

Set 1

1. "Benchmark" means _____

- a. Benches for customers to sit
- b. Benches for salesmen to sit
- c. Products displayed on a bench
- d. Set standards
- e. All of the above

2. A call centre is _____

- a. A meeting place for DSAs
- b. A training centre for DSAs
- c. A meeting place for customers
- d. Data centre
- e. A back office set up where customer queries are answered

3. The sequence of a sales process is _____

- a. Lead generation, call, presentation & sale
- b. Sale, presentation, Lead generation & call
- c. Presentation, Lead generation, Sale & Call
- d. Lead generation, Call, Sale & Presentation
- e. There is no sequence required

4. 'value –added services' means _____

- a. Better value at a premium
- b. Costlier services
- c. Additional services
- d. Better value at a discount
- e. At apart services

5. To 'Close a Call' means _____

- a. To end the conversation
- b. To put the phone down
- c. To close the doors
- d. To clinch the sale
- e. To close the business

6. 'Customization' means _____

- a. Tailor-made products for each customer
- b. Customers selling goods

- c. Tailor-made products for each staff
- d. A selling process
- e. None of these

7. A 'Call' in marketing language means _____

- a. Calling on a salesperson
- b. Calling on a customer
- c. Making a phone-call
- d. Telemarketing
- e. None of these

8. A marketing survey is required for _____

- a. Deciding marketing strategies
- b. Deciding product strategies
- c. Deciding pricing strategies
- d. All of these
- e. None of these

9. The target group for Education loans is _____

- a. All colleges
- b. All parents
- c. Research scholars
- d. Meritorious students seeking higher education
- e. All of these

10. Cross-selling means _____

- a. Selling with a cross face
- b. Cross country marketing
- c. Selling other products to existing customers
- d. Selling to friends
- e. Selling to employees

11. Marketing segmentation is useful for _____

- a. Preferential marketing
- b. Targeting existing clients
- c. Identifying prospects
- d. Knowing customers' tastes
- e. All of these

12. The target Group for savings deposit Accounts is _____

- a. Newborn babies
- b. Students
- c. Parents
- d. Businessman
- e. All of these

13. Market Segmentation can be resorted to by means of _____

- a. Segmenting by age
- b. Segmenting by income
- c. Segmenting by geographically
- d. All of these
- e. None of these

14. The target gorup for a Car loan is _____

- a. All auto drivers
- b. All auto dealers
- c. All car owners
- d. Any individual needing a car
- e. All of these

15. Market information means _____

- a. Knowledge of industries
- b. Knowledge of households
- c. Knowledge of peers
- d. Knowledge of customer's tastes
- e. All of these

16. Bancassurance means _____

- a. Banks promising to give loans
- b. Bank promising to pay interest
- c. Banks selling insurance products
- d. Assurance to repay loans
- e. None of these

17. The target group fro agricultural loan is _____

- a. Any farmer
- b. Farm labourers
- c. Any individual dealing in agricultural or

- related activity
- d. Farmers' soceities
- e. All of these

18. The target group for credit card is _____

- a. existing cardholder's
- b. All graduates
- c. All minors
- d. Individuals with taxable income
- e. All of these

19. Market segmentation means _____

- a. Segmenting the salesmen
- b. Segmenting the employees
- c. Segmentation the customers as per their needs
- d. Segmenting the products
- e. All of these

20. A 'Target Group' means _____

- a. A group of sellers
- b. A group of buyers
- c. A group of products
- d. A group of person to whom sales should be focused
- e. All of these

Answer Key

1. d 2.e 3. a 4. c 5. d 6. a 7. e 8. d
9. d 10. c 11. e 12. b 13. d 14. d
15. d 16. c 17. c 18. d 19. c 20. d

Set 2

1. Direct Marketing means _____

- a. Advertisements
- b. Banners
- c. Face-to-face selling
- d. Selling by all staff
- e. Achieving targets

2. Web marketing involves _____

- a. Selling web cameras
- b. Web advertisements
- c. E-mail chatting
- d. Browsing the web
- e. Door-to-Door canvassing

3. The ultimate aim of Marketing is to provide _____

- a. More business to the Company
- b. More profit
- c. More staff
- d. More production
- e. More products

4. Selling Process includes _____

- a. Publicity
- b. Lead generation
- c. Cross-country contacts
- d. Product Designing
- e. Product Re-designing

5. Market share means _____

- a. Paid up capital
- b. Shares held by employees
- c. Share of business volume as compared to other companies
- d. Share price of the company quoted in the market
- e. Sensex

6. Market share can be increased by _____

- a. Increasing the number of sales persons
- b. Increasing the sales volume

- c. Increasing the products
- d. Increasing production
- e. Rewriting profits

7. Market segmentation means

- a. Segmentation of sales teams
- b. Allocation of territory
- c. Sales arrangement
- d. Segmentation of target group according to their needs
- e. All hospitals

8. Referral means _____

- a. Sales person
- b. All customers
- c. Lead provided by operation staff
- d. Calling the existing purchasers
- e. All purchasers

9. "USP" in marketing means

- a. Unique Selling Practices
- b. Uniform Selling Practices
- c. United Sales Persons
- d. Unique Selling Proposition
- e. Useful Sales Person

10. The meaning of "Conversation" in terms of sales is

- a. Designing new products
- b. Converting Purchasers into sellers
- c. Converting sellers into purchasers
- d. Converting perspective customers into purchasers
- e. Conversion of religion

11. Online Marketing is mostly useful for marketing of

- a. Saving Accounts
- b. Credit cards
- c. Home loans
- d. NRI deposits
- e. Business accounts

12. Cross selling means

- a. City to city sales
- b. Selling with cross face
- c. Selling with crossed finger
- d. Selling products to existing customers
- e. Cold calling

13. Marketing Strategy means ?

- a. Ideas for new employment
- b. Old techniques of selling
- c. Techniques for improving marketing activities
- d. Techniques for increasing production
- e. Networking

14. Target group means ?

- a. All purchasers
- b. All sales persons
- c. Targeted purchasers
- d. All consumers
- e. Delivery persons

15. What is the USP of saving accounts ?

- a. High rate of interest
- b. Easy operation
- c. Risky transactions
- d. Expensive transactions
- e. Back office facility

16. Which one of the following is not a target group for saving accounts ?

- a. Salaried persons
- b. Loss making companies
- c. Doctors
- d. Government employees
- e. Insurance agents

17. Target group for home loans is

- a. Existing creditors
- b. Persons having no house of their own
- c. Persons having one or more than one house
- d. Builders
- e. NRIs

18. Digital marketing is similar to

- a. Online marketing
- b. Cold calling
- c. Web designing
- d. Market for cast
- e. Outdoor marketing

19. Full form of DSA is _____

- a. Delivery Staff Agency
- b. Direct Selling Agency
- c. Distributors and Supply Agency
- d. Driving Sales Ahead

Answer Key

1. c 2. b 3. a 4. b 5. c 6. b 7. d
8. c 9. d 10. d 11. d 12. d
13. c 14. c 15. b 16. b 17. b
18. a 19. b

Set 3

1. Marketing is the art of _____

- a. Buying more
- b. Paying more
- c. Selling more
- d. Talking more
- e. Only a and b

2. Marketing of services is resorted in _____

- a. Manufacturing concerns
- b. Insurance business
- c. Hostels
- d. Only a and b
- e. Only b and c

3. Marketing is a _____

- a. One day effort
- b. Team effort
- c. One man effort
- d. All the above
- e. None of the above

4. Service marketing is the same as _____

- a. Transaction marketing
- b. Relationship marketing
- c. Internal marketing
- d. Outdoor marketing
- e. All the above

5. Good marketing requires one of the following _____

- a. Proper planning
- b. Good team work
- c. Good communication skills
- d. Knowledge of products
- e. All of these

6. Marketing in banks is a necessity today, due to _____

- a. Liberalization
- b. Nationalization
- c. Fashion
- d. Urbanization
- e. Marketing in banks is not necessary, as banking in India is more than 200 years old

7. Marketing is influenced by _____

- a. Product demand
- b. Public taste
- c. Buyer behaviour
- d. Brand image
- e. All of the above

8. Market share means _____

- a. Share market
- b. Share prices
- c. IPOs
- d. Scope for marketing
- e. Share for business among peers

9. Marketing helps in _____

- a. Boosting production
- b. Getting new clients
- c. Interacting with strangers
- d. All of these
- e. None of these

10. A DSA helps in _____

- a. Boosting direct sales
- b. Boosting sales through the net
- c. Strengthening indirect marketing
- d. Strengthening telemarketing
- e. All of the above

11. A DSA (Direct Selling Agent) is one _____

- a. Who sells through the internet
- b. Who sells direct to the client
- c. Who works on the bank counters
- d. Who works in bank office setup
- e. None of the above

12. Selling is _____

- a. Different from marketing
- b. A sub-function of marketing
- c. Same as marketing
- d. More than marketing
- e. None of these

13. A 'Lead' in marketing jargon, means _____

- a. A metal
- b. A leash
- c. A likely consumer
- d. A team leader
- e. None of these

14. Good selling skills involve _____

- a. Patience
- b. Perservance
- c. Empathy
- d. Knowledge
- e. All of these

15. Which of the following statements is correct ?

- a. Marketing is not required due to globalization
- b. Marketing causes higher expenses and losses
- c. Marketing is not required in profit making companies
- d. Marketing sharpens the mind of the employees
- e. Marketing is a waste of time in established companies

16. A true marketing mindset requires _____

- a. Control mindset
- b. Command mindset
- c. Passive mindset
- d. Active mindset
- e. Inert mindset

17. Innovation means _____

- a. Inspiration
- b. Enthusiasm
- c. Compensation
- d. Creativity
- e. All of these

18. Internal marketing means _____

- a. Marketing to self
- b. Marketing to family members
- c. Marketing to the staff members
- d. Marketing inside India
- e. Marketing outside India

19. Modern styles of marketing are _____

- a. Telemarketing
- b. Web marketing
- c. Advertisement on the net
- d. E – mails
- e. All of these

20. A good and effective DSA should _____

- a. Copy the competitor company
- b. Criticize the competitor company
- c. Join the competitor company
- d. Be passive
- e. Be more effective than the competitor company

Answer Key:

1. c 2. e 3. b 4. b 5. b 6. a 7. e 8. e 9. d
10. a 11. b 12. e 13. c 14. e 15. d 16. d
17. d 18. c 19. e 20. e

Set 4

1. Marketing in Banks is required for _____

- a. Getting new customers
- b. Retaining existing customers
- c. Lending
- d. Accepting of deposits
- e. All of the above

2. Service Marketing is the same as _____

- a. Relationship Marketing
- b. Transaction Marketing
- c. Internal Marketing
- d. All of the above
- e. None of the above

3. Market Size means _____

- a. Size of marketing Staff
- b. Size of the organization
- c. Scope for profits
- d. Scope for marketing
- e. None of these

4. Market share means _____

- a. Market price of shares
- b. Sensex
- c. Share market
- d. Share of business among peers
- e. Market volatility

5. Internal Marketing means _____

- a. Selling to oneself
- b. Selling to the employees
- c. Selling of samples
- d. Selling to foreign markets
- e. None of these

6. A 'call' means

- a. A profession
- b. Teletalk
- c. Calling on a Prospect
- d. A call center
- e. All of the above

7. A 'Call Centre' is _____

- a. A place where salesmen meet every day
- b. A training centre
- c. A back office set up where customer queries are answered
- d. Customers meeting place
- e. All of the above

8. A presentation means _____

- a. Display of products
- b. Explaining the utility of products
- c. A gift
- d. Display of communication skills
- e. All of the above

9. A DSA means _____

- a. Directly Selling Authority
- b. Directly Selling Agent
- c. Direct Selling Authority
- d. Direct Selling Agent
- e. Distributors & Selling Agencies

10. 'Benchmark' means _____

- a. Products lined up on a bench
- b. Salesmen sitting on a bench
- c. Set standards
- d. Marks on a bench
- e. None of the above

11. Value – added services means _____

- a. Giving full value for money
- b. Better value for higher price
- c. Costlier service
- d. Additional service
- e. All the above

12. CRM means _____

- a. Customer Relationship Management
- b. Customer Retention Manager
- c. Customer Relatives Meet
- d. Channel Rout Market
- e. Channel Representative Manager

13. A 'Target Group' in Marketing

- _____
- a. To whom the sales should be directed
 - b. A group of sellers
 - c. A group of buyers
 - d. A group of products
 - e. All the above

14. The target group for credit cards is

- _____
- a. All Card Holders
 - b. All existing borrowers
 - c. Individuals with taxable income
 - d. All of these
 - e. None of these

15. Bancassurance means _____

- a. Assurance given by banks to Loanees
- b. Assurance to bank with one bank
- c. Assurance to repay loans
- d. Assurance to give good service
- e. Selling insurance products through banks

16. Cross – Selling means _____

- a. Selling with a cross face
- b. Selling to Red Cross members
- c. Selling to Blue Cross members
- d. Selling across countries
- e. Selling other products to existing customers

17. ATM means _____

- a. Any Time Marketing
- b. Any Time Money
- c. Any Time Machine
- d. Automatic Teller Machine
- e. Automatic Teller Money

18. Digital Marketing is _____

- a. A way of Direct Marketing
- b. A way of Indirect Marketing
- c. A strategy of the DSAs
- d. All of these
- e. None of these

19. Market Segmentation helps in

- _____
- a. Identifying the target group
 - b. Focused marketing
 - c. Improved lead generation
 - d. Only (a) and (b)
 - e. All (a), (b) and (c)

20. Only one of the following is true. Find the same

- a. Marketing is not required in a monopolistic situation
- b. Marketing is not required in Public enterprises
- c. Marketing depends on competitors' performance
- d. Marketing has no role to play in production levels
- e. Motivated employees do not require sales incentives

21. Price is an important factor for effective marketing. What are the other Ps ?

- a. Product, Promotion & Place
- b. Place, Persuasion & Promotion
- c. Price, Person & Place
- d. Product, Paper & Person
- e. None of the above

22. Advertisements are required for

- _____
- a. Boosting the production levels
 - b. Motivating the employees
 - c. All of the above
 - d. None of the above

23. Sales forecasting involves study of _____

- a. Proper selling price
- b. Sales planning
- c. Distribution outlets
- d. Consumer needs and demands
- e. All of the above

24. Market Research is needed for _____

- a. Choosing the right sales person
- b. Choosing the right products
- c. Making proper marketing decisions
- d. Deciding the sales incentives
- e. None of these

25. Marketing is termed as successful, when _____

- a. There is a rise in the number of salesmen
- b. There is no need for post-sales services
- c. There is no need to give discounts
- d. There is rise in sales through more clients
- e. Marketing is an ongoing process and hence, can never be successful

Answer Key

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

Set 5

1. Market Research is used for

- 1) Selecting the right product
- 2) choosing the sales persons
- 3) Selecting proper marketing strategies
- 4) Deciding the selling price
- 5) All of these

2. What does CRM stand for?

- 1) Consumer Retention Management
- 2) Customer Retention Management
- 3) Customer Relationship Management
- 4) Client Relation Management
- 5) Customer Relation Marketing

3. What are value added services?

- 1) Products which are sold at premium price
- 2) To sell large number of products
- 3) At par services
- 4) Additional services
- 5) None of these

4. USP of a product/service means?

- 1) Unique Selling Price
- 2) Unique Selling Place
- 3) Unique Selling Proposition
- 4) Ultimate Selling Price
- 5) None of these

5. Which of the following is an example of indirect marketing?

- 1) e-mails
- 2) Telemarketing
- 3) Re-sellers

- 4) Couponing
- 5) Out of home

6. Who among the following coined the term USP?

- 1) Philip Kotler
- 2) Rosser Reeves
- 3) David Aaker
- 4) Eric Schmidt
- 5) None of these

7. What does Lead Generation mean?

- 1) To get tips for selling tactics
- 2) To generate leaders
- 3) To increase better production
- 4) Likely sources of prospective clients
- 5) All of these

8. What does MBO mean?

- 1) Marketing of Business Organisation
- 2) Management By Objectives
- 3) Management Based on Objects
- 4) Organisation of Business Management
- 5) None of these

9. Which of the following is not included in the 7p's of marketing?

- 1) Process
- 2) People
- 3) Physical evidence
- 4) Planning
- 5) Promotion

10. In which year was the Consumer Protection Act passed?

- 1) 1987
- 2) 1986
- 3) 2002
- 4) 2004
- 5) None of these

11. Which of the following is not a stage in the Product Life Cycle of a product?

- 1) Maturity
- 2) Introduction
- 3) Decline
- 4) Stars
- 5) Growth

12. What does AIDA stand for?

- 1) Attention Interest Desire Action
- 2) Attract Initiate Draw Action
- 3) Attentive Inclination Desire Activity
- 4) Action Interest Desire Attention
- 5) None of these

13. What does 'Low End Market' mean?

- 1) A market for low quality products
- 2) A market which is located at remote areas
- 3) A market for lower priced products
- 4) A market where very less number of buyers are available
- 5) None of these

14. Who coined the term MBO?

- 1) Peter Drucker
- 2) American Marketing Agency
- 3) Philip Kotler
- 4) George Roth
- 5) None of these

15. What is a 'Nascent Market'?

- 1) Unpredictable markets
- 2) Small and newly developing markets
- 3) Monopolistic market
- 4) Fully competitive market
- 5) None of these

16. Which of the following is a feature of services?

- 1) Intangibility
- 2) Inseparability
- 3) Variability
- 4) Perishability
- 5) All of these

17. The system which is designed to support marketing decision making is:

- 1) System Management
- 2) Marketing Allocation System
- 3) Marketing Information System
- 4) Marketing Tracking System
- 5) None of these

18. Which of the following is also known as 'Guerrilla Marketing'?

- 1) Ambush marketing
- 2) Direct marketing
- 3) Indirect marketing
- 4) All of these
- 5) None of these

19. What does B2C transaction mean?

- 1) Business-to-Corporate
- 2) Business-to-Consumer
- 3) Bargain-to-Conversion
- 4) Buying-to-Consumption
- 5) None of these

20. Which of following is an example of Inbound marketing?

- 1) Social media marketing
- 2) Blogs
- 3) Newsletters
- 4) None of these
- 5) All of these

21. Which of the following is an example of 'Engagement Marketing'?

- 1) Event Marketing
- 2) Live Marketing
- 3) Experiential Marketing
- 4) Participation Marketing
- 5) All of the above

22. What does BTL mean?

- 1) Business Through Line
- 2) Below The Level
- 3) Below the Line
- 4) Buyers through Leads
- 5) None of these

23. What is the objective of 'Holistic Marketing'?

- 1) to produce more and more number of products
- 2) to produce products according to the taste of customers
- 3) to acknowledge that everything matters in marketing
- 4) to sale more and more products
- 5) None of these

24. What does customization mean?

- 1) to acquire more customers
- 2) to regulate more customers
- 3) more products per customer
- 4) special products to suit each customer
- 5) All of these

25. Conversion in marketing means

:

- 1) meeting a prospective client
- 2) to interact with a prospective client
- 3) converting a suspect into a prospect
- 4) converting a seller into a buyer
- 5) converting an employer into an employee

26. What does the term 'MC' mean with respect to the price of a product?

- 1) Money Cost
- 2) Marginal Cost
- 3) More Cost
- 4) Money and Capital
- 5) All of these

27. Which of the following factors are the external factors of pricing?

- 1) Demand of a product
- 2) Buyer's behaviour and nature
- 3) Competition
- 4) All of these
- 5) None of these

28. Which of the following is/are the characteristics of a Product?

- 1) Anything that can be utilized or consumed
- 2) Anything that have tangibility
- 3) Generic name
- 4) Special features
- 5) All of these

29. Which of the following is compulsory for Product Planning and Development?

- 1) Manager of a company
- 2) Innovation
- 3) Salesman and their ability
- 4) Cost
- 5) Price

30. Product Planning includes which of the following?

- 1) Cost reduction
- 2) Convenient product
- 3) To increase sales and profits
- 4) Optimum utilization of resources
- 5) All of these

31. Which of the following is the Product Line of a Bank?

- 1) Personal Loan
- 2) Home Loan
- 3) 2-wheeler Loan
- 4) Education Loan
- 5) All of these

32. Which of the following acts as a drive or an urge for which an individual seeks satisfaction?

- 1) Cost
- 2) Brand
- 3) Motive
- 4) Design
- 5) All of these

33. Which of the following is not a step of consumer decision process?

- 1) Re-purchase decision
- 2) Production style
- 3) Selection of a Brand
- 4) Selection of distribution channel
- 5) None of these

34. The acts of individuals in obtaining and using goods and services, including decision process that precede and determine these acts are known as —

- 1) Product planning and development
- 2) Consumer behaviour
- 3) Risk
- 4) Target Market
- 5) Product Length

35. Which of the following includes Reference Group?

- 1) Research and Development techniques
- 2) Target market
- 3) Satisfied customer

- 4) None of these
- 5) All of these

36. What does BEC stand for?

- 1) Break Even Centre
- 2) Break Even Chart
- 3) Book Even Cost
- 4) Book Even Chart
- 5) All of these

37. All the cost that are Fixed and Variable are charged to

- 1) Land and Infrastructure Tax
- 2) Sales
- 3) Product
- 4) Profit
- 5) Loss

38. What does Relationship Selling mean?

- 1) Telemarketing
- 2) Selling to relatives
- 3) Preparing a list of relatives
- 4) Cross-selling
- 5) Selling to strangers

39. Public Relations is required for

- 1) Improving customer service in the company
- 2) improving marketing functions of the company
- 3) creating better working atmosphere in the company
- 4) All of these
- 5) None of these

40. Creating a distinctive place in the minds of customer means?

- 1) Target Market
- 2) Market Segmentation
- 3) Brand Personality
- 4) Brand Positioning
- 5) None of these

41. A scenario in which a customer has too much awareness of the Brand is called

- 1) Double Positioning
- 2) Confused Positioning
- 3) Over Positioning
- 4) Under Positioning
- 5) None of these

42. What does Digital Banking mean?

- 1) Export Finance
- 2) Banking with calculators
- 3) Banking with Digital instruments
- 4) Internet Banking and Telebanking
- 5) None of these

43. A group of related products manufactured by a single company is called

- 1) Product line
- 2) Product breadth
- 3) Product width
- 4) Product Assimilation
- 5) None of these

44. A product or service that has an energetic and loyal customer base is called

- 1) Fad
- 2) Fashion
- 3) Cult-Brand
- 4) Brand Personality
- 5) None of these

45. A situation when consumers become committed to a brand and make repeat purchases over time is called

- 1) Brand Switching
- 2) Brand Awareness
- 3) Cult-Brand
- 4) Brand Loyalty
- 5) Brand Recognition

46. Which of the following is required for Effective Segmentation?

- 1) Measurability
- 2) Easy Accessibility
- 3) Substantiality
- 4) All of these
- 5) None of these

47. A pricing strategy where the price of a product is kept low as compared to its competitors is known as —

- 1) Skimming
- 2) Premium
- 3) Penetration
- 4) Regulatory
- 5) Competitive

48. What does 'MDSS' mean?

- 1) Marketing Development Solution Software
- 2) Management Decision Support Solution
- 3) Management Decision Support System
- 4) Marketing Decision Support System
- 5) Marketing Duration Software Solution

49. What does Buyer Resistance mean?

- 1) Reluctant Salesman
- 2) Hesitant Buyers
- 3) Buyers fighting with salesman
- 4) Indifferent salesman
- 5) None of these

50. Which of the following statements is/are true with reference to

'Diversification Marketing'?

- 1) Marketing in new and diverse countries
- 2) It is used only for transactions with foreign countries
- 3) Marketing in new and diverse companies
- 4) Making new and diverse products
- 5) All of the above

Answer :

1. 5	11. 4	21. 5	31. 5	41. 3
2. 3	12. 1	22. 3	32. 3	42. 4
3. 4	13. 3	23. 3	33. 2	43. 1
4. 3	14. 1	24. 4	34. 2	44. 3
5. 3	15. 2	25. 3	35. 3	45. 4
6. 2	16. 5	26. 2	36. 2	46. 4
7. 4	17. 3	27. 4	37. 3	47. 3
8. 2	18. 1	28. 5	38. 4	48. 4
9. 4	19. 2	29. 2	39. 4	49. 2
10. 2	20. 5	30. 5	40. 4	50. 4

Set 6

1. CPU stands for

- 1) Computer Processing Unit
- 2) Central Processing Unit
- 3) Computer Protection Unit
- 4) Central Processing Upload
- 5) None of these

2. The primary purpose of software is to turn data into

- 1) web sites
- 2) information
- 3) programs
- 4) objects
- 5) None of these

3. A compiler translates a program written in a high-level language into

- 1) Machine language
- 2) an algorithm
- 3) a debugged program
- 4) Java
- 5) None of these

4. What is correcting errors in a program called ?

- 1) Compiling
- 2) Debugging
- 3) Grinding
- 4) Interpreting
- 5) None of these

5. The ___ of a system includes the programs or instructions.

- 1) hardware
- 2) icon
- 3) information

- 4) software
- 5) None of these

6. Back up of the data files will help to prevent

- 1) loss of confidentiality
- 2) duplication of data
- 3) virus infection
- 4) loss of data
- 5) None of these

7. Text in a column is generally aligned

- 1) justified
- 2) right
- 3) centre
- 4) left
- 5) None of these

8. The background of any Word document

- 1) is always white colour
- 2) is the colour you preset under the Option menu
- 3) is always the same for the entire document
- 4) can have any colour you choose
- 5) None of these

9. In order to save an existing document with a different name you need to

- 1) Retype the document and give it a different name
- 2) Use the Save as... command
- 3) Copy and paste the original document to a new document and then save

- 4) Use Windows Explorer to copy the document to a different location and then rename it
- 5) None of these

10. Which one of the following software applications would be the most appropriate for performing numerical and statistical calculations ?

- 1) Database
- 2) Document processor
- 3) Graphics package
- 4) Spreadsheet
- 5) None of these

11. What would you do to highlight a word ? You position the cursor next to the word, and then

- 1) Drag mouse while holding button down
- 2) Click mouse once
- 3) Roll mouse around
- 4) Roll and then click mouse
- 5) None of these

12. A __ contains specific rules and words that express the logical steps of an algorithm.

- 1) programming language
- 2) syntax
- 3) programming structure
- 4) logic chart
- 5) None of these

13. What is the default file

extension for all Word documents?

- 1) TXT
- 2) WRD
- 3) FIL
- 4) DOC
- 5) None of these

14. Which is the part of the computer system that one can physically touch?

- 1) data
- 2) operating systems
- 3) hardware
- 4) software
- 5) None of these

15. In page preview mode

- 1) You can see all pages of your document
- 2) You can only see the page you are currently working
- 3) You can only see pages that do not contain graphics
- 4) You can only see the title page of your document
- 5) None of these

16. Cross selling is very effective in the sale of one of the following

- 1) Debit cards
- 2) Credit cards
- 3) Internet banking
- 4) Auto loans
- 5) All of these

17. Cross selling means

- 1) one salesman selling to another salesman

- 2) selling across territories
- 3) selling across countries
- 4) selling additional products to existing customers
- 5) All of these

18. Target market for Debit Cards is

- 1) all existing account holders
- 2) all sales persons
- 3) all NRI's
- 4) all HNI's
- 5) All of these

19. Market Penetration can be possible through

- 1) more calls to the same buyers
- 2) more calls to many buyers
- 3) surrogate marketing
- 4) alternate marketing
- 5) All of these

20. Cross selling can be resorted to, by

- 1) all sales persons
- 2) all employees
- 3) all employers
- 4) outsourced agencies
- 5) all service providers

21. Reusable optical storage will typically have the acronym

- 1) CD
- 2) DVD
- 3) ROM
- 4) RW
- 5) None of these

22. ___ is processed by the

computer into information.

- 1) Data
- 2) Numbers
- 3) Alphabets
- 4) Pictures
- 5) None of these

23. A _____ is an electronic device that process data, converting it into information

- 1) computer
- 2) processor
- 3) case
- 4) stylus
- 5) None of these

24. Market innovations means

- 1) design new products
- 2) new styles of marketing
- 3) new ideas in sales steps
- 4) Only (1) and (2)
- 5) All (1), (2) and (3)

25. File extensions are used in order to

- 1) name the file
- 2) ensure the filename is not lost
- 3) identify the file
- 4) identify the file type
- 5) None of these

26. Market penetration connotes

- 1) Covering a wide area of the Market for sales
- 2) Entering the buyers' houses
- 3) Entering the sellers' houses
- 4) Entering all shops and business houses

5) All of these

27. The most common type of storage devices are

- 1) persistent
- 2) optical
- 3) magnetic
- 4) flash
- 5) None of these

28. SME means

- 1) Small And Medium Enterprises
- 2) Small Marketing Enterprises
- 3) Small Scale Marketing Entities
- 4) Small And Medium Establishments
- 5) All of these

29. For successful marketing

- 1) Only the sales person sells
- 2) Only finance Department-sells
- 3) Only front office persons sell
- 4) Only back office persons sell
- 5) The whole organization sells

30. Savings Accounts with zero balance can be opened for

- 1) persons below BPL
- 2) under Financial Inclusion scheme
- 3) students
- 4) as per Bank's Policies
- 5) None of these

31. means service rendered by

- 1) outside agencies
- 2) other departments of the company
- 3) employees, other than the sales

persons

4) marketing department

5) All of these

32. In modern day marketing, the benefits of selling extend to

- 1) Only products and services
- 2) Only after sales services
- 3) Lifelong relationship with the buyer
- 4) All of these
- 5) None of these

33. One of the following is not a target group of SME loans

- 1) all professionals
- 2) large industries
- 3) truck operators
- 4) beauty parlors
- 5) hotels and restaurants

34. The performance of a salesperson can be enhanced by

- 1) increasing the sales incentives
- 2) increasing the number of products to be sold
- 3) appropriate training
- 4) All of these
- 5) None of these

35. Team building is required

- 1) only for lead generation
- 2) only for after sales service
- 3) for cross selling
- 4) All of these
- 5) None of these

36. For sustained relationship with

the buyer, one of the following is necessary

- 1) Continuity
- 2) Consistency
- 3) Understanding
- 4) Empathy
- 5) All of these

37.Sales Promotion involves-Find the Incorrect option

- 1) Building Product Awareness
- 2) Creating Interest
- 3)Providing Information
- 4) Designing new products
- 5) None of these

38. Target market for Home Loans is

- 1) all builders
- 2) all housing societies
- 3) agriculturists
- 4) All of these
- 5) None of these

39.Lead generation is

- 1) a pre-sales function
- 2) a function of the customer
- 3) a function of the manufacturing department
- 4) a post sales function
- 5) All of these

40.Financial Inclusion means

- 1) Opening Accounts of Finance Companies
- 2) Financial Analysis of Balance sheet figures
- 3) Opening Accounts of HNI's

- 4) Opening Accounts of NRI's
- 5) Opening Accounts of underprivileged persons

ANSWERS:

- 1-2; 2-2; 3-1; 4-2; 5-4; 6-4; 7-1; 8-4;
9-2; 10-4;
11-1; 12-1; 13-4; 14-3; 15-2; 16-5;
17-4; 18-1; 19-2; 20-2;
21-4; 22-1; 23-2; 24-5; 25-4; 26-1;
27-2; 28-1; 29-5; 30-1;
31-1; 32-3; 33-2; 34-4, 35-3; 36-2;
37-4; 38-1; 39-1; 40-5

Set 7

- Promotion in Marketing means—** (A) passing an examination (B) elevation from one grade to another (C) selling the products through various means (D) selling the product in specific areas (E) None of these
- Sources of Sales Leads are—** (A) Data Mining (B) Market Research (C) Media Outlets (D) Promotional Programs (E) All of these
- One of the methods for Market Monitoring is—** (A) to watch TV serials (B) to discuss with other sales persons (C) to monitor media outlets (D) All of these (E) None of these
- Market Expansion means—** (A) hiring more staff (B) firing more staff (C) buying more products (D) buying more companies (E) None of these
- Effective marketing helps in—** (A) developing new products (B) creating a competitive environment (C) building demand for products (D) All of these (E) None of these
- A Call in Marketing means—** (A) to phone the customers (B) to visit the customers (C) to visit the marketing site (D) to call on prospective customers (E) None of these
- Delivery Channel means—** (A) maternity wards (B) handing over the products to the buyers (C) places where products are made available to the buyers (D) All of these (E) None of these
- One of the following is a target group for the marketing of Internet Banking.** (A) All the customers (B) All the educated customers (C) All the computer educated customers (D) Only creditors (E) All of these
- Innovation mean—** (A) Product Designing (B) New ideas (C) Impulse (D) Both (A) and (B) (E) None of these
- One of the following is a target group for the marketing of educational loan.** (A) All the customers (B) Students (C) Only poor students (D) Students having promising educational track record (E) All of these
- Service after sale is not the function of—** (A) Marketing staff (B) Seller (C) Director of the company (D) Employees of the company (E) All of the above are wrong
- If done through____the rural marketing would be more effective.** (A) fairs (B) village fairs (C) door to door campaign (D) All of these (E) None of these
- Market Survey means—** (A) Market Research (B) Market Planning (C) Marketing Strategies (D) Market Monitoring (E) All of these
- _____can be done through digital Banking?** (A) Mobile phone (B) Internet (C) Telephone (D) All of these (E) None of these

15. **A good seller should have the following quality/qualities?** (A) Devotion to the work (B) Submissive (C) Sympathy (D) All of these (E) None of these
16. **The rural marketing is not required because—** (A) rural people do not understand marketing (B) its not practical from the cost point of view (C) it is sheer wastage of time (D) All are wrong (E) All are correct
17. **Planned-cost service means—** (A) Costly products (B) Extra profit on the same cost (C) Extra work by seller (D) All of these (E) None of these
18. **Internet marketing means—** (A) Self-marketing (B) Core Groups monitoring (C) Employees marketing (D) All of these (E) None of these
19. **The aim of successful marketing is—** (A) to increase the sale (B) to increase the profit (C) to increase the output of sellers (D) All of these (E) None of these
20. **The business communication becomes___through networking.** (A) Very difficult (B) dull (C) easy (D) has no role in marketing (E) None of these.

Answer Key

1C 2E 3C 4E 5D
6D 7C 8C 9D 10B
11A 12B 13A 14A 15D
16D 17B 18E 19D 20C