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Solved Paper : SBI Clerical Cadre Recruitment Exam., 2008



Marketing Aptitude / Computer Knowledge

1. Cross-selling covers—
 - (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
2. 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
3. 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

4. Innovation means—

- (A) Compensation
- (B) Inspiration
- (C) Additional perquisites
- (D) Implementing new ideas or new methods
- (E) None of these

5. 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

6. The Traditional Marketing style involves—

- (A) Telemarketing
- (B) Digital Marketing
- (C) Indirect Marketing
- (D) Direct Marketing
- (E) All of these

7. Modern methods of Marketing include—

- (A) Publicity on the net
- (B) Advertisement on the net
- (C) Soliciting business through e-mails
- (D) Telemarketing
- (E) All of these

8. A true marketing mindset requires—

- (A) Command and order mindset
- (B) Control mindset
- (C) Active mindset
- (D) Passive mindset
- (E) None of these

9. Which of the following sentences is True ?

- (A) Marketing is not required in a Buyers' Market
- (B) Marketing is not required in a Sellers' Market
- (C) Marketing is not required due to globalization
- (D) Marketing is not required due to competition
- (E) Marketing is not required due to liberalization

10. 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

11. 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

12. Market Research is needed for—

- (A) Deciding the market area
- (B) Deciding the right product to be sold
- (C) Making proper marketing decisions
- (D) Deciding right time to sell
- (E) All of these

13. Which of the following statements 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

14. Marketing Plan helps in—
- (A) Better lead generation
 - (B) Better systems
 - (C) Better results
 - (D) Improved Balance Sheet
 - (E) Better customer service

15. 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

16. Motivation means—
- (A) Inspiring employees to perform better
 - (B) Better Communication Skills
 - (C) Sales coaching
 - (D) Market Research
 - (E) None of these

17. 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

18. 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

19. 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

20. Sales forecasting involves—
- (A) Sales Planning
 - (B) Sales pricing
 - (C) Distribution Channels
 - (D) Consumer tastes
 - (E) All of these

21. How many options does a binary choice offer ?
- (A) None
 - (B) One
 - (C) Two
 - (D) It depends on the amount of memory in the computer
 - (E) It depends on the speed of the computer's processor

22. Data going into the computer is called—
- (A) Output

- (B) Algorithm
- (C) Input
- (D) Calculations
- (E) Flowchart

23. How many values can be represented by a single byte ?

- (A) 4
- (B) 16
- (C) 64
- (D) 256
- (E) 512

24. Transformation of input into output is performed by—

- (A) Peripherals
- (B) Memory
- (C) Storage
- (D) The Input-Output unit
- (E) The CPU

25. Device drivers are—

- (A) Tiny power cords for external storage devices
- (B) Experts who know how to maximize the performance of devices
- (C) Small, special-purpose programs
- (D) The innermost part of the operating system
- (E) Substitutes for operating system

26. A collection of programs that controls how your computer system runs and processes information is called—

- (A) Operating system
- (B) Computer
- (C) Office
- (D) Compiler
- (E) Interpreter

27. Which of the following refers to a small, single-site network ?

- (A) LAN
- (B) DSL
- (C) RAM
- (D) USB
- (E) CPU

28. A set of instructions telling the computer what to do is called—

- (A) Mentor
- (B) Instructor
- (C) Compiler
- (D) Program
- (E) Debugger

29. If you receive an e-mail from someone you don't know, what should you do ?

- (A) Forward it to the police immediately
- (B) Delete it without opening it
- (C) Open it and respond to them saying you don't know them
- (D) Reply and ask them for their personal information
- (E) Reply and tell them you want to keep in touch with them

30. Which of the following can handle most system functions that aren't handled directly by the operating system ?

- (A) Vertical-market applications
- (B) Utilities
- (C) Algorithms
- (D) Integrated software
- (E) Compilers

31. Microsoft Office is—

- (A) Shareware

- (B) Public-domain software
- (C) Open-source software
- (D) A vertical-market application
- (E) An application suite

32. Computers connected to a LAN (Local Area Network) can—

- (A) Run faster
- (B) Go on line
- (C) Share information and/or share peripheral equipment
- (D) E-mail
- (E) None of these

33. Which of the following refers to the memory in your computer ?

- (A) RAM
- (B) DSL
- (C) USB
- (D) LAN
- (E) CPU

34. Information travels between components on the motherboard through—

- (A) Flash memory (B) CMOS
- (C) Bays (D) Buses
- (E) Peripherals

35. One megabyte equals approximately—

- (A) 1,000 bits
- (B) 1,000 bytes
- (C) 1 million bytes
- (D) 1 million bits
- (E) 2,000 bytes

36. When you are working on a document on a PC, where is the document temporarily stored ?

- (A) RAM
- (B) ROM
- (C) The CPU
- (D) Flash memory
- (E) The CD-ROM

37. How are data organized in a spreadsheet ?

- (A) Lines and spaces
- (B) Layers and planes
- (C) Height and width
- (D) Rows and columns
- (E) None of these

38. Magnetic tape is not practical for applications where data must be quickly recalled because tape is—

- (A) A random-access medium
- (B) A sequential-access medium
- (C) A read-only medium
- (D) Fragile and easily damaged
- (E) An expensive storage medium

39. The blinking symbol on the computer screen is called the—

- (A) Mouse
- (B) Logo
- (C) Hand
- (D) Palm
- (E) Cursor

40. When cutting and pasting, the item cut is temporarily stored in—

- (A) ROM
- (B) Hard drive
- (C) Diskette
- (D) Dashboard
- (E) Clipboard

Answer

- 1.(B) 2. (C) 3. (A) 4. (D) 5.(C) 6. (C) 7. (E) 8. (A) 9.(B) 10. (E) 11. (C) 12. (E) 13.(E) 14. (E) 15. (B) 16. (A) 17.(D) 18. (D) 19. (D) 20. (E) 21.(C) 22. (C) 23. (E) 24. (E) 25.(D) 26. (B) 27. (A) 28. (D) 29.(B) 30. (A) 31. (E) 32. (C) 33.(A) 34. (D) 35. (C) 36. (A) 37.(D) 38. (E) 39. (E) 40. (E)