

1. The _____ states that a foreign key must either match a primary key value in another relation or it must be null.

- (a) entity integrity rule
- (b) referential integrity constraint
- (c) action assertion
- (d) composite attribute
- (e) None of these

2. An applet _____

- (a) is an interpreted program that runs on the client
- (b) tracks the number of visitors to a Website
- (c) is a compiled program that usually runs on the client
- (d) collects data from visitors to a Website
- (e) None of these

3. A _____ sometimes called a boot sector virus, executes when a computer boots up because it resides in the boot sector of a floppy disk or the master boot record of a hard disk.

- (a) system virus
- (b) Trojan horse virus
- (c) file virus
- (d) macro virus
- (e) None of these

4. Which error detection method uses one's complement arithmetic?

- (a) Simply parity check
- (b) Checksum
- (c) Two-dimensional parity check
- (d) CRC
- (e) None of these

5. A result of a computer virus can not lead to ____.

- (a) Disk Crash
- (b) Mother Board Crash
- (c) Corruption of program
- (d) Deletion of files
- (e) None of these

6. The network interface card of LAN is related to following layer of OSI Model-

- (a) Transport
- (b) Network
- (c) Data Link
- (d) Physical
- (e) All of these

7. Which of the following does not describe a data warehouse?

- (a) Subject-oriented
- (b) Integrated
- (c) Time-variant
- (d) Updateable
- (e) None of these

8. Which of the following is true ?

- (a) Logical design is software-dependent
- (b) In a distributed database, database is stored in one physical location
- (c) Conceptual design translates the logical design into internal model
- (d) Logical design is software independent
- (e) None of these

9. A range check _____

- (a) ensures that only the correct data type is entered into a field
- (b) verifies that all required data is present
- (c) determines whether a number is within a specified limit
- (d) tests if the data in two or more associated fields is logical
- (e) None of these

10. The total set of interlinked hypertext documents worldwide is-

- (a) HTTP
- (b) Browser
- (c) WWW
- (d) B2B
- (e) None of these

11. With the object-oriented (OO) approach, an object encapsulates, or_____.a programmer.

- (a) carries out, the details of an object for
- (b) hides, the details of an object from
- (c) reveals, the details of an object to
- (d) extends, the details of an object beyond
- (e) None of these

12. Every computer connected to an intranet or extranet must have a distinct_____

- (a) firewall
- (b) proxy server
- (c) IP address
- (d) domain name
- (e) None of these

13. A table of bits in which each row represents the distinct values of a key?

- (a) Join index
- (b) Bitmap index
- (c) B + Tree
- (d) Hierarchical index

- (e) None of these

14. The degree of detail that should be incorporated into a database depends on what?

- (a) Data integrity
- (b) The type of database
- (c) The user's perspective
- (d) The business practices and policies

- (e) None of these

15. The ____ converts digital signals to analog signals for the purpose of transmitting data over telephone lines.

- (a) Modem
- (b) Router
- (c) Gateway
- (d) Bridge

- (e) All of these

16. Before a package can be used in a java program it must be ____.

- (a) executed
- (b) referenced
- (c) imported
- (d) declared

- (e) None of these

17. Choose the correct way to indicate that a line in a C++ program is a comment line, that is, a line the will not be executed as an

instruction_____.

- (a) begin the line with a # sign
- (b) begin the line with double slashes (//)
- (c) begin and end the line with double hyphens (-_-)
- (d) indent the line
- (e) None of these

18. Programming language built into user programs such as Word and Excel are known as_____

- (a) 4GLs
- (b) macro languages
- (c) object-oriented languages
- (d) visual programming languages
- (e) None of these

19. Firewalls are used to protect against_____.

- (a) Unauthorized Attacks
- (b) Virus Attacks
- (c) Data Driven Attacks
- (d) Fire Attacks
- (e) All of these

20. This is a standard way for a Web server to pass a Web user's request to an application program and to receive data back to forward to the user-

- (a) Interrupt request
- (b) Forward DNS lookup
- (c) Data-Link layer
- (d) File Transfer Protocol
- (e) Common gateway interface

21. Three SQL, DDL, CREATE commands are__.

- (a) Schema, Base and Table
- (b) Base, Table and Schema
- (c) Key, Base and Table
- (d) Schema, Table and View
- (e) None of these

22. Data are _____ in client/server computing.

- (a) never sent to the client machine
- (b) sent in very large sections to save processing time
- (c) sent only upon the client's request
- (d) sent in complete copies for the client to filter and sort
- (e) sent from the client to the server for processing

23. Which of the following will not eliminates the ambiguities of a null value?

- (a) Define the attribute as required
- (b) Define subtypes
- (c) Define each attribute as having an initial value that is recognized as blank
- (d) Define supertypes
- (e) None of these

24. The____directory is mandatory for every disk.

- (a) Root
- (b) Base
- (c) Sub
- (d) Case
- (e) None of these

25. This is a group of servers that share work and may be able to back

each other up if one server fails.

- (a) Channel bank
- (b) Cluster
- (c) Tiger team
- (d) Serverless backup
- (e) Logical unit

SBI ASSOCIATE BANKS CLERKS EXAM 2011
Marketing Aptitude and Computer Knowledge

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 a(n) ___

- (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

Answer :

(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