1. A keyboard is this kind of device—

(A) black

(B) input

(C) output

(D) word Processing

(E) None of these

Ans : (B)

2. IT stands for—

(A) information Technology

(B) integrated Technology

(C) intelligent Technology

(D) interesting Technology

(E) None of these

Ans : (A)

3. Which of the following refers to the fastest, biggest and most expensive computers ?

(A) Personal Computers

(B) Supercomputers

(C) Laptops

(D) Notebooks

(E) None of these

Ans : (B)

4. A collection of related information sorted and dealt with as a unit is a—

(A) disk

(B) data

(C) file

(D) floppy

(E) None of these

Ans : (C)

5. The process of a computer receiving information from a server on the Internet is known as—

(A) pulling

(B) pushing

(C) downloading

(D) transferring

(E) None of these

Ans : (C)

6. Which part of the computer helps to store information ?

(A) Disk drive

(B) Keyboard

(C) Monitor

(D) Printer

(E) None of these

Ans : (A)

7. ....is the process of carrying out commands.

(A) Fetching

(B) Storing

(C) Executing

(D) Decoding

(E) None of these

Ans : (C)

8. The role of a.........generally is to determine a buyer's needs and match it to the correct hardware and software.

(A) computer Scientist

(B) computer sales representative

(C) computer consultant

(D) corporate trainer

(E) None of these

Ans : (B)

9. Which of the following groups consist of only output devices ?

(A) Scanner, Printer, Monitor

(B) Keyboard, Printer, Monitor

(C) Mouse, Printer, Monitor

(D) Plotter, Printer, Monitor

(E) None of these

Ans : (D)

10. The rectangular area of the screen that displays a program, data, and/or information is a—

(A) title bar

(B) button

(C) dialog box

(D) window

(E) None of these

Ans : (D)

11. A(n).........contains commands that can be selected.

(A) pointer

(B) menu

(C) icon

(D) button

(E) None of these

Ans : (B)

12. An error is also known as—

(A) bug

(B) debug

(C) cursor

(D) icon

(E) None of these

Ans : (A)

13. Arithmetic Operations—

(A) involve matching one data item to another to determine if the first item is greater than, equal to, or less than the other item

(B) sort data items according to standard, predefined criteria in ascending order or descending order

(C) use conditions with operators such as AND, OR and NOT

(D) include addition, subtraction, multiplication and division

(E) None of these

Ans : (D)

14. Sending an e-mail is similar to—

(A) picturing an event

(B) narrating a story

(C) writing a letter

(D) creating a drawing

(E) None of these

Ans : (C)

15. Promotion in Marketing means—

(A) passing an examination

(B) elevation from one grade to another

(C) selling the products through various means

(D) selling the product in specific areas

(E) None of these

Ans : (C)

16. Microsoft Word is an example of—

(A) an operating system

(B) a processing device

(C) application software

(D) an input device

(E) None of these

Ans : (B)

17. Sources of Sales Leads are—

(A) Data Mining

(B) Market Research

(C) Media Outlets

(D) Promotional Programs

(E) All of these

Ans : (E)

18. Any data or instruction entered into the memory of a computer is considered as—

(A) storage

(B) output

(C) input

(D) information

(E) None of these

Ans : (A)

19. Which part of the computer displays the work done ?

(A) RAM

(B) printer

(C) monitor

(D) ROM

(E) None of these

Ans : (C)

20. One of the methods for Market Monitoring is—

(A) to watch TV serials

(B) to discuss with other sales persons

(C) to monitor media outlets

(D) All of these

(E) None of these

Ans : (C)

21. Market Expansion means—

(A) hiring more staff

(B) firing more staff

(C) buying more products

(D) buying more companies

(E) None of these

Ans : (E)

22. A series of instructions that tells a computer what to do and how to do it is called a—

(A) program

(B) command

(C) user response

(D) processor

(E) None of these

Ans : (A)

23. Effective marketing helps in—

(A) developing new products

(B) creating a competitive environment

(C) building demand for products

(D) All of these

(E) None of these

Ans : (D)

24. Which is the part of a computer that one can touch and feel ?

(A) Hardware

(B) Software

(C) Programs

(D) Output

(E) None of these

Ans : (A)

25. A Call in Marketing means—

(A) to phone the customers

(B) to visit the customers

(C) to visit the marketing site

(D) to call on prospective customers

(E) None of these

Ans : (D)

26. Delivery Channel means—

(A) maternity wards

(B) handing over the products to the buyers

(C) places where products are made available to the buyers

(D) All of these

(E) None of these

Ans : (C)

27. Processing involves—

(A) inputting data into a computer system

(B) transforming input into output

(C) displaying output in a useful manner

(D) providing relevant answers

(E) None of these

Ans : (B)

28. One of the following is a target group for the marketing of Internet Banking.

(A) All the customers

(B) All the educated customers

(C) All the computer educated customers

(D) Only creditors

(E) All of these

Ans : (C)

29. Innovation mean—

(A) Product Designing

(B) New ideas

(C) Impulse

(D) Both (A) and (B)

(E) None of these

Ans : (D)

30. One of the following is a target group for the marketing of educational loan.

(A) All the customers

(B) Students

(C) Only poor students

(D) Students having promising educational track record

(E) All of these

Ans : (B)

31. Service after sale is not the function of—

(A) Marketing staff

(B) Seller

(C) Director of the company

(D) Employees of the company

(E) All of the above are wrong

Ans : (A)

32. If done through………the rural marketing would be more effective.

(A) fairs

(B) village fairs

(C) door to door campaign

(D) All of these

(E) None of these

Ans : (B)

33. Market Survey means—

(A) Market Research

(B) Market Planning

(C) Marketing Strategies

(D) Market Monitering

(E) All of these

Ans : (A)

34. ………can be done through digital Banking ?

(A) Mobile phone

(B) Internet

(C) Telephone

(D) All of these

(E) None of these

Ans : (A)

35. A good seller should have the following quality/qualities ?

(A) Devotion to the work

(B) Submissive

(C) Sympathy

(D) All of these

(E) None of these

Ans : (D)

36. The rural marketing is not required because—

(A) rural people do not understand marketing

(B) its not practical from the cost point of view

(C) it is sheer wastage of time

(D) All are wrong

(E) All are correct

Ans : (D)

37. Planned-cost service means—

(A) Costly products

(B) Extra profit on the same cost

(C) Extra work by seller

(D) All of these

(E) None of these

Ans : (B)

38. Internet marketing means—

(A) Self-marketing

(B) Core Groups monitering

(C) Employees marketing

(D) All of these

(E) None of these

Ans : (E)

39. The aim of successful marketing is—

(A) to increase the sale

(B) to increase the profit

(C) to increase the output of sellers

(D) All of these

(E) None of these

Ans : (D)

40. The networking becomes......through networking.

(A) very difficult

(B) dull

(C) easy

(D) has no role in marketing

(E) None of these

Ans : (C)