

# STATE BANK OF INDIA CLERKS EXAM

Exam Held On : 08-11-2009 (First Shift)

## GENERAL AWARENESS

- Which of the following is/are the major objectives of the Union Budget 2009-10 presented by Sri Pranab Mukherjee ? Emphasis on/to—
  - Faster and more inclusive growth.
  - Equitable development.
  - Improve the delivery mechanism.(A) Only 1 (B) Only 2  
(C) Only 3 (D) All 1, 2 and 3  
(E) None of these
- As per the budget 2009-10, the Govt. has made an allocation of Rs. 1542 crores to purchase the shares held by the RBI in which of the following organizations ?
  - National Bank for Agriculture and Rural Development (NABARD)
  - State Bank of India (SBI)
  - Export Credit Guarantee Corporation of India (ECGC)
  - Life Insurance Corporation of India
  - All the above
- Which of the following apex body and regulators has asked banks to swap customer related information so that the frauds and defaults may be prevented in future ?
  - Bombay Stock Exchange (BSE)
  - Indian Bank's Association (IBA)
  - Securities and Exchange Board of India (SEBI)
  - Reserve Bank of India (RBI)
  - None of these
- The SBI has signed an agreement with which of the following agencies to obtain a guarantee cover to its loans to Micro and Small Enterprises ?
  - Export Credit Guarantee Corporation
  - Credit Guarantee Trust
  - Small Industrial Development Bank of India
  - Securities and Exchange Board of India
  - None of these
- Which of the following is the short form of the name of the Indian Space Shuttle which puts various satellites into orbit ?
  - RISAT (B) PSLV
  - ANUSAT (D) ISRO
  - INTESSAT
- 'Astra' which was in news in recent in the name of a newly developed—
  - Air to Air Missile
  - Battle Tank
  - Spy Rocket
  - Submarine
  - Air to surface missile
- The telecom industry of which of the following countries made a world record by adding about 16 million new subscribers in just one month (March 2009) ?
  - China (B) Iran
  - India (D) South Africa
  - None of these
- The President of India recently signed three key trade agreements with a country whose Prime Minister is Mr. J. L. R. Zapatero belongs to which of the following countries ?
  - Spain (B) Mexico
  - Italy (D) Greece
  - Ghana
- Who amongst the following has taken over as the New Chief Election Commissioner (CEC) of India recently ?
  - Mr. Ashwani Kumar
  - Mr. N. Gopalaswami
  - Mr. V. S. Sampath
  - Mr. Naveen Chawla
  - None of these
- Which of the following is the Reverse Repo Rate at present ?
  - 3% (B) 4%
  - 5% (D) 5.5%
  - None of these
- Which of the following is true about the exports from India during March 2009 ?
  - Exports went down by 33% percent in terms of US dollars during the period.
  - It was the highest drop in exports in more than a decade.
  - This drop was because Indian Tea has lost its demand in the global market.(A) Only 1  
(B) Only 2  
(C) Only 1 and 2  
(D) All 1, 2 and 3  
(E) None of these
- As per the reports of the National Saving Institute (NSI) which of the following has shown an improvement in last few months by registering a 10% growth in it across the country ?
  - Bank Deposits
  - Investments in commodity exchanges
  - Investments in infrastructure bonds
  - Small savings
  - None of these
- The President of Maldives was awarded the Anna Lindh Prize-2009 for his efforts in which of the following areas ? Efforts to—
  - Combat climatic changes
  - Bringing democracy in country in a peaceful manner
  - Save his country from financial crisis(A) Only 1 (B) Only 2  
(C) Only 3 (D) Only 1 and 2  
(E) All 1, 2 and 3

14. Who amongst the following is the author of the book (released recently) "India and Global Financial Crisis : Managing Money and finance" ?
- (A) Dr. Bimal Jalan  
(B) Dr. C. Rangarajan  
(C) Dr. Manmohan Singh  
(D) Mr. Pranab Mukherjee  
(E) Dr. Y. V. Reddy
15. Who amongst the following is the winner of the prestigious 'Dadasaheb Phalke Award' given in April 2009 ?
- (A) Manoj Kumar  
(B) Rajesh Khanna  
(C) Amitabh Bachchan  
(D) Jaya Bachchan  
(E) Jitendra
16. India recently finalized its National Solar Mission. The mission envisages an installed solar energy generation capacity of about—
- (A) 5000 MW (by 2030)  
(B) 10000 MW (by 2030)  
(C) 15000 MW (by 2030)  
(D) 20000 MW (by 2030)  
(E) 25000 MW (by 2030)
17. As per the news published in major newspapers / magazines four Central Public Sector Undertakings, NTPC, NHPC, PGCIL and DVC signed an agreement for a joint venture. All these four PSUs are working in which of the following areas/sectors ?
- (A) Textile Sector  
(B) Power Sector  
(C) Coal Sector  
(D) Transport Sector  
(E) Telecom Sector
18. Which of the following countries wanted to come back again as an active member of the Organisation of American States after its expulsion from there several years back ? (The summit of the same was organized in April 2009)
- (A) Cuba (B) Brazil  
(C) Argentina (D) Turkey  
(E) None of these
19. Who amongst the following was the first elected President of the Federal Democratic Republic of Nepal ?
- (A) Mr. Ram Baran Yadav  
(B) Mr. B.P. Koirala  
(C) Mr. Madhav Kumar Nepal  
(D) Mr. Pushpa Kamal Dahal 'Prachanda'  
(E) None of these
20. As per news in major newspapers Sri Lankan Govt. has offered conditional Amnesty to which of the following groups with a view to end internal conflict in the country going on since last several years ?
- (A) Association of Civilians Trapped in War Area  
(B) Janmukti Morcha  
(C) Naxalite Group of Sri Lanka  
(D) Madhesi Janadhikar Forum  
(E) LTTE
21. As per the reports the Indo-Pak Trade reached at about which of the following levels during 2008-09 ? About—
- (A) Rs. 200 crores  
(B) Rs. 300 crores  
(C) Rs. 400 crores  
(D) Rs. 500 crores  
(E) Rs. 600 crores
22. Which of the following States is amongst the top five power selling States in India ?
- (A) Meghalaya  
(B) Chhattisgarh  
(C) Maharashtra  
(D) Kerala  
(E) Rajasthan
23. India and Russia recently signed an agreement so that India can get a supply of Uranium fuel from Russia. Uranium is used in which of the following sectors ?
- (A) Pharma Sector  
(B) Transport Sector  
(C) Agro Industry  
(D) Telecom Sector  
(E) Energy Sector
24. The Govt. of India recently decided to finalize a big defence deal of Rs. 45000 crore for which finally five contenders are shortlisted. This deal is to purchase—
- (A) Fighter jets  
(B) Radar system  
(C) Spy rockets  
(D) Battle tanks  
(E) Warships
25. Who amongst the following is not a Padma Awards Winner of 2009 given in 2009 ?
- (A) Dr. G. Madhavan Nair  
(B) Mr. Sundarlal Bahuguna  
(C) Mr. Abhinav Bindra  
(D) Ms. Aruna Sairam  
(E) Mr. Manoj Kumar
26. As per the news in all major newspapers, the African National Congress (ANC) got an overwhelming victory in the general elections held recently in—
- (A) Ghana (B) Uganda  
(C) South Africa (D) Kenya  
(E) None of these
27. After a long cold war of several decades Taiwan recently signed an agreement to expand air links and accept main land investment with which of the following countries in its neighbourhood ?
- (A) India (B) China  
(C) Malaysia (D) Indonesia  
(E) Japan
28. As per the news in major newspapers Iran has agreed to welcome talks with world powers after a deadlock of several months. Which of the following is the major issue over which Iran has a difference with the most of the world powers ? Its—
- (A) Nuclear Programme  
(B) Dispute with Iraq on several oil fields  
(C) Views on subsidy on agro products in the meetings of the WTO  
(D) Claim to have permanent seat in UN Security Council  
(E) None of these
29. Union Govt. provides subsidy on which of the following commodities in India ?
1. Fertilizers 2. Seeds  
3. Tractors  
(A) Only 1 (B) Only 2  
(C) Only 3 (D) Only 2 and 3  
(E) None of these
30. World famous Tennis Star Rafael Nadal is from which of the following countries ?
- (A) USA (B) Spain  
(C) Germany (D) Italy  
(E) France

31. 'Azlan Shah Cup' is associated with the game of—  
 (A) Cricket  
 (B) Hockey  
 (C) Badminton  
 (D) Table Tennis  
 (E) Golf
32. What is the full form of NFSM an initiative of the National Development Council of India ?  
 (A) New Food Security Mechanism  
 (B) National Food Security Management  
 (C) National Farmer's Service Manch  
 (D) New Fastest Space Missile  
 (E) None of these
33. Financial year in Banks is a period between—  
 (A) January to December  
 (B) May to June  
 (C) April to March  
 (D) January to April  
 (E) None of these
34. The cooperative movement in which of the following fields has achieved a great visible success in India ?  
 (A) Milk production  
 (B) Banking sector  
 (C) Textile sector  
 (D) Cotton production  
 (E) None of these
35. The Reserve Bank of India does not print currency notes of the denomination of Rs. —  
 (A) 20 (B) 50  
 (C) 3000 (D) 1000  
 (E) 500
36. Which of the following is considered as the financial capital of India ?  
 (A) New Delhi  
 (B) Kolkata  
 (C) Bangalore  
 (D) Ahmedabad  
 (E) None of these
37. Olympic Games are Organized after a gap of every—  
 (A) Two years (B) Three years  
 (C) Four years (D) Five years  
 (E) Six months
38. Which of the following is a very well known name in the field of Banking in India ?  
 (A) Ms. Meira Kumar  
 (B) Ms. Kiran Mazumdar Shaw  
 (C) Mr. Arun Jaitley  
 (D) Dr. D. Subbarao  
 (E) All of above
39. Which of the following is the currency of Spain ?  
 (A) Dollar (B) Pound  
 (C) Yen (D) Krona  
 (E) None of these
40. FIFA is an organization working in the field of—  
 (A) Banking  
 (B) Textiles  
 (C) Power Generation  
 (D) Social Service  
 (E) Sports

#### Answers with Hints

1. (D) 2. (A) 3. (D) 4. (B) 5. (B)  
 6. (A) 7. (C) 8. (A) 9. (D) 10. (E)  
 11. (D) 12. (D) 13. (D) 14. (E) 15. (A)  
 16. (\*) By 2030, 1,000,000 Mw is targeted.  
 17. (B) 18. (A) 19. (A) 20.(E) 21.(C)  
 22. (B) 23. (E) 24. (A) 25. (E) 26. (C)  
 27. (B) 28. (A) 29. (A) 30. (B) 31. (B)  
 32. (E) 33. (C) 34. (A) 35. (C)  
 36. (E) The financial capital of India is Mumbai.  
 37. (C) 38. (D)  
 39. (E) The currency of Spain used to be 'Peseto' prior to its being changed into 'Euro'.  
 40. (E)

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# QUANTITATIVE APTITUDE

**Directions—**(Q. 1–15) What will come in place of question mark (?) in the following questions ?

1.  $7855 - 4236 + 388 = ? + 3974$   
 (A) 133 (B) 73  
 (C) 33 (D) 43  
 (E) None of these
2.  $48\% \text{ of } 525 + ?\% \text{ of } 350 = 399$   
 (A) 42 (B) 46  
 (C) 28 (D) 26  
 (E) None of these
3.  $12 \cdot 28 \times 2 \cdot 5 - 6 \cdot 5 \times 2 \cdot 4 = ?$   
 (A) 16.4 (B) 16.2  
 (C) 15.6 (D) 15.1  
 (E) None of these
4.  $\frac{3}{7} \text{ of } \frac{4}{5} \text{ of } \frac{5}{8} \text{ of } 490 = ?$   
 (A) 115 (B) 105  
 (C) 108 (D) 116  
 (E) None of these
5.  $2\frac{5}{9} \times 3\frac{4}{5} + ? = 12\frac{1}{5}$   
 (A)  $2\frac{13}{45}$  (B)  $2\frac{4}{5}$   
 (C)  $3\frac{22}{45}$  (D)  $3\frac{5}{9}$   
 (E) None of these
6.  $\sqrt{?} + 17^2 = 335$   
 (A) 46 (B) 42  
 (C) 1764 (D) 2116  
 (E) None of these
7.  $125\% \text{ of } 560 + 22\% \text{ of } 450 = ?$   
 (A) 799 (B) 700  
 (C) 782 (D) 749  
 (E) None of these
8.  $\frac{28 \times 5 - 15 \times 6}{7^2 + \sqrt{256} + (13)^2} = ?$   
 (A)  $\frac{27}{115}$  (B)  $\frac{22}{117}$   
 (C)  $\frac{25}{117}$  (D)  $\frac{22}{115}$   
 (E) None of these

9.  $13\frac{4}{7} + 5\frac{2}{7} \times 2\frac{1}{2} = ?$

- (A)  $25\frac{11}{14}$  (B)  $25\frac{3}{7}$   
 (C)  $26\frac{3}{7}$  (D)  $26\frac{5}{14}$   
 (E) None of these
10.  $18 \cdot 76 + 222 \cdot 24 + 3242 \cdot 15 = ?$   
 (A) 3384.15 (B) 3483.15  
 (C) 3283.25 (D) 3383.25  
 (E) None of these
11.  $784 \div 16 \div 7 = ?$   
 (A) 49 (B) 14  
 (C) 21 (D) 7  
 (E) None of these
12.  $\frac{3}{7} \text{ of } 455 + \frac{5}{8} \text{ of } 456 = ?$   
 (A) 448 (B) 476  
 (C) 480 (D) 464  
 (E) None of these
13.  $6425 \div 125 \times 8 = ?$   
 (A) 411.2 (B) 41.12  
 (C) 64.25 (D) 421.25  
 (E) None of these
14.  $1.05\% \text{ of } 2500 + 2.5\% \text{ of } 440 = ?$   
 (A) 37.50 (B) 37.25  
 (C) 370.25 (D) 372.50  
 (E) None of these
15.  $4900 \div 28 \times 444 \div 12 = ?$   
 (A) 6575 (B) 6475  
 (C) 6455 (D) 6745  
 (E) None of these

**Directions—**(Q. 16–20) What will come in place of the question mark (?) in the following number series ?

16. 7, 9, 12, 16, ?  
 (A) 22 (B) 19  
 (C) 20 (D) 21  
 (E) None of these
17. 384, 192, 96, 48, ?  
 (A) 36 (B) 28  
 (C) 24 (D) 32  
 (E) None of these

18.  $\alpha, \beta, 14, 45, ?$

- (A) 183 (B) 185  
 (C) 138 (D) 139  
 (E) None of these
19. 8, 9, 13, 22, ?  
 (A) 30 (B) 31  
 (C) 34 (D) 36  
 (E) None of these
20. 6, 11, 21, 41, ?  
 (A) 81 (B) 61  
 (C) 71 (D) 91  
 (E) None of these
21. Number of students studying in colleges A and B are in the ratio of 3 : 4 respectively. If 50 more students join college A and there is no change in the number of students in College B, the respective ratio becomes 5 : 6. What is the number of students in College B ?  
 (A) 450 (B) 500  
 (C) 400 (D) 600  
 (E) None of these
22. Cost of 12 belts and 30 wallets is Rs. 8,940. What is the cost of 4 belts and 10 wallets ?  
 (A) Rs. 2,890 (B) Rs. 2,980  
 (C) Rs. 2,780 (D) Rs. 2,870  
 (E) None of these
23. 80% of a number is equal to three-fifth of another number. What is the ratio between the first and the second number respectively ?  
 (A) 3 : 4 (B) 4 : 3  
 (C) 4 : 5 (D) 5 : 4  
 (E) None of these
24. Ghanashyam purchased an article for Rs. 1,850. At what price should he sell it so that 30% profit is earned ?  
 (A) Rs. 2,450 (B) Rs. 2,245  
 (C) Rs. 2,405 (D) Rs. 2,425  
 (E) None of these



6. (D) 7. (A) 8. (C) 9. (E) 10. (B)  
11. (D) 12. (C) 13. (A) 14. (B) 15. (B)

16. (D)  $\begin{array}{ccccccc} & & & & & & 21 \\ & & & & & & \uparrow \\ 7 & & 9 & & 12 & & 16 & & ? \\ & \uparrow & & \uparrow & & \uparrow & & \uparrow & \\ & +2 & & +3 & & +4 & & +5 & \end{array}$   
 $\therefore ? = 16 + 5 = 21$

17. (C)  $\begin{array}{ccccccc} & & & & & & 24 \\ & & & & & & \uparrow \\ 384 & & 192 & & 96 & & 48 & & ? \\ & \downarrow & & \downarrow & & \downarrow & & \downarrow & \\ & \times \frac{1}{2} & & \times \frac{1}{2} & & \times \frac{1}{2} & & \times \frac{1}{2} & \end{array}$   
 $\therefore ? = 48 \times \frac{1}{2} = 24$

18. (E)  $\begin{array}{ccccccc} & & & & & & 184 \\ & & & & & & \uparrow \\ 5 & & 6 & & 14 & & 45 & & ? \\ & \uparrow & & \uparrow & & \uparrow & & \uparrow & \\ & \times 1 + 1 & & \times 2 + 2 & & \times 3 + 3 & & \times 4 + 4 & \end{array}$   
 $\therefore ? = 45 \times 4 + 4 = 184$

19. (E)  $\begin{array}{ccccccc} & & & & & & 38 \\ & & & & & & \uparrow \\ 8 & & 9 & & 13 & & 22 & & ? \\ & \uparrow & & \uparrow & & \uparrow & & \uparrow & \\ & +(1)^2 & & +(2)^2 & & +(3)^2 & & +(4)^2 & \end{array}$   
 $\therefore ? = 22 + (4)^2 = 38$

20. (A)  $\begin{array}{ccccccc} & & & & & & 81 \\ & & & & & & \uparrow \\ 6 & & 11 & & 21 & & 41 & & ? \\ & \uparrow & & \uparrow & & \uparrow & & \uparrow & \\ & \times 2 - 1 & & \times 2 - 1 & & \times 2 - 1 & & \times 2 - 1 & \end{array}$   
 $\therefore ? = 41 \times 2 - 1 = 81$

21. (D) Let the number of students studying in college A and B are  $x$  and  $y$  respectively. Then, as per question

$$\begin{aligned} x : y &= 3 : 4 \\ \Rightarrow 4x &= 3y \\ \Rightarrow 6x &= 4.5y \quad \dots(1) \\ \text{and } (x+50) : y &= 5 : 6 \\ \Rightarrow 6x + 300 &= 5y \quad \dots(2) \end{aligned}$$

Solve eqs. (1) and (2)

$$\begin{aligned} \therefore 4.5y + 300 &= 5y \\ \Rightarrow (5 - 4.5)y &= 300 \\ \therefore y &= \frac{300}{0.5} = 600 \end{aligned}$$

22. (B)  $\therefore$  Cost of (12 belts + 30 wallets) = Rs. 8940

$$\left[ \therefore \frac{4}{12} = \frac{10}{30} = \frac{1}{3} \right]$$

$\therefore$  Cost of (4 belts + 10 wallets) =  $\frac{1}{3} \times 8940 = \text{Rs. } 2980$

23. (A) Let the first and second numbers are  $x$  and  $y$  respectively. Then, as per question

$$\begin{aligned} \therefore 80\% \text{ of } x &= y \times \frac{3}{5} \\ \Rightarrow \frac{80}{100} \times x &= \frac{3}{5} \times y \\ \therefore \frac{x}{y} &= \frac{3}{4} \\ \text{i.e., } x : y &= 3 : 4 \end{aligned}$$

24. (C)  $\therefore$  C. P. of an article = Rs. 1850  
 $\therefore$  For 30% profit, S.P. of the article =  $\frac{(100 + 30)}{100} \times 1850 = \frac{13}{10} \times 1850 = \text{Rs. } 2405$

25. (E) Accrued Compound Interest =  $8500 \left[ \left( 1 + \frac{10}{100} \right)^2 - 1 \right] = 8500 \left[ \left( \frac{11}{10} \right)^2 - 1 \right] = 8500 \left[ \frac{121 - 100}{100} \right] = 85 \times 21 = \text{Rs. } 1785$

26. (A) Let the length of the train be  $x$  metre  
 Speed of the train = 60 kmph =  $60 \times \frac{5}{18} = \frac{50}{3}$  m/sec

As per question,  
 $\therefore (x + 200) = \frac{50}{3} \times 27$   
 $\Rightarrow x + 200 = 450$   
 $\therefore x = 450 - 200 = 250$  metre

27. (C)  $\therefore \frac{2}{7} = 0.285$   
 $\frac{3}{8} = 0.375$   
 $\frac{4}{9} = 0.444$   
 and  $\frac{5}{11} = 0.454$   
 $\therefore$  Fractions in ascending order are  $\frac{2}{7}, \frac{3}{8}, \frac{4}{9}, \frac{5}{11}$

28. (D) Let the digits in ten's place and in the unit's place of two digit number are  $x$  and  $y$  respectively

$\therefore$  Two digit number =  $10x + y$   
 As per question  $x = 3y \quad \dots(1)$   
 and  $x + y = 8 \quad \dots(2)$   
 $\therefore y = 2$  and  $x = 3 \times 2 = 6$   
 $\therefore$  Required Number =  $10 \times 6 + 2 = 62$

29. (B)  $\therefore$  10 men can complete a piece of work in = 8 days.  
 1 man can complete same of work in =  $8 \times 10 = 80$  days  
 $\therefore$  16 men can complete same of work in =  $\frac{80}{16} = 5$  days

30. (E) Let the number be  $x$ . Then,  
 $\therefore 71\% \text{ of } x - 46\% \text{ of } x = 120$   
 $\Rightarrow \left[ \frac{71 - 46}{100} \right] \times x = 120$   
 $\therefore x = \frac{120 \times 100}{25} = 480$   
 $\therefore 30\% \text{ of the number} = \frac{30}{100} \times 480 = 144$

31. (E) Let the five consecutive odd numbers in descending order are  $(x+4)$ ,  $(x+2)$ ,  $x$ ,  $(x-2)$  and  $(x-4)$  respectively. Then, as per question  
 $\therefore$  Average =  $\frac{1}{5} [(x+4) + (x+2) + x + (x-2) + (x-4)] = 95$   
 $\Rightarrow \frac{5x}{5} = 95$   
 $\therefore x = 95$   
 $\therefore$  Reqd. fourth number in descending order =  $(x-2) = 95 - 2 = 93$

32. (C) Reqd. Average =  $\frac{1}{6} [76 + 48 + 84 + 66 + 70 + 64] = \frac{1}{6} [408] = 68$



33. (B) Let Monthly income of Latika  
= Rs.  $x$

Then,

Monthly expenditure of Latika  
= 45% of  $x$  + 30% of  $x$   
= 75% of  $x$

∴ Monthly saving of Latika  
=  $x - 75\%$  of  $x$   
= 25% of  $x$

∴ 25% of  $x$  = Rs. 4500

⇒  $\frac{25}{100} \times x$  = Rs. 4500

∴  $x$  = 4500 × 4  
= Rs. 18,000

34. (D) Rate of Simple Interest

$$= \frac{\text{Simple Interest} \times 100}{\text{Principal} \times \text{Time}}$$

$$= \frac{23940 \times 100}{28500 \times 7} = \frac{84}{7}$$

= 12% per annum

35. (A) ∴ Ratio between investments  
of A and B

$$= \frac{\text{Rs. } 1,50,000}{\text{Rs. } 2,50,000}$$

$$= \frac{3}{5} = 3 : 5$$

Sum of ratio = 3 + 5  
= 8

∴ Share of B in the profit

$$= \frac{5}{8} \times 1,60,000$$

= Rs. 1,00,000

36. (B) Average population of state B

$$= \frac{1}{5} [22.6 + 20.8 + 24.2 + 26.4 + 28.2] \text{ lakhs}$$

$$= \frac{1}{5} [122.2] = 24.44 \text{ lakhs}$$

37. (D) Reqd. ratio

$$= \frac{[\text{Population of state A in 2003}]}{[\text{Population of state E in 2007}]}$$

$$= \frac{15.6 \text{ lakhs}}{28.2 \text{ lakhs}}$$

$$= \frac{2.6}{4.7} = 26 : 47$$

38. (E) Reqd. percentage

$$= \frac{\text{Population of state E in 2004}}{\text{Population of state D in 2006}}$$

× 100%

$$= \frac{23.8 \text{ lakhs}}{19.8 \text{ lakhs}} \times 100\%$$

= 120.202% ≈ 120% (Approx.)

39. (A) Total population of all the  
states together (in lakhs) in  
2005

$$= [18.8 + 24.2 + 19.8 + 17.8 + 25.8] \text{ lakhs}$$

= 106.4 lakhs

40. (C) Required percentage

$$\frac{\text{Population of state E in 2007}}{\text{Total population of all the states together in 2007}} \times 100\%$$

$$= \frac{28.2 \times 100}{[20.2 + 28.2 + 22.6 + 22.4 + 28.2]}$$

$$= \frac{2820}{121.6}$$

= 23.19%

≈ 23% (Approx.)



Inspiring People

# GENERAL ENGLISH

**Directions**—(Q. 1–15) Read the following passage carefully and answer the questions given below it. Certain words/phrases have been printed in **bold** to help you locate them while answering some of the questions.

There was a country long time ago where the people would change a king every year. The person who would become the king had to agree to a **contract** that he would be sent to an island after one year of his being a king.

One king had finished his term and it was time for him to go to the island and live there. The people dressed him up in expensive clothes and put him on an elephant and took him around the cities to say goodbye to all the people. This was a moment of sadness for all kings who ruled for one year. After **bidding** farewell, the people took the king to a remote island in a boat and left him there. On their way back, they discovered a ship that had sunk just recently. They saw a young man who had **survived** by holding on to a floating piece of wood. As they needed a new king, they picked up the young man and took him to their country. They requested him to be king for a year. First he refused but later he **agreed** to be the king. People told him about all the rules and **regulations** and that how he would be sent to an island after one year.

After three days of being a king, he asked the ministers if they could show him the island where all the other kings were sent. They agreed and took him to the island. The island was covered with a thick Jungle and sounds of **vicious** animals were heard coming out of it. The king went a little bit further to check. Soon he discovered deadbodies of all the past kings. He understood that as soon as they were left on the island, the wild animals had come and killed them.

The king went back to the country and collected 100 strong

workers. He took them to the island and instructed them to clean the Jungle, remove all the deadly animals and cut down all excess trees. He would visit the island every month to see how the work was progressing. In the first month, all the animals were removed and many trees were cut down. In the second month, the whole island was cleaned out. The king then told the workers to plant gardens in various parts of the island. He also took with himself useful animals like chickens, ducks, birds, goats, cows etc. In the third month, he ordered the workers to build big houses and docking stations for ships. Over the months, the island turned into a beautiful place. The young king would wear simple clothes and spend very little from his earnings as a king. He sent all the earnings to the island for storage. When nine months passed like this, the king called the ministers and told them : "I know that I have to go the island after one year, but I would like to go there right now." But the ministers didn't agree to this and said that he had to wait for another three months to complete the year.

Three months passed and now it was a full year. The people dressed up the young king and put him on an elephant to take him around the country to say goodbye to others. However, this king was unusually happy to leave the kingdom. People asked him, "All the other kings would cry at this moment. Why is it that you are laughing ?" He replied, "Don't you know what the wise people say ? They say that when you come to this world as a baby, you are crying and everyone else is smiling. Live such a life that when you die, you will be smiling and everyone around you will be crying. I have lived that life. While all the other kings were lost into the luxuries of the kingdom, I always thought about the future and planned for it. I turned the deadly island into a beautiful **abode** for me where I can stay peacefully."

1. Why did the people of the kingdom change the king every year ?
  - (A) As their first king had invented this system and had recorded it in the form of a contract
  - (B) As they believed that the new king would bring better ideas to the kingdom
  - (C) As they wanted their king to relax on an island after one year of hard work
  - (D) Not mentioned in the passage
  - (E) None of these
2. What would happen to the king once his term of one year was over ?
  - (A) He would be paraded in the cities as a farewell and then be taken to a remote island
  - (B) He would be gifted with expensive clothes and jewellery
  - (C) He would be sent on an island which required a lot of work to be done
  - (D) He would be asked to buy an elephant and go to the remote island himself
  - (E) None of these
3. What did the young man notice on his visit to the remote island after three days of being king ?
  - (A) That the animals on the island were too many to be killed
  - (B) That the island was very big
  - (C) That the jungle on the island was full of animals that had killed all the previous kings placed on the island
  - (D) That the island was very beautiful and clean
  - (E) Not mentioned in the passage
4. What happened to the island in the first month of the young king's tenure ?
  1. The wild animals were removed from the island
  2. The whole island was cleaned



3. Many unnecessary trees were cut down  
 (A) Only 1 (B) Only 2  
 (C) Only 3 (D) Only 2 and 3  
 (E) Only 1 and 3
5. What could be said about the island after the young king had made his servants work on it?  
 (A) The dangerous island had been turned to a beautiful place  
 (B) The island still remained the same despite all the young king's efforts  
 (C) The island was barely tolerable now  
 (D) The island was safe from all types of attacks  
 (E) None of these
6. Which of the following describes the young king correctly?  
 1. He was intelligent.  
 2. He had foresight.  
 3. He was cunning.  
 (A) Only 1  
 (B) Only 1 and 2  
 (C) Only 3  
 (D) Only 2 and 3  
 (E) All the three 1, 2 and 3
7. What was the king's request to the ministers after the completion of nine months?  
 (A) That he should not be sent to the island after completion of one year  
 (B) That he would like to go to the island immediately  
 (C) That he should be paid more in order to improve work on the island  
 (D) That he should be sent to the island after a year  
 (E) None of these
8. How did the young king arrange for money on the island?  
 (A) By selling a large amount of his property  
 (B) By spending all the money derived from his income as a king  
 (C) By borrowing money from the ministers and sending it to the island  
 (D) By spending very less of his income as a king and sending it to the island for storage  
 (E) None of these

9. Why were the people of the kingdom puzzled when the young king was taken around the country to say goodbye to everyone?  
 (A) As they could not believe that one year had elapsed so soon  
 (B) As they were not aware that the young king was actually a wise sage  
 (C) As the young king was happy to go to the island unlike the previous kings  
 (D) Not mentioned in the passage  
 (E) None of these
10. What can possibly be the moral of the story?  
 (A) Always put others before yourself  
 (B) Give respect to others  
 (C) Live in the present and forget about the future  
 (D) Do not put things off until tomorrow  
 (E) Always think and plan ahead

**Directions—(Q. 11–13) Choose the word/group of words which is most similar in meaning to the word/group of words printed in bold as used in the passage.**

11. **CONTRACT**  
 (A) Work (B) Signature  
 (C) Deal (D) Temporary  
 (E) Get
12. **BIDING**  
 (A) Wishing (B) Auctioning  
 (C) Wasting (D) Playing  
 (E) Talking
13. **ABODE**  
 (A) Stop (B) Mountain  
 (C) Plenty (D) House  
 (E) Dwelling

**Directions—(Q. 14 and 15) Choose the word/group of words which is most opposite in meaning to the word/group of words printed in bold as used in the passage.**

14. **SURVIVED**  
 (A) Scratched (B) Died  
 (C) Lived (D) Fell  
 (E) Suffered
15. **VICIOUS**  
 (A) Simple (B) Small  
 (C) Tough (D) Harmless  
 (E) Ferocious

**Directions—(Q. 16–20) Rearrange the following six sentences (1), (2), (3), (4), (5) and (6) in the proper sequence to form a meaningful paragraph; then answer the questions given below them.**

- (1) All of a sudden the mother duck saw a fox in the distance, was frightened and shouted, "Children, hurry to the lake, there's a fox!"
- (2) The mother duck ran, leading the fox away from the lake and as soon as the fox came very close, the mother duck quickly spread her wings and rose up in the air.
- (3) The ducklings hurried towards the lake and the mother duck began to walk back and forth dragging one wing on the ground.
- (4) A mother duck and her little ducklings were on their way to the lake one day.
- (5) The fox stared in disbelief at the mother duck and her ducklings as he could not reach the ducklings because they were in the middle of the lake by now.
- (6) When the fox saw her he became happy as he thought that the mother duck was hurt and couldn't fly and that he could easily catch and eat her!
16. Which of the following should be the **FIRST** sentence after rearrangement?  
 (A) 1 (B) 2  
 (C) 3 (D) 4  
 (E) 5
17. Which of the following should be the **SECOND** sentence after rearrangement?  
 (A) 1 (B) 2  
 (C) 3 (D) 4  
 (E) 6
18. Which of the following should be the **THIRD** sentence after rearrangement?  
 (A) 1 (B) 2  
 (C) 3 (D) 4  
 (E) 5
19. Which of the following should be the **FOURTH** sentence after rearrangement?  
 (A) 2 (B) 3  
 (C) 4 (D) 5  
 (E) 6

20. Which of the following should be the **LAST (SIXTH)** sentence after rearrangement ?  
 (A) 1 (B) 2  
 (C) 4 (D) 5  
 (E) 6

**Directions—**(Q. 21–25) Which of the phrases (A), (B), (C) and (D) given below each sentence should replace the phrase printed in **bold** in the sentence to make it grammatically correct ? If the sentence is correct as it is given and 'No correction is required', mark (E) as the answer.

21. As it was a dark and stormy night, Lata was **too scared to go home alone**.  
 (A) very scary to  
 (B) much scared to  
 (C) as scared to  
 (D) to scared too  
 (E) No correction required
22. Since it was her engagement party, Riya was **dress to kill**.  
 (A) dresses to kill  
 (B) dressed to kill  
 (C) dressed to killings  
 (D) dressing to killed  
 (E) No correction required
23. Ramesh **worries endlessly** about his son's future as he was so poor in studies.  
 (A) worry endless  
 (B) worried endless  
 (C) worried endlessly  
 (D) worries endless  
 (E) No correction required
24. Now that the actual criminal had been caught, Kunal was happy that he was finally let **of the hook**.  
 (A) off the hook  
 (B) of the hookings  
 (C) off the hooks  
 (D) of the hooks  
 (E) No correction required
25. The little boy appeared all of a sudden out of nowhere and **take everyone by surprise**.  
 (A) took everyone as surprised  
 (B) take everyone with surprised  
 (C) took everyone by surprises  
 (D) took everyone by surprise  
 (E) No correction required

**Directions—**(Q. 26–30) In each question below, a sentence with four words printed in **bold type** is given. These are lettered as (A), (B), (C) and (D). One of these four words printed in **bold** 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 letter of that word is your answer. If all the words printed in **bold** are correctly spelt and also appropriate in the context of the sentence, mark (E) i.e., 'All correct' as your answer.

26. It is not **unusual** for guests of the  
 (A) hotel to **carry souvenirs** back  
 (B) (C) with them when they **return to**  
 (D) their homes. All correct  
 (E)
27. She **vested** her time in **chatting**  
 (A) (B) over the phone and **ultimately**  
 (C) ended up not **finishing** her work.  
 (D) All correct  
 (E)
28. She had not **eaten anything** for  
 (A) (B) a very long time now and her  
**stomach was growling**.  
 (C) (D) All correct  
 (E)
29. Half of the **harm** that is done in  
 (A) this **world** is due to **people** who  
 (B) (C) want to feel **important**.  
 (D) All correct  
 (E)
30. Life is like a **mirror**; smile at it,  
 (A) and it is **charmeng**; frown at it,  
 (B) (C) and it becomes **sinister**.  
 (D) All correct  
 (E)

**Directions—**(Q. 31–40) In the following passage there are blanks, each of which has been numbered. These numbers are printed below the passage and against each, five words are suggested, one of which fits the blank appropriately. Find out the appropriate word in each case.

A lamb was ...(31)... with a flock of sheep one day. She soon found some sweet grass at the ...(32)... of the field. Farther and farther she went, away from the others. She was enjoying herself so much that she did not ...(33)... a wolf coming nearer to her. However, when it ...(34)... on her, she was quick to start pleading, "Please, please don't eat me yet. My stomach is full of grass. If you wait a while, I will ...(35)... much better." The wolf ...(36)... that was a good idea, so he sat down and waited. After a while, the lamb said, "If you ...(37)... me to dance, the grass in my stomach will be digested faster." Again the wolf agreed. While the lamb was dancing, she had a new ...(38)... She said, "Please take the bell from around my neck. If you ring it as hard as you can, I will be able to dance even faster." The wolf ...(39)... the bell and rang it as hard as he could. The shepherd heard the bell ringing and quickly sent his dogs to find the missing lamb. The ...(40)... dogs frightened the wolf away and saved the lamb's life.

31. (A) watching (B) laughing  
 (C) willing (D) tiring  
 (E) grazing
32. (A) height (B) edge  
 (C) midst (D) first  
 (E) base
33. (A) notice (B) trust  
 (C) saw (D) worry  
 (E) maintain
34. (A) lunge (B) visited  
 (C) ate (D) stand  
 (E) pounced
35. (A) walk (B) die  
 (C) taste (D) mix  
 (E) reveal
36. (A) believe (B) thought  
 (C) wished (D) smiled  
 (E) rejoiced

# REASONING ABILITY

1. How many such pairs of letters are there in the word CHANNEL, each of which has as many letters between them in the word as in the English alphabet ?  
(A) None (B) One  
(C) Two (D) Three  
(E) More than three
2. How many meaningful English words, can be made with the letters ATLE, using each letter only once in each word ?  
(A) None (B) One  
(C) Two (D) Three  
(E) More than three
3. In a certain code GROWN is written as 7@%36 and NAME is written as 64\*\$\$. How is GEAR written in that code ?  
(A) 74\$@ (B) 7\$4@  
(C) 7%4@ (D) 7@\$4  
(E) None of these
4. How many pairs of digits are there in the number 6315784 each of which has as many digits between them in the number, as when the digits are rearranged in descending order ?  
(A) None (B) One  
(C) Two (D) Three  
(E) More than three
5. What should come next in the following letter series ?  
BDFHJLNACEGIKMBD  
FHJLACEGIKBDFHJ  
(A) B (B) L  
(C) M (D) F  
(E) None of these
6. In a certain code DISPLAY is written as RHCQZBM. How is GROUPED written in that code ?  
(A) PSHTEFQ  
(B) NQFVCDO  
(C) NQFVEFQ  
(D) PSHTCDO  
(E) None of these
7. 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 that group ?  
(A) 169 (B) 441  
(C) 361 (D) 529  
(E) 289
8. Among P, Q, R, T and W each having different weight, T is heavier than W and lighter than only P. Q is not the lightest. Who among them is definitely the lightest ?  
(A) R  
(B) W  
(C) R or W  
(D) Data inadequate  
(E) None of these
9. If 'R' denotes '+', 'P', denotes 'x', 'W' denotes '-' and 'V' denotes '÷'; then  $14W16R4V3P5 = ?$   
(A) 15 (B) 4  
(C) 6 (D) 3  
(E) None of these
10. 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 that group ?  
(A) PM (B) EB  
(C) TQ (D) IF  
(E) VY
11. In a row of thirty children, M is sixth to the right of R who is twelfth from the left end. What is M's position from the right end of the row ?  
(A) Twelfth  
(B) Thirteenth  
(C) Fourteenth  
(D) Data inadequate  
(E) None of these

**Directions—(Q. 12-17)** In each question below are three statements followed by three conclusions numbered I, II and III. You have to take

the three given statements to be true even if they seem to be at variance from commonly known facts and then decide which of the given conclusions logically follows from the three given statements disregarding commonly known facts. Then decide which of the answers (A), (B), (C), (D) and (E) is the correct answer and indicate the correct alternative.

**12. Statements :**

- Some desks are chairs.
- All chairs are tables.
- Some tables are mats.

**Conclusions :**

- I. Some mats are desks.
- II. Some tables are desks.
- III. Some mats are chairs.

- (A) Only I follows
- (B) Only II follows
- (C) Only III follows
- (D) Only II and III follow
- (E) None of these

**13. Statements :**

- All sweets are fruits.
- No fruit is pencil.
- Some pencils are glasses.

**Conclusions :**

- I. Some glasses are sweets.
- II. Some pencils are sweets.
- III. No glass is sweet.

- (A) Only I follows
- (B) Only II follows
- (C) Only III follows
- (D) Only I and III follow
- (E) None of these

**14. Statements :**

- Some books are flowers.
- Some flowers are chains.
- Some chains are hammers.

**Conclusions :**

- I. Some hammers are flowers.
- II. Some chains are books.
- III. Some hammers are books.

- (A) None follows
- (B) Only I follows
- (C) Only II follows
- (D) Only III follow
- (E) Only II and III follow

15. **Statements :**  
 All roofs are cameras.  
 Some cameras are photographs.  
 Some photographs are stores.  
**Conclusions :**  
 I. Some stores are cameras.  
 II. Some stores are roofs.  
 III. Some cameras are roofs.  
 (A) Only I follows  
 (B) Only II follows  
 (C) Only III follows  
 (D) Only II and III follow  
 (E) None of these

16. **Statements :**  
 Some nails are horses.  
 All horses are tablets.  
 All tablets are crows.  
**Conclusions :**  
 I. Some crows are nails.  
 II. Some tablets are nails  
 III. Some crows are horses.  
 (A) Only I follows  
 (B) Only I and II follow  
 (C) Only I and III follow  
 (D) Only II and III follow  
 (E) All I, II and III follow

17. **Statements :**  
 All buildings are towers.  
 All towers are roads.  
 All roads are huts.  
**Conclusions :**  
 I. Some roads are buildings.  
 II. All towers are huts.  
 III. All huts are roads.  
 (A) Only I and II follow  
 (B) Only I and III follow  
 (C) Only II and III follow  
 (D) All I, II and III follow  
 (E) None of these

**Directions—**(Q. 18–23) Study the following arrangement carefully and answer the questions given below—

D 5 δ R @ A K © 3 9 B J E ★ F \$  
 M P I 4 H 1 W 6 2 # U Q 8 T N

18. How many such numbers are there in the above arrangement, each of which is immediately preceded by a symbol and immediately followed by a letter ?  
 (A) None (B) One  
 (C) Two (D) Three  
 (E) More than three

19. Which of the following is the ninth to the right of the twenty second from the right end of the above arrangement ?  
 (A) E (B) I  
 (C) D (D) N  
 (E) More than three
20. How many such symbols are there in the above arrangement, each of which is immediately preceded by a number and immediately followed by a letter ?  
 (A) None (B) One  
 (C) Two (D) Three  
 (E) More than three

21. If all the numbers are dropped from the above arrangement, which of the following will be the eleventh from the left end ?  
 (A) B (B) H  
 (C) \$ (D) ★  
 (E) None of these

22. How many such consonants are there in the above arrangement, each of which is immediately preceded by a number and immediately followed by another consonant ?  
 (A) None (B) One  
 (C) Two (D) Three  
 (E) More than three

23. Four of the following five are alike in a certain way based on their positions in the above arrangement and so form a group. Which is the one that **does not** belong to that group ?  
 (A) 411 (B) 6#W  
 (C) Q T U (D) R A δ  
 (E) J 9 E

**Directions—**(Q. 24–29) In the following questions, the symbols #, %, @, © and δ are used with the following meanings illustrated.

'P % Q' means 'P is not greater than Q'.

'P δ Q' means 'P is not smaller than Q'.

'P # Q' means 'P is neither equal to nor smaller than Q'.

'P © Q' means 'P is neither equal to nor greater than Q'.

'P @ Q' means 'P is neither smaller than nor greater than Q'.

In each question, three statements showing relationships have been given, which are followed by

three conclusions I, II and III. Assuming that the given statements are true, find out which conclusion(s) is/are definitely true.

24. **Statements :**  
 M © K, K δ T, T © J  
**Conclusions :** I. J # K  
 II. T # M  
 III. M # J

- (A) None is true  
 (B) Only I is true  
 (C) Only II is true  
 (D) Only III is true  
 (E) Only II and III are true

25. **Statements :**  
 F @ T, T % M, M # R  
**Conclusions :** I. R © T  
 II. F @ M  
 III. F © M

- (A) Only I is true  
 (B) Only II is true  
 (C) Only III is true  
 (D) Only either II or III is true  
 (E) Only II and III are true

26. **Statements :**  
 J δ H, H @ B, B % N  
**Conclusions :** I. N δ H  
 II. N @ J  
 III. J δ B

- (A) Only I and II are true  
 (B) Only II and III are true  
 (C) Only I and III are true  
 (D) All I, II and III are true  
 (E) None of these

27. **Statements :**  
 B # T, T © K, K % M  
**Conclusions :** I. K # B  
 II. M # T  
 III. B # M

- (A) Only I is true  
 (B) Only II is true  
 (C) Only III is true  
 (D) Only I and III are true  
 (E) None of these

28. **Statements :**  
 D % F, F δ K, K @ R  
**Conclusions :** I. R % F  
 II. R % D  
 III. R @ D

- (A) Only I is true  
 (B) Only II is true  
 (C) Only III is true  
 (D) Only I and II are true  
 (E) None of these







# MARKETING APTITUDE/COMPUTER KNOWLEDGE

1. If text was highlighted and 'Edit' 'Copy' was clicked, what would happen ?
  - (A) Text would be copied from the document and placed in the clipboard
  - (B) Text would be removed from the document and placed in the clipboard
  - (C) Text from the clipboard would be placed in the document at the place where the cursor is blinking
  - (D) Only (B) and (C)
  - (E) None of these
2. The blinking point which shows your position in the text is called—
  - (A) Blinker
  - (B) Cursor
  - (C) Causer
  - (D) Pointer
  - (E) None of these
3. For seeing the output, you use—
  - (A) Monitor
  - (B) Keyboard
  - (C) Mouse
  - (D) Scanner
  - (E) None of these
4. CDs are of which shape ?
  - (A) Square
  - (B) Rectangular
  - (C) Round
  - (D) Hexagonal
  - (E) None of these
5. A scanner scans—
  - (A) Pictures
  - (B) Text
  - (C) Both Pictures and Text
  - (D) Neither Pictures nor Text
  - (E) None of these
6. A directory within in directory is called—
  - (A) Mini Directory
  - (B) Junior Directory
  - (C) Part Directory
  - (D) Sub Directory
  - (E) None of these
7. For opening and closing of the file in Excel, you can use which bar ?
  - (A) Formatting
  - (B) Standard
  - (C) Title
  - (D) Formatting or Title
  - (E) None of these
8. Which of the following controls the manner of interaction between the user and the operating system ?
  - (A) User interface
  - (B) Language translator
  - (C) Platform
  - (D) Screen saver
  - (E) None of these
9. Computer language used on the Internet is—
  - (A) BASIC
  - (B) COBOL
  - (C) Java
  - (D) Pascal
  - (E) None of these
10. You click at B to make the text—
  - (A) Italics
  - (B) Underlined
  - (C) Italics and Underlined
  - (D) Bold
  - (E) None of these
11. Which part is the 'brain' of the computer ?
  - (A) CPU
  - (B) Monitor
  - (C) RAM
  - (D) ROM
  - (E) None of these
12. A disk's content that is recorded at the time of manufacture and that cannot be changed or erased by the user is—
  - (A) Memory-only
  - (B) Write-only
  - (C) Read-only
  - (D) Run-only
  - (E) None of these
13. Help Menu is available at which button ?
  - (A) End
  - (B) Start
  - (C) Turnoff
  - (D) Restart
  - (E) None of these
14. You can keep your personal files/folders in—
  - (A) My Folder
  - (B) My Documents
  - (C) My Files
  - (D) My Text
  - (E) None of these
15. A central computer that holds collections of data and programs for many PCs, workstations, and other computers is a(n)—
  - (A) Supercomputer
  - (B) Minicomputer
  - (C) Laptop
  - (D) Server
  - (E) None of these
16. A Website's main page is called its—
  - (A) Home Page
  - (B) Browser Page
  - (C) Search Page
  - (D) Bookmark
  - (E) None of these
17. Data that is copied from an application is stored in the—
  - (A) Driver
  - (B) Terminal
  - (C) Prompt
  - (D) Clipboard
  - (E) None of these
18. Changing an existing document is called ..... the document.
  - (A) creating
  - (B) deleting
  - (C) editing
  - (D) adjusting
  - (E) None of these
19. In a spreadsheet program the ..... contains related worksheets and documents.
  - (A) workbook
  - (B) column
  - (C) cell
  - (D) formula
  - (E) None of these

20. Which of the following is **not** an input device ?  
 (A) Keyboard (B) Monitor  
 (C) Joystick (D) Microphone  
 (E) None of these
21. Marketing is the combined study of—  
 (A) Buyer's behaviour and consumer tasks  
 (B) Product demand and Product supply  
 (C) Brand building and Publicity  
 (D) Sales force abilities and customer responses  
 (E) All of these
22. Effective Marketing helps in—  
 (A) Boosting the sales  
 (B) Boosting the purchases  
 (C) Boosting the demand and supply  
 (D) All of these  
 (E) None of these
23. Market size means—  
 (A) Size of the sales teams  
 (B) Size of the company  
 (C) Scope for profit  
 (D) Scope for marketing  
 (E) None of these
24. Market share means—  
 (A) Share Market  
 (B) Sensex  
 (C) Market changes  
 (D) Market demands  
 (E) Share of business among peers
25. Direct Marketing means—  
 (A) Face to face marketing  
 (B) Over the counter marketing  
 (C) Door to door marketing  
 (D) All of these  
 (E) None of these
26. A 'Lead' means—  
 (A) A buyer  
 (B) A seller  
 (C) Employee  
 (D) Employer  
 (E) None of these
27. DSA means—  
 (A) District Sales Authority  
 (B) Direct Selling Agent  
 (C) Distributor and Sales Agents  
 (D) Distributor and State Agent  
 (E) None of these
28. A DSA's main function is—  
 (A) To boost customer contacts  
 (B) To boost emails  
 (C) To boost telemarketing  
 (D) All of these  
 (E) None of these
29. A 'Prospect' means—  
 (A) Company's Prospectus  
 (B) Company's Memorandum of Association  
 (C) A likely buyer  
 (D) A likely seller  
 (E) None of these
30. To 'close a call' means—  
 (A) To clinch the sales  
 (B) To abandon the sales  
 (C) To lose the business  
 (D) To annoy the customer  
 (E) To exit from the sales team
31. Good selling skill calls for—  
 (A) Patience  
 (B) Perseverance  
 (C) Persuasion  
 (D) Pursuit  
 (E) All of these
32. Marketing channels means—  
 (A) Delivery time  
 (B) Delivery period  
 (C) Sales outlets  
 (D) Purchase outlets  
 (E) All of these
33. Value added services means—  
 (A) Additional cost  
 (B) Additional production  
 (C) Additional staff  
 (D) Additional services  
 (E) All of these
34. A 'Target Group' means—  
 (A) Group of salesmen targeting the customers  
 (B) Likely buyers  
 (C) Group of products  
 (D) Group of companies  
 (E) All of these
35. 'USP' in Marketing means—  
 (A) Useful Sales Procedures  
 (B) Useful Selling Propositions  
 (C) Useful Sales Persons  
 (D) Used Sales Plans  
 (E) Unique Selling Propositions
36. 'ATM' stands for—  
 (A) Anywhere Marketing  
 (B) Any Time Marketing  
 (C) Any Time Money  
 (D) Automated Teller Machine  
 (E) Automatic Timely Machine
37. Market Plan is a—  
 (A) Selling process  
 (B) Year-end-budget  
 (C) Calendar  
 (D) Business document for marketing strategies  
 (E) All of these
38. Market segmentation means dividing—  
 (A) The market group into homogeneous groups  
 (B) The market process into easy steps  
 (C) The sales teams into small groups  
 (D) All of these  
 (E) None of these
39. 'HNI' means—  
 (A) Highly Non-interested Individuals  
 (B) Highly Needy Individuals  
 (C) High Network Individuals  
 (D) Highly Negative Individuals  
 (E) None of these
40. Digital Marketing includes. Find the incorrect answer—  
 (A) Web advertisement  
 (B) E-mail canvassing  
 (C) Blogs  
 (D) SMS campaigns  
 (E) Mobile alerts

### Answers

1. (A) 2. (B) 3. (A) 4. (C) 5. (C)  
 6. (D) 7. (C) 8. (A) 9. (C) 10. (D)  
 11. (A) 12. (C) 13. (B) 14. (B) 15. (D)  
 16. (A) 17. (D) 18. (C) 19. (A) 20. (B)  
 21. (A) 22. (A) 23. (D) 24. (E) 25. (D)  
 26. (B) 27. (B) 28. (D) 29. (C) 30. (A)  
 31. (D) 32. (C) 33. (D) 34. (B) 35. (E)  
 36. (D) 37. (D) 38. (A) 39. (C) 40. (C)