Module: Marketing Aptitude / Computer Knowledge

1) A prospect means
   a) Any customer who walks into the bank   b) An employee of the bank
c) A customer who is likely to be interested in bank’s product or service
d) A depositor of the bank   e) A borrower of the bank

2) Marketing through word of mouth is called
   a) Telemarketing    b) Internet Marketing    c) Viral Marketing
d) Mobile Marketing    e) None of these

3) Green marketing may be
   a) Product friendly   b) Environment friendly   c) Staff friendly
d) Customer friendly   e) None of these

4) Who is the King of a Bank?
   a) Bank’s Chartered Accountant   b) Bank’s Employee
   b) Bank’s customers d) Bank’s Manager   e) All of these

5) A lead means
   a) A prospect who is more likely to avail of the Bank’s product
   b) A political leader   c) A religious leader
d) A bank chairman   e) None of these

6) CRM is helpful in
   a) Risk creation   b) System   c) New Product development & planning
c) Production   d) Cost

7) Discount policies covers
   a) Cash Discount Policies    b) Trade Discount Policies   c) Quantity Discount Policies
d) Seasonal Discount Policies   e) All of these

8) Innovation means
   a) Compensation   b) Inspiration   c) Additional perquisites
d) Implementing new ideas or new methods   e) None of these

9) A Call means
   a) Calling on friends   b) Calling on bank employees
c) Calling on prospective customers   d) To make telephone calls
10) Which of the following is not included in 4P’s of marketing
   a) Product  b) Price  c) Promotion  d) Person  e) Place

11) What are the different stages of the Product Life Cycle?
   a) Creation and development  b) Product development, introduction, growth
   c) Corruption, growth, maturity  d) Innovation, growth, decline
   e) Introduction, growth, maturity, decline

12) The Traditional marketing style involves
   a) Telemarketing  b) Digital Marketing  c) Indirect Marketing
   d) Direct Marketing  e) All of these

13) Personal selling is a part of
   a) Promotion  b) Place  c) Price  d) Product  e) None of these

14) Modern Method of Marketing include
   a) Publicity on the net  b) Advertisement on the net
   c) Soliciting business through e-mails  d) Telemarketing  e) All of these

15) Which among the following is not a function of marketing
   a) Buying  b) Selling  c) Producing  d) Promoting  e) None of these

16) DSA stands for
   a) Division Sales Act  b) Direct Selling Agent  c) Direct Sales Association
   d) Direct Selling Attitude  e) None of these

17) A true marketing requires
   a) Command and other mindset  b) Control Mindset
   c) Passive mindset  d) Active mindset  e) None of these

18) Which of the following sentences is true?
   Marketing is not required
   a) in a Buyers’ Market  b) in a Seller’s market  c) due to competition
   d) due to liberalization  e) due to globalization

19) For effective marketing the salesmen should have which of these qualities?
   a) Creativity  b) Team spirit  c) Motivation
   d) Effective communication skills  e) All of these

20) Telemarketing is an example of
   a) Direct Marketing  b) Conventional Marketing  c) Retailing
   d) Indirect Marketing  e) None of these
21) PARAM is a  
   a) Mainframe computer  b) Microcomputer  
     c) super computer  d) work station  e) none of these

22) When cutting and pasting, the item cut item is temporarily stored in?  
   a) ROM  b) Hard drive  c) Diskette  d) Dashboard  e) Clipboard

23) http stands for  
   a) hyper text transfer protocol  b) hyper text transmission protocol  
     c) hyper text transmission process  d) highlighted text through pictures  
     e) None of these

24) binary digits are briefed as  
   a) byte  b) bit  c) binary bits  d) kilo bytes  e) none of these

25) CPU stands for  
   a) Computer Processing Unit  b) Central Processing Unit  
     c) Computer Protection Unit  d) Central Processing Upload  
     e) none of these

26) What is correcting errors in a program called  
   a) compiling  b) grinding  c) debugging  d) interpreting  e) none of these

27) is responsible for all types of calculations  
   a) control unit  b) ALU  c) memory unit  d) all of these  e) none of these

28) Which of the following is not true about RAM?  
   a) RAM is a temporary storage area  b) RAM is same as hard disk storage  
     c) RAM is volatile  d) information stored in RAM is gone when you turn the computer off  
     e) all of these

29) A group of 8 bits is known as  
   a) byte  b) kilobyte  c) binary digit  d) megabit  e) none of these

30) A series of instructions that tells the computer what to do and how to do is called  
   a) program  b) software  c) hardware  d) memory  e) none of these

31) ASCII is  
   a) American Standard Code for Information Interchange  
     b) A Source Code for Information Interchange  
     c) A Standard Character for Internal Information  
     d) all of these  e) none of these

32) A is approximately one billion bytes  
   a) Kilobyte  b) bit  c) gigabyte  d) megabyte  e) none of these
33) The blinking symbol on the computer screen is called the
   a) Mouse  b) Logo  c) Hand  d) Palm  e) Cursor

34) The base of binary number is
   a) one  b) two  c) eight  d) sixteen  e) none of these

35) Short cut key CTRL+C is used for
   a) cut  b) paste  c) copy  d) print  e) none of these

36) Third generation computer used
   a) error detecting devices  b) vacuum tubes  c) Integrated Circuits
   d) all of the above  e) none of these

37) Which of the following groups consist of only output devices?
   (a) Scanner, Printer, Monitor  (b) Keyboard, Printer, Monitor
   (c) Mouse, Printer, Monitor  (d) Plotter, Printer, Monitor  (e) None of these

38) Scanner is an example of
   a) output devices  b) input devices  c) storage devices
   d) processing devices  e) none of these

39) Which of the following is a GUI device?
   a) keyboard  b) mouse  c) OMR  d) all of these  e) none of these

40) is the process of carrying out commands.
   a) Fetching  b) Storing  c) Executing  d) Decoding  e) None of these

MARKETING COMPUTER KEY I - SAMPLE TEST

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