

1. Four of the following five are alike in a certain way and so form a group.

Which is the one that does not belong to the group ?

1. Marketing function includes—

(A) Designing new products

(B) Advertisements

(C) Publicity

(D) After sales service

(E) All of these

Ans : (E)

2. Lead generation can be resorted to

by browsing—

(A) Telephone directories

(B) Yellow pages

(C) Internet sites

(D) List of existing customers

(E) All of these

Ans : (E)

3. Effective selling skills depend on—

(A) Effective lead generation

(B) Sales Call Planning

(C) Territory Allocation

(D) Effective communication skills

(E) All of these

Ans : (E)

4. Market Information means—

(A) Knowledge level of marketing staff

(B) Information about marketing staff

(C) Information regarding Share market

(D) Knowledge of related markets

(E) All of these

Ans : (D)

5. Marketing channels mean—

(A) Delivery period

(B) Delivery time

(C) Delivery outlets

(D) Delivery place

(E) All of these

Ans : (E)

6. 'Buyer Resistance' means—

(A) Buyer's interest in the product being sold

(B) Buyer fighting with the seller

(C) Buyer's hesitation in buying the product

(D) Buyer becoming a seller

(E) Buyer buying the product

Ans : (C)

7. Marketing is the function of—

(A) Sales persons

(B) Production Department

(C) Planning Department

(D) Team leaders

(E) A collective function of all staff

Ans : (E)

8. A DSA means—

(A) Direct Service Agency

(B) Direct Selling Agent

(C) Double Selling Agent

(D) Distribution Agency

(E) None of these

Ans : (B)

9. Service Marketing is resorted to in—

(A) All manufacturing companies

(B) All production houses

(C) Export units

(D) Insurance companies and banks

(E) All of these

Ans : (D)

10. Marketing is—

(A) A skilled person's job

(B) A one day function

(C) A one time act

(D) Required only when a new product is launched

(E) None of these

Ans : (A)

11. Market share refers to—

(A) Share market prices

(B) Price fluctuation in the market

(C) Share issue floated by the company

(D) Share of wallet

(E) Share of business of the company

as compared to peers

Ans : (E)

12. Service Marketing is the same as—

(A) Internet marketing

(B) Telemarketing

(C) Internal Marketing

(D) Relationship Marketing

(E) All of these

Ans : (D)

13. Current Accounts can be freely opened by ..... Find the incorrect answer.

(A) All NRIs

(B) All businessmen

(C) Government departments

(D) Firms and Companies

(E) HUFs

Ans : (E)

14. Buyer Resistance can be overcome by—

(A) Cordial relation between buyer and seller

(B) Good negotiation

(C) Persuasive communication

(D) Good after sales service

(E) All of these

Ans : (A)

15. Cross-selling is useful for canvassing—

(A) Current Accounts

(B) Fixed Deposit Accounts

(C) Student loans

(D) Car loans

(E) All of these

Ans : (E)

16. Market segmentation helps to determine—

- (A) Target groups
- (B) Sale price
- (C) Profit levels
- (D) Product life cycle
- (E) All of these

Ans : (A)

17. The target group for Car loans is—

- (A) Auto manufacturing companies
- (B) Car dealers
- (C) Taxi drivers
- (D) Car purchasers
- (E) All of these

Ans : (E)

18. The best promotional tool in any marketing is—

- (A) e-promotion
- (B) Public Relations
- (C) Viral marketing
- (D) Word of mouth publicity
- (E) Advertisements

Ans : (E)

19. Customisation results in—

- (A) Customer exodus
- (B) Customer retention
- (C) Customer complaints
- (D) All of these
- (E) None of these

Ans : (B)

20. The target group for Education Loans is—

- (A) All parents
- (B) All Professors
- (C) All Research Scholars
- (D) All Tutorial Colleges
- (E) All College Students

Ans : (E)

21. Find the correct sentence.

- (A) Higher the price, higher are the sales
- (B) More sales persons lead to more sales
- (C) Mission statement is part of a Market Plan
- (D) Better sales incentives means better performance
- (E) All customers are profitable customers

Ans : (C)

22. Good marketing strategy envisages good and proper—

- (A) Product development
- (B) Promotion and Distribution
- (C) Pricing
- (D) Relationship management
- (E) All of these

Ans : (E)

23. Savings Accounts can be opened by—

- (A) All individuals fulfilling KYC norms
- (B) All individuals earning more than Rs. 1,00,000 per annum
- (C) All individuals above the age of 18
- (D) All salaried persons only
- (E) All students below the age of 18

Ans : (C)

24. Situation Analysis is useful for—

- (A) SWOT Analysis
- (B) Analysis of Sales person's performances
- (C) Analysis of capital markets
- (D) All of these
- (E) None of these

Ans : (A)

25. Information that comes from an external source and fed into computer software is called—

- (A) Input
- (B) Output
- (C) Throughput
- (D) Reports
- (E) None of these

Ans : (A)

26. With a CD you can—

- (A) Read
- (B) Write
- (C) Neither Read nor Write
- (D) Both Read and Write
- (E) None of these

Ans : (D)

27. Errors in a computer program are referred to as—

- (A) bugs
- (B) mistakes
- (C) item overlooked
- (D) blunders
- (E) None of these

Ans : (A)

28. Which of the following are computers that can be carried around easily ?

- (A) Laptops
- (B) Supercomputers
- (C) PCs
- (D) Minicomputers
- (E) None of these

Ans : (A)

29. What menu is selected to change font and style ?

- (A) Tools
- (B) File
- (C) Format
- (D) Edit
- (E) None of these

Ans : (C)

30. Where is the disk put in a computer?

- (A) In the hard drive
- (B) In the disk drive
- (C) Into the CPU
- (D) In the modem
- (E) None of these

Ans : (B)

31. A computer's hard disk is—

- (A) an arithmetic and logical unit
- (B) computer software
- (C) operating system
- (D) computer hardware
- (E) None of these

Ans : (D)



32. A compiler is used to translate a program written in—

- (A) a low level language
- (B) a high level language
- (C) assembly language
- (D) machine language
- (E) None of these

Ans : (B)

33. In programming, you use the following keys—

- (A) Arrow keys
- (B) Function keys
- (C) Alpha keys
- (D) page up and Page Down keys
- (E) None of these

Ans : (A)

34. Which keys enable the input of numbers quickly ?

- (A) Function keys
- (B) The numeric keypad
- (C) Ctrl, shift and alt
- (D) Arrow keys
- (E) None of these

Ans : (B)

35. Files are organized by storing them in—

- (A) tables
- (B) databases
- (C) folders
- (D) graphs
- (E) None of these

Ans : (C)

36. The secret code that restricts entry to some programs—

- (A) entry-code
- (B) passport
- (C) password
- (D) access-code
- (E) None of these

Ans : (C)

37. Advertisements are not required in—

- (A) Public Sector banks
- (B) Private Sector banks
- (C) Government concerns
- (D) Profit making companies
- (E) None of these

Ans : (C)

38. The most common method of entering text and numerical data into a computer system is through the use of a—

- (A) plotter
- (B) scanner
- (C) printer
- (D) keyboard
- (E) None of these

Ans : (D)

39. Computer programs are also known as—

- (A) operating systems
- (B) documents
- (C) peripherals
- (D) applications
- (E) None of these

Ans : (D)

40. A collection of unprocessed items is .....

- (A) information
- (B) data
- (C) memory
- (D) reports
- (E) None of these

Ans : (B)

41. .... is when the more powerhungry components, such as the monitor and the hard drive, are put in idle.

- (A) Hibernation
- (B) Power down
- (C) Standby mode
- (D) The shutdown procedure
- (E) None of these

Ans : (C)

42. .... is the process of dividing the disk into tracks and sectors.

- (A) Tracking
- (B) Formatting
- (C) Crashing
- (D) Allotting
- (E) None of these

Ans : (B)

43. A saved document is referred to as a .....

- (A) file
- (B) word
- (C) folder
- (D) project
- (E) None of these

Ans : (A)

44. Which of the following is the largest unit of storage ?

(A) GB

(B) KB

(C) MB

(D) TB

(E) None of these

Ans : (D)

45. The operating system is the most common type of ..... software.

(A) communication

(B) application

(C) system

(D) word-processing

(E) None of these

Ans : (B)

46. A ..... is approximately one billion bytes.

(A) kilobyte

(B) bit

(C) gigabyte

(D) megabyte

(E) None of these

Ans : (C)

47. A scanner scans—

(A) Pictures

(B) Text

(C) Both Pictures and Text

(D) Neither Pictures nor Text

(E) None of these

Ans : (C)

48. Dumb terminals have terminals and—

- (A) Mouse
- (B) Speakers
- (C) Keyboard
- (D) Mouse or Speakers
- (E) None of these

Ans : (C)

49. The portion of the CPU that coordinates the activities of all the other computer components is the—

- (A) motherboard
- (B) coordination board
- (C) control unit
- (D) arithmetic logic unit
- (E) None of these

Ans : (C)

50. A repair for a known software bug, usually available at no charge on the Internet, is called a(n)—

- (A) version
- (B) patch
- (C) tutorial
- (D) FAQ
- (E) None of these

Ans : (B)