

Punjab National Bank PNB Clerk Exam 2010 Paper

Marketing and Computer Knowledge

(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)