



J A G R A N  
**Josh**  
your guide to success

[WWW.JAGRANJOSH.COM](http://WWW.JAGRANJOSH.COM)

SBI Clerk Written Exam 2012: Solved Question Paper  
on Marketing Aptitude/Computer Knowledge

## TEST V

## MARKETING APTITUDE / COMPUTER KNOWLEDGE

- Q.161.** Marketing is the function of \_\_\_\_\_  
 (1) Only Sales persons (2) Only counter staff (3) Only qualified persons  
 (4) Top Bosses (5) A collective function of all staff
- Q.162.** The performance of a sales person depends on \_\_\_\_\_  
 (1) Ability and willingness of the sales person (2) Incentives paid  
 (3) Size of the sales team (4) Team leader's attitude  
 (5) His aggressive nature
- Q.163.** Good marketing strategy envisages good and proper \_\_\_\_\_  
 (1) Product distribution (2) Networking of branches (3) High Pricing  
 (4) Placement of counter staff (5) Relationship management
- Q.164.** Service Marketing is resorted to in \_\_\_\_\_  
 (1) All MNCs (2) All production houses  
 (3) Industrial units (4) Insurance companies and banks  
 (5) Fish markets
- Q.165.** Customisation results in \_\_\_\_\_  
 (1) Customer exit (2) Customer retention (3) Customer complaints  
 (4) Better Balance Sheet figures (5) Better technology
- Q.166.** Current Accounts are basically meant for \_\_\_\_\_  
 (1) Investment purpose (2) Savings purpose (3) Identity purpose  
 (4) To earn Foreign Exchange (5) Day-to-day needs of one's business
- Q.167.** The sole aim of marketing is to \_\_\_\_\_  
 (1) Improve the Balance Sheet figures (2) Increase recruitment  
 (3) Increase profits (4) Increase production  
 (5) Increase branch network
- Q.168.** Aggressive Marketing is necessitated due to \_\_\_\_\_  
 (1) Globalisation (2) Increased competition (3) Increased production  
 (4) Increased job opportunities (5) Increased staff
- Q.169.** Value added services means \_\_\_\_\_  
 (1) Substituted products (2) Highly valuable products  
 (3) Old products (4) Extra services in addition to existing ones  
 (5) At par services
- Q.170.** Savings Accounts can be opened by \_\_\_\_\_  
 (1) All individuals fulfilling KYC norms (2) All tax payers only  
 (3) All individuals above the age of 18. (4) All businessmen only  
 (5) All students below the age of 18.
- Q.171.** The best promotional tool in any marketing is \_\_\_\_\_  
 (1) Pamphlets (2) Newsletters (3) Word of mouth publicity  
 (4) Regional Advertisements (5) Viral marketing
- Q.172.** Market Information means \_\_\_\_\_  
 (1) Knowledge level of DSAs (2) Information about marketing staff  
 (3) Information regarding Share market (4) Knowledge of related markets  
 (5) Latest knowledge about technology progress
- Q.173.** Efficient marketing style requires \_\_\_\_\_  
 (1) Proper planning (2) Good debating skills (3) Arrogant staff  
 (4) Knowledge of many languages (5) Ignorant customers

- Q.174.** The target group for SME loans is ——  
 (1) All SSIs (2) All College Professors (3) All students  
 (4) All Nurses (5) All salaried persons
- Q.175.** Market segmentation means grouping ——  
 (1) The sales teams (2) The customers as per their needs and tastes  
 (3) Selling arrangements (4) The counter staff  
 (5) The back-office staff
- Q.176.** Target group means ——  
 (1) All employers (2) All sales persons (3) Intended buyers  
 (4) All industries (5) Call Centre persons
- Q.177.** SME means ——  
 (1) Selling and Marketing Employees (2) Sales and Mergers of Entities  
 (3) Small and Micro Entities (4) Small and Medium Enterprises  
 (5) Sales Performance Measurement Program
- Q.178.** A short term loan is repayable within ——  
 (1) 20 years (2) 3 years  
 (3) As per the borrowers' wish (4) As per the guarantor's wish  
 (5) There is no need to repay short term loans
- Q.179.** "USP" in marketing language means ——  
 (1) Uniform Selling Practices (2) Unique Sales Person (3) Unique Selling Proposition  
 (4) Unique Savings Plans (5) Useful Sales Persons
- Q.180.** An IPO Loan is meant for ——  
 (1) Meeting personal needs (2) For higher education  
 (3) Medical treatment (4) For starting a new industry  
 (5) For purchase of shares
- Q.181.** Devices that enter information and let you communicate with the computer are called ——:  
 (1) Software (2) Output devices (3) Hardware  
 (4) Input devices (5) Input / Output devices
- Q.182.** An electronic device, operating under the control of information, that can accept data, process the data, produce output and store the results for future use ——  
 (1) Input (2) Computer (3) Software (4) Hardware (5) None of these
- Q.183.** What is the function of the Central Processing Unit of a Computer ?  
 (1) Creates invoices (2) Performs calculations and processing  
 (3) Deletes Data (4) Corrupts the data (5) None of these
- Q.184.** All the characters that a device can use is called its ?  
 (1) Skill Set (2) Character Alphabet (3) Characters Codes  
 (4) Keyboard Characters (5) Character Set
- Q.185.** If your computer keeps rebooting itself, then it is likely that ——  
 (1) It has a virus (2) It does not have enough memory  
 (3) There is no printer (4) There has been a power surge  
 (5) It needs a CD-ROM
- Q.186.** What does RAM stand for ?  
 (1) Read Access Memory (2) Read Anywhere Memory (3) Random Anything Memory  
 (4) Random Access Module (5) Random Access Memory
- Q.187.** What type of device is a 3½ inch floppy drive ?  
 (1) Input (2) Output (3) Software (4) Storage (5) None of these