**SBI Sample Question Paper for Clerk Jobs**

**1)** Consumer information sources are

1) Personal Source and Commercial Source

2) Public Source

3) Experiential source

4) All of the three above

5) Only (1) and (2)

**Ans 4**

**2)** Zero-Based Budgeting(ZBB) means

1) a tool for marketing cost analysis

3) a tool for financial analysis

3) each year, budgeting starts from a scratch

4) a certain percentage of sales

5) Only (1) and (2)

**Ans 3**

**3)** The advantages of telephone - Interview are

1) relatively low cost per interview

2) good for reaching important people who are inaccessible

3)securing cooperation which is not always possible

4) all of these

5) Only (1) and (2)

**Ans 5**

**4)** The abbreviation ISP stands for

1) International Spy Project

2) Indian Social Planning

3) Initial Service Provider

4) Internet service provider

5) None of these

**Ans 4**

**5)** The best advertisement is

1) glow sign boards

2) Internet

3) T.V. Media

4) Print Media

5) a satisfied Customer

**Ans 3**

**6)** Acid-test of a brand is

1) Brand preference

2) Brand awareness

3) Brand acceptability

4) Brand loyalty

5) Brand equity

**Ans 3**

**7)** In Banks ROA means

1) Rate of allocation

2) Return of Assets

3) Return on Advances

4) Ratio of Assets

5) Only 2 and 3

**Ans 2**

**8)** In the Context of Globalization, BPO means

1) British Petroleum Organization

2) British Passport Office

3) Budgeting Process Orientation

4) Business Process Orientation

5) Business Process Outsourcing

**Ans 5**

**9)** Which of the Following expresses Maslow's Motivation theory best ?

1) Importance of motivation of Customer development

2) Why People are driven by particular need at particular times

3) Why human needs are arranged in a hierarchy

 4) All of these

5) Only 2 and 3

**Ans 1**

**10)** This Component is required to Process data into information and consists of integrated Circuits

1) Hard disk

2) RAM

3) CPU

4) ROM

5) None of these

**Ans 4**

**11)** one advantage of Dial-up Internet access is

1) It utilizes broadband technology

2) It utilizes existing telephone Service

3) It uses a router for security

4) Modem Speeds are very Fast

5) None of these

**Ans2**

**12)** What is Back Up ?

1) Adding more component to your network

2) Protecting Data by copying it from the original source to a different destination

3) Filtering old data from the new data

4) Accessing data on Tape

5) None of these

**Ans 2**

**13)** Network Component are Connected to the Same Cable in the -------------- Topology ?

1) Star

2) Ring

3) Bus

4) Mesh

5) Mixed

**Ans 3**

**14)** Two or more Computers are Connected to each other for sharing Information form a

1) Network

2) Router

3) Server

4) Tunnel

5) Pipeline

**Ans1**

**15)** What is the term for unsolicited e-mail ?

1) Newsgroup

2) Usenet

3) Backbone

4) Flaming

5) Spam

**Ans 2**

**Fully Solved 20 Sample Question Paper for  Computer Knowledge/Marketing Aptitude**

**1)** What type of Program Controls the Various Computer Parts and allows the users to interact with the Computer?

1) Utility Software

2) Operating System

3) Word Processing Software

4) Database Program

5) None of these

**Ans 2**

**2)** Each cell in Microsoft office Excel document is reffered to by its cell address, which is the ----------

1) Cell's Column

2) Cell's Column label and Worksheet tab name

3) Cell's row label

4) Cell's row and column labels

5) None of these

**Ans 4**

**3)** Which of the following is true?

1) byte is single digit in a binary no.

2) bit represents a grouping of digital no.

3) eight-digit binary no is called a byte

4) eight-digit binary no is called a bit

5) None of these

**Ans 4**

**4)** Office LANs that are spread geographically apart on a large scale can be connected using a corporate....

1) CAN

2) LAN

3) DAN

4) WAN

5) TAN

**Ans 4**

**5)** The code for a web page is written using..........

1) a fifth generation language

2) Win Zip

3) Pere

4) Hypertext Markup Language

5) URL

**Ans 4**

**6)** Small application program that run on web page and may ensure a form is completed properly or provide animation are known as ..........

1) Flash

2) Spiders

3) Cookies

4) Applets

5) Sparks

**Ans 1**

**7)** In a Relational database, this is a data structure that organizes the information about a single topics into rows and columns.

1) block

2) record

3) tuple

4) table

5) command line interface

**Ans 4**

**8)** The first Computers were programmed using..........

1) Assembly Language

2) Machine Language

3) Source Code

4) Object code

5) Spaghetti code

**Ans 2**

**9)** When the Pointer is positioned on a .............. it is shaped like a hand

1) grammar error

2) Hyperlink

3) Screen Tip

4) Spelling Error

5) Formatting Error

**Ans 2**

**10)** Which process checks to ensure the components of the computer are operating and connecting properly

1) Booting

2) Processing

3) Saving

4) Editing

5) None of these

**Ans 1**

**11)** Difference between  Direct and Indirect Marketing is:

1) Direct Marketing is to bank employees, indirect to outsiders.

2) Direct Marketing is to outsiders, Indirect to employees

3) Direct Marketing is to Bank's owners.Indirect is to outsiders.

4) Direct Marketing is to other bank's employes, Indirect is to outsiders

5) None of these

**Ans 5**

**12)** Transaction Marketing means............

1) marketing only to Strangers

2) Mere selling of Goods

3) Doing banking Transactions

4) All of the above

5) None of these

**Ans 2**

**13)** In Marketing it is necessary to identify

1) Potential Sellers

2) Selling Employees

3) Potential Products and Services

4) Key existing and Potential Customers

5) All of the above

**Ans 4**

**14)** A DSA helps in

1) Boosting Direct sales

2) Contacting Customers on the Net

3) Indirect marketing

4) Direct Telemarketing

5) None of these

**Ans 1**

**15)** A cold call is .........

1) Best way to do Marketing

2) A Last resort for Marketers

3) Marketing at random

4) All of the above

5) None of these

**Ans 3**

**16)** A call can be effective by .......

1) Making a Phone Call

2) Sending an E-mail

3) Calling on Friends

4) Service with Several Facilities

5) Personally calling on Prospective Customers

**Ans 4**

**17)** Which of the following is not a Channel for Bank marketing

1) Telemarketing

2) Internet Marketing

3) Mobile banking

4) Existing Satisfied Customers

5) None of these

**Ans 1**

**18)** A Prospect means

1) A person likely to Work in a Bank

2) College Syllabus

3) a religious head

4) a likely buyers

5) None of these

**Ans 4**

**19)** Innovation helps in.........

1) Designing New Products

2) Improve Marketing Function

3) Increasing sales

4) New methods for increasing Prospects

5) All of the above

**Ans 5**

**20)** Diversification means....

1) Marketing in diverse Countries

2) Marketing in diverse Companies

3) making new, diverse Products

4) Used only for transactions with foreign countries

5) All of the above

**Ans 2**

**SBI Solved Sample Paper for Marketing Aptitude and computer Knowledge**

**1)** Which of the following functions is not performed by CPU?

a) Graphical Display of data.

b) Arithmetic calculations.

c) Managing Memory.

d) Managing Input and Output.

e) None of these.

**Ans a**

**2)** The Feature that keeps track of the right margins is

a) Find and Replace

b) Word Wrap

c) Right justified

d) Left justified

e) Ragged Right.

**Ans e**

**3)** Keyboard shortcuts are used to move the

a) I-beam

b) Insertion Point

c) Scroll Bar

d) Mouse

e) None of these

**Ans b**

**4)** To specify margins in word, the user has to select page setup option from the ------- menu?

a) Edit

b) Table

c) Autocorrect

d) File

e) Format

**Ans d**

**5)** What is the name of the package which helps to create,manipulate and analyze data arranged in rows and columns?

a) Application Package

b) Word Processing package

b) Outlining Package

d) Outline processors

e) Spreadsheet package.

**Ans e**

**6)** Which of the following options is used to display information such as title,page number of the document?

a) Insert Table

b) Auto correct

c) Thesaurus

d) Spelling and grammar

e) Header and Footer

**Ans e**

**7)** The processor is a -------- chip plugged onto the motherboard in a computer system.

a) LSI

b) VLSI

c) ULSI

d) XLSI

e) WLSI

**Ans b**

**8)** A register that keeps track of the next instruction to be executed is called a ---------

a) Data Register

b) Instruction Register

c) Action Register

d) Program Counter

e) Accumulator

**Ans d**

**9)** Which of the following will be used if a sender of e-mail wants to bold,italics etc

the text message?

a) Reach Signature

b) Reach Text

c) Reach Format

d) Plain Format

e) Plain Text

**Ans b**

**10)** What is the full form of LIS?

a) Low-Scale Internet

b) Large-Scale Internet

c) Low-Scale Integration

d) Large-Scale Integration

e) Local-Scale Integration

**Ans d**

**11)** Proper marketing requires--

a) Planning

b) Sympathy

c) knowledge of Products

d) 1 and 2 both

e) 1 and 3 both

**Ans e**

**12)** Marketing information means

a) Knowledge of companies

b) Cross-country information

c) knowledge of related markets

d) Selling to existing customers

e) None of these

**Ans c**

**13)** Market Research is needed

a) For extra service charges

b) For levy of VAT

c) For good customer service

d) For effective selling

e) There is no need for Market Research

**Ans c**

**14)** 4P's of Marketing means

a) Primary Marketing Techniques.

b) Person.Place,Product and Promotion

c) Promoting Authority.

d) Purpose,Place,Passion and Product

e) None of these

**Ans b**

**15)** Market Segmentation means

a) Dividing the market into various groups

b) Segmentation by Age

c) Segmentation by tastes

d) Segmentation geographically

e) All of the above

**Ans e**

**16)** Bank Marketing is necessary due to

a) Globalization

b) Recession

c) Merger of banks

d) Shortage of resources

e) Selling various different items in Banks

**Ans e**

**17)** Customization means

a) Designing Products to suit the company

b) Designing Strategies to suit the company

c) Designing Products to suit individual customers

d) All of the above

e) None of these

**Ans d**

**18)** Product mix means

a) Distributing a mix of products

b) Collectings ideas to sell better.

c) Satisfying the customers

d) Bundle of products required by the customer

e) various products designed by the company

**Ans e**

**19)** Selling skills are judged by

a) Number of goods sold

b) Amount of Profit earned

c) Number of customers convertedd

d) All of the above

e) None of these

**Ans d**

**20)** Rural Marketing involves

a) Selling to Rural banks

b) Selling by Rural banks

c) Selling to Rural customer

d) Arranging industrial exhibitions

e) All of the above

**Ans e**