

SBI - Clerk Recruitment Exam., 2009

Marketing Aptitude/Computer Knowledge

1. A keyboard is this kind of device—

- (A) black
- (B) input
- (C) output
- (D) word Processing
- (E) None of these

Ans : (B)

2. IT stands for—

- (A) information Technology
- (B) integrated Technology
- (C) intelligent Technology
- (D) interesting Technology
- (E) None of these

Ans : (A)

3. Which of the following refers to the fastest, biggest and most expensive computers ?

- (A) Personal Computers
- (B) Supercomputers
- (C) Laptops
- (D) Notebooks
- (E) None of these

Ans : (B)

4. A collection of related information sorted and dealt with as a unit is a—

- (A) disk
- (B) data
- (C) file
- (D) floppy
- (E) None of these

Ans : (C)

5. The process of a computer receiving information from a server on the Internet is known as—

- (A) pulling
- (B) pushing
- (C) downloading
- (D) transferring
- (E) None of these

Ans : (C)

6. Which part of the computer helps to store information ?

- (A) Disk drive
- (B) Keyboard
- (C) Monitor
- (D) Printer
- (E) None of these

Ans : (A)

7.is the process of carrying out commands.

- (A) Fetching
- (B) Storing

- (C) Executing
 - (D) Decoding
 - (E) None of these
- Ans : (C)

8. The role of a.....generally is to determine a buyer's needs and match it to the correct hardware and software.

- (A) computer Scientist
- (B) computer sales representative
- (C) computer consultant
- (D) corporate trainer
- (E) None of these

Ans : (B)

9. 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

Ans : (D)

10. The rectangular area of the screen that displays a program, data, and/or information is a—

- (A) title bar
- (B) button
- (C) dialog box
- (D) window
- (E) None of these

Ans : (D)

11. A(n).....contains commands that can be selected.

- (A) pointer
- (B) menu
- (C) icon
- (D) button
- (E) None of these

Ans : (B)

12. An error is also known as—

- (A) bug
- (B) debug
- (C) cursor
- (D) icon
- (E) None of these

Ans : (A)

13. Arithmetic Operations—

- (A) involve matching one data item to another to determine if the first item is greater than, equal to, or less than the other item
- (B) sort data items according to standard, predefined criteria in ascending order or descending order
- (C) use conditions with operators such as AND, OR and NOT
- (D) include addition, subtraction, multiplication and division
- (E) None of these

Ans : (D)

14. Sending an e-mail is similar to—

- (A) picturing an event
- (B) narrating a story
- (C) writing a letter
- (D) creating a drawing
- (E) None of these

Ans : (C)

15. 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

Ans : (C)

16. Microsoft Word is an example of—
- (A) an operating system
 - (B) a processing device
 - (C) application software
 - (D) an input device
 - (E) None of these

Ans : (B)

17. Sources of Sales Leads are—
- (A) Data Mining
 - (B) Market Research
 - (C) Media Outlets
 - (D) Promotional Programs
 - (E) All of these

Ans : (E)

18. Any data or instruction entered into the memory of a computer is considered as—
- (A) storage
 - (B) output
 - (C) input
 - (D) information
 - (E) None of these

Ans : (A)

19. Which part of the computer displays the work done ?
- (A) RAM
 - (B) printer
 - (C) monitor
 - (D) ROM
 - (E) None of these

Ans : (C)

20. 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

Ans : (C)

21. Market Expansion means—
- (A) hiring more staff
 - (B) firing more staff

- (C) buying more products
 - (D) buying more companies
 - (E) None of these
- Ans : (E)

22. A series of instructions that tells a computer what to do and how to do it is called a—

- (A) program
- (B) command
- (C) user response
- (D) processor
- (E) None of these

Ans : (A)

23. 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

Ans : (D)

24. Which is the part of a computer that one can touch and feel ?

- (A) Hardware
- (B) Software
- (C) Programs
- (D) Output
- (E) None of these

Ans : (A)

25. 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

Ans : (D)

26. 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

Ans : (C)

27. Processing involves—

- (A) inputting data into a computer system
- (B) transforming input into output
- (C) displaying output in a useful manner
- (D) providing relevant answers
- (E) None of these

Ans : (B)

28. 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
- Ans : (C)

29. Innovation mean—
- (A) Product Designing
 - (B) New ideas
 - (C) Impulse
 - (D) Both (A) and (B)
 - (E) None of these
- Ans : (D)

30. 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
- Ans : (B)

31. 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
- Ans : (A)

32. 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
- Ans : (B)

33. Market Survey means—
- (A) Market Research
 - (B) Market Planning
 - (C) Marketing Strategies
 - (D) Market Monitoring
 - (E) All of these
- Ans : (A)

34.can be done through digital Banking ?
- (A) Mobile phone
 - (B) Internet
 - (C) Telephone
 - (D) All of these
 - (E) None of these
- Ans : (A)

35. 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

Ans : (D)

36. 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

Ans : (D)

37. 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

Ans : (B)

38. Internet marketing means—

- (A) Self-marketing
- (B) Core Groups monitoring
- (C) Employees marketing
- (D) All of these
- (E) None of these

Ans : (E)

39. 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

Ans : (D)

40. The networking becomes.....through networking.

- (A) very difficult
- (B) dull
- (C) easy
- (D) has no role in marketing
- (E) None of these

Ans : (C)