



## Marketing Aptitude & Computer Knowledge

### TEST V

#### MARKETING APTITUDE / COMPUTER KNOWLEDGE

- Q.161.** Marketing is the function of \_\_\_\_\_  
(1) Only Sales persons (2) Only counter staff (3) Only qualified persons  
(4) Top Bosses (5) A collective function of all staff
- Q.162.** The performance of a sales person depends on \_\_\_\_\_  
(1) Ability and willingness of the sales person (2) Incentives paid  
(3) Size of the sales team (4) Team leader's attitude  
(5) His aggressive nature
- Q.163.** Good marketing strategy envisages good and proper \_\_\_\_\_  
(1) Product distribution (2) Networking of branches (3) High Pricing  
(4) Placement of counter staff (5) Relationship management
- Q.164.** Service Marketing is resorted to in \_\_\_\_\_  
(1) All MNCs (2) All production houses  
(3) Industrial units (4) Insurance companies and banks  
(5) Fish markets
- Q.165.** Customisation results in \_\_\_\_\_  
(1) Customer exit (2) Customer retention (3) Customer complaints  
(4) Better Balance Sheet figures (5) Better technology
- Q.166.** Current Accounts are basically meant for \_\_\_\_\_  
(1) Investment purpose (2) Savings purpose (3) Identity purpose  
(4) To earn Foreign Exchange (5) Day-to-day needs of one's business
- Q.167.** The sole aim of marketing is to \_\_\_\_\_  
(1) Improve the Balance Sheet figures (2) Increase recruitment  
(3) Increase profits (4) Increase production  
(5) Increase branch network
- Q.168.** Aggressive Marketing is necessitated due to \_\_\_\_\_  
(1) Globalisation (2) Increased competition (3) Increased production  
(4) Increased job opportunities (5) Increased staff
- Q.169.** Value added services means \_\_\_\_\_  
(1) Substituted products (2) Highly valuable products  
(3) Old products (4) Extra services in addition to existing ones  
(5) At par services
- Q.170.** Savings Accounts can be opened by \_\_\_\_\_  
(1) All individuals fulfilling KYC norms (2) All tax payers only  
(3) All individuals above the age of 18. (4) All businessmen only  
(5) All students below the age of 18.
- Q.171.** The best promotional tool in any marketing is \_\_\_\_\_  
(1) Pamphlets (2) Newsletters (3) Word of mouth publicity  
(4) Regional Advertisements (5) Viral marketing
- Q.172.** Market Information means \_\_\_\_\_  
(1) Knowledge level of DSAs (2) Information about marketing staff  
(3) Information regarding Share market (4) Knowledge of related markets  
(5) Latest knowledge about technology progress
- Q.173.** Efficient marketing style requires \_\_\_\_\_  
(1) Proper planning (2) Good debating skills (3) Arrogant staff  
(4) Knowledge of many languages (5) Ignorant customers



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- Q.174.** The target group for SME loans is \_\_\_\_\_  
(1) All SSIs (2) All College Professors (3) All students  
(4) All Nurses (5) All salaried persons
- Q.175.** Market segmentation means grouping \_\_\_\_\_  
(1) The sales teams (2) The customers as per their needs and tastes  
(3) Selling arrangements (4) The counter staff  
(5) The back-office staff
- Q.176.** Target group means \_\_\_\_\_  
(1) All employers (2) All sales persons (3) Intended buyers  
(4) All industries (5) Call Centre persons
- Q.177.** SME means \_\_\_\_\_  
(1) Selling and Marketing Employees (2) Sales and Mergers of Entities  
(3) Small and Micro Entities (4) Small and Medium Enterprises  
(5) Sales Performance Measurement Program
- Q.178.** A short term loan is repayable within \_\_\_\_\_  
(1) 20 years (2) 3 years  
(3) As per the borrowers' wish (4) As per the guarantor's wish  
(5) There is no need to repay short term loans
- Q.179.** "USP" in marketing language means \_\_\_\_\_  
(1) Uniform Selling Practices (2) Unique Sales Person (3) Unique Selling Proposition  
(4) Unique Savings Plans (5) Useful Sales Persons
- Q.180.** An IPO Loan is meant for \_\_\_\_\_  
(1) Meeting personal needs (2) For higher education  
(3) Medical treatment (4) For starting a new industry  
(5) For purchase of shares
- Q.181.** Devices that enter information and let you communicate with the computer are called \_\_\_\_\_:  
(1) Software (2) Output devices (3) Hardware  
(4) Input devices (5) Input / Output devices
- Q.182.** An electronic device, operating under the control of information, that can accept data, process the data, produce output and store the results for future use \_\_\_\_\_  
(1) Input (2) Computer (3) Software (4) Hardware (5) None of these
- Q.183.** What is the function of the Central Processing Unit of a Computer ?  
(1) Creates invoices (2) Performs calculations and processing  
(3) Deletes Data (4) Corrupts the data (5) None of these
- Q.184.** All the characters that a device can use is called its ?  
(1) Skill Set (2) Character Alphabet (3) Characters Codes  
(4) Keyboard Characters (5) Character Set
- Q.185.** If your computer keeps rebooting itself, then it is likely that \_\_\_\_\_  
(1) It has a virus (2) It does not have enough memory  
(3) There is no printer (4) There has been a power surge  
(5) It needs a CD-ROM
- Q.186.** What does RAM stand for ?  
(1) Read Access Memory (2) Read Anywhere Memory (3) Random Anything Memory  
(4) Random Access Module (5) Random Access Memory
- Q.187.** What type of device is a 3½ inch floppy drive ?  
(1) Input (2) Output (3) Software (4) Storage (5) None of these



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- Q.188.** What utility do you use to transfer files and exchange messages ?  
(1) Web browsers (2) WWW (3) Email  
(4) Hypertext (5) search engines
- Q.189.** Which unit controls the movement of signals between CPU and I/O ?  
(1) ALU (2) Control Unit (3) Memory Unit  
(4) Secondary Storage (5) None of these
- Q.190.** The three main parts of the processor are \_\_\_\_\_  
(1) ALU, Control Unit and Registers (2) ALU, Control Unit and RAM  
(3) Cache, Control Unit and Registers (4) Control Unit, Registers and RAM  
(5) RAM, ROM and CD-ROM
- Q.191.** Which of the following memory chip is faster ?  
(1) There is no certainty (2) DRAM (3) SRAM  
(4) DRAM is faster for larger chips (5) None of these
- Q.192.** Which of the following does not relate to Input Unit ?  
(1) It accepts data from the outside world.  
(2) It converts data into binary code that is understandable by the computer  
(3) It converts binary data into the human readable form that is understandable to the users.  
(4) It sends data in binary form to the computer for further processing  
(5) None of these
- Q.193.** Which of the following terms is just the collection of networks that can be joined together ?  
(1) virtual private network (2) LAN (3) intranet  
(4) extranet (5) internet
- Q.194.** Tangible, physical computer equipment that can be seen and touched is called \_\_\_\_\_  
(1) hardware (2) software (3) storage (4) input/output (5) None of these
- Q.195.** Which of the following is the second largest measurement of RAM ?  
(1) Terabyte (2) Megabyte (3) Byte (4) Gigabyte (5) MegaHertz
- Q.196.** What resides on the motherboard and connects the CPU to other components on the motherboard ?  
(1) Input Unit (2) System Bus (3) ALU  
(4) Primary Memory (5) None of these
- Q.197.** By firmware we understand \_\_\_\_\_  
(1) physical equipment used in a computer system  
(2) a set of instructions that causes a computer to perform one or more tasks.  
(3) the people involved in the computing process.  
(4) a set of programs that is pre-installed into the read only memory of a computer during the time of manufacturing.  
(5) None of these
- Q.198.** Supercomputers \_\_\_\_\_  
(1) are smaller in size and processing capability than mainframe computers  
(2) are common in majority of households  
(3) contain thousands of microprocessors  
(4) are rarely used by researchers due to their lack of computing capacity  
(5) are of the same size as laptops
- Q.199.** The cost of a given amount of computing power has \_\_\_\_\_ dramatically with the progress of computer technology.  
(1) stayed the same (2) changed proportionally with the economy  
(3) increased (4) fluctuated  
(5) decreased
- Q.200.** The basic computer processing cycle consists of \_\_\_\_\_  
(1) input, processing, and output (2) systems and application  
(3) data, information, and applications (4) hardware, software, and storage  
(5) None of these



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## ANSWER:

161	5
162	1
163	5
164	4
165	4
166	
167	3
168	2
169	4
170	3
171	3
172	3
173	2
174	1
175	2
176	3
177	4
178	2
179	3
180	4

181	5
182	4
183	2
184	4
185	
186	5
187	4
188	3
189	
190	1
191	
192	
193	3
194	1
195	
196	
197	
198	3
199	2
200	1