

**TEST V MARKETING APTITUDE /
COMPUTER KNOWLEDGE**

- Q.161. The term ___ refers to data storage systems that make it possible for a computer or electronic device to store and retrieve data.
- (1) retrieval technology
 - (2) input technology
 - (3) output technology
 - (4) storage technology
 - (5) None of these
- Q.162. The term ___ refers to any computer component that is required to perform work.
- (1) bootstrap (2) Kernel
 - (3) resource
 - (4) source code
 - (5) None of these
- Q.163. A computer system includes ___.
- (1) hardware (2) software
 - (3) peripheral devices
 - (4) All of these
 - (5) None of these



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- Q.164. A ___ is a software program used to view Web pages.
- (1) site (2) host
(3) link (4) browser
(5) None of these
- Q.165. ___ is the maximum amount of data that can be stored on a storage medium.
- (1) Magnetic storage
(2) Optical storage
(3) Solid - state storage
(4) Storage capacity
(5) None of these
- Q.166. The ___ is responsible for performing calculations and contains decision - making mechanisms.
- (1) Central Processing Unit
(2) Memory Unit
(3) Arithmetic and Logic Unit
(4) Output Unit
(5) None of these
- Q.167. A ___ is a large and expensive computer capable of simultaneously processing data for hundreds or thousands of users.
- (1) handheld computer
(2) mainframe computer
(3) personal computer
(4) tablet computer
(5) None of these
- Q.168. Which of the following is not true about computer files ?
- (1) They are collections of data saved to a storage medium
(2) Every file has a file name
(3) A file extension is established by the user to indicate the file's contents
(4) All files contain data
(5) None of these
- Q.169. ___ allows voice conversations to travel over the internet.
- (1) Internet telephony
(2) Instant messaging
(3) E-mail
(4) E-commerce
(5) None of these
- Q.170. You use a(n) ___, such as a keyboard or mouse, to input information.
- (1) storage device
(2) processing device
(3) input device
(4) output device
(5) None of these
- Q.171. Which of the following is not true concerning user IDs and passwords ?
- (1) When you enter your ID and password, the computer knows it is you
(2) If your computer asks for a user ID and password, you can create your own
(3) Sometimes you are assigned a user ID and password for security reasons
(4) You should share your user ID and password with at least one other person
(5) None of these
- Q.172. One who designs, writes, tests and maintains computer programs is called a ___
- (1) User (2) Programmer
(3) Designer (4) Operator
(5) None of these
- Q.173. Items such as names and addresses are considered _____
- (1) information
(2) input
(3) records
(4) data (5) None of these



- Q.174. Sending an E-mail is similar to _____
- (1) writing a letter
 - (2) drawing a picture
 - (3) talking on the phone
 - (4) sending a package
 - (5) None of these
- Q.175. Which of the following can only have sequential access ?
- (1) Disk (2) Tape
 - (3) CD-ROM
 - (4) DVD-ROM
 - (5) None of these
- Q.176. Secondary storage—
- (1) does not require constant power.
 - (2) does not use magnetic media
 - (3) consists of four main types of devices
 - (4) does not store information for later retrieval
 - (5) None of these
- Q.177. What is a modem connected to ?
- (1) processor (2) mother board
 - (3) printer (4) phone line
 - (5) None of these
- Q.178. Which is the smallest of the following computer ?
- (1) Notebook (2) Laptop
 - (3) Desktop (4) Workstation
 - (5) None of these
- Q.179. Computer connected to a LAN can —
- (1) run faster (2) go on line
 - (3) share information and/or share peripheral equipment
 - (4) E-mail (5) None of these
- Q.180. This component is required to process data into information and consists of integrated circuits _____
- (1) Hard disk (2) RAM
 - (3) CPU (4) ROM
 - (5) None of these
- Q.181. Direct Marketing means _____
- (1) Advertisements
 - (2) Banners
 - (3) Face-to face-selling
 - (4) Selling by all staff
 - (5) Achieving targets
- Q.182. Web marketing involves _____
- (1) Selling web cameras
 - (2) Web advertisements
 - (3) e-mail chatting
 - (4) Browsing the web
 - (5) Door-to-door canvassing
- Q.183. The ultimate aim of marketing is to provide _____
- (1) More business to the company
 - (2) More profit
 - (3) More Staff
 - (4) More Production
 - (5) More products
- Q.184. Selling process includes _____
- (1) Publicity
 - (2) Lead generation
 - (3) Cross-country contacts
 - (4) Product Designing
 - (5) Product Re-designing
- Q.185. Market share means _____
- (1) Paid up capital
 - (2) Shares held by employees
 - (3) Share of business volume as compared to other companies
 - (4) Share price of the company quoted in the market
 - (5) Sensex
- Q.186. Market share can be increased by _____
- (1) increasing the number of sales persons
 - (2) increasing the sales volume
 - (3) increasing the products
 - (4) increasing production
 - (5) rewriting profits



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- Q. 187. Market segmentation means ____
- (1) segmentation of sales teams
 - (2) allocation of territory
 - (3) sales arrangement
 - (4) segmentation of target group according to their needs
 - (5) market share
- Q.188. Target group of education loans is -
- (1) all school students
 - (2) all collage students
 - (3) all collages
 - (4) all schools
 - (5) all hospitals
- Q.189. Referral means -
- (1) sales person
 - (2) all customers
 - (3) lead provided by operation staff
 - (4) calling the existing purchasers
 - (5) all purchasers
- Q.190. "USP" in marketing means -
- (1) Unique Selling Practices
 - (2) Uniform Selling Practice
 - (3) United Sales Persons
 - (4) Unique Selling Proposition
 - (5) Useful Sales Person
- Q.191. The meaning of 'conversion' in terms of sales is -
- (1) designing new products
 - (2) converting purchaser into sellers
 - (3) converting sellers into purchasers
 - (4) converting perspective customers into purchasers
 - (5) conversion of religion
- Q.192. Online Marketing is mostly useful for marketing of
- (1) savings accounts
 - (2) credit accounts
 - (3) home loans
 - (4) NRI deposits
 - (5) business accounts
- Q.193. Cross selling means -
- (1) city to city sales
 - (2) selling with cross face
 - (3) selling with crossed finger
 - (4) selling products to existing customers
 - (5) cold calling
- Q.194. Marketing strategy means -
- (1) ideas for new employment
 - (2) old techniques of selling
 - (3) techniques for improving marketing activities
 - (4) techniques for increasing production
 - (5) networking
- Q.195. Target group means -
- (1) all purchasers
 - (2) all sales persons
 - (3) targeted purchasers
 - (4) all consumers
 - (5) delivery persons
- Q.196. What is the USP of saving accounts ?
- (1) High rate of interest
 - (2) Easy operation
 - (3) Risky transactions
 - (4) Expensive transaction
 - (5) Bank office facility
- Q.197. Which one of the following is not a target group for saving accounts
- (1) salaried persons
 - (2) loss making companies
 - (3) doctors
 - (4) government employees
 - (5) insurance agents
- Q.198. Target group for home loans is -
- (1) existing creditors
 - (2) persons having no house of their own
 - (3) Persons having one or more than one house



- (4) Builders
(5) NRIs
- Q.199. Digital Marketing is similar to –
- (1) online marketing
 - (2) cold calling
 - (3) web designing
 - (4) market fore-cast

- (5) outdoor marketing
- Q.200. Full form of DSA is ____
- (1) Delivery Staff Agency
 - (2) Direct Selling Agent
 - (3) Direct Supplier Agent
 - (4) Distribution & Supply Agency
 - (5) Driving Sales & Ahead

ANSWERS

161.(4)	162.(3)	163.(4)	164.(4)	165.(4)	166.(3)	167.(2)	168.(3)	169.(1)	170.(3)
171.(4)	172.(2)	173.(4)	174.(1)	175.(2)	176.(1)	177.(4)	178.(1)	179.(3)	180.(3)
181.(3)	182.(2)	183.(1)	184.(2)	185.(3)	186.(2)	187.(3)	188.(2)	189.(3)	190.(4)
191.(4)	192.(3)	193.(4)	194.(3)	195.(1)	196.(2)	197.(2)	198.(2)	199.(1)	200.(2)



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