

MARKETING APTITUDE/ COMPUTER KNOWLEDGE

1. e-Marketing is same as _____
 - (1) virtual marketing
 - (2) digital marketing
 - (3) real time marketing
 - (4) All of these
 - (5) None of these.
2. Value added services means _____
 - (1) costlier products
 - (2) larger number of products
 - (3) additional services
 - (4) at par services
 - (5) None of these
3. Aggressive Marketing is necessitated due to _____
 - (1) globalisation
 - (2) increased competition
 - (3) increased production
 - (4) increased job opportunities
 - (5) All of these
4. Efficient marketing style requires _____
 - (1) proper planning
 - (2) good communication skills
 - (3) team work
 - (4) knowledge of products
 - (5) All of these
5. The performance of a sales person depends on _____
 - (1) salary paid
 - (2) sales incentives paid
 - (3) size of the sales team
 - (4) ability and willingness of the sales person
 - (5) team leader's aggressiveness
6. The sole aim of marketing is to _____
 - (1) Increase sales
 - (2) Increase the number of employees
 - (3) Increase profits
 - (4) Increase production
 - (5) All of these
7. Lead generation means _____
 - (1) Tips for selling tactics

- (2) Tips for better production
 - (3) Generate leaders
 - (4) Likely sources for prospective clients
 - (5) All of these
8. Marketing function includes _____
 - (1) Designing new products
 - (2) Advertisements
 - (3) Publicity
 - (4) After sales service
 - (5) All of these
 9. Lead generation can be resorted to by browsing _____
 - (1) Telephone directories
 - (2) Yellow pages
 - (3) Internet sites
 - (4) List of existing customers
 - (5) All of these
 10. Effective selling skills depend on _____ *studymateria to cog*
 - (1) Effective lead generation
 - (2) Sales Call Planning
 - (3) Territory Allocation
 - (4) Effective communication skills
 - (5) All of these
 11. Market Information means _____
 - (1) Knowledge level of marketing staff
 - (2) Information about marketing staff
 - (3) Information regarding Share market
 - (4) Knowledge of related markets
 - (5) All of these
 12. Marketing channels mean _____
 - (1) Delivery period
 - (2) Delivery time
 - (3) Delivery outlets
 - (4) Delivery place
 - (5) All of these
 13. '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
14. Marketing is the function of _____
 - (1) Sales persons
 - (2) Production Department
 - (3) Planning Department
 - (4) Team leaders
 - (5) A collective function of all staff
 15. A DSA means _____
 - (1) Direct Service Agency
 - (2) Direct Selling Agent
 - (3) Double Selling Agent
 - (4) Distribution Agency
 - (5) None of these
 16. Service Marketing is resorted to in _____
 - (1) All manufacturing companies
 - (2) All production houses
 - (3) Export units
 - (4) Insurance companies and banks
 - (5) All of these
 17. Marketing is _____
 - (1) A skilled person's job
 - (2) A one day function
 - (3) A one time act
 - (4) Required only when a new product is launched
 - (5) None of these
 18. Market share refers to _____
 - (1) Share market prices
 - (2) Price fluctuation in the market
 - (3) Share issue floated by the company
 - (4) Share of wallet
 - (5) Share of business of the company as compared to peers
 19. Service Marketing is the same as _____
 - (1) Internet marketing
 - (2) Telemarketing

- (3) Internal Marketing
(4) Relationship Marketing
(5) All of these
20. Current Accounts cannot be freely opened by _____
(1) All NRIs
(2) All businessmen
(3) Government departments
(4) Firms and Companies
(5) HUFs
21. Which is not a basic function of a computer?
(1) Accept and process data
(2) Accept input
(3) Process data
(4) Store data
(5) Scan text
22. Which of the following is **not** a term pertaining to Email?
(1) powerpoint (2) inbox
(3) sender (4) receiver
(5) None of these
23. Peripheral devices such as printers and monitors are considered to be _____
(1) data (2) software
(3) hardware (4) information
(5) None of these
24. Which of the following is required to create an HTML document?
(1) browser
(2) internet
(3) text editor
(4) search engine
(5) None of these.
25. Which language is directly understood by the computer without translation program?
(1) BASIC language
(2) Assembly language
(3) High level language
(4) C language
(5) Machine language
26. To insert a page break in a WORD document, the following options are used _____
(1) Insert and Copy
(2) Insert and Enter
(3) Insert and Delete
(4) Insert and Page Layout
(5) Insert and Break
27. Which of the following identifies a cell in Excel?
(1) formula (2) name
(3) label (4) address
(5) None of these
28. This is the part of the computer system that one cannot touch.
(1) Hardware (2) Printer
(3) Mouse (4) Scanner
(5) Software
29. A computer's ROM is _____
(1) ALU
(2) computer software
(3) operating system
(4) computer hardware
(5) CPU
30. While selecting multiple worksheets in Excel, the following key must also be used when clicking the sheet tab _____
(1) Shift (2) Alt
(3) Ctrl (4) Insert
(5) Esc
31. Which of the following is part of the System Unit?
(1) Monitor (2) CPU
(3) CD-ROM (4) Floppy Disk
(5) Printer
32. Restarting a computer that is already on is referred to as _____
(1) Logging off
(2) Cold booting
(3) Shut down
(4) Warm booting
(5) Shutting off
33. A word processor would be used best to _____
(1) paint a picture
(2) draw a diagram
(3) type a story
(4) work out income and expenses
(5) None of these
34. The file that is linked with an e-mail and sent to the receiver of the e-mail is referred to as _____
(1) annexure (2) appendage
(3) add-on (4) attachment
(5) article
35. Which of the following refers to the process of a computer receiving information from a server on the Internet?
(1) gathering (2) uploading
(3) inputting (4) outputting
(5) downloading
36. A _____ is an example of an input device.
(1) printer
(2) monitor
(3) scanner
(4) central processing unit
(5) None of these
37. A hard copy of a document is _____
(1) printed on the printer
(2) stored on a floppy
(3) stored on a CD
(4) stored in the hard disk
(5) scanned
38. The term "host" with respect to the internet, means _____
(1) A computer that is a stand alone computer
(2) A computer that is connected to the Internet
(3) A computer reserved for use by the host
(4) A large collection of computers
(5) Hyperlink
39. The translator program used in assembly language is called _____
(1) Compiler (2) Assembler
(3) Interpreter (4) Translator
(5) Operating System
40. A set of instructions telling the computer what to do is called
(1) mentor (2) instructor
(3) compiler (4) program
(5) None of these

ANSWERS

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