MINIMUM REQUIRED LEVEL TEST

Booklet Searial No.	TEST BATTERY CODE	TEST Code :	Test Form No.
971000	Axiom / 09	AA -05	No. 09-0001

Time Allowed - 95 minutes   Candidate's Roll Number   Maximum Marks - 200

Read the following instructions carefully before you begin to answer the questions.

INSTRUCTIONS FOR CANDIDATES

1. This Booklet contains 200 questions in all comprising following 4 tests

(1) General Awareness 40 questions   = 40 marks

(2) General English 40 questions   = 40 marks

(3) Quantitative Aptitude 40 questions   = 40 marks

(4) Reasoning 40 questions   = 40 marks

(5) Computer Knowledge 20 questions = 20 marks

(6) Marketing Aptitude 20 questions   = 20 marks

2. DEDUCTION IN MARKS : THERE WILL BE PENALTY FOR WRONG ANSWERS MARKED BY YOU IN THE OBJECTIVE TESTS. There are five alternatives in every question of a test. For each question for which a wrong answer has been given by you, one fourth of the marks assigned to that question will be deducted as penalty. If for any question you give more than one answer, it will be treated as wrong even if one of the given answers happens to be right and there will be the same penalty as above for that question. If a question is left blank, i.e., no answer is given by you, there will be no penalty for that question. If the total of the penalty for a test is in fraction, it will be rounded off to the nearest integer. **YOU SHOULD THEREFORE BE CAREFUL IN MARKING YOUR ANSWERS.**

3. Compliance with instructions : You should scrupulously follow the instructions given at all stages of the examination. If you violate the instructions you will be disqualified.

4. Use of Books, Notes & Calculators : No Calculator (separate or with watch), slide rulers, notebooks or written notes will be allowed.

5. Copying or receiving/giving assistance not allowed : Any candidate who is found either copying or receiving or giving assistance during the examination will be disqualified.

6. Use of HB Pencil and Ball Pen : You should bring with you two commonly available HB Pencils, a Pencil Sharpener, an Eraser and a Ball Point Pen. Two pencils are advised to avoid mending a pencil during the examination as you may lose time. Use ball point pen for filling up the information in boxes 1-11 on the first side of the answersheet. **Use HB Pencil only** for filling up information in boxes 13-28 on first side of the answersheet and box 29 on side 2 of the answersheet. **All the answers on side 2 also should be marked by using HB Pencils only.**

7. Handling answersheet : Please handle your answersheet carefully. Keep it dust-free. If it is mutilated, torn, folded, wrinkled, rolled or dusty, it may not be valued. **Similarly if you do not write and darken your Roll Number and Test Form No. in box No. 14 and 17 respectively,** your answersheet may NOT be assessed. After the test is over, you should hand over the same to the invigilator before leaving the room.

HOW TO SHOW YOUR ANSWERS : Each question is followed by answers which are numbered 1,2,3,4 and 5. Select the most appropriate answer. Then by using HB pencil, blacken the oval bearing the correct answer against the serial number of the question. (Refer to side 1 of the Specimen Answersheet). Please note that the oval should be dark enough and should be filled in completely. For example, if the answer to Question Number 2 is answer number 5. it is shown as follows :

Q.2. ①②③④❺

HOW TO CHANGE YOUR ANSWER : If you wish to change your answer, Erase Completely the already darkened oval by using good quality eraser and then blacken the new oval bearing your revised answer number.

While changing the answer, erasing the earlier answer completely is extremely essential, if it is not erased completely, smudges will be left on the erased oval and hence no marks will be given.

VERY IMPORTANT :

Please note that you should not use an H, 2H/HH, 3H type of Pencil. The marks made by such hard pencil will be too light and will not be read by the computer machine.

If you use too soft pencils (drawing pencils) like B/BB, 3B, etc. your marks will be dark. So when you want to change your answer by erasing the first one, there may be smudge or dark mark in place of the erased answer and around it.

So these too soft pencils are not to be used. Therefore, use only HB Pencils.

Please Do Not mark your answers or fill up information by using different methods of marking.

IMPORTANT POINT TO REMEMBER

1. You are advised to bring with you the following things:

(i) Two HB Pencils, a pencil sharpener and a good quality eraser

(ii) One ball point pen

2. Your answer-sheet may not be assessed

(a) if you do the rough work on the answer-sheet.

(b) if you do not write your Roll No. on the Test Booklet.

(c) if you do not write all the information required on the answer-sheet.

(d) If you do not handle your answer-sheet carefully.

3. For all objective tests there will be one single answer-sheet.

4. All you answers must be marked on the answer-sheet. The method of indicating answers as described and illustrated before must be followed. Please note that the oval should be dark enough and should be filled in completely.

5. When you receive the test booklet do not waste your time in first reading all the questions as is done in school/college/university examinations. Since these questions are of objective type, read particular question and immediately mark your answer on the answer-sheet. In case you find a particular question difficult, skip ;the question and go on to the next question. The question so skipped may be solved at the end if time is available.

6. If the question is skipped care should be taken while marking the answer of the next question. It should be marked against the appropriate question serial number leaving blank the answerspace for the skipped question.

7. Composite time of 1 hour 35 minutes is given to solve the four objective type tests. Therefore, in your interest you are advised to apportion the time judiciously and not to utilise too much time on a particular test (s) at the cost of some other tests.

8. You will not be allowed to use calculators, calculator watches, notes, booklets or foot-rulers, slide-rulers or any other such material during the examination.

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GENERAL AWARENESS

1. Left Front has come into power in Tripura for the _____ consecutive term.
   (1) Second   (2) Third
   (3) Fourth   (4) Fifth
   (5) Sixth

2. Who is the new head of SEBI?
   (1) M. Damodaran   (2) C.B. Bhave
   (3) Ravi Kumar   (4) A.K. Khandelwal
   (5) Rajiv Chouhan

3. Who has won the just concluded Bangalore Open Tennis women's single title?
   (1) Venus Williams   (2) Maria Sharapova
   (3) Justin Hennin   (4) Serena Williams
   (5) Sania Mirza

4. Who is the Chief Minister of Meghalaya?
   (1) P.A. Sangma   (2) Donkuper Roy
   (3) D.D. Lapang   (4) Y.C. Apang
   (5) None of these

5. India was finally defeated in recently concluded Olympic Qualifying Hockey Tournament held Santiyago by
   (1) Britain   (2) China
   (3) Austria   (4) Russia
   (5) Japan

6. Between April and December 2007, India's personal tax collections have risen
   (1) 40 per cent   (2) 45 per cent
   (3) 50 per cent   (4) 60 per cent
   (5) 55 per cent

7. According to a Nasscom-Deloitte study, the Indian information technology industry's contribution to the country's GDP in the year 2006-07 was
   (1) 3.2 per cent   (2) 3.8 per cent
   (3) 4.6 per cent   (4) 5.2 per cent
   (5) 7.2 per cent

8. On February 10, 2008 the Grammy award for the album of the year went to
   (1) River : The Joniletters
   (2) Rehab
   (3) Stupid boy
   (4) Call me irresponsible
   (5) Once more

9. Which actress won on February 10, 2008 in London the best actress BAFTA award?
   (1) Julie Christie   (2) Keira Knightley
   (3) Jodic Foster   (4) Marion Cotillard
   (5) None of these

10. Russy Karanjia, the editor of the India's first tabloid weekly passed away in Mumbai on February 1,2008 at the age of 95. What was the name of that tabloid weekely?
    (1) Surya   (2) Illustrate Weekely
    (3) Blitz   (4) The Week
    (5) Sunday Times

11. As per the state of the forest Report, 2005 released on February 12, 2008, in percentage of the country's total land area, the forest cover stands at
    (1) 19.7 per cent   (2) 20.6 per cent
    (3) 23.8 per cent   (4) 18.3 per cent
    (5) 25.5 per cent

12. According to the 2005 report, which state has the largest area under forest cover?
    (1) Chhattisgarh
    (2) Jharkhand
    (3) Madhya Pradesh
    (4) Andhra Pradesh
    (5) Odisa

13. Global Internet major Google is going to set up its first campus in India in _____
    (1) Chennai   (2) Bangalore
    (3) Mumbai   (4) Hyderabad
    (5) Kolkata

14. Which country was in February 2008 threatened by Russia of a nuclear attack in case it joins NATO and allows the developemnt of the American missile defence shield on its territory?
    (1) Belarus   (2) Ukraine
    (3) Uzbekistan   (4) Armenia
    (5) None of these

15. Under the recently launched National Health Insurance Scheme for the unorganised sector BPL workers, the total sum insured would be _____
    (1) Rs. 20,000   (2) Rs. 30, 000
    (3) Rs. 50, 000   (4) Rs. 75, 000
    (5) Rs.80, 000

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16. Fulfilling the long-held demand of the people of Darjeeling, the Union Cabinet decided to create an autonomous self-governing Gorkha Hill council under the _____ of the constitution.
    (1) Fourth schedule   (2) Fifth schedule
    (3) Sixth schedule   (4) Third schedule
    (5) Seventh schedule

17. As per the new advertisementpolicy what percentage of all DAVP (Directorate of advertising and Visual Publicity) advertisements in rupee terms will go to big newspapers?
    (1) 40 per cent   (2) 50 per cent
    (3) 60 per cent   (4) 70 per cent
    (5) 80 per cent

18. As per the new policy what percentage of all DAVP advertisements is to go to small publications?
    (1) 15 per cent   (2) 20 per cent
    (3) 25 per cent   (4) 30 per cent
    (5) 35 per cent

19. According to new policy, English newspapers are entitled to _____ of all advertisements.
    (1) 40 per cent   (2) 60 per cent
    (3) 30 per cent   (4) 50 per cent
    (5) 65 per ent

20. According to the latest data released by the World Bank, the top remittance receiving country in the world is _____
    (1) India   (2) China
    (3) Mexico   (4) Brazil
    (5) Russia

21. Which company reently claimed to have developed the world's most powerful memory chip, which could help create a memory card capable of storing 80 DVD movies?
    (1) LG   (2) Nokia
    (3) Samsung   (4) Motorola
    (5) Sony

22. The first case of genome sequencing of an individual in Asia has been reported from ____
    (1) Japan   (2) China
    (3) South Korea   (4) Singapore
    (5) Mexico

23. As part of the 11th plan UGC is preparing an action plan for setting up _____
    (1) 8 Universities   (2) 9 Universities
    (3) 11 Universities (4) 15 Universities
    (5) 20 Universities

24. The commission, centre is going to set up to look into discrimination against deprived groups in the public and private sector is _____.
    (1) Justice Commission
    (2) Equality Commission
    (3) Equal Treatment Commission
    (4) Equal Opportunities Commission
    (5) None of these

25. The first of six scorpene submarines, being built by a French company in Mazgaon is expected to be delivered by the year_____.
    (1) 2010   (2) 2011
    (3) 2012   (4) 2015
    (5) 2018

26. Which state has been selected by the Union Government for the National Tourism Award, 2007-08 in the best tourism performing state/UT category?
    (1) Karnataka   (2) Andhra Pradesh
    (3) Tamil Nadu   (4) Madhya Pradesh
    (5) Maharashtra

27. Who recently replaced Fidel Castro as the President of Cuba?
    (1) Raul Castro   (2) Jean Castor
    (3) Peiter Feith   (4) Paul Skinner
    (5) None of these

28. Who has been recently selected for the 17th Saraswati Samman for his collection of Short stories Taoos Chaman ki Myna?
    (1) Girija Guleri   (2) Naiyer Masud
    (3) Ram Narayan Mishra
    (4) Shyam Kumar Ashq
    (5) Nirja Guleri

29. Rajendra Nath who died on February 13, 2008 was a famous_____.
    (1) Urdu writer   (2) Southampton
    (3) London   (4) Melbourne
    (5) Colambo

30. Where is the bronze statue of legendry cricket umpire Dickie Bird going to be established?
    (1) Barnsley   (2) Southampton
    (3) London   (4) Melbourne
    (5) Colambo

31. Who was the captain of U-19 Indian team that won the U-19 cricket world cup concluded recently in Kuala Lumpur?
    (1) Vira Kohli   (2) Ajitesh Argal
    (3) Sreevats Goswami   (4) Ravindra Jadeja
    (5) Ajeet Narayan

32. India won the U-19 cricket world cup, 2008 by beating _____ in the final.
    (1) Pakistan   (2) Sri Lanka
    (3) South Africa   (4) Australia
    (5) England

33. Who won the Johnie Walker classic golf tournament in Gurgaon on March 2, 2008?
    (1) Shiv Kapur   (2) Jyoti Randhawa
    (3) Vijay Singh   (4) Mark Brown
    (5) Tiger Wods

34. Who was the man of match of the second final played in Brisbane on March 4, 2008, between Australia and India?
    (1) M.S. Dhoni   (2) Sachin Tendulkar
    (3) Pravin Kumar   (4) Sreesanth
    (5) Yuvraj Singh

35. With the victories in both their games in the finals at Sydney and Brisbane India registered a traingular series win in Australia for the _____.
    (1) First time   (2) Second time
    (3) Third time   (4) Fourth time
    (5) Fifth time

36. Who was adjudged player of the Commonwealth Bank traingular series recently concluded in Australia?
    (1) Brett Lee   (2) Nathan Bracken
    (3) Ishant Sharma   (4) Gautam Gambhir
    (5) Ricky Ponting

37. Who was the leading run-getter on the either side in the Commonwealth Bank traingular series?
    (1) Sachin Tendulkar   (2) Mathew Hayden
    (3) Gautam Gambhir   (4) Adam Gilchrist
    (5) Michel Hassy

38. Jose Ramos Horta who was recently injured in a predawn attack on his home by fugitive members of the country's armed forces is _____.
    (1) Prime Minister of Kosovo
    (2) President of Serbia
    (3) Prime Minister of East Timor
    (4) President of East Timor
    (5) None of these

39. Jens Stoltenberg who was on a sate-visit to India in March, 2008 is _____.
    (1) Prime Minister of Canada
    (2) Prime Minister of Norway
    (3) Prime Minister of Denmark
    (4) President of Greece
    (5) President of Japan

40. Amaresh Bachi who died on February 20, 2007 was a renowned_____.
    (1) Educationist
    (2) Economist
    (3) Scientist
    (4) Novelist
    (5) None of these

GENERAL ENGLISH

Directions for Questions 41 to 50:

Read the following passage and answer the questions given below it. Certain words/phrases in the passage have been printed in bold to help you locate them while answering some of the questions.

Marc Rodin flicked-off the switch of his transistor radio and rose from the table, leaving the breakfast tray almost untouched. He walked over to the window, lit another in the endless chain of cigarettes and gazed out at the snow-encrusted landscape which the late arriving spring had not yet started to dismantle.

He murmured a word quietly and with great venom, following up with other strong nouns and epithets that expressed his feeling towards the French President, his Government and the Action Service.

Rodin was unlike his predecessor in almost every way. Tall and spare, with a cadaverous face hollowed by the hatred within, he usually masked his emotions with an un-Latin **frigidity**. For him there had been no Ecole Polytechnic to open doors to promotion. The son of a cobbler, he had escaped to England by fishing boat in the halcyon days of his late teens when the Germans overran France, and had enlisted as a private soldier under the banner of the Cross of Lorraine.

Promotion through sergeant to warrant officer had come the hard way, in bloody battles across the face on North Africa under Koenig and later through the hedgerows of Normandy with Leclerc. A field commission during the fight for Paris had got him the officer's chevrons his education and breeding could never have obtained and in post-war France the choice had been between reverting to civillian life or staying in the Army.

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But revert to what? He had no trade but that of cobber which his father had taught him, and he found the working class of his native country dominated by Communists, who had also taken over the Resistance and the Free French of the Interior. So he stayed in the Army, later to experience the bitterness of an **officer from the ranks** who saw a new young generation of educated boys graduating from the officer schools, earning the theoretical lessons carried out in classrooms the same chevrons he had sweated blood for. As he wanted them pass him in tank and privilege the bitterness started to set in.

There was only one thing left to do, and that was join one of the colonial regiments, the tough crack soliders who did the flighting while the **conscript** army paraded round drill squares. He managed a transfer to the colonial para-troops. Within a year he had been a company commander in Indo-China, living among other men who spoke and throught as he did. For a young man from a cobbler's bench, promotion could still be otained through combat, and more combat. By the end of the Indo-China campaign he was a major and after an unhappy and frustrating year in France he was sent to Algeria. The French withdrawal from Indo-China dn the year he spent in France had turned his latent bitterness into a consuming loathing of politicians and Communists, whom he regarded as one and the same thing. Not until Franco was ruled by a soldier could she ever be weaned away from the grip of the treators and **lickspittles**. who permeated her public life. Only in the Army were both breeds extinct.

Like most combat officers who had seen their men die and occasionally buried the hideously mutilated bodies of those unlucky enough to be taken alive. Rodin worshipped soldiers as the true salt of the earth, the men who sacrificed themselves in blood so that the bourgeoisie could live at home in comfort. To learn from the civilians of native land after eight years of combat in the forests of Indo-China that most of **them Cared not a fig** for the soldiery, to read the **denunciations** of the millitary by the left-wing intellectuals for more trifles like the toturing of prisoners to obtain vital information, had set off inside March Rodin a reaction which combined with the native bitterness stemming from his own lack of opportunity, had turned into zealotry.

He remained convinced that given enough backing by the civil authorities on the spot and the Government and people back home, Army could have beaten the Viet-Minh. The cession of Indo-China had been a massive betrayal of the thousands of fine yound men who had died there seemingly for nothing. For Rodin ther would be, could be, no more betrayals. Algeria would prove it. He left the shore of Marseilles in the spring of 1956 as ner a happy man as he would ever be, convinced that the distant hills of Algeria would see the consummation of what he regarded as his life's work, the apotheosis of the French Army in the eys of the world.

41. What was the period when Rodin escaoed to England?
    (1) First half of the late arriving spring
    (2) The time when Germany occupied France
    (3) The period when Cross of Lorraine was disbanded
    (4) When Rodin was a child cobblers work
    (5) None of these

42. Which of the following best described the phrase _____ **cared not a fig** _____ as used in the passage?
    (1) Only A   (2) Only A and B
    (3) Only C   (4) Only B
    (5) Only B and C

43. Which factors made Rodin stay in the Army?
    (A)   He did not have any big business in civil life
    (B)   The parent country had Communist domination
    (C)   He wanted to experience the bitterness of officer rank
    (1) Only A   (2) Only A and B
    (3) Only C   (4) Only B
    (5) Only B and C

44. According to the passage, who resisted the dominance of Communists?
    (1) The native of Viet Mihn
    (2) The fredom loving citizens of Algeria
    (3) The Marc Rodin
    (4) The people of France
    (5) None of these

45. Which of the following best described the meaning of the phrases **officer from the ranks** as used in the passage?
    (1)   The person who has ll essential academic qualifications and experience required to become
    (2)   The person who grows in the organization from lowest hierarchical position
    (3)   An officer who is given a rank of an officer to perform a specific task
    (4)   The person who struggle hard but falls to obtain a rank
    (5)   None of these

46. What favourable situations did Rodin find in Indo-Chian campaign?
    (1)   He could attain his lost seniority
    (2)   He could manage his desired posting to Algeria
    (3)   The people around him were of the same nature as he was
    (4)   He attained the rank of Majore in the Army
    (5)   None of these

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47. What option did Robin choose in post war France situation?

(1) He joined an officer's school for Army

(2) He monitored the army parade in drill squares

(3) He joined a colonial

(4) He preferred a cobbler's bench

(5) None of these

48. Why the Army could not overpower Viet-Minh?

(1) The compating army Ignored the local civil authority

(2) The Government lacked political will to support army operation

(3) The built-in hate of the commandor did not percolate atthe soldier level

(4) The conviction held by the army chief proved to be false

(5) None of these

49. What were the outcome of battles in Indo-China?

(1) It removed the in-built hatred in Rodin

(2) It did not achieve the objectives for which it had been fought

(3) The French Army betraye Rodin

(4) Rodin regarded it as his life's achievement

(5) None of these

50. Which of the following statements is **TRUE** in the context of the passage?

(1) Marc Rodin was a qualified officer from Ecole Polytechnic

(2) Unlike his predecessor, the achievements in the army for Rodin were easy

(3) Rodin believed that only people who are worth their salt are soldiers

(4) Rodin's father did not teach him the trade of a cobbler

(5) None of these

Directions of for Questions 51 to 53:

Choose the word which has most nearly the **SAME** meaning as the word printed in **bold** as used in the passage.

51. Chevrons
(1) Colours   (2) Badges
(3) Skills   (4) Crowns
(5) Ranks

52. Conscript
(1) Commissioned (2) Secret
(3) Detailed   (4) Compulsory
(5) Registered

53. Lickspittles
(1) Spoons   (2) Approvers
(3) Sycophant   (4) Witnesses
(5) Sincere

Direction for Questions 54 - 55:

Choose the word which is MOST OPPOSITE in meaning to the word printed in **bold** as used in the passage

54. Frigidity
(1) Warmth   (2) Heat
(3) Embrace   (4) Negative
(5) Calm

55. Denuciations
(1) Enrolment   (2) Greeting
(3) Rejections   (4) Honouring
(5) Acceptance

Directions for Questions 56 to 60 :

In each question, a sentence with two words/groups of words printed in bold type are give. One of them or both may have certain error. You have to find out the correct word or group of words from among the three choices A, B or C given below each sentence which can replace the wrong word/group of words, if any, and makes the sentence grammatically correct. If the sentence is correct as it is, mark (5) i.e. 'No Correction Required' as your answer.

56. Aerobics are found to be of **exreme hlepful** to diabetes patients

(A) Extremely helpful

(B) Of extreme hlep

(C) Of extremely helpful

(1) A only   (2) B only

(3) C only   (4) Either A or B

(5) No Correction Required

57. Our **emphasis** is also on the quality of the produce but not on its appearance alone.

(A) Emphasizing _____ and

(B) Emphasis _____ and

(C) Emphasis _____ and

(1) A only   (2) B only

(3) C only   (4) None

(5) No Correction Required

58. Investors have been receiving better services from Insurance Companies.
    (A) Demanding _____ by
    (B) Received _____ from
    (C) Received _____ by
    (1) A only   (2) B only
    (3) C only   (4) Either A or C
    (5) No Correction Required

59. Our insistance had **duly impact** on their decision-making processes.
    (A) Due impact _____ their
    (B) Duly impacted _____ their
    (C) Due impacting _____ them
    (1) A only   (2) B only
    (3) C only   (4) None
    (5) No Coorection Required

60. Before the doctor **comes**, the patient **had beend** escaped from the ward.
    (A) Reached _____ has
    (B) Came _____ had
    (C) Arrived _____ had been
    (1) A only   (2) B only
    (3) C only   (4) Either A or B
    (5) No Correction Required

Direction for Questions 61 to 70 :

Which of the phrases (1), (2), (3) and (4) given below should replace the phrase given in bold in the following sentence to make the sentence gramatically meaningful and correct. If the sentence is correct as it is and no correction is required, mark (5) as the answer.

61. In guest rooms, the central portion **is generally reserved** for sofa set.
    (1) Generally is reserved
    (2) Is reserved generally
    (3) Was generally reserved
    (4) Are generally reserved
    (5) No correction required

62. The impact of the composite bow on warfare was equal to the crossbow of medieval times.
    (1) Was equal to of the
    (2) Is equal to the
    (3) Is equal to that
    (4) Was equal to that of the
    (5) No correction required

63. Culture, climate and geography plays an important part in the formation of any proverb.
    (1) Plays an important role
    (2) Plays a important part
    (3) Play an important role
    (4) Play a important part
    (5) No correction required

64. This book will be of particular interested to those fascinated by the recent philsophy.
    (1) Of particularly interested
    (2) Of particular interest
    (3) Of interested in particular
    (4) Particularly of Interested
    (5) No correction required

65. These days developed countries have started **looking down** for underdeveloped countries as it is advantageous for both the parties.
    (1) Looking after   (2) Looking down upon
    (3) To look down at
    (4) Looking for at
    (5) No correction required

66. The methods **to adopt for eradication** of poverty should depend upon the magnitude and nature of resources available.
    (1) To adopt for eradicating
    (2) To be adopted for eradication
    (3) To be adopting to eradicate
    (4) For adoption of eradication
    (5) No correction required

67. In the production of desert trees, Nature **seems sometimes to have been experimenting** with the truly strange
    (1) Seem to have been sometimes experimenting
    (2) Seems sometimes to have been experimented
    (3) Sometimes seen to be experimented
    (4) Sometimes seem to have experimented
    (5) No correction required

68. In the first round, the participants played in the presence of an accomplice who **was committed** deliberate errors
    (1) Committed deliberate
    (2) Was to be committed deliberte
    (3) Had committed deliberately
    (4) Committed deliberately
    (5) No correction required

69. **What idd prevent from winning the battle is** not known
    (1) What prevented them to win
    (2) What prevents them from winning
    (3) What prevented them form winning
    (4) What prevented their winning
    (5) No correction required

70. The scenario was identical to the one that **was to be observed** in the previous tournament.
    (1) Was observing
    (2) Had been observing
    (3) Was observed
    (4) Was to observe
    (5) No correction required

Direction for Questions 71 to 75:

In each question below a sentence with four words printed in bold type is given. These are numbered as (1), (2), (3) and (4). One of these four **boldly** printed words may be either **wrongly spelt** or **inappropriate** in the context of the sentence. Find out the word which is wrongly spelt or inappropriate, if any. The number of that word is your answer. It all the boldly printed words are correctly spelt and also apropriate in the context of the sentence, mark (5) i.e., 'All Correct' as your answer.

71. The **questionaire**/(1) **reflected**/(2) various **phenomena**(3)/that are **sparingly** (4)/experienced. All correct/(5)

72. **Countrary**/(1) to popular **belief**,(2)/ripe fruits are **not necessarily** (3)/**delicious**. (4) All Correct (5).

73. The most **ambitious** (1)/**enterprise**(2)/undertaken in the **ancient** (3)/Egypt was of the **construction** (4)/of pyramids. All Correct (5)

74. The **astronomical** (1)/**calculations** (2)/were **admiringly** (3)/**accurate**. (4) All Correct (5)

75. Looking inward from the top of the **rampart**, (1)/ the **sentries** (2)/had a marvellous **panerama** (3)/ **spread** (4)/ before them. All Correct (5)

Dirrection for Questions 76 to 80:

Rearrange the following six sentences (A), (B), (C), (D), (E) and (F) in the proper sequence to form a meaningful paragraph; then answer the questions given below them.

(A) No one knows their names

(B) With irrigation systems, farmers were able to raise more food with less labour.

(C) The first engineers lived in the middle East, probably around 35000 B.C.

(D) Today's city, thus, is essentially still a place where specialists live and work.

(E) Thus, an increasing number of people were relieved of agricultural chores and able to gather in cities to practise specalities.

(F) However, they conceived and built the elevated irrigation canal.

76. Which of the following will be the **FOURTH** sentence after rearrangment?
    (1) A   (2) B
    (3) C   (4) D
    (5) E

77. Which of the following will be the **FIFTH** sentence after rearrangement?
    (1) A   (2) B
    (3) C   (4) D
    (5) E

78. Which of the following will be the **SECOND** sentence after rearrangement?
    (1) A   (2) B
    (3) C   (4) D   (5) E

79. Which of the following will be the **SIXTH** (Last) sentence after rearrangement?
    (1) A   (2) B
    (3) C   (4) D   (5) E

80. Which of the following will be the FIRST sentence after rearrangement?
    (1) A   (2) B
    (3) C   (4) D   (5) E

NUMERICAL ABILITY

81. Three-fourth of a number is equal to 60% of another number. What is the difference between the numbers?
    (1) 18   (2) 32
    (3) 24   (4) Cannot be determined
    (5) None of these

82. Abhijit invested in three schemes A, B and C the amounts in the ratio of 2:3:4 respectively. If the schemes offered interest @20 p.c.p.a. 16 p.c.p.a and 15 p.c.p.a respectively, what will be the respective ratio of the amounts after one year?
    (1) 10:8:5   (2) 12:14:15
    (3) 12:15:22   (4) Cannot be determined
    (5) None of these

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83. A train crosses a 300 metre long platform in 38 seconds while it crosses a signal pole in 18 seconds. What is the speed of the train in kmph?

    (1) Cannot be determind   (2) 72

    (3) 48   (4) 54

    (5) None of these

84. If $2x + 5y = 109$ and $2x + 5 = y + 12$ then $y - x = ?$

    (1) 7   (2) 6

    (3) 8   (4) 9

    (5) None of these

85. Four of the following five parts numbered (1), (2), (3), (4) and (5) are exactly equal. The number of the part, which is not equal to the other four parts, is your answer.

    $45 \times 12 + 60 = 80\%$ of $800 - 40$

    (1)   (2)

    $= \dfrac{3}{5}$ of $1200 - 150 =$ $1260 \div 3 \div 180$

    (3)   (4)

    $= 8640 \div 16 + 60$

    (5)

86. Certain number of pieces of an ariticle are to be packed in boxed, such that each box contains 145 pieces. If after packing them in 32 boxed 25 pieces are left out, what was the number of pieces to be packed?

    (1) 4566   (2) 4655

    (3) 4465   (4) 4640

    (5) None of these

87. Which of the following set of fractions is in ascending order?

    (1) $\dfrac{13}{15}, \dfrac{11}{13}, \dfrac{7}{8}, \dfrac{8}{9}$ (2) $\dfrac{11}{13}, \dfrac{13}{15}, \dfrac{7}{8}, \dfrac{8}{9}$

    (3) $\dfrac{8}{9}, \dfrac{7}{8}, \dfrac{13}{15}, \dfrac{11}{13}$ (4) $\dfrac{7}{8}, \dfrac{8}{9}, \dfrac{11}{13}, \dfrac{13}{15}$

    (5) None of these

88. 3 Girls and 4 boys are to be seated in a row on 7 chairs in such a way that all the three girls always sit together. In how many different ways can it be done?

    (1) 720   (2) 576

    (3) 144   (4) 480

    (5) None of these

89. In how many different ways can the leters of the word DRASTIC be arranged in such a way that the vowels always come together?

    (1) 720   (2) 360

    (3) 1440   (4) 540

    (5) None of these

90. Area of circle is equal to the area of a rectangle having perimeter of 50 cms, and length more than the breadth by 3 cms. What is the diameter of the circle?

    (1) 7 cms   (2) 21cms

    (3) 28 cms   (4) 14 cms

    (5) None of these

Directions for Questions 91 to 95:

What will come in place of the question mark (?) in following equations?

91. $\dfrac{3}{8}$ of $\dfrac{4}{7}$ of $\dfrac{7}{9}$ of $738 = ?$

    (1) 123   (2) 132

    (3) 142   (4) 143

    (5) None of these

92. $3\dfrac{2}{5} \times \dfrac{4}{17} + 1\dfrac{2}{3} \times \dfrac{2}{15} = ?$

    (1) $2\dfrac{1}{45}$ (2) $1\dfrac{1}{45}$

    (3) $1\dfrac{1}{9}$ (4) $1\dfrac{2}{5}$

    (5) None of these

93. 135% of $480 + ?\%$ of $320 = 728$

    (1) 25   (2) 28

    (3) 125   (4) 115

    (5) None of these

94. $\dfrac{36}{?} = \dfrac{90}{195}$

    (1) 76   (2) 72

    (3) 78   (4) 84

    (5) None of these

95. $323.001 \times 15 + ? = 5000.015$

    (1) 145.014   (2) 155

    (3) 145   (4) 155.014

    (5) None of these

Direction for Questions 96 to 100 :

What **approximate** value will come in place of the question mark (?) in following equations?

96. 35% of 121 + 85% of 230.25 = ?
   (1) 225   (2) 230
   (3) 240   (4) 245
   (5) 228

97. $3.2 \times 8.1 + 3185 \div 4.95 = ?$
   (1) 670   (2) 660
   (3) 645   (4) 690
   (5) 685

98. $2508 \div 15.02 + ? \times 11 = 200$
   (1) 13   (2) 8
   (3) 3   (4) 4
   (5) 6

99. $42.07 \times 7.998 + (?)^2 = 20^2$
   (1) 6   (2) 12
   (3) 32   (4) 64
   (5) 8

100. $2375.85 \div 18.01 - 4.525 \times 8.05 = ?$
   (1) 105   (2) 96
   (3) 88   (4) 90
   (5) 112

Directions 101 to 105:

What will come in place of question mark (?) in each of the following number series?

101. 445 ? 21 6 2
   (1) 89   (2) 88
   (3) 98   (4) 99
   (5) None of these

102. 11 36 ? 178 364
   (1) 86   (2) 92
   (3) 74   (4) 84
   (5) None of these

103. 8 36 144 504 ?
   (1) 1512   (2) 1296
   (3) 1728   (4) 1664
   (5) None of these

104. 5 6 20 ? 412
   (1) 92   (2) 85
   (3) 95   (4) 87
   (5) None of these

105. 23 36 95 343 ?
   (1) 1541.5   (2) 1551.5
   (3) 1561.5   (4) 1543.5
   (5) None of these

Directions 106 to 110:

In each of the following questions two questions I & II are given. You have to solve both the equations and give answer
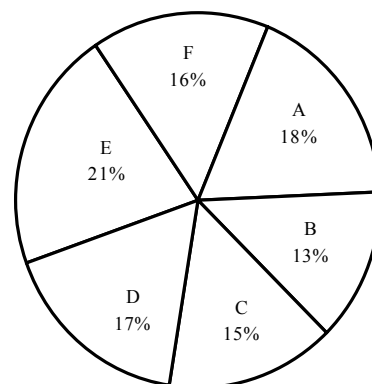
   (1) 1 $x > y$ (2) If $x \le y$
   (3) if $x < y$ (4) if $x \ge y$
   (5) if $x = y$

106. I. $9x^2 - 36x + 35 = 0$
   II. $3y^2 - 16y + 21 = 0$

107. I. $2x^2 + 3x + 1 = 0$
   II. $2y^2 - 7y + 6 = 0$

108. I. $2x^2 - 17x + 35 = 0$
   II. $2y^2 + 13y + 21 = 0$

109. I. $2x - y = 3$
   II. $2y - x = 15$

110. I. $20x^2 - 9x + 1 = 0$
   II. $9y^2 - 9y + 2 = 0$
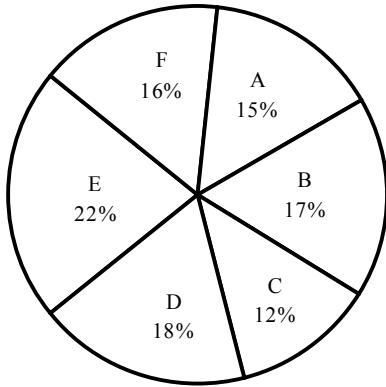
Directions 111 to 115 :

Study the following graphs carefully to answer these questions.

Quantity of various items produced and the amount earned by selling them

Quantity produced Total = 2000 tons

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Income by selling the products Total = Rs. 45 millions

111. If the expenditure incurred in production of product 'C' per ton was Rs. 16000, what was the per cen profit earned?

    (1) 12.5   (2) 11.11
    (3) 12.25   (4) 11.28
    (5) None of these

112. What is the average per ton selling price of all the six products together?

    (1) Rs. 20, 525   (2) Rs. 18, 500
    (3) Rs.22,500   (4) Rs. 20, 500
    (5) Rs. 18, 525

113. What is the selling price of product 'A' per ton?

    (1) Rs. 17, 580
    (2) Rs. 18, 570
    (3) Rs. 17, 850
    (4) Rs. 18, 750
    (5) None of these

114. Approximately, what was the average selling price per ton of products D& E together?

    (1) Rs. 21, 800   (2) Rs. 22, 800
    (3) Rs. 22, 000   (4) Rs. 22, 500
    (5) Rs. 23, 500

115. Which product has the highest selling price per ton?

    (1) A   (2) B
    (3) C   (4) D
    (5) None of these

Directions for Questions 116 to 120:

Study the following table to answer these questions.

Number of Officers in various Departments of an Organization in different Scales

Deptt.Scale	Personnel	Operations	Systems	Accounts	Maintenance	Public Relations
I	225	725	750	300	325	175
II	120	426	576	288	240	150
III	75	250	320	120	85	100
IV	40	126	144	60	30	50
V	25	65	70	35	20	35
VI	4	20	28	15	8	5

116. What is the ratio between the total number of employees in Scale III and Scale IV respectivity?

    (1) 19:9   (2) 9:19
    (3) 17:9   (4) 9: 17
    (5) None of these

117. Total number of employees in Scale VI is what per cent of the total number of employees in Scale - I ?

    (1) 2.8   (2) 2.4
    (3) 3.6   (4) 3.2
    (5) None of these

118. In Public Relations department the number of employees in Scale II is less than that in Scale I by what percent? (rounded off to two diaits after decimal)

    (1) 14.67   (2) 16.67
    (3) 14.29   (4) 16.27
    (5) None of these

119. Out of the total number of employees in 'Personnel' department, **approximately** what per cent of employees are in scale II?

    (1) 26.5   (2) 28
    (3) 28.5   (4) 27
    (5) None of these

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REASONING

Directions 121 to 125:

Read the following information carefully and answer the questions given below:

A, B, D, F, G, H and K are seven members of a family. The belong to three generations. There are two married couples belonging to two different generations. D is son of H and is married to K, F is granddaughter of B. G's father is grandfather of A. B's husband is father-in-law of K. H has only one son.

121. How is K related to G?
    (1) Sister-in-law   (2) Sister
    (3) Niece   (4) Data inadequate
    (5) None of these

122. Which of the following is the pair of married ladies?
    (1) HK   (2) HD
    (3) KF   (4) BF
    (5) None of these

123. How is F related to G?
    (1) Son   (2) Nephew
    (3) Niece   (4) Data inadequate
    (5) None of these

124. How many female members are there among them?
    (1) Two   (2) Three
    (3) Four   (4) Data inadequate
    (5) None of these

125. How is H related to B ?
    (1) Father   (2) Father-in-law
    (3) Uncle   (4) Data inadequate
    (5) None of these

Directions for Questions 126 to 130:

Study the following arrangement of the English alphabet and answer the following questions:

F J M P O W R N B E Y C K A V L D G X U H Q I S Z T

126. Four of the following five are alike in a certain way based on their position in the above arrangement and hence form a group. Which one does not belong to that group?
    (1) OMR   (2) ECN
    (3) BRY   (4) KYV
    (5) HXI

127. FMJ : TSZ in the same way as JMP : ?
    (1) ZIS   (2) ISZ
    (3) SIQ   (4) ZSI
    (5) IZS

128. Which letter is the 10th to the right of the letter which is exactly the middle letter between F and D ?
    (1) G   (2) D
    (3) U   (4) H
    (5) None of these

129. Which of the following pairs of letters has as many letters between them in the above arrangement as there are between them in the English alphabet?
    (1) MR   (2) EL
    (3) LS   (4) AI
    (5) MO

130. If each letter is attached a value equal to its serial number in the above arrangement starting from your left, then what will be the sum of the numbers attached to all the vowels in the arrangement?
    (1) 73   (2) 50
    (3) 63   (4) 58
    (5) None of these

Directions for questions 131 to 135:

Following is given a set of digits and the corresponding letter code of each digit followed by certain conditions for coding.

Digit   : 2 5 7 8 9 4 6 3 1
Letter Code : M R T B W K D N J

In each question one number consisting six digits followed by four combinations of letter codes. You have to find out which of the combination of letter codes represents the set of digits based on the abouve codes and the conditions given below and mark your answer accordingly. Otherwise give answer (5) i.e. None of these.

Conditions :

(i) If both the first and the last digits of the number are odd digits then both are to be codes as I.

(ii) If both the first and last digits of the number are even digits then both are to be coded as Y.

131. 726395
    (1) IMDNWI   (2) YMDNWY
    (3) TMDNWR   (4) IMDNWR
    (5) None of these

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132. 263847

    (1) IDNBKI   (2) YDNBKY

    (3) IDNBKY   (4) MDNBKY

    (5) None of these

133. 591248

    (1) IWJMKB   (2) RWJMKY

    (3) YWJMKY   (4) RWJMKB

    (5) None of these

134. 615824

    (1) IJRBMI   (2) IJRBMY

    (3) YJRBMY   (4) DJRBMK

    (5) None of these

135. 831795

    (1) INJTWR   (2) BNJTWR

    (3) BNJTWY   (4) YNJYWY

    (5) None of these

Directions for questions 136 to 140:

In each of the questions below there are three statements followed by three conclusions numbered I, II and III. Read all the conclusions and then decide which of the given conclusions logically follows from the given statements.

136. **Statements:**

    All gogs are birds. Some birds are trees. No house is tree.

    Conclusions:

    I.   Some house are dogs.

    II.   Some birds are dogs.

    III.   Some trees are dogs

    (1) Only I follows   (2) Only II follows

    (3) Only II follows   (4) Only II and III follow

    (5) None of these

137. **Statements :**

    All goats are tigers. Some tigers are horses. All horses are jackals.

    Conclusions:

    I.   Some jackals are tigers

    II.   Some jackals are goats

    III.   Some horses are goats

    (1) None follows   (2) Only I follows

    (3) Only I and II follow

    (4) Only II and follow

    (5) All follow

138. **Statements:**

    Some pens are tables. All tables are links. Some links are apples.

    Conclusions:

    I.   Some apples are pens.

    II.   Some apples are tables.

    III.   Some inks are pens.

    (1) None follows   (2) Only I follows

    (3) Only II follows   (4) Only III follows

    (5) None of these

139. **Statements:**

    All fruits are vegetables. All pens are vegetables. All vegetables are rains.

    Conclusion:

    I.   All fruits are rains

    II.   All pens are rains

    III.   Some rains are vegetables

    (1) None follows   (2) Only I and II follow

    (3) Only II and III follow

    (4) Only I and III follow

    (5) All follow

140. **Statements:**

    Some flowers are skies. Some skies are rooms. Some rooms are windows.

    Conclusions:

    I.   Some windows are skies

    II.   Some rooms are flowers

    III.   No sky is window

    (1) Only I follows

    (2) Only either I or II follows

    (3) Only either II or III follows

    (4) Only either I or III follows

    (5) None of these

141. In a certain code 'GROWTH' is written as HQPVUG and 'FOUR' as GNVQ. How is 'PROBLEMS' written in that code?

    (1) OQPAMDNR   (2) QQNCMDNR

    (3) QQPAKDNR   (4) QQPAMDNR

    (5) None of these

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142. How many such pairs of letters are there in the word 'CHILDREN' each of which has as many letters between them in the word as there are between them in the English alphabet?

(1) 3 (2) 5

(3) 4 (4) 2

(5) None of these

143. Pointing to the lady in the photograph, Seema said, "Her son's father is the son-in-law of my mother". How is Seema related to the lady?

(1) Sister (2) Mother

(3) Counsin (4) Aunt

(5) None of these

144. Four of the following five pairs are alike in a certain way and hence form a group. Which one does not belong to that group?

(1) DONE : NOED (2) WANT : NATW

(3) WITH : TIHW (4) JUST : SUJT

(5) HAVE : AVEH

145. Each of the vowels in the word 'MAGNIFY' is replaced by number '2' and each consonant is replaced by a number which is the serial number of that consonant in the word, i.e. M by 1, G by 3 and so on. What is the total of all the numbers once the replacement is completed?

(1) 25 (2) 24

(3) 26 (4) 22

(5) None of these

Directions for Questions 146 to 150:

In the following questions, the symbols, @, #, $, %, * are used with the following meaning as illustrated below:

'P @ Q' means 'P is not greater than Q'

'P # Q ' means 'P is greater than or equal to Q'

'P $ Q' means 'P is less than Q'

'P * Q' means 'P is neither greater than nor less than Q'

Now in each of the following questions assuming the given statements to be true, find which of the three conclusions I, II and III given below them is/are definitely true?

146. **Statement:**

B $ R, R * N, K @ N

Conclusions:

I. B * K II. K % R III. B # N

(1) All are true (2) only I is true

(3) Only I and II are true

(4) Only I and III are true

(5) None of these

147. **Statements:**

M % R, R # T, T * N

Conclusions:

I. N % R II. M % T III. M * N

(1) Nine is true (2) Only I is true

(3) only II is true (4) Only I and III are true

(5) All are true

148. **Statements:**

V # T, T % N, N * M

Conclusions:

I. V % N II. M * T III. V # M

(1) All are true (2) Only I is true

(3) Inly II and III are true

(4) Only I and II are true

(5) None of these

149. **Statements:**

D $ K, K % W, F @ W

Conclusions:

I. F % K II. D * W III. D * F

(1) None is true (2) Only II is true

(3) Only II and and III are true

(4) Only III is true

(5) All are true

150. **Statements:**

J @ H, H % M, D # M

Conclusions:

I. J % D II. D * H III. M * J

(1) Only land II are true

(2) Only II and III are true

(3) Only I and III are true

(4) All are true

(5) None of these

151. In a class, among the passed students Neeta is 22nd from the top and Kalyan, who is 5 ranks below Neeta is 34th from the bottom. All the students from the class have appeared for the exam. If the ratio of the students who passed in the exam to those who failed is 4:1 in that class, how many students are there in the class?

(1) Data inadequate (2) 60

(3) 75 (4) 90

(5) None of these

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152. If in a certain code, 'O' is written as 'E', 'A', as 'C', 'M' as 'I', 'S' as 'O', 'N' as 'P', 'E' as 'M', 'I', as 'A', 'P' as 'N', and 'C' as 'S', then how will 'COMPANIES' be written in that code?

(1) SEIACPAMO   (2) SMINCPAMO

(3) SEINCPAMO   (4) SEINCPMIO

(5) None of these

153. If a meanigful word beginning with B can be formed from 'HACEB', then the fourth letter of that word is your answer. If no such word can be formed then your answer is '5' i.e., 'None of these'.

(1) A   (2) C

(3) E   (4) H

(5) None of these

154. In a certain code 'what else can you do for me, Mr. Ajay' is written as 'You Mr. what can Ajay else do me for'. How will anyone else who can do such favour to me' be written in that code?

(1) Can to who anyone me else do favour such

(2) Can favour anyone who me else do to such

(3) Can to anyone who me else do such favour

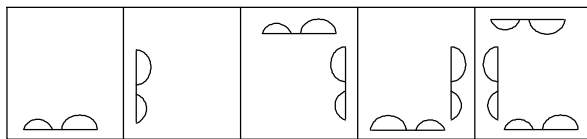(4) Can to anyone who me do else favour such

(5) None of these

155. B is the husband of P. Q is the only grandson of E, who is wife of D and mother-in-law of P. How is B related to D?

(1) Counsin   (2) Son-in-law

(3) Son   (4) Nephew
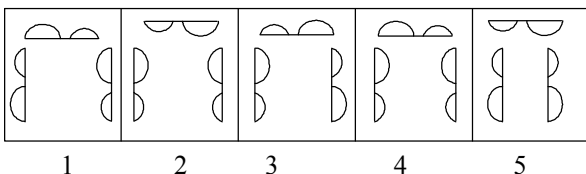
(5) None of these

Directions for Questions 156 to 160:

There are two sets of figures. One set is called Problem Figures while the other set is called Answer Figures. Problem set figures from some kind of series. You have to select one figure the Answer set figures which will continue the same series as given in Problem set figures.
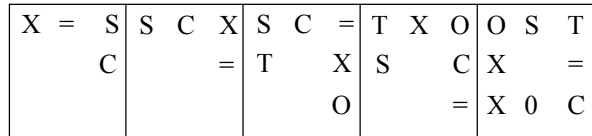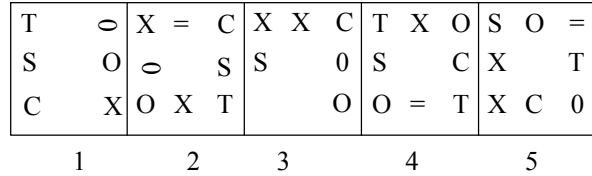
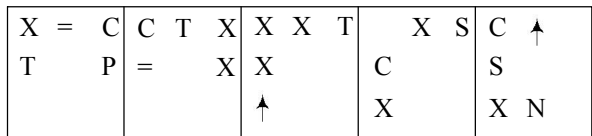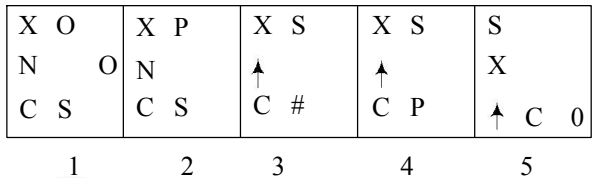156. **Problem Figures**

Answer Figures

157. **Problem Figures**

Answer Figures

158. **Problem Figures**

Answer Figures

159. **Problem Figures**

Answer Figures

160. **Problem Figures**

Answer Figures
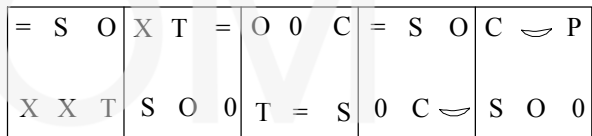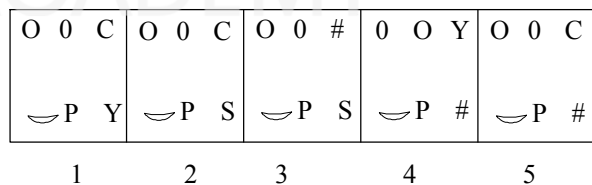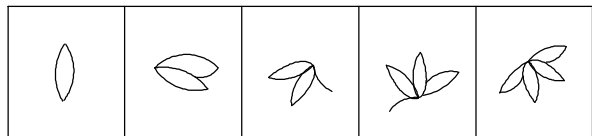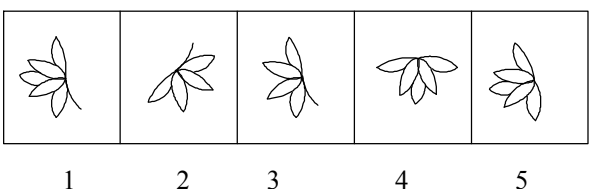
COMPUTER

161. Which of the following sort-technique does not use divide and conquer methodology?

    (1) Merge sort
    (2) Bubble sort
    (3) Quick sort
    (4) Both (1) and (2)
    (5) None of these

162. A technique which collects all defected space onto free storage list is called

    (1) Static memory allocation
    (2) Garbage collection
    (3) Dynamic memory allocation
    (4) All of the above
    (5) None of these

163. Node to node delivery of the data unit is the responsibility of the laer.

    (1) Physical
    (2) Data link
    (3) Transport
    (4) Network
    (5) None of these

164. Am and FM are examples of modulation

    (1) Digital-digital
    (2) Digital to analog
    (3) Analog to analog
    (4) Analog to digital
    (5) None of these

165. What is the major factor that makes co axial cable less susceptible to noise than twisted pair cable?

    (1) Inner conductor
    (2) Diameter of Cable
    (3) Outer conductor
    (4) Insulating material
    (5) None of these

166. VLF propagation occurs in

    (1) Troposhere
    (2) Inosphere
    (3) Space
    (4) All of the above
    (5) None of these

167. _____ is the concept of sending extra bits for use in error detection.

    (1) Check
    (2) Redundancy
    (3) Checksum fault
    (4) Detection
    (5) None of these

168. A data communication system covering at area the size of a town or city is

    (1) LAN
    (2) WAN
    (3) MAN
    (4) VPN
    (5) None of these

169. The _____ model shows how to network functions of computer to be organised.

    (1) ITU-T
    (2) At and T
    (3) OSI
    (4) ISO
    (5) None of these

170. The physical layer is concerned with transmission of _____ over the physical medium.

    (1) Programs
    (2) Dialogs
    (3) Protocols
    (4) Bits
    (5) None of these

171. Virtual memory system allow the employment of

    (1) More than address space
    (2) The full address space
    (3) More than hard disk capacity
    (4) Both (1) and (2)
    (5) Noen of these

172. A 8 bit microprocessor must have

    (1) 8 address lines
    (2) 8 data lines
    (3) 8 control lines
    (4) Either (1) or (2)
    (5) None of these

173. The basic circuit of ECI supports the

    (1) NAND logic
    (2) NOR logic
    (3) EX-OR logic
    (4) OR - NOr logic
    (5) None of these

174. In fourth generation computer, the main technology used is

    (1) Transistor
    (2) SSI
    (3) MSI
    (4) LSI and VLSI
    (5) None of these

175. In a half-adder, CARRY is obtained by using

    (1) OR 'gate'
    (2) N and gate
    (3) And gate
    (4) Ex-Nor gate
    (5) None of these

176. Assembly language programs are written using

    (1) Hex Code
    (2) Mnemonics
    (3) ASCII Code
    (4) Either (1) or (2)
    (5) None of these

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177. Micro instructions are kept in
    (1) Main memory   (2) Control store
    (3) Cache   (4) Either (1) or (2)
    (5) None of these

178. The number of input lines required for a 8 to 1 multiplexes is
    (1) 1   (2) 8
    (3) 3   (4) 256
    (5) None of these

179. Link of linked list in C of type
    (1) Unsigned integer
    (2) Pointer of interger
    (3) Pointer of struct
    (4) Either (1) or (2)
    (5) None of these

180. In HTML coding which out of the following attribute of HR tag suppresses the shading effect and fields a solid line
    (1) Noshade   (2) Nocolor
    (3) Nohr   (4) Either (1) or (2)
    (5) None of these

MARKETING

181. A technique in which the researcher shows a swt of pictures to the respondents and then asks them to describe what they think the pictures represent?
    (1) MAT   (2) SAT
    (3) TAT   (4) CAT
    (5) None of these

182. Which among the following are the disadvantage of Focus Group Interview?
    (1) Difficulty in sample selection
    (2) Samples are necessarily small
    (3) Difficulty in analysing the results
    (4) All of the above
    (5) None of these

183. A pre-determined cost for having a standard employee perform under standard conditions as one measurable unit of the activity is
    (1) Fixed cost   (2) Merchandise cost
    (3) Selling cost   (4) Standard cost
    (5) None of these

184. The purchase of salt of the same brand comes under
    (1) Habitual buying behavior
    (2) Ordinal behaviour
    (3) Complex burying behaviour
    (4) Dissonance reducing buying behaviour
    (5) None of these

185. A situation when there is repetitive or routine basis order given by the buyer to the older suppliers is known as_____
    (1) Modified Rebuy
    (2) Straight Rebuy
    (3) Positive Rebuy
    (4) New Task
    (5) None of these

186. In Banking Serives, market can be segment on the basis of _____
    (1) Density   (2) Customer
    (3) Both (1) and (2)
    (4) Neither (1) nor (2)
    (5) None of these

187. In testing the new product, 'concept testing' is _____
    (1) Customer's reaction to the idea of product
    (2) Salesman reaction to the idea of product
    (3) To put the real product into a few selected markets
    (4) To asses total product performance
    (5) None of these

188. When the product is finally submitted to the market, it is known as _____.
    (1) Commercialization
    (2) Product testing
    (3) Concept testing
    (4) Market testing
    (5) None of these

189. Which among the following is/are true about 'Brand Rejuvenation'?
    (1) It adds value to an existing brand
    (2) It refocus the attention of con summer
    (3) It helps overcome the consumer's boredom
    (4) All of the above
    (5) None of these

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190. What is the full form of V.E.D.?

    (1) Value Exempted Demand

    (2) Vital Essential Desirable

    (3) Value Expected Desirable

    (4) Both (1) and (2)

    (5) None of these

191. A system of distribution channel in which the producer, wholesalers and retailers act as a unified system

    (1) Vertical Marketing System

    (2) Horizontal Marketing System

    (3) Both (1) and (2)

    (4) Neither (1) nor (2)

    (5) None of these

192. Niche marketing refers to _____

    (1) A strategy that specialises in limited or unique product category

    (2) A strategy that specialises in NICHE products

    (3) Both (1) and (2)

    (4) Neither (1) nor (2)

    (5) None of these

193. The sales promotion, customers response

    (1) Quickly   (2) Slowly

    (3) Immediately   (4) Both (1) and (3)

    (5) None of these

194. Which among the following is a disadvantage of 'Press' as an Advertising medium?

    (1) High cost of brand usage

    (2) Short message life

    (3) Suitable only for educated class

    (4) All of the above

    (5) None of these

195. In cash the objective of the company is to increase repeat purchase, the appropriate promotional tool would be

    (1) Coupons in print media

    (2) Multiple packs

    (3) Trade deals

    (4) Continuity promotions

    (5) None of these

196. Which among the following is the most commonly used sales promotional technique in India?

    (1) Price Deals

    (2) Refunds and Refits

    (3) Both (1) and (2)

    (4) Neither (1) nor (2)

    (5) None of these

197. Which among the following has an impact on the morale of the salesforce?

    (1) Salary

    (2) Incentives

    (3) Organisational structure

    (4) All of the above

    (5) None of these

198. In the pre-approach stage of personal selling

    (1) Salesman tries to know about the like and dislike of the prospect

    (2) Salesman identify the prospect

    (3) Test the product

    (4) Both (1) and (2)

    (5) None of these

199. An organisational structure designed to overcome the problems of individual sales organisations is called

    (1) Hyprid sales organisation

    (2) Double sales organisation

    (3) Tripls sales organisation i

    (4) All of the above

    (5) None of these

200. While selecting an advertising medium, which criteria should be consideredd?

    (1) Coverage

    (2) Fusibility

    (3) Frequency

    (4) All of the above

    (5) None of these

✧   ✧   ✧