

1. A prospect means

- a) any customer who walks into the bank
- b) an employee of the bank
- c) a customer who is likely to be interested in bank's product or service
- d) a depositor of the bank'
- e) a borrower of the bank

2. A lead means

- a) a prospect who is more likely to avail of the Bank's product
- b) a political leader
- c) a religious leader
- d) a bank chairman
- e) None of these

3. Innovation means

- a) Compensation
- b) inspiration
- c) additional perquisites
- d) implementing new ideas or new methods
- e) None of these

4. A Call means

- a) calling on friends
- b) calling on bank employees
- c) calling on prospective customers
- d) to make telephone calls

e) calling on relatives

5. The Traditional Marketing style involves

a) Telemarketing

b) Digital Marketing

c) Indirect Marketing

d) Direct Marketing

e) All of these

6. Modern Method of Marketing include

a) Publicity on the net

b) Advertisement on the net

c) Soliciting business through e-mails

d) Tele marketing

e) All of these

7. A true marketing requires

a) Command and other mindset

b) Control Mindset

c) Passive mindset

d) Active mindset

e) None of these

8. Which of the following sentences is true?

a) Marketing is not required in a Buyers' Market

b) Marketing is not required in a Sellers's market

c) Marketing is not required due to competition

- d) Marketing is not required due to liberalization
- e) Marketing is not required due to globalisation

9. For effective marketing the salesmen should have which of these qualities?

- a) Creativity
- b) Team spirit
- c) Motivation
- d) Effective communication skills
- e) All of these

10. Market information means

- a) Knowledge of shops and bazaars
- b) Knowledge of shopping malls
- c) Knowledge of customer profile and product mix
- d) knowledge of various languages
- e) None of these

11. Market Research is needed for

- a) checking the market area
- b) checking the right product to be sold
- c) making proper marketing decisions
- d) deciding right time to sell
- e) All of these

12. Which of the following statement is true

- a) Marketing makes the company to go into loss due to higher expenses
- b) Marketing is not required in profit making companies

- c) Marketing sharpens the minds of the employees
- d) Marketing is a time bound seasonal function
- e) Marketing is a waste of time

13. Marketing plan helps in

- a) better lead generation
- b) better systems
- c) better results
- d) improved balance sheet
- e) better customer service

14. If Marketing is done effectively which of the following is not required?

- a) Advertisement
- b) Publicity
- c) Market Research
- d) Market Segmentation
- e) None of these

15. Motivation means

- a) Inspiring employees to perform better
- b) Better communication skills
- c) Sales Coaching
- d) Market Research
- e) None of these

16. In a Selling Process in today's world?

- a) Only standard products are sold

- b) No customization required
- c) the seller need not have product knowledge
- d) the seller should aim at customer satisfaction
- e) only quantum of sales matters

17. Find the true statement

- a) Marketing is a waste of the employees' time
- b) Marketing is not required in India due to its vast population
- c) Marketing involves additional work
- d) Marketing involves team work
- e) Marketing is not required today due to IT advancement

18. A Target market is

- a) entire country
- b) entire city
- c) entire globe
- d) that which consists of customers who need the identified product
- e) all of these

19. Sales forecasting involves

- a) Sales Planning
- b) Sales Pricing
- c) Distribution Channels
- d) Consumer tastes
- e) All of these

20. Which of the following product is being sold under the brand name ZODIAC

- a) Shirts
- b) Ties
- c) Both A and B
- d) Liberty

21. SWIFT - cars are being manufactured by

- a) DCM
- b) Maruti
- c) Premier Automobiles
- d) Hyundai

22. With you all the way is the slogan of

- a) Vodafone
- b) SBI
- c) ICICI
- d) Raymonds

23. Which company used the slogan "The complete Man"

- a) DCM
- b) GRASIM
- c) RAYMONDS
- d) VIMAL

24. Which brand uses the slogan "Made for each other" for its cigarettes?

- a) Cavenders
- b) Four Square
- c) Red & White

d) Wills

25. Cross Selling means

a) Identifying customer needs

b) matching the products to customer needs

c) convincing the customers of product benefits

d) responding to questions and objections of customers

e) all of these

ANSWERS

1 (c)	2 (a)	3 (d)	4 (c)	5 (d)
6 (e)	7 (d)	8 (b)	9 (e)	10 (c)
11 (e)	12 (c)	13 (c)	14 (b)	15 (a)
16 (d)	17 (d)	18 (d)	19 (e)	20 (c)
21 (b)	22 (b)	23 (c)	24 (d)	25 (e)