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TEST V

MARKETING APTITUDE

226. Marketing persons need

- (1) Innovative skills
- (2) Laborious attitude
- (3) Fighting nature
- (4) Quality of imitating others
- (5) Sympathetic approach

227. Communication skills in the case of a DSA means

- (1) Oratory excellence
- (2) Delivering long speeches
- (3) Loquacious
- (4) Ability to convince the customer with the right choice of words
- (5) Ability to talk very fast

228. A 'Prospect' means

- (1) A rude person
- (2) A polite person
- (3) A likely buyer
- (4) A religious head
- (5) A team leader

229. Social Marketing refers to

- (1) Share market prices
- (2) Marketing by the entire society
- (3) Internet Marketing
- (4) Marketing for a social cause
- (5) Society bye-laws

230. A 'Call' means

- (1) to call out to someone
- (2) a profession
- (3) a speech
- (4) a new product
- (5) a sales person visiting likely a buyer

231. Effective selling skills depends on

- (1) knowledge level of competitors
- (2) information about marketing staff
- (3) information regarding Share Market
- (4) knowledge of related markets
- (5) information regarding political leaders

232. Modern styles of marketing include ____ find the wrong answer.
(1) digital marketing (2) tele-marketing
(3) door-to-door marketing (4) e-mail solicitation
(5) All of these
233. A DSA means
(1) Detective Service Agency
(2) Direct Selling Agent
(3) Direct Supplying Agent
(4) Distribution & Sales Agency
(5) Disciplined Sales Agent
234. Incentives are paid to sales persons
(1) for missing the targets (2) for surpassing the targets
(3) for identifying leads (4) for designing products
(5) for travelling
235. Online Marketing is useful for
(1) selling old products
(2) sending e-mails
(3) increased production
(4) increased job opportunities
(5) increased expenses
236. Service Marketing is the same as
(1) Internet Marketing (2) Telemarketing
(3) Internal Marketing (4) Relationship Marketing
(5) Marketing done by service class employees
237. 'Push' marketing style requires
(1) proper planning
(2) good pushing strength
(3) teamwork
(4) ability to identify the products
(5) aggressive marketing
238. The Securities Market is governed by the rules which are framed by
(1) IRDA (2) SEBI (3) AMFI
(4) NSE (5) BSE
239. Planning for Retirement Saving is a type of
(1) Banking Option
(2) Stock Market Option
(3) Branding
(4) Financial Planning
(5) Mutual Fund Benefit
240. Absence of a proper Financial Planning can lead to
(1) balanced investment in Mutual Funds
(2) overspending and Debt problems
(3) inadequate exposure to share market
(4) capital gains
(5) planned Future
241. One of the following is not included in the 7 P's of Marketing. Find the same.
(1) Product (2) Price
(3) Production (4) Promotion
(5) People
242. 'SIP' in Mutual Fund business means
(1) Salaried Individuals and Plans
(2) Systemized Insurance Plans
(3) Systemized MF Plans
(4) Systematic Investment Plans
(5) None of the above
243. Mutual Fund business from existing bank customers can be mobilized by
(1) Outdoor Marketing
(2) Telemarketing
(3) Cross-selling
(4) Internal Marketing
(5) All of the above
244. Conversion means
(1) Grouping of prospective clients
(2) Interacting with a prospective client
(3) Converting a seller to a buyer
(4) Converting a prospect into a buyer
(5) Converting an employer into an employee
245. Market Segmentation means
(1) Territory allocation
(2) Market space
(3) Market place
(4) Dividing the target group as per their needs
(5) Sales persons' groups
246. Marketing Opportunities means
(1) Availability of sales persons
(2) Availability of data
(3) Melas
(4) Scope for marketing
(5) Evaluation of performance
247. Market Research is useful for
(1) Deciding proper marketing strategies
(2) Deciding the sales persons
(3) Choosing old products
(4) Recruitment of staff
(5) Payment of bonus
248. The main target group for SIP schemes are
(1) All HNIs (2) All NRIs
(3) All salaried persons (4) All agriculturists
(5) All students
249. Innovation in marketing is same as
(1) Motivation (2) Inspiration
(3) Aspiration (4) Creativity
(5) Team work
250. 'Buyer Resistance' means
(1) Buyer's interest in the product being sold
(2) Buyer fighting with the seller
(3) Buyer's hesitation in buying the product
(4) Buyer becoming a seller
(5) Buyer buying the product
251. Bulk Savings Accounts can be mobilized by means of
(1) Door-to-door canvassing
(2) Making cold calls
(3) e-mail solicitation
(4) Contacting all employees of an institution
(5) Writing letters
252. Diversification in marketing means
(1) Marketing to different countries
(2) Marketing in many companies
(3) Marketing of the same product by many, diverse persons
(4) Marketing of new, diverse product
(5) All of the above

253. One of the following is not a pre-sales activity. Find the same.
(1) Lead generation (2) Product design
(3) Sales presentation (4) After-sales service
(5) Scanning the Yellow Pages
254. Corporate Loans are given to
(1) Individuals (2) Blind persons
(3) Schools & Colleges (4) Proprietary concerns
(5) Limited Companies
255. Financial Inclusion needs canvassing the Accounts of
(1) Financial Institutions (2) NRIs
(3) HNIs (4) Housewives
(5) Persons from the weaker sections
256. Value added services means
(1) Costlier products (2) More number of products
(3) Additional services (4) At par services
(5) New products
257. The USP of a Current Account is
(1) High minimum balance
(2) No restrictions on transactions
(3) No interest payable
(4) Restricted deposits
(5) Any number of accounts
258. Situation Analysis is useful for
(1) SWOT Analysis
(2) Analysis of Sales persons performances
(3) Analysis of capital markets
(4) Staff placement
(5) Area allocation
259. RTGS facility can be best canvassed among
(1) Inter-state traders (2) Tailors
(3) Carpenters (4) Politicians
(5) Film stars
260. 'USP' of a product connotes
(1) High selling features of a product
(2) Drawbacks of a product
(3) New additions to a product
(4) Efficient staff
(5) Large organization
261. CRM (Customer Relationship Management) is
(1) a pre-sales activity
(2) a tool for lead generation
(3) an on going daily activity
(4) the task of a DSA
(5) customer complaints
262. Recurring accounts can best be canvassed among
(1) farmers (2) traders
(3) salaried persons (4) minors
(5) students
263. ELSS means
(1) Entry Load Shares Scheme
(2) Entry Load Starting Shares
(3) Equity Linked Savings Scheme
(4) Equity Linked Shares Sold
(5) Employee Level Salary Scheme
264. Societies and Trusts are the target groups for opening
(1) Current Accounts (2) Savings Accounts
(3) Car Loan Accounts (4) Corporate Loan Accounts
(5) Education Loan Accounts
265. De-mat accounts are useful for
(1) Online trading of shares (2) Locker operations
(3) ATMs (4) Quick sanction of loans
(5) Export transactions
266. Home Loans are basically
(1) short term finance
(2) loans given to minors
(3) long term loans
(4) loans given for boosting profits
(5) loans given more to industries
267. What does the term HUF means?
(1) Hindu Undivided Family
(2) Hindu Single Family
(3) Heavy Facilities
(4) Hindered Remittances
(5) Term is used for failed transactions
268. EMI can be a marketing tool if
(1) EMI is increasing
(2) It is very high
(3) It is very low
(4) EMI has no impact on marketing
(5) EMI is a flat rate
269. Channel Finance can be considered only among
(1) Supply-chain distributors
(2) Chain snatchers
(3) NRIs
(4) Pensioners
(5) Housewives
270. Direct Marketing is useful for
(1) Designing Products
(2) Sending e-mails
(3) Increased production
(4) Increased job opportunities
(5) None of the above
271. The pricing strategy for credit cards depends on
(1) Competition (2) Customer's income
(3) Customer relations (4) Customer awareness
(5) Customer usage
272. Offsite Marketing means
(1) Salespersons
(2) Marketing in the Production Department
(3) ATMs
(4) Marketing inside the Branch
(5) Marketing function outside the Branch
273. One of the following is not a target group for Savings Accounts
(1) Salaried persons (2) Doctors
(3) Public servants (4) Insurance agents
(5) Loss making companies
274. Rural bank marketing has good scope for
(1) Industrial loans (2) Corporate loans
(3) NRI loans (4) Tractor loans
(5) All of these
275. ASBA accounts are a type of
(1) Loan accounts (2) Credit card facilities
(3) Savings accounts (4) Export-Import remittances
(5) Internet banking