

## **Questions on Banking and Marketing**

### **1. 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

### **2. 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

### **3. Innovation means**

- a) Compensation
- b) inspiration
- c) additional perquisites
- d) implementing new ideas or new methods
- e) None of these

### **4. 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

**5. The Traditional Marketing style involves**

- a) Telemarketing
- b) Digital Marketing
- c) Indirect Marketing
- d) Direct Marketing
- e) All of these

**6. Modern Method of Marketing include**

- a) Publicity on the net
- b) Advertisement on the net
- c) Soliciting business through e-mails
- d) Tele marketing
- e) All of these

**7. A true marketing requires**

- a) Command and other mindset
- b) Control Mindset
- c) Passive mindset
- d) Active mindset
- e) None of these

**8. Which of the following sentences is true?**

- a) Marketing is not required in a Buyers' Market

- b) Marketing is not required in a Sellers's market
- c) Marketing is not required due to competition
- d) Marketing is not required due to liberalization
- e) Marketing is not required due to globalisation

**9. 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

**10. 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

**11. Market Research is needed for**

- a) checking the market area
- b) checking the right product to be sold
- c) making proper marketing decisions
- d) deciding right time to sell
- e) All of these

**12. Which of the following statement 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

**13. Marketing plan helps in**

- a) better lead generation
- b) better systems
- c) better results
- d) improved balance sheet
- e) better customer service

**14. 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

**15. Motivation means**

- a) Inspiring employees to perform better
- b) Better communication skills
- c) Sales Coaching
- d) Market Research
- e) None of these

**16. 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

**17. 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

**18. 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

**19. Sales forecasting involves**

- a) Sales Planning
- b) Sales Pricing
- c) Distribution Channels
- d) Consumer tastes

e) All of these

**20. Which of the following product is being sold under the brand name ZODIAC**

a) Shirts

b) Ties

c) Both A and B

d) Liberty

**21. SWIFT – cars are being manufactured by**

a) DCM

b) Maruti

c) Premier Automobiles

d) Hyundai

**22. With you all the way is the slogan of**

a) Vodafone

b) SBI

c) ICICI

d) Raymonds

**23. Which company used the slogan “The complete Man”**

a) DCM

b) GRASIM

c) RAYMONDS

d) VIMAL

**24. Which brand uses the slogan “Made for each other” for its cigarettes?**

a) Cavenders

- b) Four Square
- c) Red & White
- d) Wills

**25. Cross Selling means**

- 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

**ANSWERS**

<b>1 (c)</b>	<b>2 (a)</b>	<b>3 (d)</b>	<b>4 (c)</b>	<b>5 (d)</b>
<b>6 (e)</b>	<b>7 (d)</b>	<b>8 (b)</b>	<b>9 (e)</b>	<b>10 (c)</b>
<b>11 (e)</b>	<b>12 (c)</b>	<b>13 (c)</b>	<b>14 (b)</b>	<b>15 (a)</b>
<b>16 (d)</b>	<b>17 (d)</b>	<b>18 (d)</b>	<b>19 (e)</b>	<b>20 (c)</b>
<b>21 (b)</b>	<b>22 (b)</b>	<b>23 (c)</b>	<b>24 (d)</b>	<b>25 (e)</b>