

IBPS Specialist Officer 2012

Marketing Officer - Professional Knowledge

1. What the basis of marketing organisation ?

- (A) Functions
- (B) Products
- (C) Regions
- (D) Types of customers
- (E) All of above

2. What is one of the types of organisations ?

- (A) Functional Organisation
- (B) Product Organisation
- (C) Market Organisation
- (D) Market oriented Organisation
- (E) All of above except

3. In which organisation the work is divided as per the functions?

- (A) Functional Organisation
- (B) Product Organisation
- (C) Market Organisation
- (D) Social Organisation
- (E) Abnormal Organisation

4. What is one of the main divisions of Functional organisation ?

- (A) Financing Manager
- (B) Marketing Research Manager
- (C) Production Manager
- (D) Sales Promotion Manager
- (E) All of above

5. Who is the head of Advertising department in a normal business enterprise ?

- (A) Sales Manager
- (B) Advertising Manager
- (C) Distribution Manager
- (D) Customer Relation Manager
- (E) None of above

6. Under which organisation each region is subdivided under the sales supervisor ?

- (A) Functional organisation
- (B) Product organisation
- (C) Market oriented organisation
- (D) Customer organisation
- (E) Combined organisation

7. Who said, "A poor marketing organisation may destroy a good product, but a sound marketing organisation, having a poor product may compete a better product" ?

- (A) F. Drucker
- (B) C. Kenneth
- (C) J.F. Pyle
- (D) Tousley
- (E) L. Urwick



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8. "To determine the objects and targets of sales department" is the basic objective of_.

- (A) Sales Forecast
- (B) Sales Management
- (C) Sales Organisation
- (D) Sales Ratio
- (E) Sales Orientation

9. "To create an atmosphere of healthy competition among sales employees" is :

- (A) Strategy of Sales Organisation
- (B) Objective of Sales Organisation
- (C) Function of Sales Organisation
- (D) Meaning of Sales Organisation
- (E) Basis of Sales Organisation

10. Selection of salesman means the selection of—

- (A) Objective of Sales Organisation
- (B) Strategy of Sales Organisation
- (C) Function of Sales Organisation
- (D) Meaning of Sales Organisation
- (E) Basis of Sales Organisation

11. Selection of salesman should consider which of the following capabilities of a person ?

- (A) Capable
- (B) Educated
- (C) Trained
- (D) Experienced person
- (E) All of above

12. Which is the first step in the process of selection of salesman ?

- (A) Inviting Application
- (B) Interview
- (C) Security
- (D) Written Test
- (E) None of above

13. Second step in the process of selection of salesman is

- (A) Security of Application
- (B) Inviting Application
- (C) Written Test
- (D) Interview
- (E) Medical Exam

14. Third step in the process of selection of salesman is

- (A) Application
- (B) Interview
- (C) Security of Application
- (D) Written test
- (E) Appointment

15. Fourth step in the process of selection of salesman is—



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- (A) Interview
- (B) Written test
- (C) Security of Application
- (D) Appointment
- (E) Reference

16. Last step in the process of selection of salesman is—

- (A) Appointment
- (B) Interview
- (C) Appraisal
- (D) Reference
- (E) Security of Application

17. Why an enterprise required salesman ?

- (A) For sales
- (B) For Games
- (C) For cricket
- (D) For mob the floor
- (E) For eat food

18. Inefficient and unable salesman can be replaced with—

- (A) Selling of existing product
- (B) Selling of new product
- (C) Selling of upcoming products (Booking)
- (D) (A) and (C)
- (E) (A), (B) and ©

19. Inefficient and unable salesman can be replaced with—

- (A) Intelligent salesman
- (B) Capable salesman
- (C) Experience salesman
- (D) (A) and (C)
- (E) (A), (B) and (C)

20. Vacancies created by retirement or death or resignation or termination of old employees, can be filled with—

- (A) New appointments
- (B) Old people
- (C) Terminated one
- (D) Staff reference
- (E) Young people

21. What is the main function relating to the selection of salesman ?

- (A) Determination of the nature of salesman
- (B) Determination of the No. of salesman
- (C) Determination of the sources of salesman
- (D) Selection of salesman
- (E) All of above

22. How many sources of recruitment of salesman we have ?



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- (A) 1
- (B) 3
- (C) 2
- (D) 4
- (E) 6

23. What is the important source of recruitment of salesman ?

- (A) Internal Sources
- (B) Single Sources
- (C) External Sources
- (D) Casual Sources
- (E) (A) and (C)

24. Examples of Internal source of recruitment of salesman is

- (A) Transfer
- (B) Promotions
- (C) Employees reference
- (D) All of above
- (E) None of above

25. Examples of External sources of recruitment of salesman—

- (A) Educational Institution
- (B) Training Centres
- (C) Employment Agencies
- (D) Applications on Gate
- (E) All of Above

26. What is the main point to be considered while selecting salesman ?

- (A) Education
- (B) Age
- (C) Health
- (D) Nature
- (E) All of above

27. Salesmanship is a/an -

- (A) Art
- (B) Science
- (C) Ability
- (D) Study
- (E) Quantum

28. How packaging protect from monetary loss ?

- (A) Protect loss of Quality
- (B) Protect loss of Quantity
- (C) Protect loss of Profit
- (D) Protect loss of Goodwill
- (E) (A) and (B)

29. What is one of the promotional functions of packaging ?

- (A) Self Service



- (B) Consumer Affluence
- (C) Integrated Marketing
- (D) Innovations Opportunities
- (E) All of above

30. Who said "The label is an information/informative tag, wrapper or seal attached to a product or product's package"?

- (A) Mason & Rath
- (B) William J. Stanton
- (C) Marshal
- (D) Robinson
- (E) Philip Kotler

31. What is one of the main contents of Label ?

- (A) Name of Producer
- (B) Name of Product
- (C) Qualities of Product
- (D) Data of Production
- (E) All of above

32. Which part of the product shows important instructions for using the product ?

- (A) Cap
- (B) Bottle
- (C) Label
- (D) Tag
- (E) Polybag

33. What is one of the types of labels ?

- (A) Brand label
- (B) Grade label
- (C) Descriptive label
- (D) (A) and (C)
- (E) (A), (B) and ©

34. Which of the following is one of the examples of Brand label ?

- (A) Bajaj Scooter
- (B) Tajmahal Tea
- (C) Taj Tea
- (D) Red label Tea
- (E) (B), (C) and (D)

35. When manufacturer produces many type of product, the lable he uses is called—

- (A) Simple label
- (B) Grade label
- (C) Descriptive label
- (D) Brand label
- (E) None of these

36. Examples of Grade label is

- (A) Different types of Britannia Bread



- (B) Different type of Usha Fans
- (C) Hero Honda Splendour Bike
- (D) All of above
- (E) None of above

37. Determination of standards with respect to the quality, utility, size, form colour etc., of the product to be produced is called-

- (A) Grouping
- (B) Standardisation
- (C) Grading
- (D) Mixing
- (E) Expansion

38. What is one of the advantages of standardisation ?

- (A) Increase in Demand
- (B) No need of Expansion
- (C) Convenient sale
- (D) Advantage of Manufacturer
- (E) All of above

39. Marketing of standard goods is

- (A) Very difficult
- (B) Easy
- (C) Difficult
- (D) Not possible
- (E) Very easy

40. What is one of the advantages of standardisation for manufacturer ?

- (A) Increase in Goodwill
- (B) Brand loyalty from the customer
- (C) Increase in profit
- (D) Black Marketing
- (E) All of above except 4

41. What is one of the other advantages of standardisation ?

- (A) Stability in lost
- (B) Helpful in Physical Distribution
- (C) Helpful in Packaging
- (D) Helpful in Sales Promotion
- (E) All of above

42. The division of products into several homogeneous groups on the basis of their common characteristics is called—

- (A) Grading
- (B) Standardisation
- (C) Simplification
- (D) Quality Control
- (E) Quantity Control

43. What is one of the advantages of Grading ?



- (A) Helpful in Selling
- (B) Helpful in Producing at Large scale
- (C) Helpful in Future Contract
- (D) Certainty of Quality
- (E) All of above

44. How grading is helpful in producing at large scale ?

- (A) Increase in Demand
- (B) Produce Large Quantity
- (C) Quality
- (D) (A) and (B)
- (E) None of above

45. An ideal salesman should possess

- (A) Angry Mood
- (B) Polite Nature
- (C) Co-operative Nature
- (D) Reserve Nature
- (E) (B) and (C)

46. The salesman should have

- (A) Strong self confidence
- (B) Loose self confidence
- (C) Loose Character
- (D) Aptitude
- (E) All of above

47. Generally how many references are required to check while selecting a salesman ?

- (A) 2
- (B) 3
- (C) 1
- (D) 4
- (E) 1 or 2

48. What is one of the desirable qualities of a salesman ?

- (A) Physical Attributes
- (B) Mental Attributes
- (C) Moral Attributes
- (D) Vocational Attributes
- (E) All of above

49. What is one of the qualities included in physical attributes ?

- (A) Attractive Personality
- (B) Sound health
- (C) Cheerful
- (D) Ability to work hard
- (E) All of above

50. What is the quality included in Mental attributes ?

- (A) Intelligent



- (B) Imaginative
- (C) Foresightedness
- (D) Alertness
- (E) All of above

ANSWER KEY

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|-------|-------|
| 1. B | 26. E |
| 2. E | 27. A |
| 3. A | 28. E |
| 4. E | 29. E |
| 5. B | 30. A |
| 6. C | 31. E |
| 7. A | 32. C |
| 8. B | 33. E |
| 9. A | 34. E |
| 10. E | 35. B |
| 11. E | 36. D |
| 12. A | 37. B |
| 13. A | 38. E |
| 14. D | 39. E |
| 15. A | 40. E |
| 16. A | 41. E |
| 17. A | 42. A |
| 18. E | 43. E |
| 19. E | 44. D |
| 20. A | 45. E |
| 21. A | 46. A |
| 22. C | 47. E |
| 23. E | 48. E |
| 24. D | 49. E |
| 25. E | 50. E |

