



Bank of Baroda P.O (13-03-2011)

**TEST V
MARKETING APTITUDE**

- Q.226. Marketing persons need ____
- (1) Innovative skills
 - (2) Laborious attitude
 - (3) Fighting nature
 - (4) Quality of imitating others
 - (5) Sympathetic approach
- Q.227. Communication skills in the case of a DSA means ____
- (1) Oratory excellence
 - (2) Delivering long speeches
 - (3) Loquacious
 - (4) Ability to convince the customer with the right choice of words
 - (5) Ability to talk very fast
- Q.228. A 'Prospect' means ____
- (1) a rude person
 - (2) a polite person
 - (3) a likely buyer
 - (4) a religious head
 - (5) a team leader
- Q.229. Social marketing refers to ____
- (1) Share market prices
 - (2) Marketing by the entire society
 - (3) Internet Marketing
 - (4) Marketing for a social cause
 - (5) Society bye-laws
- Q.230. A 'Call' means ____
- (1) to call out of someone
 - (2) a profession
 - (3) a Speech
 - (4) a new product
 - (5) a sales person visiting a likely buyer
- Q.231. Effective Selling Skills depends on ____
- (1) Knowledge level of competitors
 - (2) Information about marketing staff
 - (3) Information regarding Share market
 - (4) Knowledge of related markets
 - (5) Information regarding political leaders



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- Q.232. Modern styles of marketing include _____
Find the **wrong** answer.
- (1) Digital marketing
 - (2) Tele- marketing
 - (3) Door to door marketing
 - (4) e-mail solicitation
 - (5) All of the above
- Q.233. A DSA means _____
- (1) Detective Service Agency
 - (2) Direct Selling Agent
 - (3) Direct Supplying Agent
 - (4) Distribution & Sales Agency
 - (5) Disciplined Sales Agent
- Q.234. Incentives are paid to sales persons _____
- (1) for missing the targets
 - (2) for surpassing the targets
 - (3) for identifying leads
 - (4) for designing products
 - (5) for travelling
- Q.235. Online Marketing is useful for _____
- (1) Selling Old Products
 - (2) Sending e-mail
 - (3) Increased production
 - (4) Increased job opportunities
 - (5) Increased expenses
- Q.236. Service Marketing is the same as _____
- (1) Internet marketing
 - (2) Telemarketing
 - (3) Internal Marketing
 - (4) Relationship Marketing
 - (5) Marketing done by service class employees
- Q.237. 'Push' marketing style Requires _____
- (1) Proper planning
 - (2) Good pushing strength
 - (3) Team work
 - (4) Ability to identify the products
 - (5) Aggressive marketing
- Q.238. The Securities Market is governed by the rules which are framed by ____
- (1) IRDA
 - (2) SEBI
 - (3) AMFI
 - (4) NSE
 - (5) BSE
- Q.239. Planning for Retirement Saving is a type of _____
- (1) Banking Option
 - (2) Stock Market Option
 - (3) Branding
 - (4) Financial Planning
 - (5) Mutual Fund Benefit
- Q.240. Absence of a proper Financial Planning can lead to _____
- (1) Balanced investment in Mutual Fund
 - (2) Overspending and Debt problems
 - (3) Inadequate exposure to share market
 - (4) Capital gains
 - (5) Planned Future
- Q.241. One of the following is not included in the 7 P's of Marketing. Find the same ____
- (1) Product
 - (2) Price
 - (3) Production
 - (4) Promotion
 - (5) People
- Q.242. "SIP" on Mutual Fund business means _____
- (1) Salaried Individuals and Plans
 - (2) Systemised Insurance Plans
 - (3) Systemised MF Plans
 - (4) Systematic Investment Plans
 - (5) None of the above
- Q.243. Mutual Fund business from existing bank customers can be mobilized by _____
- (1) Outdoor marketing
 - (2) Telemarketing
 - (3) Cross-selling
 - (4) Internal marketing
 - (5) All of the above



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- Q.244. Conversion means _____
- (1) Grouping of prospective clients
 - (2) Interacting with a prospective client
 - (3) Converting a seller to a buyer
 - (4) Converting a prospect into a buyer
 - (5) Converting an employer into an employee
- Q.245. Market Segmentation means _____
- (1) Territory allocation
 - (2) Market Space
 - (3) Market place
 - (4) Dividing the target group as per their needs
 - (5) Sales persons' groups
- Q.246. Marketing Opportunities means _____
- (1) Availability of sales persons
 - (2) Availability of data
 - (3) Melas
 - (4) Scope for marketing
 - (5) Evaluation of performance
- Q.247. Market Research is useful for _____
- (1) Deciding proper marketing strategies
 - (2) Deciding the sales persons
 - (3) Choosing old products
 - (4) Recruitment of staff
 - (5) Payment of bonus
- Q.248. The main target group for SIP Schemes are _____
- (1) All HNIs
 - (2) All NRIs
 - (3) All salaried persons
 - (4) All agriculturists
 - (5) All students
- Q.249. Innovation in marketing is same as _____
- (1) Motivation
 - (2) Inspiration
 - (3) Aspiration
 - (4) Creativity
 - (5) Team work
- Q.250. Buyer Resistance' means _____
- (1) Buyer's interest in the product being sold
 - (2) Buyer fighting with the seller
 - (3) Buyer's hesitation in buying the product
 - (4) Buyer becoming a seller
 - (5) Buyer buying the product
- Q.251. Bulk Savings Accounts can be mobilized by means of _____
- (1) Door to door canvassing
 - (2) Making cold calls
 - (3) e-mail solicitation
 - (4) Contacting all employees of an institution
 - (5) Writing letters
- Q.252. Diversification in marketing means _____
- (1) Marketing to different countries
 - (2) Marketing in many companies
 - (3) Marketing of the same product by many, diverse persons
 - (4) Marketing of new, diverse product
 - (5) All of the above
- Q.253. One of the following is **not** a pre-sales activity. Find the same _____
- (1) Lead generation
 - (2) Product design
 - (3) Sales presentation
 - (4) After-sales service
 - (5) Scanning the Yellow Pages
- Q.254. Corporate Loans are given to _____
- (1) Individuals
 - (2) Blind persons
 - (3) Schools & Colleges
 - (4) Proprietary concerns
 - (5) Limited Companies
- Q.255. Financial Inclusion needs canvassing the Accounts of _____
- (1) Financial Institutions
 - (2) NRIs
 - (3) HNIs
 - (4) Housewives
 - (5) Persons from the weaker sections



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- Q.256. Value added services means _____
(1) Costlier products
(2) More number of product
(3) Additional services
(4) At per services
(5) New products
- Q.257. The USP of a Current Account is _____
(1) High minimum balance
(2) No restrictions on transactions
(3) No interest payable
(4) Restricted deposits
(5) Any number of account
- Q.258. Situation Analysis is useful for _____
(1) SWOT Analysis
(2) Analysis of Sales persons' performances
(3) Analysis of capital markets
(4) Staff placement
(5) Area allocation
- Q.259. RTGS facility can be best canvassed among _____
(1) Inter-state trader
(2) Tailors (3) Carpenters
(4) Politicians (5) Film stars
- Q.260. 'USP' of a product connotes _____
(1) High selling features of a product
(2) Drawbacks of a product
(3) New additions to a product
(4) Efficient staff
(5) Large organization
- Q.261. CRM (Customer Relationship Management) is _____
(1) a pre-sales activities
(2) a tool for lead generation
(3) an ongoing daily activity
(4) the task of a DSA
(5) customer complaints
- Q.262. Recurring accounts can best be canvassed among _____
(1) Farmers (2) Traders
(3) Salaried persons
(4) Minors (5) Students
- Q.263. ELSS means _____
(1) Entry Load Shares Scheme
(2) Entry load Starting Shares
(3) Equity Linked Savings Scheme
(4) Equity Linked Shares Sold
(5) Employee Level Salary Scheme
- Q.264. Society and Trusts are the target groups for opening _____
(1) Current Accounts
(2) Savings Accounts
(3) Car loan Accounts
(4) Corporate Loan Accounts
(5) Education Loan Accounts
- Q.265. De-mat account are useful for _____
(1) Online trading of shares
(2) Locker operations
(3) ATMs
(4) Quick sanction of loans
(5) Export transactions
- Q.266. Home Loans are basically _____
(1) Short term finance
(2) Loans given to minors
(3) Long term loans
(4) Loans given for boosting profits
(5) Loans given more to industries
- Q.267. What does the term HUF means ?
(1) Hindu Undivided Family
(2) Hindu Single Family
(3) Heavy Facilities
(4) Hindered Remittances
(5) Term is used for failed transactions
- Q.268. EMI can be a marketing too if _____
(1) EMI is increasing
(2) It is very high
(3) It is very low
(4) EMI has no impact on marketing
(5) EMI is a flat rate



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- Q.269. Channel Finance can be considered only among _____
- (1) Supply-chain distributors
 - (2) Chain snatchers
 - (3) NRIs
 - (4) Pensioners
 - (5) House wives
- Q.270. Direct Marketing is useful for _____
- (1) Designing Products
 - (2) Sending e-mails
 - (3) Increased production
 - (4) Increased job opportunities
 - (5) None of these
- Q.271. The pricing strategy for credit cards depends on _____
- (1) Competition
 - (2) Customer's Income
 - (3) Customer Relations
 - (4) Customer awareness
 - (5) Customers usage
- Q.272. Offsite Marketing means _____
- (1) Sales persons
 - (2) Marketing in the Production Department
 - (3) ATM's
 - (4) Marketing inside the Branch
 - (5) Marketing function outside the Branch
- Q.273. One of the following has good scope for _____
- (1) Salaried persons
 - (2) Doctors
 - (3) Public servants
 - (4) Insurance agents
 - (5) Loss making companies
- Q.274. Rural bank Marketing has good scope for _____
- (1) Industrial loans
 - (2) Corporate loans
 - (3) NRI loans
 - (4) Tractor agents
 - (5) All to the above
- Q.275. ASBA accounts are a type of _____
- (1) Loan accounts
 - (2) Credit card facilities
 - (3) Savings accounts
 - (4) Export-Import remittances
 - (5) Internet Banking



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