

1. Marketing is the function of—
  - (A) Only Sales persons
  - (B) Only counter staff
  - (C) Only qualified persons
  - (D) Top Bosses
  - (E) A collective function of all staff
2. The performance of a sales person depends on—
  - (A) Ability and willingness of the sales person
  - (B) Incentives paid
  - (C) Size of the sales team
  - (D) Team leader's attitude
  - (E) His aggressive nature
3. Good marketing strategy envisages good and proper—
  - (A) Product distribution
  - (B) Networking of branches
  - (C) High pricing
  - (D) Placement of counter staff
  - (E) Relationship management
4. Service Marketing is resorted to in—
  - (A) All MNCs
  - (B) All production houses
  - (C) Industrial units
  - (D) Insurance companies and banks
  - (E) Fish markets
5. Customisation results in—
  - (A) Customer exit
  - (B) Customer retention
  - (C) Customer complaints
  - (D) Better Balance sheet figures
  - (E) Better technology
6. Current Accounts are basically meant for—
  - (A) Investment purpose
  - (B) Savings purpose
  - (C) Identity purpose
  - (D) To earn Foreign Exchange
  - (E) Day-to-day needs of one's business
7. The sole aim of marketing is to—
  - (A) Improve the Balance Sheet figures
  - (B) Increase recruitment
  - (C) Increase profits
  - (D) Increase production
  - (E) Increase branch network
8. Aggressive marketing is necessitated due to—
  - (A) Globalisation
  - (B) Increased competition
  - (C) Increased production
  - (D) Increased job opportunities
  - (E) Increased staff
9. Value added services means—
  - (A) Substituted products
  - (B) Highly valuable products
  - (C) Old products
  - (D) Extra services in addition to existing ones
  - (E) At par services
10. Savings Accounts can be opened by—
  - (A) All individuals fulfilling KYC norms
  - (B) All tax payers only
  - (C) All individuals above the age of 18
  - (D) All businessmen only
  - (E) All students below the age of 18
11. The best promotional tool in any marketing is—
  - (A) Pamphlets
  - (B) Newsletters
  - (C) Word of mouth publicity
  - (D) Regional Advertisements
  - (E) Viral marketing
12. Market Information means—
  - (A) Knowledge level of DSAs
  - (B) Information about marketing staff
  - (C) Information regarding share market
  - (D) Knowledge of related markets
  - (E) Latest knowledge about technology progress
13. Efficient marketing style requires—
  - (A) Proper planning
  - (B) Good debating skills
  - (C) Arrogant staff
  - (D) Knowledge of many languages
  - (E) Ignorant customers
14. The target group for SME loans is—
  - (A) All SSIs
  - (B) All College Professors
  - (C) All students
  - (D) All Nurses
  - (E) All salaried persons
15. Market segmentation means grouping—
  - (A) The sales teams
  - (B) The customers as per their needs and tastes
  - (C) Selling arrangements
  - (D) The counter staff
  - (E) The back-office staff
16. Target group means—
  - (A) All employers
  - (B) All sales persons
  - (C) Intended buyers
  - (D) All industries
  - (E) Call centre persons
17. SME means—
  - (A) Selling and Marketing Employees
  - (B) Sales and Mergers of Entities
  - (C) Small and Micro Entities
  - (D) Small and Medium Enterprises
  - (E) Sales Performance Measurement program
18. A short term loan is repayable within—
  - (A) 20 years
  - (B) 3 years
  - (C) As per the borrowers' wish
  - (D) As per the guarantor's wish
  - (E) There is no need to repay short term loans

19. 'USP' in marketing language means—  
 (A) Uniform Selling Practices  
 (B) Unique Sales Person  
 (C) Unique Selling Proposition  
 (D) Unique Savings Plans  
 (E) Useful Sales Persons
20. An IPO Loan is meant for—  
 (A) Meeting personal needs  
 (B) For higher education  
 (C) Medical treatment  
 (D) For starting a new industry  
 (E) For purchase of shares
21. Devices that enter information and let you communicate with the computer are called—  
 (A) Software  
 (B) Output devices  
 (C) Hardware  
 (D) Input devices  
 (E) Input/Output devices
22. An electronic device, operating under the control of information, that can accept data, process the data, produce output and store the results for future use—  
 (A) Input (B) Computer  
 (C) Software (D) Hardware  
 (E) None of these
23. What is the function of the Central Processing Unit of a Computer ?  
 (A) Creates invoices  
 (B) Performs calculations and processing  
 (C) Deletes data  
 (D) Corrupts the data  
 (E) None of these
24. All the characters that a device can use is called its—  
 (A) Skill set  
 (B) Character Alphabet  
 (C) Characters Codes  
 (D) Keyboard Characters  
 (E) Character Set
25. If your computer keeps rebooting itself, then it is likely that—  
 (A) It has a virus  
 (B) It does not have enough memory  
 (C) There is no printer  
 (D) There has been a power surge  
 (E) It needs a CD-ROM
26. What does RAM stand for ?  
 (A) Read Access Memory  
 (B) Read Anywhere Memory  
 (C) Random Anything Memory  
 (D) Random Access Module  
 (E) Random Access Memory
27. What type of device is a  $3\frac{1}{2}$  inch floppy drive ?  
 (A) Input (B) Output  
 (C) Software (D) Storage  
 (E) None of these
28. Which utility is used to transfer the files and exchange the messages ?  
 (A) Web browser  
 (B) WW  
 (C) e-mail  
 (D) Hypertexts  
 (E) Search engine
29. Which of the following devices controls the movement of signals between CPU and I/O ?  
 (A) ALU  
 (B) Control unit  
 (C) Memory unit  
 (D) Secondary storage  
 (E) None of these
30. Which of the following memory chips has the highest speed ?  
 (A) None is assured  
 (B) DRAM  
 (C) SRAM  
 (D) DRAM is faster for big chips  
 (E) None of these
31. Three main parts of the processor are—  
 (A) ALU, Control unit, Resistor  
 (B) ALU, Control unit, RAM  
 (C) Cash, Control unit, Resistor  
 (D) Control unit, Resistor, RAM  
 (E) RAM, ROM and CD-ROM
32. Which of the following does not join the input unit ?  
 (A) It accepts data from the external world  
 (B) It converts data into binary code which is understood by the computer  
 (C) It converts binary data into a format that can be read by human being and understood by the user  
 (D) It sends data into binary form to computer for further processing  
 (E) None of these
33. Which of the following words is simply an assemblage of networks which can be joined together ?  
 (A) Virtual private network  
 (B) LAN  
 (C) Intranet  
 (D) Extranet  
 (E) Internet
34. Physical body of the computer, that can be seen and touched, is called—  
 (A) Hardware (B) Software  
 (C) Storage (D) Input/Output  
 (E) None of these
35. Which of the following is the second biggest unit of RAM ?  
 (A) Terabyte (B) Megabyte  
 (C) Byte (D) Gigabyte  
 (E) Megahertz
36. What is there on the motherboard which connects CPU to other parts on the motherboard ?  
 (A) Input unit  
 (B) System bus  
 (C) ALU  
 (D) Primary memory  
 (E) None of these
37. Firmware means—  
 (A) Physical device used in computer system  
 (B) A set of commands, in accordance with which, the computer conducts one or more functions  
 (C) People involved in computing  
 (D) A set of programmes which is installed in 'Read-only-Memory' at the time of assembly of computer  
 (E) None of these
38. A supercomputer is—  
 (A) Less efficient in processing capacity and smaller in size than mainframe computer  
 (B) It is common in most of the houses  
 (C) A supercomputer has thousands of microprocessors  
 (D) Due to less computing efficiency, the researchers rarely use it  
 (E) Its size is that of laptop