? = 6924 \div 15$

- (1) 115.6 (2) 125.05
(3) 151.2 (4) 117.4
(5) None of these

91. $8888 - 4444 + 222 = ?$

- (1) 5668 (2) 4666
(3) 4888 (4) 3999
(5) None of these

92. $17^{34.5} \times 17^{68.9} \div 17^{27.4} = 17^?$

- (1) 74.5 (2) 82
(3) 56 (4) 76
(5) None of these

93. 23% of 468 = ?

- (1) 110.45 (2) 106.47
(3) 114.65 (4) 107.64
(5) None of these

94. $6^3 \times 2^4 - 9^2 = ?$

- (1) 3375 (2) 3248
(3) 3095 (4) 3585
(5) None of these

95. $? \div 26 \times 17 = 7225$

- (1) 11950
(2) 11050
(3) 10950
(4) 11235
(5) None of these

Directions (96-100) : What **approximate** value should come in place of the question mark (?) in the following questions ? (NOTE : You are not expected to calculate the exact value.)

96. $11.304 \times (6.839 - 4.331) = ?$

- (1) 30 (2) 45
(3) 16 (4) 52
(5) 12

97. $61 \times 24.879 + (14.059 - 6) = ?$

- (1) 110 (2) 190
(3) 220 (4) 348
(5) 98

98. $(3.805)^2 \times 14.018 - 5.991 = ?$

- (1) 165 (2) 305
(3) 278 (4) 128
(5) 200

99. $\sqrt{230} \div 2.017 + 58.794 = ?$

- (1) 80 (2) 102
(3) 68 (4) 96
(5) 77

100. $3451 \div 9.895 \times 3.0126 = ?$

- (1) 1050 (2) 1235
(3) 990 (4) 1360
(5) 1248

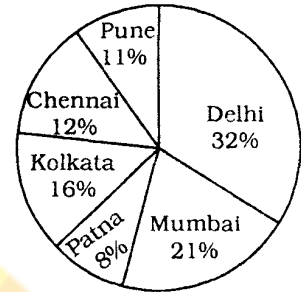
101. On a particular day, sweets were to be equally distributed among 960 students of a school. However, on that particular day 360 students remained absent. Hence each student present on that day got three sweets extra. Had all 960 students remained present that day, how many sweets would each student have got ?

- (1) 3 (2) 5
(3) 7 (4) 4
(5) None of these
102. What should come in place of the question mark (?) in the following number series?
9 10 24 81 340 ?
(1) 1376 (2) 1780
(3) 1570 (4) 1725
(5) None of these
103. What would be the compound interest accrued on an amount of ₹ 9,000 at the rate of 11 p.c.p.a. in two years?
(1) ₹ 2089.90 (2) ₹ 2140.90
(3) ₹ 2068.50 (4) ₹ 2085.50
(5) None of these
104. What is the least number to be added to 2530 to make it a perfect square?
(1) 50 (2) 65
(3) 75 (4) 80
(5) None of these
105. The difference between 20% of a number and $\frac{7}{15}$ th of the same number is 124. What is 40% of that number?
(1) 186 (2) 200
(3) 196 (4) 465
(5) None of these
106. A train running at the speed of 108 kmph, crosses a 365 metre long platform in 21 seconds. What is the length of the train?
(1) 260 metres
(2) 275 metres
(3) 265 metres
(4) 285 metres
(5) None of these
107. In order to pass in an examination, a student is required to get 280 marks out of the aggregate marks. Hema got 264 marks and was declared fail by 2 percent. What is the minimum passing percentage of the examination?
(1) 33 (2) 35
(3) 40 (4) 44
(5) None of these
108. The cost of 8 fans and 14 ovens is ₹ 36,520. What is the cost of 12 fans and 21 ovens?
(1) ₹ 56,800
(2) ₹ 54,780
(3) ₹ 57,950

- (4) Cannot be determined
(5) None of these
109. Radius of a circular garden is 7 metre more than length of a rectangle whose perimeter is 364 metre and breadth is 84 metre. What will be cost of fencing the garden (only at the circumference), if the cost of fencing is ₹ 8 per metre?
(1) ₹ 5456 (2) ₹ 6144
(3) ₹ 5296 (4) ₹ 5280
(5) None of these
110. If $43x + 43y = 4816$, what is the average of x and y ?
(1) 56 (2) 112
(3) 62 (4) 124
(5) None of these
111. The average age of a man and his son is 28 years. The ratio of their ages is 3 : 1 respectively. What is the man's age?
(1) 30 years (2) 38 years
(3) 44 years (4) 42 years
(5) None of these
112. A car manufacturing plant manufactures 96 dozen-cars in eight days. How many dozen cars will the plant manufacture in 17 days?
(1) 210 (2) 224
(3) 204 (4) 209
(5) None of these
113. A and B together can complete a piece of work in 16 days. B alone can complete the same work in 24 days. In how many days can A alone complete the same work?
(1) 34 days
(2) 50 days
(3) 48 days
(4) 42 days
(5) None of these
114. Find the average of the following set of scores.
142, 93, 102, 206, 115, 98
(1) 122 (2) 106
(3) 138 (4) 117
(5) None of these
115. The average of four consecutive odd numbers P, Q, R and S respectively (in increasing order) is 104. What is the sum of P and S?
(1) 204 (2) 208
(3) 206 (4) 212
(5) None of these

Directions (116–120) : Study the following pie chart carefully to answer the questions :

PERCENTAGE BREAKUP OF EMPLOYEES OF COMPANY X ACROSS DIFFERENT CITIES Total No. of Employees of Company X = 1800



116. If 25% of the total number of employees working in Delhi are females, how many employees working in Delhi are males?
(1) 436 (2) 324
(3) 438 (4) 398
(5) None of these
117. If $\frac{2}{9}$ th of the total number of employees working in Chennai were transferred to Patna, how many employees would there be in Patna?
(1) 192 (2) 168
(3) 202 (4) 198
(5) None of these
118. Total number of employees working in Kolkata forms approximately what percent of the total number of employees working in Mumbai?
(1) 76 (2) 82
(3) 69 (4) 85
(5) 58
119. Fill in the blank space in order to make the sentence correct as per the given information :
Total number of employees working in _____ is more than the total number of employees working in Pune and Chennai together.
(1) Mumbai
(2) Pune and Patna together
(3) Kolkata (4) Delhi
(5) Patna and Chennai together
120. What is the respective ratio between the total number of employees working. Patna to the total number of employees working in Delhi?
(1) 2 : 3 (2) 1 : 5
(3) 1 : 4 (4) 3 : 4
(5) None of these

REASONING

Directions (121-123) : Study the given information carefully and answer the given questions :

A is the mother of B. B is the sister of C. D is the son of C. E is the brother of D. F is the mother of E. G is the granddaughter of A. H has only two children - B and C.

121. How is F related to H ?

- (1) Son-in-law
- (2) Daughter-in-law
- (3) Father-in-law
- (4) Grand daughter
- (5) Cannot be determined

122. How is C related to E ?

- (1) Father
- (2) Son
- (3) Mother
- (4) Cousin brother
- (5) Cannot be determined

123. Who is the mother of G ?

- (1) C
- (2) B
- (3) F
- (4) Either B or F
- (5) Either C or F

Directions (124-126) : The following questions are based on the five three letter words given below :

FAN HOP GET CUB MID

(NOTE : The words formed after performing the given operations may or may not be meaningful English words)

124. If the positions of the first and second letters of all the words are interchanged, how many words will form meaningful English words ?

- (1) None
- (2) Three
- (3) One
- (4) Two
- (5) More than three

125. If all the letters in each of the words are arranged alphabetically (within the word), how many words will remain unchanged ?

- (1) Two
- (2) Three
- (3) One
- (4) None
- (5) More than three

126. If the first letter of all the words is changed to the next letter of the English alphabetical series, how many words will have more than one vowel ? (Same or different vowel)

- (1) None
- (2) Three
- (3) Two
- (4) More than three
- (5) One

127. Which of the following will come next in the following series ?

a z a b y a b c x a b c d w a b c d

- (1) f
- (2) u
- (3) a
- (4) v
- (5) e

128. In a certain code language, 'TONIC' is coded as 'CINOT' and 'SCALE' is coded as 'ACELS'. In the same code language, 'PLANK' will be coded as '_____ ' ?

- (1) KNALP
- (2) AKNLP
- (3) AKLNP
- (4) AKPNL
- (5) Cannot be determined

129. Which of the following will come in the place of the question mark (?) in the following series based on the English alphabetical order ?

YS RM LH ? CA

- (1) DG
- (2) FD
- (3) GD
- (4) DF
- (5) GC

130. How many such pairs of letters are there in the word NEUTRAL, each of which has as many letters between them in the word (in both forward and backward directions) as they have between them in the English alphabetical series ?

- (1) Two
- (2) Three
- (3) None
- (4) One
- (5) More than three

Directions (131-135) : Study the given information carefully and answer the given questions :

Eight people - A, B, C, D, E, F, G and H are sitting around a circular table facing the centre, not necessarily in the same order. Three people are sitting between A and D. B is sitting second to the right of A. C is to the immediate right of F. D is not an immediate neighbour of either F or E. H is not an immediate neighbour of B.

131. What is E's position with respect to G ?

- (1) Third to the left
- (2) Second to the right
- (3) Third to the right
- (4) Second to the left
- (5) Fifth to the right

132. Four of the following five are alike in a certain way based on their seating positions in the above arrangement and so form a group. Which one does not belong to the group ?

- (1) GE
- (2) DC
- (3) AF
- (4) AB
- (5) CE

133. Who is sitting third to the right of the one who is sitting to the immediate right of H ?

- (1) A
- (2) B
- (3) E
- (4) C
- (5) G

134. Which of the following is true regarding the given arrangement ?

- (1) E is second to the left of C
- (2) B is an immediate neighbour of G
- (3) H is an immediate neighbour of A
- (4) D is not an immediate neighbour of H
- (5) None is true

135. How many people are sitting between H and A when counted from the right side of H ?

- (1) Three
- (2) None
- (3) More than three
- (4) One
- (5) Two

Directions (136-140) : In each of the questions below, two statements are given followed by two conclusions numbered I and II. You have to take the two statements to be true even if they seem to be at variance from the commonly known facts and then decide which of the given conclusions logically follows from the given statements disregarding the commonly known facts.

Give answer (1) if only conclusion I follows

Give answer (2) if only conclusion II follows

Give answer (3) if either I or II follows

Give answer (4) if neither I nor II follows

Give answer (5) if both I and II follow

136. **Statements :**

Some forms are cards.

Some forms are papers.

Conclusions :

I. Atleast some cards are forms.

II. Atleast some cards are papers.

137. **Statements :**

All animals are predators.

All predators are tigers.

Conclusions :

I. All tigers are definitely predators.

II. All animals are tigers.

138. **Statements :**

All squares are circles.

No circle is a triangle.

Conclusions :

I. No square is a triangle.

II. All circles are squares.

139. **Statements :**

All bricks are walls.

Some bricks are pillars.

Conclusions :

I. Some pillars are walls.

II. All pillars are walls.

140. **Statements :**

No place is a tank.

Some places are venues.

Conclusions :

- I. Some venues are tanks.
- II. All places are venues.

Directions (141-145) : Study the given information carefully and answer the given questions :

Seven plays -A, B, C, D, E, F and G - are to be held on seven consecutive days (starting on Monday and ending on Sunday) not necessarily in the same order. Only one play can be held on one day. Only two plays will be held after play G. Only two plays will be held between play F and play G. Only three plays will be held between play B and play E. Play B will not be held on Sunday. Play A will be held before play D and play C (not necessarily immediately before). Play C will be held after play D (not necessarily immediately after).

- 141. Play D will be held on which day?
 (1) Monday (2) Tuesday
 (3) Wednesday (4) Thursday
 (5) Saturday
- 142. Which play will be held immediately after play C ?
 (1) Play E (2) Play F
 (3) Play B (4) Play G
 (5) None of these
- 143. Which play will be held on Monday ?
 (1) Play F (2) Play B
 (3) Play E (4) Play D
 (5) Play A
- 144. If all seven plays are held in the alphabetical order of their names starting on Monday and ending on Sunday, the positions of how many will remain unchanged as compared to the original schedule ?
 (1) Three
 (2) More than three
 (3) One (4) None
 (5) Two
- 145. Play F is related to Monday in a certain way based on the given schedule. Similarly, play G is related to Thursday. In the same way, play B is related to which of the following days ?
 (1) Wednesday
 (2) Friday (3) Tuesday
 (4) Saturday (5) Sunday

Directions (146-150) : In these questions relationships between different elements is shown in the statements. These statements are followed by two conclusions.

- Give answer (1) if only Conclusion I follows
- Give answer (2) if only Conclusion II follows

Give answer (3) if either Conclusion I or II follows

Give answer (4) if neither Conclusion I nor II follows

Give answer (5) if both Conclusions I and II follow

146. Statements :
 $N \geq O \geq P = Q > R$

Conclusions :

- I. $N > R$
- II. $R = N$

147. Statements :

$W \leq X < Y = Z > A; W < B$

Conclusions :

- I. $B > Z$
- II. $W < A$

148. Statements :

$H > I > J > K; L < M < K$

Conclusions :

- I. $I > M$
- II. $L < H$

149. Statements :

$C < D < E; D > F \geq G$

Conclusions :

- I. $C \geq G$
- II. $F > E$

150. Statements :

$R > S \geq T \geq U; V < T$

Conclusions :

- I. $V \geq U$
- II. $V < R$

Directions (151-160) : In each of the questions given below which one of the five answer figures on the right should come after the problem figures on the left, if the sequence were continued ?

Problem Figure

Answer Figure

151.

R	Δ	K	O	R	Δ	A	4	R	R	A	4	O	R	Δ
O	S	A	K	E	Δ	O	8	H	4					
H	E	2	E	2	H	O	H	K	H	K	Δ	K	T	8

H	O	R	R	Δ	H	H	O	R	R	Δ	H	H	O	R
S	Δ	O	B	B	Δ	O	B	B	Δ					
T	8	K	8	K	T	8	K	T	8	T	B	K	T	8

(1) (2) (3) (4) (5)

152.

F		P	A		F	F	A							
A	N	R	N	R	P	N	R	P	N	R	F	A		
O	□	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑

F		P	A		F	F	A							
A	N	R	N	R	P	N	R	P	N	R	F	A		
O	□	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑

(1) (2) (3) (4) (5)

153.

C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
C	C	C	C	C	C	C	C	C	C	C	C	C	C	C

O	S	S	S	S	S	S	S	S	S	S	S	S	S	S
O	S	S	S	S	S	S	S	S	S	S	S	S	S	S
O	S	S	S	S	S	S	S	S	S	S	S	S	S	S

(1) (2) (3) (4) (5)

154.

C	P	S	R	Z	Y	H	E	A	K
B	C		S		Z	S	H		
R	Q	P	B	E	C	Y	S	N	Z

U	J	D	K	S	N	D	N	Z	N
A	A		A		A		A		A
F	H	N	H	K	H	K	H	K	J

(1) (2) (3) (4) (5)

155.

C	R			S	M	C	T	B		S	O	B	T	H	O	B	B	G	
E	A		M																
A	M		T	M															

O	H	Y	G	B	O	H	C	G	B	O	H	S	G	B	O	H	O	Y	B	G	O	H	O	S	B	G	

(1) (2) (3) (4) (5)

156.

●●●●	●●●●	●●●●●●	●●●●●●	●●●●●●●
------	------	--------	--------	---------

○	∞	○	∞	○
---	---	---	---	---

(1) (2) (3) (4) (5)

157.

★	+	↑	●	+	↑	★	+	↑	●	+	↑	★	+	↑
↑	△	★	▲	▲	★	↑	○	Y	▲					

Y	▲	Y	▲	Y	▲	Y	▲	Y	▲	Y	▲	Y	▲	Y
★	▲	★	▲	★	▲	★	▲	★	▲	★	▲	★	▲	★

(1) (2) (3) (4) (5)

158.

2	q	C	K	R	q	S	C	Z	K	R	2	2
C	V	T	V	q	V	q	V	R	q	Z	K	q
K	S	R	T	T	K	2	C	V	S	S		

V	R	2	S	2	S	V	S	V	R	2	S	S
q	Z	K	q	K	q	C	K	q	C	2	q	q
S	2	R	V	R	V	S	2	Z	2	Z	V	q

(1) (2) (3) (4) (5)

159.

○	○	○	○	○
○	○	○	○	○
○	○	○	○	○

○	○	○	○	○
○	○	○	○	○
○	○	○	○	○

(1) (2) (3) (4) (5)

160.

4	7	0	▲	B	3	+	4	S	3	V	▲	7	+	0
V	B	+	4	S	0	B	V	7	+	0	S	V	B	4
▲	S	3	V	7	+	3	0	▲	B	4	7	▲	S	3

▲	B	3	+	4	S	3	V	▲	7	+	0	▲	B	3
7	S	0	7	+	0	▲	S	3	7	S	3	▲	+	3
V	+	4	V	B	4	7	+	0	V	+	0	7	B	0

(1) (2) (3) (4) (5)

**MARKETING APTITUDE/
COMPUTER KNOWLEDGE**

- 161.** EMI is a marketing tool if —
 (1) It is very high
 (2) It is very low
 (3) It is increasing
 (4) It is fluctuating
 (5) It has no role as a marketing tool
- 162.** Which one of the following may be classified as FMCG ?
 (1) Printing machines
 (2) Tobacco Products
 (3) Life saving drugs
 (4) Coin Vending machines
 (5) Industrial Goods
- 163.** Buyer resistance in a sales deal can be overcome by means of —
 (1) Lengthy sales talk
 (2) Confusing sales talk
 (3) IT jargons
 (4) Perseverance
 (5) Arguing skills
- 164.** Best, Important and the Central activity of a business is known as its —
 (1) Portfolio
 (2) Product line
 (3) Nuclear Activity
 (4) Mainstay
 (5) Core Competency
- 165.** The target group for Home Loans is —
 (1) All body-builders
 (2) Tiles manufacturers
 (3) Housing Societies
 (4) Farmers Societies
 (5) Individuals not owning any house
- 166.** Delivery Channels means —
 (1) Sales outlets
 (2) Purchased Goods
 (3) Product shelf-life
 (4) Courier Person
 (5) Channel Finance
- 167.** Using a customer's buying history to select them for related offers is known as —
 (1) Up-Selling
 (2) Prospecting
 (3) Marketing
 (4) Channel Selling
 (5) Cross Selling
- 168.** The Concept of Selling is different from Marketing and aims at profit maximisation through —
 (1) Increasing Sales Volume of Quality products

- (2) Customer Satisfaction
 (3) Solution of Customer Problems
 (4) Satisfaction of Customer Needs
 (5) Innovation and Market Research
- 169.** The segmentation of markets based on the gender of the customer is a type of —
 (1) Geographic Segmentation
 (2) Demographic Segmentation
 (3) Psychographic Segmentation
 (4) Socio cultural Segmentation
 (5) Lifestyle based Segmentation
- 170.** Mass communication with customers or potential customers, usually through paid public media is known as —
 (1) Publicity
 (2) Sales Promotion
 (3) Advertising
 (4) Public relations
 (5) Brand Building
- 171.** A 'Call' means —
 (1) An internet terminology
 (2) Contacting a prospective customer
 (3) Visiting a Call Centre
 (4) Attending to a complaint
 (5) Websites
- 172.** Prospect means —
 (1) Existing customers
 (2) A Likely buyer
 (3) Mission Document
 (4) A Religious Leader
 (5) New targets to be achieved
- 173.** KYC means —
 (1) Keep Your Customers cool
 (2) Keep Your Credit Card
 (3) Know Your Customers
 (4) Keep Your Cool
 (5) Know Your Credits
- 174.** The collective perceptions and impressions people have formed about an organisation, its products and/or its services, is known as its—
 (1) Brand value
 (2) Brand Asset
 (3) Brand Architecture
 (4) Brand Image
 (5) Brand Attribute
- 175.** Good customer service is an extended arm of —
 (1) Service marketing
 (2) Web marketing
 (3) Process marketing
 (4) Indirect marketing
 (5) Internal Marketing

- 176.** A company's ability to perform in one or more ways that competitors cannot or will not match is known as its
 (1) Attribute Competition
 (2) Attribute positioning
 (3) Brand image
 (4) Competitive advantage
 (5) Brand Positioning
- 177.** An audio or video advertising announcement, usually presented on television, radio or in a movie theater is called—
 (1) Publicity (2) Creative
 (3) Banner (4) Sponsorship
 (5) Commercial
- 178.** Electrical goods such as TVs, videos, stereo systems etc, used for home entertainment are known as —
 (1) White Goods
 (2) Green Goods
 (3) Red Goods
 (4) Blue Goods
 (5) Brown Goods
- 179.** A very large market segment or wide collection of smaller segments is called—
 (1) Niche Market
 (2) Meta Market
 (3) Mass Market
 (4) Multi Level Market
 (5) None of these
- 180.** Customer Retention can be ensured by—
 (1) Offering freebies
 (2) Offering loans at low rates
 (3) Catchy slogans
 (4) Giving incentives
 (5) Personalised services
- 181.** ROM stands for ?
 (1) Random Only Memory
 (2) Readable Only Memory
 (3) Real Online Memory
 (4) Random Other Memory
 (5) Read Only Memory
- 182.** Another name for a logic chip is—
 (1) PROM
 (2) memory
 (3) microprocessor
 (4) ROM
 (5) None of these
- 183.** The Number System based on "0" and "1" only is known as—
 (1) Binary System
 (2) Barter System
 (3) Number System
 (4) Hexadecimal System
 (5) Special System

- 184.** The capacity of 3.5 inch floppy disk is —
(1) 1.40 MB (2) 1.44 GB
(3) 1.40 GB (4) 1.45 MB
(5) 1.44 MB
- 185.** Which of the following is not an integral part of computer ?
(1) CPU (2) Mouse
(3) Monitor (4) UPS
(5) None of these
- 186.** Which of the following is/are not part of the CPU ?
(1) Primary storage
(2) Registers
(3) Control unit
(4) ALU
(5) None of these
- 187.** The device that reconciles the differences between computers and phones is the—
(1) LAN (2) wand reader
(3) TCP/IP (4) scanner
(5) modem
- 188.** A combination of hardware and software that allows communication and electronic transfer of information between computers is a —
(1) Network
(2) Backup system
(3) Server (4) Peripheral
(5) Modem
- 189.** Which of the following represents the fastest data transmission speed ?
(1) bandwidth
(2) bps (3) gbps
(4) kbps (5) mbps
- 190.** What is a major feature of the World Wide Web that makes it simple to learn and use ?
(1) Database interface
(2) Graphical text interface
(3) Graphical user interface
(4) Point-to-Point Protocol
(5) None of these
- 191.** Which of the following is an input device that, when moved by the user on a flat surface, causes a pointer on the screen to move accordingly ?
(1) wand reader
(2) mouse
(3) keyboard
(4) bar code reader
(5) scanner
- 192.** A bar code reader is an example of a(n)—
(1) processing device
(2) storage device

- (3) input device
(4) output device
(5) printer
- 193.** If you regularly send letters to people, what type of program would you use to create the letters ?
(1) Hardware
(2) System software
(3) Utility software
(4) Application software
(5) None of these
- 194.** Computer gets ___ with the help of mouse or keyboard.
(1) insert (2) instructions
(3) Guides (4) Input
(5) None of these
- 195.** Dot-matrix is a type of—
(1) Tape (2) Printer
(3) Disk (4) Bus
(5) None of these
- 196.** Which of the following represents one billion characters ?
(1) Byte (2) Gigabyte
(3) Kilobyte (4) Megabyte
(5) Terabyte
- 197.** Which of the following menu types is also called a drop-down menu ?
(1) Fly-down (2) Pop-down
(3) Pop-up (4) Pull-up
(5) Pull-down
- 198.** What is an onscreen picture that represents an object, such as a program or file ?
(1) Spool (2) NOS
(3) Page (4) Pointer
(5) Icon
- 199.** Which of the following is not necessary to be considered computer literate ?
(1) The ability to write the instructions that direct a computer
(2) An awareness of the computer's importance, versatility, and pervasiveness in society
(3) Knowledge of what computers are and how they work
(4) The ability to interact with computers using simple applications
(5) None of these
- 200.** An area of the microprocessor chip used to temporarily store instructions and data that the processor is likely to use frequently is termed a(n)—
(1) ALU (2) Bus
(3) Cache (4) CPU
(5) Flash

ANSWERS

1. (2)	2. (2)	3. (4)	4. (4)
5. (2)	6. (1)	7. (4)	8. (1)
9. (4)	10. (3)	11. (2)	12. (2)
13. (1)	14. (1)	15. (2)	16. (1)
17. (1)	18. (3)	19. (3)	20. (3)
21. (5)	22. (1)	23. (2)	24. (5)
25. (3)	26. (5)	27. (4)	28. (3)
29. (2)	30. (1)	31. (4)	32. (5)
33. (2)	34. (5)	35. (4)	36. (3)
37. (3)	38. (5)	39. (4)	40. (5)
41. (5)	42. (1)	43. (2)	44. (3)
45. (1)	46. (2)	47. (4)	48. (3)
49. (2)	50. (4)	51. (5)	52. (1)
53. (2)	54. (2)	55. (5)	56. (1)
57. (3)	58. (3)	59. (4)	60. (4)
61. (2)	62. (4)	63. (1)	64. (3)
65. (1)	66. (5)	67. (1)	68. (4)
69. (2)	70. (5)	71. (4)	72. (4)
73. (3)	74. (5)	75. (3)	76. (2)
77. (1)	78. (1)	79. (5)	80. (2)
81. (5)	82. (3)	83. (5)	84. (3)
85. (3)	86. (3)	87. (4)	88. (5)
89. (1)	90. (5)	91. (2)	92. (4)
93. (4)	94. (1)	95. (2)	96. (1)
97. (2)	98. (5)	99. (3)	100. (1)
101. (2)	102. (4)	103. (5)	104. (5)
105. (1)	106. (3)	107. (2)	108. (2)
109. (4)	110. (1)	111. (4)	112. (3)
113. (3)	114. (5)	115. (2)	116. (5)
117. (1)	118. (1)	119. (4)	120. (3)
121. (2)	122. (1)	123. (4)	124. (1)
125. (3)	126. (5)	127. (5)	128. (3)
129. (3)	130. (2)	131. (4)	132. (2)
133. (3)	134. (2)	135. (5)	136. (1)
137. (2)	138. (1)	139. (1)	140. (4)
141. (4)	142. (1)	143. (5)	144. (5)
145. (3)	146. (1)	147. (4)	148. (5)
149. (4)	150. (2)	151. (5)	152. (2)
153. (3)	154. (4)	155. (1)	156. (5)
157. (2)	158. (4)	159. (1)	160. (1)
161. (2)	162. (2)	163. (4)	164. (5)
165. (5)	166. (4)	167. (5)	168. (1)
169. (2)	170. (3)	171. (2)	172. (2)
173. (3)	174. (4)	175. (1)	176. (4)
177. (5)	178. (5)	179. (5)	180. (5)
181. (5)	182. (3)	183. (1)	184. (5)
185. (4)	186. (1)	187. (5)	188. (1)
189. (3)	190. (3)	191. (2)	192. (3)
193. (4)	194. (4)	195. (2)	196. (2)
197. (3)	198. (5)	199. (1)	200. (3)

EXPLANATIONS

1. (2) Poverty line is expressed in terms of an overall per capita consumption expenditure. Now a deprivation index is used to measure the incidence of poverty.
2. (2) 'The Namesake' has been written by Jhumpa Lahiri.
3. (4) UIDAI : Unique Identification Authority of India
4. (4) Kanha Tiger Reserve is situated in Mandla District of Madhya Pradesh, which is famous for Barasingha.
5. (2) Sushil Kumar was the Indian flag bearer in the opening ceremony of the 2012 London Olympics. Sushil became the first Indian to win an individual medal at two Olympic Games after bagging the silver in the men's 66-kg freestyle wrestling in London on August 12, 2012.
6. (1) Gagan Narang won the bronze medal in the men's 10 metre air rifle event on July 30, 2012.
7. (4) World Trade Organisation was inaugurated on January 1, 1995. It replaced General Agreement on Tariffs and Trade (GATT).
8. (1) Excise duty is the tax levied on the sale or production for sale of specific goods. It is an inland tax.
9. (4) Union Budget and Economic Survey are presented in the Parliament by Union Finance Minister.
10. (3) In the Union Budget for 2011-12, Very Senior Citizen were defined as those who are over 80 years of age.
11. (2) A tax based on the value of the property/product is called Value Added Tax.
12. (2) Dr. D Subba Rao is the Governor of the Reserve Bank of India since September 2008.
13. (1) ATM and Credit Cards are referred to as 'Plastic money'.
14. (1) PAN : Permanent Account Number
15. (2) Haikui typhoon hit the east coast of China on August 8, 2012. Saola typhoon hit the China on August 3, 2012.
16. (1) FTZ : Free Trade Zone. It is also called Foreign Trade Zone.
17. (1) Wal Mart is an American multinational retailer corporation.
18. (3) Dr. Amartya Sen won the Nobel Prize in Economics in 1998. The very next year he was honoured with the Bharat Ratna.
19. (3) Outlook.com was launched by Microsoft. It is a free modern e-mail service started on July 31, 2012.
20. (3) Jamaican sprinter Usain Bolt bagged gold in the 2012 London Olympic Games in men's 100 metre race in an Olympic record time of 9.63 seconds.
21. (5) Pt. Bhimsen Joshi was honoured with Bharat Ratna in 2008.
22. (1) Commonwealth Games 2014 will be held in Glasgow.
23. (2) Warren Edward Buffet is an American business magnate.
24. (5) Naresh Chandra Task Force was constituted to review the issues relating to National Security.
25. (3) A network of power lines that evacuates electricity from a generating station and which operates in a narrow frequency band is known as Grid.
26. (5) Tsunami refers to a large scale seismic sea wave due to an earthquake shock in the ocean floor.
27. (4) Income Tax Return for assessment year 2012-13 is called ITR-1 or Sahaj.
28. (3) Epilepsy is not a viral disease.
29. (2) International Day of Non-Violence is observed on October 2, the birth anniversary of Mahatma Gandhi.
30. (1) Rajiv Gandhi Equity Savings Scheme allows for income tax deduction of 50 per cent to new retail investors, who invest upto Rs. 50,000 directly in equities and whose annual income is below Rs. 10 lakh.
31. (4) The member countries of BRICS are Brazil, Russia, India, China and South Africa.
32. (5) Home Guards in a voluntary force, first raised in India in December 1946, to assist the police in controlling civil disturbance and communal riots.
33. (2) Recipients of Padma Vibhushan in 2012 :
 1. K.G. Subramanyan, Art - Painting and Sculpture, West Bengal
 2. Mario de Miranda, Art (post-humous) - Cartoonist, Goa
3. (Dr.) Bhupen Hazarika (post-humous), Art - Vocal Music, Assam
4. Dr. Kantilal Hastimal Sancheti, Medicine - Orthopaedics, Maharashtra
5. T.V. Rajeswar, Civil Service, Delhi.
34. (5) Shri Shri Ravi Shankar is the founder of Art of Living.
35. (4) Lotus (*Nelumbo nucifera*) is the National Flower of India. It is a sacred flower and occupies a unique position in the art and mythology of ancient India and has been auspicious symbol of Indian culture since time immemorial.
36. (3) Iris is not a space shuttle.
37. (3) Carbon tax is effectively a tax on the carbon dioxide emissions from burning fossil fuels.
38. (5) ATM : Automated Teller Machine
39. (4) Carbon Footprint is a measure of the impact of our activities on the environment and in particular climate change.
40. (5) The Press Council of India has been established under an Act of Parliament for the purpose of preserving the freedom of the press and of maintaining and improving the standards of newspapers and news agencies in India.
42. (1) The word '**Population**' is used in singular/plural senses both.
Look at the sentences :
One third of the world's population consumes two thirds of the world's resources.
The entire population of the town was at the meeting.
43. (2) Here, general habit/event is evident. Hence, Present Simple i.e. loses his balance ... should be used.
44. (3) The sentence shows past time. Hence, Past Simple i.e. ignored her health should be used here.
45. (1) Here, Raghav was worried (Adjective)..... should be used.
Look at the sentences :
Doctors are worried about the possible spread of the disease. I am not worried about her- she can take care of herself.
46. (2) Have/has = to own, hold or possess something.

47. (4) Never = used to emphasize a negative statement instead of 'not'.

The sense of sentence is negative.

49. (2) of = belonging to somebody; relating to somebody; concerning something.

50. (4) Here, Passive of Present Perfect should be used. Here, subject (it) is singular.

52. (1) The word **Spill (Verb)** means : to flow over the edge of container by accident; to make liquid do this.

Look at the sentence :

Thousands of gallons of crude oil were spilled into the ocean.

53. (2) The correct spelling is : accident.

54. (2) The correct spelling is : distribute.

74. (5) The prime minister thought that the hunter must be either crazy or liar.

76. (2) **Rather (Adverb)** is used to introduce an idea that is different; fairly or to some degree; quite.

77. (1) The word **Release (Verb)** means : set somebody/something free; stop holding something.

78. (1) The word **Reverence (Noun)** means : a feeling of great respect or admiration for somebody/something.

Look at the sentence :

The poem conveys his deep reverence for nature.

79. (5) The word **Reluctant (Adjective)** means : hesitating before doing something; hesitant.

The word **Keen (Adjective)** means : wanting to do something; eager; enthusiastic.

80. (2) The word **Skilfully (Adverb)** means : professionally; doing well; deftly.

The word **Haphazardly (Adverb)** means : carelessly; with no particular order or plan; not organised well.

81. (5) $? = 415.25 - 627.10 + 958.55 = 1373.8 - 627.10 = 746.7$

82. (3) $? = 34928 - 2591 - 14986 = 34928 - 17577 = 17351$

83. (5) $? = \frac{147}{7 \times 0.3} = \frac{147 \times 10}{7 \times 3} = 70$

84. (3) $? = 311 \times 17 - 2482 = 5287 - 2482 = 2805$

85. (3) $? = 12.5 \times 6.7 \times 4.2 = 351.75$

86. (3) $\frac{450 \times 27}{100} - \frac{375 \times ?}{100} = 76.5$

$$\Rightarrow 450 \times 27 - 375 \times ?$$

$$= 76.5 \times 100$$

$$\Rightarrow 12150 - 375 \times ? = 7650$$

$$\Rightarrow 375 \times ? = 12150 - 7650$$

$$= 4500$$

$$\Rightarrow ? = \frac{4500}{375} = 12$$

87. (4) $4567.8 + 14 \times 9.8 = 5038 - ?$

$$\Rightarrow 4567.8 + 137.2 = 5038 - ?$$

$$\Rightarrow 4750 = 5038 - ?$$

$$\Rightarrow ? = 5038 - 4750 = 333$$

88. (5) $51 \times ? = 1632$

$$\Rightarrow ? = \frac{1632}{51} = 32$$

89. (1) $? = 17 \frac{2}{3} \times 1 \frac{17}{106}$

$$= \frac{53}{3} \times \frac{123}{106} = \frac{41}{2} = 20 \frac{1}{2}$$

90. (5) $4 \times ? = 6924 \div 15$

$$\Rightarrow ? = \frac{6924}{15 \times 4} = 115.4$$

91. (2) $? = 8888 - 4444 + 222$

$$= 4666$$

92. (4) $17^{34.5} \times 17^{68.9} \div 17^{27.4} = 17^?$

$$= 17^?$$

$$\Rightarrow (17)^{34.5 + 68.9 - 27.4} = (17)^?$$

$$\Rightarrow (17)^{76} = (17)^? \Rightarrow ? = 76$$

$$[a^m \times a^n = a^{m+n}]$$

$$a^m \div a^n = a^{m-n}]$$

93. (4) $? = \frac{468 \times 23}{100} = 107.64$

94. (1) $? = 6^3 \times 2^4 - 9^2$

$$= 216 \times 16 - 81 = 3456 - 81$$

$$= 3375$$

95. (2) $? + 26 \times 17 = 7225$

$$\Rightarrow \frac{?}{26} \times 17 = 7225$$

$$\Rightarrow ? = \frac{7225 \times 26}{17} = 11050$$

96. (1) $? = 11.304 \times (6.839 - 4.331)$

$$= 11.304 \times 2.508$$

$$= 11 \times 2.5 = 27.5$$

$$\therefore \text{Required answer} = 30$$

97. (2) $? = 61 \times 25 \div 8 = 190$

98. (5) $? = (4)^2 \times 14 - 6$

$$= 224 - 6 = 218$$

$$\therefore \text{Required answer} = 200$$

99. (3) $? = 15 \div 2 + 59$

$$= 7.5 + 59 = 66.5$$

$$\therefore \text{Required answer} = 68$$

100. (1) $? = \frac{3450}{10} \times 3 = 1035$

$$\therefore \text{Required answer} = 1050$$

101. (2) Let each student get x sweets.

$$\therefore 960 \times x = 600 \times (x + 3)$$

$$\Rightarrow 960x - 600x$$

$$= 600 \times 3 = 1800$$

$$\Rightarrow 360x = 1800$$

$$\Rightarrow x = \frac{1800}{360} = 5$$

102. (4) The pattern is :

$$9 \times 1 + 1^2 = 10$$

$$10 \times 2 + 2^2 = 24$$

$$24 \times 3 + 3^2 = 72 + 9 = 81$$

$$81 \times 4 + 4^2 = 324 + 16 = 340$$

$$340 \times 5 + 5^2 = 1700 + 25$$

$$= \boxed{1725}$$

103. (5) $CI = P \left[\left(1 + \frac{R}{100} \right)^T - 1 \right]$

$$= 9000 \left[\left(1 + \frac{11}{100} \right)^2 - 1 \right]$$

$$= 9000 [(1.11)^2 - 1]$$

$$= 9000 \times (1.2321 - 1)$$

$$= 9000 \times 0.2321 = \text{Rs. } 2088.9$$

104. (5) $50^2 = 2500$

$$51^2 = 2601$$

$$\therefore \text{Required number}$$

$$= 2601 - 2530 = 71$$

105. (1) Let the number be x .

$$\therefore x \times \frac{7}{15} - \frac{x \times 20}{100} = 124$$

$$\Rightarrow \frac{7x}{15} - \frac{x}{5} = 124$$

$$\Rightarrow \frac{7x - 3x}{15} = 124$$

$$\Rightarrow \frac{4x}{15} = 124$$

$$\Rightarrow x = \frac{124 \times 15}{4} = 465$$

$$\therefore 40\% \text{ of } 465$$

$$= \frac{465 \times 40}{100} = 186$$

106. (3) Speed of train = 108 kmph
 $= \left(108 \times \frac{5}{18}\right) \text{ m/second}$
 $= 30 \text{ m/second}$
 If the length of train be x metre, then
 Speed of train
 $= \frac{\text{Length of train and platform}}{\text{Time taken}}$
 $\Rightarrow 30 = \frac{x + 365}{21}$
 $\Rightarrow 30 \times 21 = x + 365$
 $\Rightarrow 630 = x + 365$
 $\Rightarrow x = 630 - 365 = 265 \text{ metre}$

107. (2) If the total maximum marks of the exam be x , then
 $\frac{x \times 2}{100} = 280 - 264 = 16$
 $\Rightarrow x = \frac{16 \times 100}{2} = 800$
 \therefore Required passing percentage
 $= \frac{280}{800} \times 100 = 35$

108. (2) Let cost of a fan be Rs. x and that of an oven be Rs. y .
 $\therefore 8x + 14y = 36520$
 $\Rightarrow 4x + 7y = 18260$
 Multiplying both sides by 3,
 $12x + 21y = \text{Rs. } 54780$

109. (4) $2(l + b) = 364$
 $\Rightarrow l + b = 182$
 $\Rightarrow l + 84 = 182$
 $\Rightarrow l = 182 - 84 = 98 \text{ metre}$
 \therefore Radius of circular garden
 $= 98 + 7 = 105 \text{ metre}$
 Circumference of garden

$= 2\pi r = 2 \times \frac{22}{7} \times 105$
 $= 660 \text{ metre}$
 \therefore Cost of fencing = 660×8
 $= \text{Rs. } 5280$

110. (1) $43x + 43y = 4816$
 $\Rightarrow 43(x + y) = 4816$
 $\Rightarrow x + y = \frac{4816}{43} = 112$
 \therefore Required average
 $= \frac{x + y}{2} = \frac{112}{2} = 56$

111. (4) Men's age = $3x$ years
 Son's age = x years
 $\therefore 3x + x = 2 \times 28$
 $\Rightarrow 4x = 56$
 $\Rightarrow x = \frac{56}{4} = 14$
 \therefore Man's age = $3x = 3 \times 14$
 $= 42 \text{ years}$

112. (3) Required number of cars
 $= \frac{96}{8} \times 17 = 204 \text{ dozens}$
113. (3) A's 1 day's work
 $= \frac{1}{16} - \frac{1}{24} = \frac{3-2}{48} = \frac{1}{48}$

Hence, A alone will complete the work in 48 days.

114. (5) Required average
 $= \frac{142 + 93 + 102 + 206 + 115 + 98}{6}$
 $= \frac{756}{6} = 126$

115. (2) $x + x + 2 + x + 4 + x + 6$
 $= 4 \times 104$
 $\Rightarrow 4x + 12 = 416$
 $\Rightarrow 4x = 416 - 12 = 404$
 $\Rightarrow x = 101 = P$
 $S = x + 6 = 101 + 6 = 107$
 $\therefore P + S = 101 + 107 = 208$

116. (5) Total number of employees working in Delhi
 $= 1800 \times \frac{32}{100} = 576$
 \therefore Male employees
 $= \frac{576 \times 75}{100} = 432$

117. (1) Total number of employees working in Chennai
 $= \frac{1800 \times 12}{100} = 216$
 Transferred employees
 $= \frac{2}{9} \times 216 = 48$
 Total employees in Patna
 $= \frac{1800 \times 8}{100} + 48$
 $= 144 + 48 = 192$

118. (1) Required percentage
 $= \frac{16}{21} \times 100 \approx 76$

119. (4) Pune + Chennai $\equiv 11 + 12$
 $\equiv 23\%$
 Delhi $\equiv 32\%$

120. (3) Required ratio = $8 : 32 = 1 : 4$
(121-123):

A is the mother of B and C.
 B is the daughter of A.
 C is the son of A.
 F is the wife of C.
 D and E are sons of C and F.
 H is the father of B and C.
 H is the husband of A.

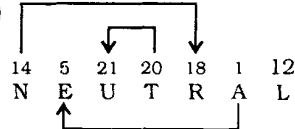
121. (2) F is the daughter -in-law of H.
122. (1) C is the father of E.
123. (4) G is the granddaughter of A. Therefore, either B or F is the mother of G.

124. (1) FAN \Rightarrow AFN ; HOP \Rightarrow OHP;
 GET \Rightarrow EGT; CUB \Rightarrow UCB;
 MID \Rightarrow IMD
125. (3) FAN \Rightarrow AFN ; HOP \Rightarrow HOP;
 GET \Rightarrow EGT; CUB \Rightarrow BCU;
 MID \Rightarrow DIM
126. (5) FAN \Rightarrow GAN ; HOP \Rightarrow IOP;
 GET \Rightarrow HET; CUB \Rightarrow DUB;
 MID \Rightarrow NID

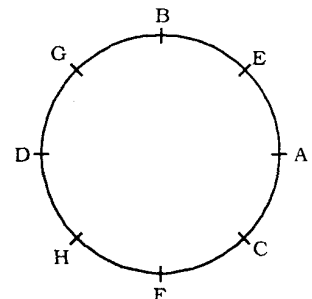
127. (5) $a, ab, abc, abcd, abcd \boxed{e} z.$
 y, x, w

128. (3) TONIC \Rightarrow CINOT
 And,
 SCALE \Rightarrow ACELS
 The letters have been written in the alphabetical order in the code. Therefore,
 PLANK \Rightarrow AKLNP

129. (3)
 $Y \xrightarrow{-7} R \xrightarrow{-6} L \xrightarrow{-5} G \xrightarrow{-4} C$
 $S \xrightarrow{-6} M \xrightarrow{-5} H \xrightarrow{-4} D \xrightarrow{-3} A$

130. (2)


(131-135):



131. (4) E is second to the left of G.
 132. (2) There are two persons between D and C while in all other pairs there is only one person between the two.
 133. (3) F is sitting to the immediate right of H.
 E is sitting third to the right of F.
 134. (2) E is second to the right of C.
 135. (5) Two people - F and C - are sitting between H and A.

(136-140) :

- (i) All animals are predators → Universal Affirmative (A - type).
 (ii) Some forms are cards → Particular Affirmative (I - type).
 (iii) No circle is a triangle → Universal Negative (E - type).
 (iv) Some circles are not triangles → Particular Negative (O - type).
 136. (1) Both the Premises are Particular Affirmative (I-type).
 No Conclusion follows from the two particular Premises.
 Conclusion I is Converse of the first Premise.

137. (2) All animals are predators.

All predators are tigers.

A + A ⇒ A-type of Conclusion.
 "All animals are tigers".
 This is Conclusion II.

138. (1) All squares are circles.

No circle is a triangle.

A + E ⇒ E-type of Conclusion
 "No square is a triangle".
 This is Conclusion I.

139. (1) Some pillars are bricks.

All bricks are walls.

I + A ⇒ I-type of Conclusion.
 "Some pillars are walls."
 This is Conclusion I.

140. (4) Some venues are places.

No place is a tank.

I + E ⇒ O-type of Conclusion
 "Some venues are not tanks."

(141-145) :

Day	Play
Monday	A
Tuesday	F
Wednesday	B
Thursday	D
Friday	G
Saturday	C
Sunday	E

141. (4) Play D will be held on Thursday.
 142. (1) Play E will be held immediately after Play C.
 143. (5) Play A will be held on Monday.
 144. (5)

Day	Play	Alphabetical Order of Play
Monday	A	A
Tuesday	F	B
Wednesday	B	C
Thursday	D	D
Friday	G	E
Saturday	C	F
Sunday	E	G

145. (3) Play F will be held immediately after Monday, i.e., on Tuesday. Similarly, Play G will be held immediately after Thursday, i.e., on Friday. Play B will be held immediately after Tuesday, i.e. on Wednesday.

146. (1) $N \geq O \geq P = Q > R$

Conclusions :
 I. $N > R$: True
 II. $R = N$: Not True

147. (4) $B > W \leq X < Y = Z > A$

Conclusions :
 I. $B > Z$: Not True
 II. $W < A$: Not True

148. (5) $H > I > J > K > M > L$

Conclusions :
 I. $I > M$: True
 II. $L < H$: True

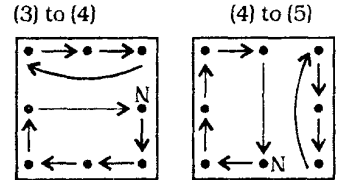
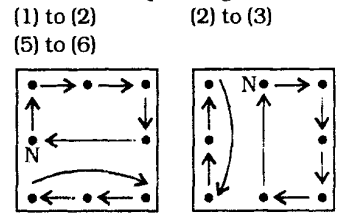
149. (4) $C < D < E$

Conclusions :
 I. $C \geq G$: Not True
 II. $F > E$: Not True

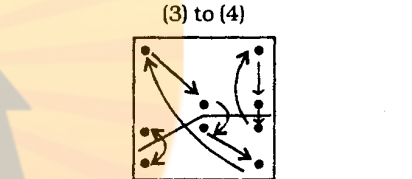
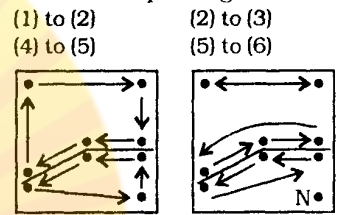
150. (2) $R > S \geq T \geq U$

Conclusions :
 I. $V \geq U$: Not True
 II. $V < R$: True

151. (5) The following changes occur in the subsequent figures :



152. (2) The following changes occur in the subsequent figures :

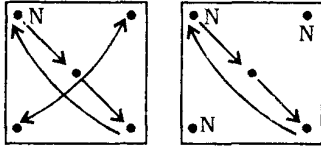


153. (3) From Problem Figure (1) to (2) the alternate curves of two columns from the left are converted into circles. From Problem Figure (2) to (3) the remaining curves of the second column from the left are also converted into circles and alternate curves of the third column from the left are converted into circles.

The same procedure is followed from Problem Figure (3) to (4). From Problem Figure (4) to (5) all the curves of the first column from the right are replaced with design (S) and alternate circles of the second column from the right get converted into the design (S).

Therefore from Problem Figure (5) to Answer Figure all the designs of the second column from the right would be converted into design (S) and the alternate circles of the third column from the right would get replaced with design (S).

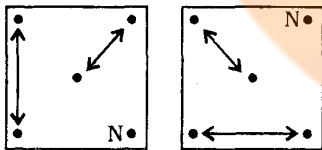
154. (4) The following changes occur in the subsequent figures :
 (1) to (2) (2) to (3)
 (3) to (4) (4) to (5)
 (5) to (6)



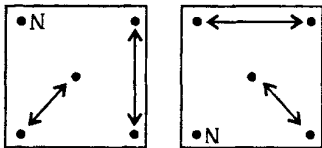
155. (1) From Problem Figure (1) to (2) the plane of designs rotates through 45° anticlockwise, the two pairs of adjacent designs interchange positions while the middle design is replaced with a new design. Similar changes would occur from Problem Figure (3) to (4) and from Problem Figure (5) to Answer Figure.

156. (5) In the subsequent figures the plane of designs rotates through 90° and 45° clockwise alternately. Again, from Problem Figure (1) to (3) one circle is added but from Problem Figure (2) to (4) one circle is deleted. Similarly, from Problem Figure (3) to (5) one circle is added. Therefore, from Problem Figure (5) to Answer Figure one circle is deleted.

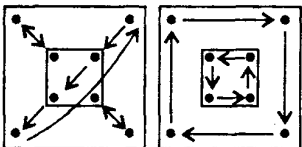
157. (2) The following changes occur in the subsequent figures :
 (1) to (2) (2) to (3)
 (5) to (6)



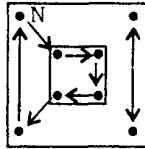
(3) to (4) (4) to (5)



158. (4) The following changes occur in the subsequent figures :
 (1) to (2) (2) to (3)
 (4) to (5) (5) to (6)

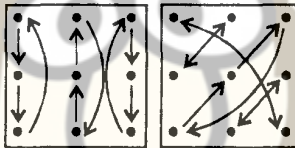


(3) to (4)



159. (1) In the subsequent figures the design (★) rotates through 45° and 90° anticlockwise alternately, the design (¶) rotates through 90° and 45° clockwise alternately while the design (¶) rotates respectively through 45°, 90°, 135°, 180°, 225° clockwise and it is inverted in each subsequent figure.

160. (1) The following changes occur in the subsequent figures :
 (1) to (2) (2) to (3)
 (3) to (4) (4) to (5)
 (5) to (6)



161. (2) EMI is a marketing tool if it is very low because a common man or salaried person can pay easy monthly instalments to buy any commodity.

162. (2) Tobacco Products can be classified as FMCG (Fast Moving Consumer Goods (FMCG) – or Consumer Packaged Goods (CPG) – are products that are sold quickly and at relatively low cost) After tobacco has been processed, it is used to produce a number of different products like Cigars, Blunts, Chewing Tobacco, Creamy Snuffs etc.

163. (4) Buyer resistance can be overcome by Perseverance is commitment, hard work, patience, endurance.

Perseverance is being able to bear difficulties calmly and without complaint.
 Perseverance is trying again and again.

164. (5) Best Important and the Central activity of a business is known as its Core Competency A unique ability that a company acquires from its founders or

develops and that cannot be easily imitated. Core competencies are what give a company one or more competitive advantages, in creating and delivering value to its customers in its chosen field. Also called core capabilities or distinctive competencies.

165. (5) Individuals not owning any house is the target group for Home Loans .

166. (4) Delivery Channels include Courier Person. It is a path through which goods and services flow in one direction (from vendor to the consumer), and the payments generated by them that flow in the opposite direction (from consumer to the vendor).

A distribution channel can be as short as being direct from the vendor to the consumer or may include several interconnected intermediaries such as wholesalers, distributors, agents, retailers. Each intermediary receives the item at one pricing point and moves it to the next higher pricing point until it reaches the final buyer. Also called channel of distribution.

167. (5) Cross-Selling is the action or practice of selling among or between established clients, markets, traders, etc. or the action or practice of selling an additional product or service to an existing customer.

168. (1) The concept of Selling focuses on increases in sales volume of products for profit maximisation rather than customer satisfaction. It is a traditional concept of marketing. In traditional concept emphasis was on only selling the product. marketers would not bother about customers wants and would think that customers would buy whatever is offered to them. marketing research was not given any importance. emphasis was only on production and selling the product.

169. (2) Demographic segmentation consists of dividing the market into groups based on variables such as age, gender, family size, income, occupation, education, religion, race and nationality.

170. (3) Advertising is a form of communication for marketing and

used to encourage or persuade audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

- 171.** (2) A "Call" is the marketing process of approaching prospective customers or clients—typically via telephone, by email or through making a connection on a social network—who were not expecting such an interaction.
- 172.** (2) Prospect means a likely buyer or potential customer or client qualified on the basis of his or her buying authority, financial capacity, and willingness to buy. Also called sales lead.
- 173.** (3) KYC means Know Your Customer (KYC) refers to both:
- The activities of customer due diligence that financial institutions and other regulated companies must perform to identify their clients and ascertain relevant information pertinent to doing financial business with them
 - And the bank regulation which governs those activities
- 174.** (4) Brand Image is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. Brand image is the overall impression in consumers' mind that is formed from all sources. Consumers develop various associations with the brand. Based on these associations, they form brand image.
- 175.** (1) Good customer services is an extended arm of Services Marketing because it is a sub field of marketing, which can be split into the two main areas of goods marketing (which includes the marketing of fast moving consumer goods (FMCG) and durables) and services marketing. Services marketing typically refers to both business to consumer (B2C) and business to business (B2B) services,

and includes marketing of services like telecommunications services, financial services, all types of hospitality services, car rental services, air travel, health care services and professional services.

- 176.** (4) Competitive Advantage-An advantage that a firm has over its competitors, allowing it to generate greater sales or margins and/or retain more customers than its competition. There can be many types of competitive advantages including the firm's cost structure, product offerings, distribution network and customer support.
- 177.** (5) Commercial Advertising
- 178.** (5) Relatively light electronic consumer durables such as TVs, radios, digital media players, and computers, used for home entertainment is known as Brown Goods.
- 179.** (5) None of these
- 180.** (5) Customer Retention can be ensured by providing personalised and after-sales-services because customer satisfaction is the main aim of today's modern concept of marketing.
- 182.** (3) Microprocessors are simply a computer processor that has been configured into the design and function of a microchip. Sometimes referred to as a logic chip, this small component functions as the means of executing the command to start booting up a computer
- 184.** (5) $3\frac{1}{2}$ inch floppy disk were produced with a capacity of 720 KB, followed by what became the most common format, 1.44 MB
- 186.** (1) Registers: Temporary Storage Areas Registers are temporary storage areas for instructions or data. They are not a part of memory; rather they are special additional storage locations that offer the advantage of speed. Registers work under the direction of the control unit to accept, hold, and transfer instructions or data and perform arithmetic or logical comparisons at high speed. The control unit uses a data storage register the way a store owner

uses a cash register-as a temporary, convenient place to store what is used in transactions.

Memory and Storage

Memory is also known as primary storage, primary memory, main storage, internal storage, main memory, and RAM (Random Access Memory); all these terms are used interchangeably by people in computer circles. Memory is the part of the computer that holds data and instructions for processing. Although closely associated with the central processing unit, memory is separate from it

- 187.** (5) Users who connect their computers via the phone lines must use a hardware device called a modem to reconcile the inherent differences between computers and the phone system.
- 192.** (3) A barcode reader (or barcode scanner) is an electronic device for reading printed barcodes. Like a flatbed scanner, it consists of a light source, a lens and a light sensor translating optical impulses into electrical ones. Additionally, nearly all barcode readers contain decoder circuitry analyzing the barcode's image data provided by the sensor and sending the barcode's content to the scanner's output port.
- 193.** (4) Application software, also known as an application or an app, is computer software designed to help the user to perform specific tasks. Examples include enterprise software, accounting software, office suites, graphics software and media players. For writing letter or creating documents, we use office word.
- 200.** (3) A CPU cache is a cache used by the central processing unit of a computer to reduce the average time to access memory. The cache is a smaller, faster memory which stores copies of the data from the most frequently used main memory locations. As long as most memory accesses are cached memory locations, the average latency of memory accesses will be closer to the cache latency than to the latency of main memory. □□□