

## Test-I: General Awareness

1. Poverty line is expressed in terms of overall
  - 1) per capita income
  - 2) per capita consumption expenditure
  - 3) per capita entertainment expenditure
  - 4) per capita development expenditure
  - 5) per capita GDP
2. Who among the following is the author of the English novel 'The Namesake'?
  - 1) Shobhaa De
  - 2) Jhumpa Lahiri
  - 3) Shashi Tharoor
  - 4) Upamanyu Chatterjee
  - 5) V.S. Naipaul
3. The abbreviation UIDAI stands for
  - 1) Unique Identification Division of All India
  - 2) Unique Identification Department of Ancient India
  - 3) Unique Identity Division of Ancient India
  - 4) Unique Identification Authority of India
  - 5) None of these
4. Kanha Tiger Reserve is situated in Mandla district of-
  - 1) Rajasthan
  - 2) Uttar Pradesh
  - 3) Chattisgarh
  - 4) Madhya Pradesh
  - 5) Maharashtra
5. At the official march past in the opening ceremony of the 2012 London Olympics, the Indian contingent was led by-
  - 1) Shuttler Parupali Kashyap
  - 2) Sushil Kumar
  - 3) Paddler Soumyajit
  - 4) Saina Nehwal
  - 5) Chef-de-Mission Brig P.K.M. Raja
6. Who amongst the following Indian contestants in the 2012 London Olympics 10-meter Air Rifle event won a bronze medal?
  - 1) Gagan Narang
  - 2) Vijay Kumar
  - 3) Sushil Kumar
  - 4) Parupali Kashyap
  - 5) Amit Kumar
7. Which of the following is a global international organisation dealing with the rules of trade between nations?
  - 1) IMF
  - 2) IDA
  - 3) UNO
  - 4) WTO
  - 5) UNESCO

**8. Excise duty is the tax levied on-**

- 1) production of goods    2) import of goods    3) sale of goods
- 4) profits on the sale of goods
- 5) income from other sources

**9. Union Budget is presented in the Parliament by the-**

- 1) Prime Minister
- 2) Commerce Minister
- 3) Minister for Parliamentary Affairs
- 4) Union Finance Minister    5) Lok Sabha Speaker

**10. In the Union Budget for 2011-12, Very Senior Citizens were defined as those who are over-**

- 1) 90 years of age    2) 85 years of age    3) 80 years of age
- 4) 75 years of age    5) 70 years of age

**11. A tax based on the value of the property/ product is called-**

- 1) Fringe Benefit Tax    2) Value Added Tax
- 3) Minimum Alternative Tax    4) Turnover Tax
- 5) Ad Valorem Tax

**12. Who is the present Governor of the Reserve Bank of India?**

- 1) Dr. K.C. Chakraborty    2) Dr. D. Subbarao    3) Dr. Y.V. Reddy
- 4) Dr. S. Gokarn    5) None of these

**13. The term 'Plastic Money' refers to-**

- 1) ATM/ Credit Cards
- 2) Plastic-coated Currency Notes
- 3) Foreign Currency Notes
- 4) Traveller's Cheque    5) None of these

**14. It is mandatory to quote which of the following identification number on all large-value financial transactions?**

- 1) PAN    2) Voter ID    3) PIN
- 4) Ration Card number    5) Phone number

**15. Which of the following typhoons hit the east coast of China on 8th August 2012?**

- 1) Saola    2) Haikui    3) Damrey
- 4) Ferdie    5) Gener

**16. The term 'FTZ' stands for-**

- 1) Free Trade Zone    2) Food Trade Zone    3) Foreign Trade Zone
- 4) Fiscal Trade Zone    5) Financial Trade Zone

- 17.** Which of the following is an American multinational retailer corporation that runs chains of large discount department stores and warehouse stores?
- 1) WalMart                      2) Alstom                      3) IKEA  
4) More                      5) Spencer's
- 18.** Who amongst the following is a Nobel laureate in Economics?
- 1) Kaushik Basu                      2) Subir Gokarn                      3) Dr. Amartya Sen  
4) Montek Singh Ahluwalia                      5) C. Rangarajan
- 19.** 'Outlook.com' is a new e-mail service recently launched by-
- 1) Google                      2) Apple                      3) Microsoft  
4) Rediff                      5) Sify
- 20.** Jamaican sprinter Usain Bolt bagged gold in the 2012 London Olympics in men's 100-metre race as he set an Olympic record of-
- 1) 10.23 seconds                      2) 9.93 seconds                      3) 9.63 seconds  
4) 9.33 seconds                      5) 9.23 seconds
- 21.** Who amongst the following was the legendary classical singer, an exponent of the 'Khayal' form of singing, who passed away in 2011?
- 1) Jagjit Singh                      2) Arjun Singh                      3) M.F. Hussain  
4) Bhupen Hazarika                      5) Bhimsen Joshi
- 22.** Commonwealth Games 2014 will be held at-
- 1) Glasgow                      2) Montreal                      3) Queensland  
4) Gold Coast                      5) Beijing
- 23.** Who amongst the following is an American business magnate, investor and philanthropist, Chairman & CEO of Berkshire Hathaway, who is widely considered the most successful investor of the 20th century?
- 1) Duncan Fletcher                      2) Warren Buffett                      3) Warren Anderson  
4) Niera Radia                      5) None of these
- 24.** On 8th August 2012, a 14-member 'Naresh Chandra Task Force' has submitted to the Government of India its report relating to-
- 1) electoral reforms                      2) corruption                      3) black money  
4) infrastructure sector                      5) national security
- 25.** A network of power lines that evacuates electricity from a generating station and operates in a narrow frequency band is known as-
- 1) Web                      2) Mesh                      3) Grid  
4) Interlock                      5) Knit

- 26.** Which of the following is a large ocean wave that is caused by sudden motion on the ocean floor which could be in the form of an earthquake, volcanic eruption or an underwater landslide?
- 1) El Nino
  - 2) Lunar Eclipse
  - 3) High Tide
  - 4) Low Tide
  - 5) Tsunami
- 27.** The form 'ITR-1' is a form for using
- 1) Income Tax Challan
  - 2) Excise Duty
  - 3) Customs duty
  - 4) Income Tax Return
  - 5) VAT
- 28.** Which of the following is NOT a viral disease?
- 1) Chicken-pox
  - 2) Influenza
  - 3) Epilepsy
  - 4) Measles
  - 5) Rabies
- 29.** International day of Non-Violence is observed every year on-
- 1) 15th August
  - 2) 2nd October
  - 3) 26th January
  - 4) 31st January
  - 5) None of these
- 30.** A new scheme has been announced in the Budget 2012-13, giving tax exemptions to first-time equity market investors. The scheme is titled as-
- 1) Rajiv Gandhi Equity Savings Scheme
  - 2) Rashtriya Equity Savings Scheme
  - 3) National Equity Savings Scheme
  - 4) Indira Gandhi Equity Savings Scheme
  - 5) Prime Minister's Equity Savings Scheme
- 31.** In addition to India and China, the following nations are also members of 'BRICS'-
- 1) Bangladesh, Russia and Sri Lanka
  - 2) Belgium, Romania and South Africa
  - 3) Belgium, Russia and Saudi Arabia
  - 4) Brazil, Russia and South Africa
  - 5) Bhutan, Russia and Sri Lanka
- 32.** Which of the following is a voluntary force raised to assist the police in controlling civil disturbances and communal riots?
- 1) Rapid Action Force
  - 2) Central Industrial Security Force
  - 3) National Security Guard
  - 4) Central Reserve Police Force
  - 5) Home Guards

- 33. Who amongst the following is the recipient of Padma Vibhushan in 2012?**
- 1) Jatin Das                      2) Mario De Miranda              3) Mira Nair  
4) N. Vitthal                      5) Limba Ram
- 34. Who amongst the following is the modern-day spiritual icon and the founder of Art of Living?**
- 1) Baba Ram Dev              2) Acharya Rajneesh              3) Shri Narayan Guru  
4) Narendra Dev Acharya 5) Shri Ravi Shankar
- 35. Which of the following is the national flower of India?**
- 1) Rose                      2) Jasmine                      3) Lily  
4) Lotus                      5) Tulip
- 36. Which of the following is NOT the name of a space shuttle?**
- 1) Enterprise              2) Columbia                      3) Iris  
4) Discovery                      5) Challenger
- 37. Which of the following is effectively a tax on the carbon dioxide emissions from burning fossil fuels?**
- 1) Fuel Surcharge              2) Carbon Surcharge              3) Carbon tax  
4) Hazardous emissions tax                      5) Fuel Tax
- 38. The term 'ATM' stands for**
- 1) Alternate to Money  
2) Automated Transaction Machine  
3) Automated Teller Mechanism  
4) Automatic Teller Mode  
5) Automated Teller Machine
- 39. Which of the following is a measure of the impact of our activities on the environment and in particular climate change?**
- 1) Carbon Trajectory              2) Carbon Trail                      3) Carbon Track  
4) Carbon Footprint              5) Carbon Imprint
- 40. Which of the following is a statutory quasi-judicial authority mandated by the Parliament to preserve the freedom of press and maintain and improve the standard of newspapers?**
- 1) Press Trust of India  
2) Press Information Bureau  
3) United News of India  
4) NAM News Network  
5) Press Council of India









**60.** Which of the following should be the **SECOND** sentence after rearrangement?

1) A

2) B

3) G

4) F

5) E

**Directions (Q. 61-70):** 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/ phrases are suggested, one of which fits the blank appropriately. Find out the appropriate word/ phrase in each case.

Once upon a time, Amarasakti ruled the city-state of Mahilaropyam in the south of India. He had three witless sons who became a matter of endless (61) for him. (62) that his sons had no interest in learning, the king summoned his ministers and said, "You know I am not happy with my sons. According to men of learning, an unborn son is better than a son who is a (63). A son who is stupid will bring dishonour to his father. How can I make my sons fit to be my (64)? I turn to you for advice".

One of the ministers (65) the name of Vishnu Sharman, a great scholar enjoying the (66) of hundreds of his disciples. "He is the most (67) person to tutor your children. Entrust them to his care and very soon you will see the change".

The king summoned Vishnu Sharman and pleaded with him "Oh, venerable scholar, take pity on me and please train my sons. Turn them into great scholars and I will be (68) to you all my life". Vishnu Sharman said, "Oh, king, count six months from today. If I do not make your children great scholars, you can ask me to change my (69)".

The king immediately called his sons and handed them over to the care of the learned man. Sharman took them to his monastery where he (70) teaching them. Keeping his word, he finished the task the king entrusted to him in six months. Thus, the king, now, had scholars for sons.

**61.** 1) ache

2) worry

3) joy

4) pity

5) hazard

**62.** 1) fact

2) belief

3) since

4) realising

5) being

**63.** 1) stupid

2) brilliant

3) fool

4) uneducated

5) scholar

**64.** 1) self

2) places

3) successors

4) level

5) siblings

65. 1) suggested                      2) requested                      3) called  
4) pointed                              5) said
66. 1) teachings                      2) attendance                      3) glamour  
4) rights                                5) respect
67. 1) competent                      2) right                              3) easy  
4) actual                                5) skill
68. 1) happy                              2) oblige                              3) beside  
4) indebted                              5) disciple
69. 1) importance                      2) name                              3) clothes  
4) location                              5) life
70. 1) embark                              2) mustered                      3) begun  
4) decided                              5) started

**Directions (Q. 71-80): 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.**

A long time ago, on a big tree in the lap of a mountain, lived a bird named Sindhuka. It was a **rather** special bird because its droppings turned into gold as soon as they hit the ground.

One day, a hunter came to the tree in search of prey and he saw Sindhuka's droppings hit the ground and turn into gold. The hunter was struck with wonder. He thought, "I have been hunting birds and small animals since I was a boy, but in all my 80 years, I have never seen such a miraculous creature". He decided that he had to catch the bird somehow. He climbed the tree and **skillfully** set a trap for the bird. The bird, quite unaware of the danger it was in, stayed on the tree and sang merrily. But it was soon caught in the hunter's trap. The hunter immediately seized it and shoved it into a cage.

The hunter took the bird home joyfully. But as he had time to think over his good fortune later, he suddenly realised, "If the king comes to know of this wonder, he will certainly take away the bird from me and he might even punish me for keeping such a rare treasure all to myself. So it would be safer and more honourable if I were to go to the king and present the unique bird to him".

The next day, the hunter took the bird to the king and presented it to him in court with great **reverence**. The king was delighted to receive such an unusual and rare gift. He told his courtiers to keep the bird safe and feed it with the best bird food available.

The king's prime minister, though, was **reluctant** to accept the bird. He said "O Rajah, how can you believe the word of a foolish hunter and accept this bird? Has anyone in our kingdom ever seen a bird dropping gold? The hunter must be either crazy or telling lies. I think it is best that you **release** the bird from the cage".

After a little thought, the king felt that his prime minister's words were correct. So he ordered the bird to be released. But as soon as the door of the cage was thrown open, the bird flew out, perched itself on a nearby doorway and defecated. To everyone's surprise, the dropping immediately turned into gold. The king mourned his loss.

**71. Which of the following can possibly be the most appropriate title for the story?**

- 1) The Skilled Hunter
- 2) The King's Prime Minister
- 3) The King's Defeat
- 4) The Bird With The Gold Dropping
- 5) The Trials And Tribulations Of The Foolish Bird Sindhuka

**72. Which of the following emotions made the hunter gift the bird to the king?**

- 1) Respect
- 2) Joy
- 3) Pride
- 4) Fear
- 5) Awe

**73. Which of the following is TRUE according to the story?**

- 1) Birds like Sindhuka were very common in the area near the mountain.
- 2) Sindhuka remained caged for the rest of its life.
- 3) Sindhuka was unaware of the trap laid by the hunter.
- 4) The king, when told to not accept the bird, did not listen to his prime minister.
- 5) All are true.

**74. Why was the king's prime minister reluctant to accept the bird?**

- 1) He believed that the bird would die if caged.
- 2) He knew about the hunter's habit of lying.
- 3) He believed that the bird would bring bad luck to the king.
- 4) His sources had informed him that the hunter was crazy.
- 5) None of these.

**75. How did the hunter find Sindhuka?**

- 1) He had read stories about the bird and had set traps at various locations in the city.
- 2) He followed the bird's droppings.
- 3) He was on the lookout for a prey when he chanced upon it.
- 4) People from the city had informed him about the bird's whereabouts.
- 5) He was attracted by the bird's calls.

**Directions (Q. 76-78): 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.**

**76. RATHER**

- 1) regular    2) quite    3) instead    4) but    5) known

**77. RELEASE**

- 1) free    2) vacate    3) vent    4) let expire    5) make public

**78. REVERENCE**

- 1) respect    2) detail    3) astonishment  
4) hope    5) remembrance

**Directions (Q. 79-80): Choose the word which is most OPPOSITE in meaning to the word printed in bold as used in the passage.**

**79. RELUCTANT**

- 1) true    2) clever    3) averse    4) hesitant    5) keen

**80. SKILFULLY**

- 1) angrily    2) haphazardly    3) highly    4) cheaply    5) deftly

## **Test-III: Quantitative Aptitude**

**Directions (Q. 81-95): What should come in place of question mark (?) in the following questions?**

**81.  $415.25 - 627.10 + 958.55 = ?$**

- 1) 747.5    2) 674.7    3) 750.7  
4) 747.9    5) None of these.

**82.  $34928 - 2591 - 14986 = ?$**

- 1) 17546    2) 17355    3) 17351  
4) 17390    5) None of these







**108.** The cost of 8 fans and 14 ovens is Rs.36520. What is the cost of 12 fans and 21 ovens (in Rs.)?

- 1) Rs.56,800                      2) Rs.54780                      3) Rs.57950  
4) Cannot be determined                      5) None of these

**109.** The radius of a circular garden is 7 metres more than the length of a rectangle whose perimeter is 364 metres and breadth is 84 metres. What will be cost of fencing the garden (only at the circumference), if the cost of fencing is Rs.8 per metre?

- 1) Rs.5456                      2) Rs.6144                      3) Rs.5296  
4) Rs.5280                      5) None of these

**110.** If  $43x + 43y = 4816$ , what is the average of  $x$  and  $y$ ?

- 1) 56                      2) 112                      3) 62                      4) 124  
5) None of these

**111.** The average age of a man and his son is 28 years. The ratio of their ages is 3 : 1. What is the man's age?

- 1) 30 years                      2) 38 years                      3) 44 years  
4) 42 years                      5) None of these

**112.** A car manufacturing plant manufactures 96 dozen cars in eight days. How many dozen cars will the plant manufacture in 17 days?

- 1) 210                      2) 224                      3) 204                      4) 209  
5) None of these

**113.** A and B together can complete a piece of work in 16 days. B alone can complete the same work in 24 days. In how many days can A alone complete the same work?

- 1) 34 days                      2) 50 days                      3) 48 days  
4) 42 days                      5) None of these

**114.** Find the average of the following set of scores:142, 93, 102, 206, 115, 98.

- 1) 122                      2) 106                      3) 138                      4) 117  
5) None of these

**115.** The average of four consecutive odd numbers P, Q, R and S respectively (in increasing order) is 104. What is the sum of P and S?

- 1) 204                      2) 208                      3) 206                      4) 212









**132.** Four of the following five are alike in a certain way based on their seating positions in the above arrangement and so form a group. Which of the following does not belong to the group?

- 1) GE          2) DC          3) AF          4) AB          5) CE

**133.** Who is sitting third to the right of the one who is sitting on the immediate right of H?

- 1) A          2) B          3) E          4) C          5) G

**134.** Which of the following is true regarding the given arrangement?

- 1) E is second to the left of C.  
2) B is an immediate neighbour of G.  
3) H is an immediate neighbour of A.  
4) D is not an immediate neighbour of H.  
5) None is true.

**135.** How many people are sitting between H and A when counted from the right side of H?

- 1) Three                                  2) None                                  3) More than three  
4) One                                      5) Two

**Directions (Q. 131-135):** In each of the questions below, two statements are given followed by two conclusions numbered I and II. You have to take the two statements to be true even if they seem to be at variance with commonly known facts and then decide which of the given conclusions logically follows from the given statements, disregarding commonly known facts. Give answer

- 1) if only conclusion I follows.  
2) if only conclusion II follows.  
3) if either I or II follows.  
4) if neither I nor II follows.  
5) if both I and II follow.

**136. Statements:** Some forms are cards.

Some forms are papers.

**Conclusions:** I. At least some cards are forms.

II. At least some cards are papers.

**137. Statements:** All animals are predators

All predators are tigers.

**Conclusions:** I. All tigers are definitely predators.

II. All animals are tigers.

**138. Statements:** All squares are circles.

No circle is a triangle.

**Conclusions:** I. No square is a triangle.

II. All circles are squares.

**139. Statements:** All bricks are walls.

Some bricks are pillars.

**Conclusions:** I. Some pillars are walls.

II. All pillars are walls.

**140. Statements:** No place is a tank.

Some places are venues.

**Conclusions:** I. some venues are tanks.

II. All places are venues.

**Directions (Q. 141-145): Study the given information carefully and answer the given questions.**

Seven plays - A, B, C, D, E, F and G- are to be held on seven consecutive days (starting on Monday and ending on Sunday) not necessarily in the same order. Only one play will be held on one day. Only two plays will be held after play G. Only two plays will be held between play F and play G. Only three plays will be held between play B and play E. Play B will not be held on Sunday. Play A will be held before play D and play C (not necessarily immediately before). Play C will be held after play D (not necessarily immediately after).

**141. Play D will be held on which day?**

1) Monday

2) Tuesday

3) Wednesday

4) Thursday

5) Saturday

**142. Which play will be held immediately after play C?**

1) Play E

2) Play F

3) Play B

4) Play G

5) None of these



**Directions (Q. 151-160):** In each of the questions given below, which one of the five Answer Figures on the right should come after the Problem Figures on the left, if the sequence were continued?

**Problem Figures**

151.

R	Δ	K	O	R	Δ	A	4	R	R	A	4	O	R	Δ
O		S	A		K	E		Δ	O		8	H		4
H	E	2	E	2	H	O	H	K	H	K	Δ	K	T	8

**Answer Figures**

H	O	R	R	Δ	H	H	O	R	R	Δ	H	H	O	R
S		Δ	O		B	B		Δ	O		B	B		Δ
T	8	K	8	K	T	8	K	T	T	8	K	T	8	K
1				2				3				4		5

**Problem Figures**

152.

F		P	A	F	F	A	☒	☐	↑	☒					
A	N	R	R	P	N	R	↑	F	A	☐					
O	☐	↑	N	↑	★	P	★	☐	↑	N	R	F	R	★	☐

**Answer Figures**

☒	↑	☒	↑	↑	☒	☒	↑	↑	☒						
F	A	☐	F	A	F	A	F	A	F	A					
R	★	N	☐	★	N	☐	★	N	☐	★	N	☐	R	★	☐
1			2			3			4			5			

**Problem Figures**

153.

C	C	C	C	O	C	C	C	O	O	C	C	O	O	O	C	O	O	O	S
C	C	C	C	C	O	C	C	C	O	O	C	C	O	O	O	C	C	O	S
C	C	C	C	C	O	C	C	C	C	O	C	C	O	O	O	C	O	O	S
C	C	C	C	O	C	C	C	O	O	C	C	O	O	O	C	O	O	O	S

**Answer Figures**

O	O	O	S	O	O	S	S	O	O	S	S	O	O	S	S	C	S	S	O
C	S	S	O	C	O	S	O	C	S	S	O	C	S	S	O	O	O	S	S
O	O	O	S	O	O	S	S	O	O	S	S	S	S	O	O	C	S	S	O
C	S	S	O	C	O	S	O	C	S	S	O	C	S	S	O	O	O	S	S
O	O	O	S	O	O	S	S	O	O	S	S	O	O	S	S	C	S	S	O
1				2				3				4				5			

**Problem Figures**

154.

C	P	S	R	Z	Y	H	E	A	K
	B		C		S		Z		H
R	Q	P	B	E	C	Y	S	N	Z

**Answer Figures**

U	J	D	K	S	N	D	N	Z	N
	A		A		A		A		A
F	H	N	H	K	H	K	H	K	J
1	2	3	4	5					

**Problem Figures**

155.

C R E A M	R C T M A	S M C T B	M S O B T	H O S B G
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**Answer Figures**

O H Y G B	O H C G B	O H S G B	H O Y B G	H O S B G
1	2	3	4	5

**Problem Figures**

156.

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**Answer Figures**

1	2	3	4	5

**Problem Figures**

157.

★	+	↑	●	+	○	△	★	★	△
↑	△	★	▲	▲	★	↑	○	Y	▲

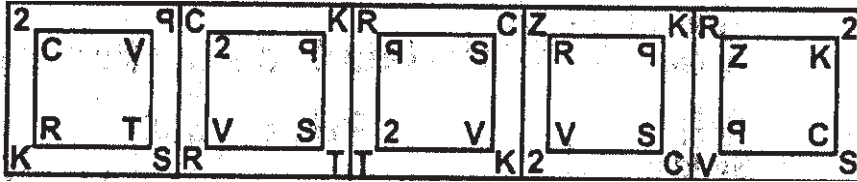
**Answer Figures**

Y	△	Y	○	Y	△	Y	○	★	○
★	▲	★	□	★	□	★	▲	Y	□
1	2	3	4	5					

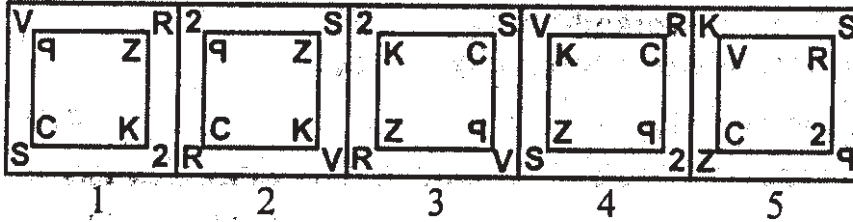


**Problem Figures**

158.

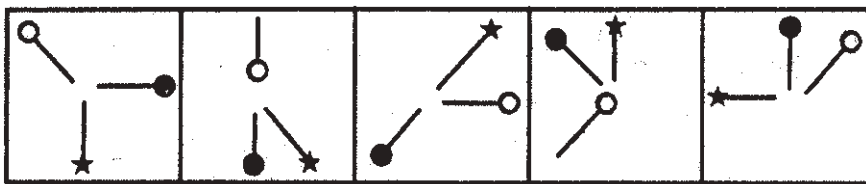


**Answer Figures**

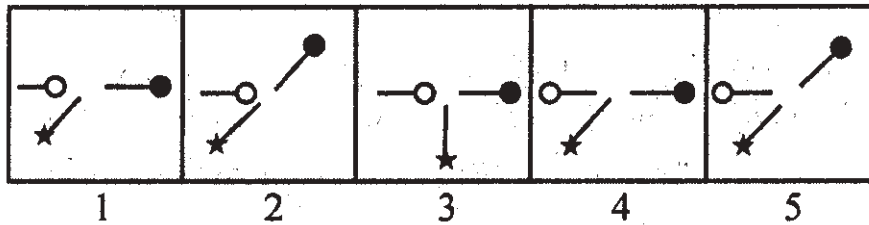


**Problem Figures**

159.

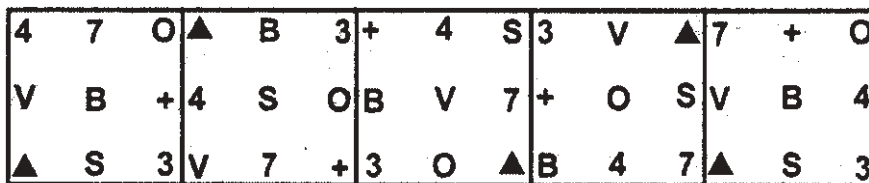


**Answer Figures**

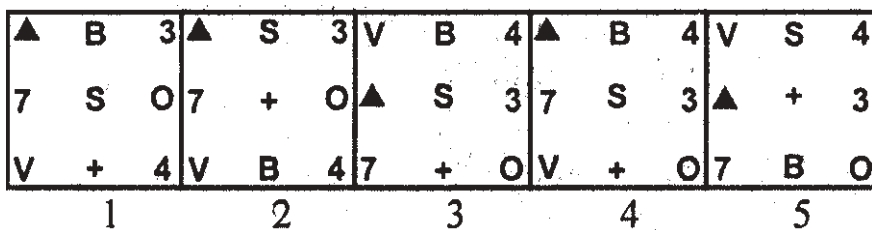


**Problem Figures**

160.



**Answer Figures**



**Test-V Marketing Aptitude/ Computer Knowledge**

161. EMI is a marketing tool if-

- 1) it is very high
- 2) it is very low
- 3) it is increasing
- 4) it is fluctuating
- 5) It has no role as a marketing tool

**162. Which of the following may be classified as FMCG?**

- 1) Printing Machines
- 2) Tobacco Product
- 3) Life Saving Drugs
- 4) Coin Vending Machines
- 5) Industrial Goods

**163. Buyer resistance in a sales deal can be overcome by means of-**

- 1) lengthy sales talk
- 2) confusing sales talk
- 3) IT jargons
- 4) perseverance
- 5) arguing skills

**164. The best, important and central activity of a business is known as its-**

- 1) Portfolio
- 2) Product line
- 3) Nuclear Activity
- 4) Mainstay
- 5) Core Competency

**165. The target group for Home Loans is-**

- 1) All body-builders
- 2) Tiles manufacturers
- 3) Housing societies
- 4) Farmers' societies
- 5) Individuals not owning any house

**166. Delivery Channels means-**

- 1) Sales Outlets
- 2) Purchased Goods
- 3) Product Shelf-life
- 4) Courier Person
- 5) Channel Finance

**167. Using a customer's buying history to select them for related offers is known as-**

- 1) Up-Selling
- 2) Prospecting
- 3) Marketing
- 4) Channel Selling
- 5) Cross-Selling

**168. The concept of selling is different from marketing and aims at profit maximisation through**

- 1) increasing sales volume of quality products
- 2) customer satisfaction
- 3) solution of customer problems
- 4) satisfaction of customer needs
- 5) innovation and market research

**169. The segmentation of markets based on the gender of the customer is a type of-**

- 1) Geographic Segmentation
- 2) Demographic Segmentation
- 3) Psychographic Segmentation
- 4) Socio-cultural Segmentation
- 5) Lifestyle-based Segmentation

**170.** Mass communication with customers or potential customers, usually through paid public media, is known as-

- 1) Publicity
- 2) Sales Promotion
- 3) Advertising
- 4) Public Relations
- 5) Brand Building

**171.** A 'Call' means-

- 1) an internet terminology
- 2) contacting a prospective customer
- 3) visiting a call centre
- 4) attending to a complaint
- 5) websites

**172.** 'Prospect' means

- 1) existing customers
- 2) a likely buyer
- 3) mission document
- 4) a religious leader
- 5) new targets to be achieved

**173.** KYC means

- 1) Keep Your Customers cool
- 2) Keep Your Credit card
- 3) Know Your Customers
- 4) Keep Your Cool
- 5) Know Your Credits

**174.** The collective perceptions and impressions people have formed about an organisation, its products and/or its services, is known as its-

- 1) Brand Value
- 2) Brand Alert
- 3) Brand Architecture
- 4) Brand Image
- 5) Brand attribute

**175.** Good customer service is an extended arm of-

- 1) Service marketing
- 2) Web marketing
- 3) Process marketing
- 4) Indirect Marketing
- 5) Internet marketing

**176.** A company's ability to perform in one or more ways that competitors cannot or will not match is known as its-

- 1) Attribute competition
- 2) Attribute positioning
- 3) Brand image
- 4) Competitive advantage
- 5) Brand positioning

**177.** An audio or video advertising announcement, usually presented on television, radio or in a movie theatre, is called-

- 1) Publicity
- 2) Creative
- 3) Banner
- 4) Sponsorship
- 5) Commercial

**178.** Electrical goods such as TVs, videos, stereo systems etc, used for home entertainment, are known as-

- 1) White Goods
- 2) Green Goods
- 3) Red Goods
- 4) Blue Goods
- 5) Brown Goods

**179.** A very large market segment or wide collection of smaller segments is called-

- 1) Niche Market
- 2) Meta Market
- 3) Mass Market
- 4) Multi Level Market
- 5) None of these

**180.** Customer Retention can be ensured by-

- 1) Offering freebies
- 2) Offering loans at low rates
- 3) Catchy slogans
- 4) Giving incentives
- 5) Personalised services

**181.** ROM stands for-

- 1) Random Only Memory
- 2) Readable Only Memory
- 3) Real Online Memory
- 4) Random Other Memory
- 5) Read Only Memory

**182.** Another name for a logic chip is-

- 1) PROM
- 2) memory
- 3) microprocessor
- 4) ROM
- 5) None of these

**183.** The number system based on "0" and "1" only is known as-

- 1) Binary System
- 2) Barter System
- 3) Number System
- 4) Hexadecimal System
- 5) Special System

**184.** The capacity of 3.5 -inch floppy disk is-

- 1) 1.40 MB
- 2) 1.44 GB
- 3) 1.40 GB
- 4) 1.45 MB
- 5) 1.44 MB

**185.** Which of the following is not an integral part of a computer-

- 1) CPU
- 2) Mouse
- 3) Monitor
- 4) UPS
- 5) None of these

**186.** Which of the following is not a part of the CPU?

- 1) Primary storage
- 2) Registers
- 3) Control unit
- 4) ALU
- 5) None of these

**187.** The device that reconciles differences between computers and phones is the-

- 1) LAN
- 2) wand reader
- 3) TCP/IP
- 4) scanner
- 5) modem

**188.** A combination of hardware and software that allows communication and electronic transfer of information between computers is a-

- 1) Network
- 2) Backup system
- 3) Server
- 4) Peripheral
- 5) Modem

**189.** Which of the following represents the fastest data transmission speed?

- 1) bandwidth
- 2) bps
- 3) gbps
- 4) kbps
- 5) mbps

**190.** What is the major feature of the World Wide Web that makes it simple to learn and use?

- 1) Database interface
- 2) Graphical text interface
- 3) Graphical user interface
- 4) Point-to-Point Protocol
- 5) None of these

**191.** Which of the following is an input device that, when moved by the user on a flat surface, causes a pointer on the screen to move accordingly?

- 1) wand reader
- 2) mouse
- 3) keyboard
- 4) bar-code-reader
- 5) scanner

**192.** A bar code reader is an example of a(n)-

- 1) processing device
- 2) storage device
- 3) input device
- 4) output device
- 5) printer

**193.** If you regularly send letters to people, what type of program would you use to create the letters?

- 1) Hardware
- 2) System software
- 3) Utility software
- 4) Application software
- 5) None of these

**194.** A computer gets--- with the help of mouse or keyboard-

- 1) insert
- 2) instructions
- 3) guidance
- 4) input
- 5) None of these

**195.** Dot-matrix is a type of-

- 1) tape
- 2) printer
- 3) disk
- 4) bus
- 5) None of these

**196.** Which of the following represents one billion characters?

- 1) Byte
- 2) Gigabyte
- 3) Kilobyte
- 4) Megabyte
- 5) Terabyte

**197.** Which of the following menu types is also called a drop down menu?

- 1) Fly-down
- 2) Pop-down
- 3) Pop-up
- 4) Pull-up
- 5) Pull-Down

**198.** What is an onscreen picture that represents objects, such as a program or file?

- 1) Spool
- 2) NOS
- 3) Page
- 4) Pointer
- 5) Icon

**199.** Which of the following is not necessary to be considered computer-literate?

- 1) The ability to write the instructions that direct a computer
- 2) An awareness of the computer's importance, versatility, and pervasiveness in society
- 3) Knowledge of what computers are and how they work
- 4) The ability to interact with computers using simple applications
- 5) None of these

**200.** An area of the microprocessor chip used to temporarily store instructions and data that the processor is likely to use frequently is termed a(n)-

- 1) ALU
- 2) Bus
- 3) Cache
- 4) CPU
- 5) Flash

# ANSWERS

1-1; 2-2; 3-4; 4-4; 5-2; 6-1; 7-4; 8-1; 9-4; 10-3; 11-5; 12-2; 13-1; 14-1; 15-2; 16-1; 17-1; 18-3; 19-3; 20-3; 21-5; 22-1; 23-2; 24-5; 25-3; 26-5; 27-4; 28-3; 29-2; 30-1; 31-4; 32-5; 33-2; 34-5; 35-4; 36-3; 37-3; 38-5; 39-4; 40-5; 41-5; 42-1; 43-5; 44-3; 45-1; 46-2; 47-4; 48-3; 49-2; 50-4; 51-5; 52-1; 53-2 54-2; 55-5; 56-1; 57-3; 58-3; 59-4; 60-4; 61-2; 62-4; 63-3; 64-3; 65-1; 66-5; 67-1; 68-4; 69-2; 70-5; 71-4; 72-4; 73-3; 74-5; 75-3; 76-2; 77-1; 78-1; 79-5; 80-2; 81-5; 82-3; 83-5; 84-3; 85-3; 86-3; 87-4; 88-5; 89-1; 90-5; 91-2; 92-4; 93-4; 94-1; 95-2; 96-1; 97-2; 98-5; 99-3; 100-1; 101-2; 102-4; 103-5; 104-5; 105-1; 106-3; 107-2; 108-2; 109-4; 110-2; 111-4; 112-3; 113-3; 114-5; 115-2; 116-5; 117-1; 118-1; 119-4; 120-3; 121-2; 122-1; 123-3; 124-1; 125-3; 126-5; 127-5; 128-3; 129-3; 130-2; 131-4; 132-2; 133-3; 134-2; 135-5; 136-1; 137-2; 138-1; 139-1; 140-4; 141-4; 142-1; 143-5; 144-5; 145-3; 146-1; 147-4; 148-5; 149-4; 150-2; 151-5; 152-2; 153-3; 154-4; 155-1; 156-5; 157-2; 158-4; 159-1; 160-1; 161-2; 162-2; 163-4; 164-5; 165-5; 166-1; 167-5; 168-2; 169-2; 170-3; 171-2; 172-2; 173-3; 174-4; 175-1; 176-4; 177-5; 178-5; 179-1; 180-5; 181-5; 182-3; 183-1; 184-5; 185-4; 186-1; 187-5; 188-1; 189-3; 190-1; 191-2; 192-3; 193-4; 194-4; 195-2; 196-2; 197-5; 198-5; 199-1; 200-3.