

## Punjab National Bank Clerk Exam, 2010

### Marketing and Computer Knowledge: Solved Paper

(Exam Held on: 4-4-2010)

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)

