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**General Awareness, Marketing &
Computer Knowledge**

ASSOCIATE BANKS OF SBI

Probationary Officer (PO) Exam 2014

Solved Paper

Held on 28-11-2014

Based on Memory

PART C : GENERAL AWARENESS, MARKETING & COMPUTER KNOWLEDGE

101. Pathways that support communication among the various electronic components on the system board are called
- (1) Network lines
 - (2) Processors
 - (3) Logic Paths
 - (4) Bus lines
 - (5) Gateway
102. The abbreviation 'CD' stands for
- (1) Commercial Demand
 - (2) Certificate of Deposit
 - (3) Cash Deposit
 - (4) Commercial Documentation
 - (5) Commercial Deposit
103. India recently won re-election to UN Human Rights Council for 2015-17 along with which three other countries of Asia-Pacific Group?
- (1) Bangladesh, Qatar and Indonesia
 - (2) Kuwait, Cambodia and Philippines
 - (3) Bangladesh, Bahrain and Thailand
 - (4) Bangladesh, Thailand and Kuwait
 - (5) Other than those given as options
104. What is the present RBI's Bank Rate ?
- (1) 6.50%
 - (2) 9%
 - (3) Other than those given as options
 - (4) 7%
 - (5) 8%
105. Which of the following terms is not covered under general insurance?
- (1) Marine insurance
 - (2) Fire insurance
 - (3) Motor insurance
 - (4) Health insurance
 - (5) Life insurance
106. Investors buy and sell shares in publicly ledged companies in
- (1) money market
 - (2) forex market
 - (3) stock market
 - (4) spot market
 - (5) bond market
107. Tata Group's 'Land Rover Jaguar' will be having its first car manufacturing plant out of Britain, in
- (1) Mauritius
 - (2) Other than those given as options
 - (3) Japan
 - (4) China
 - (5) India
108. Who is the present CEO of the Microsoft Corporation, an international American organisation?
- (1) Satya Nadela
 - (2) Other than those given as options
 - (3) Vishal Sikka
 - (4) Indira Nooyi
 - (5) Bill Gates
109. Which of the following bank is 'not' a Public Sector Bank?
- (1) IDBI Bank
 - (2) State Bank of India
 - (3) Punjab and Sind Bank
 - (4) HDFC Bank
 - (5) Bharatiya Mahila Bank
110. Individuals invest in insurance policy for
- (1) risk protection only
 - (2) easy liquidity
 - (3) low returns
 - (4) tax benefit and risk protection
 - (5) high returns
111. Which stage in product the cycle focuses on expanding marketing and creating product awareness?
- (1) Introduction stage
 - (2) Declining stage
 - (3) Maturity stage

- (4) Expansion stage
(5) Growth stage
112. The committee constituted in India to study the pattern of exclusion in India which for the first time gave a working distribution of the term 'Financial Inclusion' was headed by
(1) Dr. Manmohan Singh
(2) Dr. C. Rangarajan
(3) Dr. YV Reddy
(4) M. Narasimha
(5) Dr. Bimal Jalan
113. Who among the following is the Director General of Sports Authority of India (SAI)?
(1) Sandeep Patil
(2) Other than those given as options
(3) Jyi Thompson
(4) Lalit Modi
(5) N. Srinivasan
114. Which of the following is correct sequence of smallest to largest unit of storage size?
(1) Petabyte, Kilobyte, Megabyte, Gigabyte, Terabyte
(2) Kilobyte, Megabyte, Terabyte, Petabyte, Gigabyte
(3) Megabyte, Terabyte, Gigabyte, Kilobyte, Petabyte
(4) Kilobyte, Megabyte, Petabyte, Terabyte, Gigabyte
(5) Kilobyte, Megabyte, Gigabyte, Terabyte, Petabyte
115. Ketan Mehta's Hindi Movie 'Rang Rasiya' is based on the life of one of India's most celebrated
(1) Raja Ravi Varma
(2) Choreographer Saroj Khan
(3) Movie Star Sanjay Dutt
(4) Painter Maqbool Fida Hussain
(5) Dancer Uday Shankar
116. When consumers may share a strong need that cannot be satisfied by an existing product, it is known as
(1) non-existing demand
(2) latent demand
(3) irregular demand
(4) declining demand
(5) negative demand
117. As per RBI guidelines the maximum amount of penalty that Public Sector Banks can levy for non-maintenance of minimum balance in inoperative accounts of customers is
(1) Rs. 500 per year
(2) Rs. 100 per half year
(3) Not to levy any penalty
(4) Rs. 100 per quarter
(5) Rs. 20 per month
118. In Computer terminology 'CAD' stands for
(1) Computer Applied Design
(2) Computer Algorithm and Design
(3) Computer Application Design
(4) Computer Aided Design
(5) Other than those given as options
119. As per the guidelines issued by the Reserve Bank of India Banks classify as Non-Performing (NPA) only if the interest due and during any quarter is not serviced fully within
(1) 90 days from the end of the quarter
(2) 60 days from the end of the quarter
(3) 60 days from the beginning of the quarter
(4) 30 days from the end of the quarter
(5) 30 days from the beginning of the quarter
120. MS-DOS is a operating system.
(1) user friendly graphical
(2) graphical user interface
(3) real time GUI
(4) point and check
(5) command line interface
121. Those entities whose failure can threaten the survival of other institutions which in turn can possibly lead to a financial crisis are known as
(1) systemically meaningful financial institutions
(2) systemically financial important institutions
(3) systemically volatile financial
(4) systemically capricious financial institutions
(5) systemically toxic financial institutions
122. is a tax saving mutual fund.
(1) ELSS (2) Balanced fund
(3) Debt funds (4) Oil fund
(5) Gold funds
123. is central to any definition of marketing.
(1) Advertising
(2) Making profit
(3) Transactions
(4) Customer relationship
(5) Demand management
124. The term CRM used in business strategy development means
(1) Channel Root Market
(2) Customer Retention Manager
(3) Credit Relationship Manager
(4) Customer Relationship Management
(5) Customer's Relative Meet

125. The Insurance Regulatory and Development Authority (IRDA) is a
(1) statutory body
(2) constitutional body
(3) non-governmental organisation
(4) advisory body
(5) consultative body
126. Shares of a close ended fund are trading at 5% premium over NAV. If NAV is Rs. 20000 per share the market price of the share is
(1) Rs. 20.50 (2) Rs. 21.00
(3) Rs. 18.00 (4) Rs. 22.00
(5) Rs. 19.00
127. Which of the following is a process of dividing the potential market into sub-markets with common needs?
(1) Arrangements (2) Positioning
(3) Seeing (4) Target Marketing
(5) Segmentation
128. is a social device for eliminating or reducing the loss of society from certain risk.
(1) Contract (2) Premium
(3) Discount (4) Bond
(5) Insurance
129. Which of the following financial markets facilitates issue of new securities?
(1) Secondary market
(2) Spot market
(3) Derivative market
(4) Forex market
(5) Primary market
130. You will find baseline, headline and sub-headline in
(1) radio ad (2) online ad
(3) verbal ad (4) print ad
(5) other than those given as options
131. In a work sheet in MS Excel what is the shortcut key to hide entire row?
(1) Ctrl + 2 (2) Ctrl + 9
(3) Ctrl + N (4) Ctrl + -
(5) Ctrl + R
132. The third generation computers were made with
(1) bio chips (2) transistors
(3) integrated circuits (4) vacuum tubes
(5) discrete components
133. Which of the following is a symbol or a design or a combination that identifies the maker of a product or service?
(1) Company name (2) Brand
(3) Sponsorship (4) Advertisement
(5) Product features
134. To undo the last work, we have to use which of the following windows shortcut key?
(1) Ctrl + P (2) Ctrl + U
(3) Ctrl + A (4) Ctrl + Z
(5) Ctrl + W
135. A is approximately a million bytes.
(1) gigabyte (2) kilobyte
(3) megabyte (4) terabyte
(5) none of these
136. 'DOS' floppy disk does not have
(1) a boot record
(2) a file allocation table
(3) a root directory
(4) a virtual memory
(5) all of the above
137. Who is the Grand Old Man of India?
(1) Rajendra Prasad
(2) Bal Gangadhar Tilak
(3) Dadabhai Naoroji
(4) Lala Lajpat Rai
(5) Mahatma Gandhi
138. Tehri Dam is located in
(1) Odisha (2) Punjab
(3) Uttarakhand
(4) Jammu and Kashmir
(5) Himachal Pradesh
139. Shortcut key to go to last line in the document
(1) Ctrl + Last (2) Ctrl + L
(3) Ctrl + End (4) Alt + End
(5) Alt + L
140. Which of the following is not a computer language?
(1) BASIC (2) COBOL
(3) LOTUS (4) FORTRAN
(5) None of these
141. 'Innovation' in marketing is same as
(1) Motivation (2) Inspiration
(3) Aspiration (4) Creativity
(5) Team work
142. The main target group for SIP schemes are
(1) all HNIs (2) all NRIs
(3) all salaried persons
(4) all agriculturists
(5) all students
143. Which Cup/Trophy is associated with the game of hockey?
(1) Dhyan Chand Trophy
(2) Davis-Cup
(3) Merdeka Cup
(4) Wimbledon Trophy
(5) Santosh Trophy

144. 'Niche marketing' can be done for
- (1) readymade garments
 - (2) ballpoint pens
 - (3) diamond jewellery
 - (4) golf clubs
 - (5) none of these
145. The key to competitive advantage is differentiation.
- (1) position
 - (2) product
 - (3) conformance
 - (4) customer consulting
 - (5) none of the above
146. Service marketing is
- (1) transaction marketing
 - (2) internal marketing
 - (3) outdoor marketing
 - (4) relationship marketing
 - (5) both (a) and (b)
147. Market segmentation is useful for
- (1) targeting existing clients
 - (2) identifying prospects
 - (3) preferential marketing
 - (4) internal marketing
 - (5) all of the above
148. The term 'Banking' is defined in which act?
- (1) Central government
 - (2) Ministry of finance
 - (3) None of the above
 - (4) Central and state government jointly
 - (5) By all the commercial banks jointly
149. Name the fourth layer of OSI model.
- (1) Application layer
 - (2) Data link layer
 - (3) Transport layer
 - (4) Session layer
 - (5) None of the above
150. Marketing is influenced by
- (1) public taste
 - (2) buyer behaviour
 - (3) product demand
 - (4) brand image
 - (5) all of the above



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