

## Marketing Aptitude and Computer Knowledge Question Paper

**Q. 1. An email account includes a storage area, often called a(n) \_\_**

- (1) attachment
- (2) hyperlink
- (3) mailbox
- (4) IP address
- (5) None of these

**Q. 2. Data becomes \_\_ when it is presented in a format that people can understand and use.**

- (1) processed
- (2) graphs
- (3) information
- (4) presentation
- (5) None of these

**Q.3. A set of computer programs that helps a computer monitor itself and function more efficiently is/are \_\_**

- (1) Windows
- (2) System Software
- (3) DBMS
- (4) Application Software
- (5) None of these

**Q. 4. An area of a computer that temporarily holds data waiting to be processed is \_\_**

- (1) CPU
- (2) Memory
- (3) Storage
- (4) File
- (5) None of these

**Q.5. A \_\_ is a microprocessor-based computing device.**

- (1) personal computer
- (2) mainframe
- (3) workstation
- (4) server
- (5) None of these

**Q. 6. You use a(n) \_\_ , such as a keyboard or mouse, to input information.**

- (1) output device
- (2) input device
- (3) storage device
- (4) processing device
- (5) None of these

**Q.7. The term \_\_ designates equipment that might be added to a computer system to enhance its functionality.**

- (1) digital device
- (2) system add-on
- (3) disk pack
- (4) peripheral device
- (5) None of these

**Q. 8. The instructions that tell a computer how to carry out the processing tasks are referred to as computer \_\_**

- (1) programs
- (2) processors
- (3) input devices
- (4) memory modules
- (5) None of these

**Q. 9. RAM can be thought of as the \_\_ for the computer's processor.**

- (1) factory
- (2) operating room
- (3) waiting room
- (4) planning room
- (5) None of these

**Q. 10. C, BASIC, COBOL, and Java are examples of \_\_ languages.**

- (1) low-level
- (2) computer
- (3) system programming
- (4) high-level
- (5) None of these

**Q.11. \_\_ is the ability of a device to "jump" directly to the requested data.**

- (1) Sequential access
- (2) Random access
- (3) Quick access
- (4) All of the above
- (5) None of these

**Q.12. The \_\_ is the amount of data that a storage device can move from the storage medium to the Computer per second.**

- (1) data migration rate
- (2) data digitizing rate
- (3) data transfer rate
- (4) data access rate
- (5) None of these

**Q.13. A \_\_ converts all the statements in a program in a single batch and the resulting collection of instructions is placed in a new file.**

- (1) converter
- (2) compiler
- (3) interpreter
- (4) instruction
- (5) None of these

**Q.14. One thousand bytes is a \_\_**

- (1) kilobyte
- (2) megabyte
- (3) gigabyte
- (4) terabyte
- (5) None of these

**Q.15. 'Benchmark' means \_\_\_**

- (1) Benches for customers to sit
- (2) Benches for salesmen to sit
- (3) Products displayed on a bench
- (4) Set standards
- (5) All of the above

**Q. 16 A Call Centre is \_\_\_**

- (1) a meeting place for DSAs
- (2) a Training Centre for DSAs
- (3) a meeting place for customers
- (4) Data Centre
- (5) a back office set up where customer queries are answered

**Q .17. The sequence of a sales process is \_\_\_**

- (1) Lead generation, Call, Presentation & Sale
- (2) Sale, Presentation, Lead generation & Call
- (3) Presentation, Lead generation, Sale & Call
- (4) Lead Generation, Call, Sale & Presentation
- (5) There is no sequence required

**Q.18. Home loans are granted to -**

- (1) Individuals
- (2) Institutions
- (3) Builders
- (4) All of these
- (5) None of these

**Q.19. To 'Close a Call' means \_\_\_**

- (1) 'fo end the conversation
- (2) To put the phone down
- (3) To close the doors
- (4) To clinch the sale
- (5) To close the business

**Q.20. A \_\_\_ is an additional set of commands that the computer displays after you make a selection from the main menu.**

- (1) dialog box
- (2) submenu
- (3) menu selection
- (4) All of the above
- (5) None of these

**Q.21. Information kept about a file includes ----**

- (1) print settings
- (2) deletion date
- (3) (1) & (2) only
- (4) size
- (5) None of these

**Q.22. \_\_\_ provides process and memory management services that allow two or more tasks, jobs, or programs to run simultaneously.**

- (1) Multitasking
- (2) Multithreading
- (3) Multiprocessing
- (4) Multicomputing
- (5) None of these

**Q.23. The ALU performs \_\_\_ operations.**

- (1) arithmetic
- (2) ASCII
- (3) algorithm-based
- (4) logarithm-based
- (5) None of these

**Q. 24. A (n) \_\_\_ is software that helps a computer control itself to operate efficiently and keep track of data.**

- (1) application system
- (2) hardware system
- (3) software system
- (4) oprating system
- (5) None of these

**Q.25. 'Customisation' means \_\_\_**

- (1) Tailor-made products for each customer
- (2) Customers selling goods
- (3) Tailor-made products for each staff
- (4) A selling process
- (5) None of these

**Q.26. A 'Call' in Marketing language means \_\_\_**

- (1) Calling On a salesperson
- (2) Calling on a customer
- (3) Making a phone-call
- (4) Telemarketing
- (5) None of these

**Q.27. Computers manipulate data in many ways, and this manipulation is called \_\_\_**

- (1) upgrading
- (2) processing
- (3) batching
- (4) utilizing
- (5) None of these

**Q.28. A Marketing Survey is required for \_\_\_**

- (1) deciding marketing strategies
- (2) deciding Product strategies
- (3) deciding pricing strategies
- (4) All of these
- (5) None of these

**Q.29. The Target Group for Education Loans is ----**

- (1) all colleges
- (2) all parents
- (3) research scholars
- (4) meritorious students seeking higher education
- (5) all of these

**Q.30. Cross-selling means \_\_\_**

- (1) Selling with a cross face
- (2) Cross country marketing
- (3) Selling other products to existing customers
- (4) Selling to friends
- (5) Selling to employees

**Q.31. Market Segmentation is useful for---**

- (1) Preferential marketing
- (2) Targeting existing clients
- (3) Identifying prospects
- (4) Knowing customers' tastes
- (5) All of the above

**Q.32. The Target Group for Savings Deposit Accounts is \_\_\_**

- (1) Newborn babies
- (2) students
- (3) parents
- (4) businessman
- (5) all of the above

**Q. 33. Market Segmentation can be resorted to by means of \_\_\_**

- (1) segmenting by age
- (2) segmenting by income
- (3) segmenting geographically
- (4) all of these
- (5) none of these

**Q.34. The Target Group for a Car Loan is ---**

- (1) all auto drivers
- (2) all auto dealers
- (3) all car owners
- (4) any individual needing a car
- (5) all of these

**Q.35. Market information means ---**

- (1) knowledge of industries
- (2) knowledge of households
- (3) knowledge of peers
- (4) knowledge of customers' tastes
- (5) All of these

**Q.36. Credit cards are used for -**

- (1) Cash withdrawals
- (2) Purchase of air tickets
- (3) Purchase of consumable items from retail outlets

- (4) All of these
- (5) None of these

**Q.37. The Target Group for Agricultural Loans is \_\_\_**

- (1) any farmer
- (2) farm labourers
- (3) any individual dealing in agricultural or related activity
- (4) farmers'societies
- (5) all of these

**Q.38. The Target Group for Credit Cards is ----**

- (1) existing cardholders
- (2) all graduates
- (3) all minors
- (4) individuals with taxable income
- (5) all of these

**Q.39. Market Segmentation means \_\_\_**

- (1) segmenting the salesmen
- (2) segmenting the employees
- (3) segmenting the customers as per their Heeds
- (4) segmenting the products
- (5) All of these

**Q. 40. A 'Target Group' means---**

- (1) a group of sellers
- (2) a group of buyers
- (3) a group of products
- (4) a group of persons to whom sales should be focused
- (5) all of these

**Answers :**

(1) 3 (2) 3 (3) 2 (4) 2 (5) 1 (6) 2 (7) 4 (8) 1 (9) 3 (10) 4 (11) 2 (12) 3 (13) 2 (14) 1 (15) 4 (16) 5  
(17) 1 (18) 1 (19) 4 (20) 1 (21) 3 (22) 1 (23) 1 (24) 4 (25) 1 (26) 2 (27) 2 (28) 4 (29) 4 (30)  
3 (31) 5 (32) 5 (33) 4 (34) 4 (35) 5 (36) 4 (37) 3 (38) 4 (39) 3 (40) 5

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