

- I. Keshav is looking for a car which is average representation of C segment.  
 II. Keshav's budget is around Rs. 5,50,000.

**Directions (78-80) :** Refer to the following table. Given below are the win loss histories of four tennis players in three set matches and number of matches played.

	P	Q	R	S
Won 2-0	23	18	10	16
Won 2-1	13	16	13	14
Lost 0-2	8	13	16	13
Lost 1-2	6	8	20	17

78. If a win carries an award of Rs. 1500 and a loss of Rs. 1000 which is the largest difference in prize money earned among the four?  
 (1) Rs. 7000  
 (2) Rs. 14000  
 (3) Rs. 5000  
 (4) Rs. 9000
79. As in the case above, what is the lowest average prize money won per match by any player?  
 (1) Rs. 1135 (2) Rs. 1300  
 (3) Rs. 1195 (4) Rs. 1150
80. As in the case above, what is the highest average prize money won per match by any player?  
 (1) Rs. 1495 (2) Rs. 1360  
 (3) Rs. 1460 (4) Rs. 1410
81. The universal recipient blood group is:  
 (1) O (2) AB  
 (3) A (4) B
82. Which one of the following is not a nuclear power?  
 (1) China (2) USA  
 (3) Japan (4) UK
83. Speed of sound is maximum in:  
 (1) Water (2) Air  
 (3) Steel (4) Vacuum
84. Which acid is used in lead storage batteries?  
 (1) Nitric acid  
 (2) Sulphuric acid  
 (3) Hydrochloric acid  
 (4) None of these

85. Why do fighter planes fly at great heights?  
 (1) to escape from birds  
 (2) to cross the sound barrier  
 (3) to overcome gravitational force  
 (4) to escape detection by radar
86. Dialysis is used to perform the function of:  
 (1) Lungs (2) Heart  
 (3) Liver (4) Kidneys
87. Who among the following was the Chairman of the Constitution Drafting Committee?  
 (1) Dr. Ambedkar  
 (2) Dr. Rajendra Prasad  
 (3) Sardar Patel  
 (4) Motilal Nehru
88. Who among the following decides the cancellation of the election of a person to Parliament?  
 (1) Election Commission  
 (2) Supreme Court  
 (3) The Parliament  
 (4) None of these
89. Indian Constitution calls India a:  
 (1) Unitary State  
 (2) Federal State  
 (3) Quasi State  
 (4) Union of States
90. The gas used in Soda Water is:  
 (1) Oxygen  
 (2) Ammonia  
 (3) Carbon Dioxide  
 (4) Sulphur Dioxide
91. Who is the current Nawab of Pataudi?  
 (1) Mansoor Ali Khan  
 (2) Saif Ali Khan  
 (3) Aamir Khan  
 (4) Salman Khan
92. During the debate in parliament over Lokpal Bill, who saluted Anna Hazare for raising the issue of Corruption?  
 (1) Mr. Pranab Mukherjee  
 (2) Mr. Manmohan Singh  
 (3) Mr. Lal Krishna Advani  
 (4) Smt. Sushma Swaraj
93. Which Indian CEO of McKinsey who was settled in USA

was criminally charged with Insider Trading in Stock Market?

- (1) Rajat Gupta  
 (2) Vikram Pandit  
 (3) Rajiv Goel  
 (4) Roomy Khan
94. Who married Prince William recently and may become the next Queen of England?  
 (1) Kate Middleton  
 (2) Rosie Pose  
 (3) Jecca Craig  
 (4) Olivia Hunt
95. Who is the highest wicket taker in the recently concluded India-England ODI 2011 series from Indian side?  
 (1) R Ashwin  
 (2) Ravindra Jadeja  
 (3) Vinay Kumar  
 (4) Suresh Raina
96. In the recently concluded India-England ODI 2011 Series, there was one player whom the English bowlers could not get out even once. Who was he?  
 (1) Gautam Gambhir  
 (2) Suresh Raina  
 (3) M.S. Dhoni  
 (4) R. Ashwin
97. Budha International Circuit is related with which sport?  
 (1) Cricket (2) Football  
 (3) F1 Car Race  
 (4) Tennis
98. Which is the highest budgeted movie in Bollywood as claimed recently?  
 (1) Rock Star (2) RA. One  
 (3) Slumdog Millionaire  
 (4) Mausam
99. Which film won the best film award in the recently concluded Tibet Film Festival at Dharamasala?  
 (1) Mother  
 (2) The Sun Beaten Path  
 (3) Prayers Answered  
 (4) Leaving Fear Behind
100. Who is elected as the Interim Prime Minister of Libya?  
 (1) Ali Tarhouni  
 (2) Mahmoud Jibril  
 (3) Abdel Rahim Al-Kib  
 (4) Saif-Al-Islam Gaddafi

**PROFESSIONAL KNOWLEDGE**

101. Niche marketing can be done for:  
 (1) Readymade garments  
 (2) Ballpoint pens  
 (3) Diamond jewellery  
 (4) Golf Clubs
102. Word-of-mouth marketing is:  
 (1) Triggered by the company  
 (2) Unpaid advertising  
 (3) Used by the company to influence behaviour  
 (4) None of these
103. CRM is a short form of:  
 (1) Customer Relationship Management  
 (2) Company Resource Marketing  
 (3) Consumer Reaching Marketing  
 (4) Customer Relationship Marketing
104. Five stage model of the consumer buying process does not include:  
 (1) Problem recognition  
 (2) Post-purchase behaviour  
 (3) Evaluation of alternatives  
 (4) Product perception
105. Segmentation of consumer markets is based on  
 (1) Consumer characteristics  
 (2) Consumer responses  
 (3) Consumer challenges  
 (4) Both (1) and (2)
106. The stages of the product life cycle in chronological order is:  
 (1) Introduction, growth, maturity, decline  
 (2) Introduction, growth, maturity, stagnation, decline  
 (3) Introduction, maturity, decline  
 (4) Introduction, maturity, stagnation, decline
107. The key to competitive advantage is \_\_\_\_ differentiation.  
 (1) Position  
 (2) Product  
 (3) Conformance  
 (4) Customer Consulting
108. \_\_\_\_ consists of a few companies producing essentially the same commodity.  
 (1) Monopolistic competition  
 (2) Pure competition  
 (3) Oligopoly  
 (4) Pure monopoly
109. Which of the following is not a "market follower" strategy?  
 (1) Counterfeiter  
 (2) Adapter  
 (3) Initiator  
 (4) Cloner
110. \_\_\_\_ is registering, trafficking in, or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.  
 (1) Email marketing  
 (2) Cyber squatting  
 (3) Web scraping  
 (4) Web spidering
111. The following is the biggest limitation of advertising :  
 (1) It forces consumer to buy the things he does not need.  
 (2) It sells gloss and dreams to prospective buyers.  
 (3) It tells consumers about the arrival of new products in market.  
 (4) All of the above
112. The client of an advertising agency is called :  
 (1) Customer  
 (2) Major  
 (3) Corporate  
 (4) Account
113. Under the barter scheme  
 (1) Firms can offer products and services to advertising firms if the latter offer cheap advertising services.  
 (2) Firms buy products from market and supply products to the same market.  
 (3) Cost discounting is the key issue  
 (4) None of these
114. If the objective is \_\_\_\_ then prices must be set very competitively to appeal to the largest possible number of potential consumers.  
 (1) Market penetration  
 (2) Niche Marketing  
 (3) Product enhancement  
 (4) None of these
115. \_\_\_\_ include medical specialists and legal advisors.  
 (1) Speciality services  
 (2) Speciality products  
 (3) Primary services  
 (4) Secondary services
116. The \_\_\_\_ represents our expectations of the general need for the item during the lead time.  
 (1) Reorder point  
 (2) Safety stock quantity  
 (3) Reordering policy  
 (4) Reordering cycle
117. \_\_\_\_ is the principle of organization of a region around several political, social or financial centres.  
 (1) Ethnocentrism  
 (2) Polycentrism  
 (3) Marketing expansion  
 (4) Global marketing
118. Material culture is divided into two parts :  
 (1) Language, Aesthetics  
 (2) Technology, Economics  
 (3) Education Religion  
 (4) Attitudes, Values
119. Identify the group name, whose mission statement is :  
 "To become a major player in the global chemical business and simultaneously growth in other growth industries like infrastructure"  
 (1) Reliance  
 (2) Tata  
 (3) Bharti enterprises  
 (4) Kotak Mahindra
120. \_\_\_\_ is the latest-buzzword in corporate boardrooms.  
 (1) Service quality  
 (2) Service sector  
 (3) Service industry  
 (4) All of the above
121. Relatively large, low-cost, low-margin high-volume, self-service operations etc.

- (1) Super market  
 (2) Discount store  
 (3) Department store  
 (4) Convenience store
122. Distribution mix refers to:  
 (1) Selection of different distribution channels like Distribution - Wholesaler - Retailers - Consumer etc.  
 (2) Selection of sales promotion techniques, Advertising, Sales - promotion, personal selling etc.  
 (3) Selection of pre-sales during sales after sales service etc.  
 (4) All of the above
123. Products under the brand name "Enfield" are:  
 (1) Motor Cycles  
 (2) Television  
 (3) Gensets  
 (4) All of the above
124.  $N = S/P(1 + T)$  indicates the:  
 (1) Work load method  
 (2) Sales potential method  
 (3) Incremental method  
 (4) Sales budget
125. "Dividend Yield" is the ratio between  
 (1) Dividend per share, market price per share  
 (2) Total debt, total equity  
 (3) Market price per share, earnings per share  
 (4) None of these
126. A bank expects fall in price of a security if it sells it in the market. What is the risk that the bank is facing?  
 (1) Market risk  
 (2) Operational risk  
 (3) Asset Liquidation risk  
 (4) Market liquidity risk
127. When a company acquires a supplier through an acquisition strategy, this is referred to as  
 (1) Vertical marketing system  
 (2) Forward integration  
 (3) Horizontal integration  
 (4) Backward integration
128. Charles Revson of Revlon observed: "In the factory, we make cosmetics; in the store, \_\_\_\_\_"  
 (1) we make profits  
 (2) we challenge competitors  
 (3) we implement ads  
 (4) we sell hope
129. Mohan Sawhney has proposed the concept of \_\_\_\_\_ to describe a cluster of complementary products and services that are closely related in the minds of consumers but are spread across a diverse set of industries.  
 (1) metamarket  
 (2) vertical integration  
 (3) horizontal integration  
 (4) Betamarket
130. A tobacco company advertises its line of music cds. It is a type of:  
 (1) Substitute advertising  
 (2) Surrogate advertising  
 (3) Out-door advertising  
 (4) None of these
131. You watch a movie and find out that a particular brand crops up in it very often. It is an example of:  
 (1) Surrogate advertising  
 (2) Broadcast advertising  
 (3) Covert advertising  
 (4) None of these
132. What is a logo?  
 (1) Pictorial representation of what the company stands for  
 (2) Graphic or emblem used by a company to trigger instant recall  
 (3) The short form of the name of the company  
 (4) All kinds of advertisements used by the company
133. Diffusion of Innovations is a theory that seeks to explain how, why, and at what rate new ideas and technology spread through cultures. The adopters of these innovations are categorised in five categories. Which of the following is incorrect?  
 (1) Early adopters  
 (2) Early majority  
 (3) Late adopters  
 (4) Late majority
134. Database marketing is:  
 (1) Direct form of marketing  
 (2) Indirect form of marketing  
 (3) Most efficient form of advertising  
 (4) None of these
135. Segmentation is:  
 (1) A method to divide the market in to different groups according to age only  
 (2) A method to understand consumer behaviour  
 (3) A method used to divide the market in different individual groups of similar needs or wants  
 (4) None of these
136. B2B means:  
 (1) Buyer to brand  
 (2) Business to business  
 (3) Business to buyer  
 (4) None of these
137. Who started the first Hypermarket?  
 (1) Walmart  
 (2) Carrefour  
 (3) Casino  
 (4) The dolla store
138. The first step of sales process is:  
 (1) Lead generation  
 (2) Convincing the buyer  
 (3) Selling the product  
 (4) Showing a product
139. Core competence of a company helps it to:  
 (1) Maintain an edge over its competitors  
 (2) Position its product better  
 (3) Price its product better  
 (4) All of these
140. Laggards are:  
 (1) Individuals who do not accept an innovation  
 (2) Individuals who are the last to accept an innovation  
 (3) Individuals seeking innovations  
 (4) None of these

141. Consumer research takes place at this stage.  
 (1) Before purchase  
 (2) After purchase  
 (3) During the purchase  
 (4) All of these
142. SWOT analysis does not contain this.  
 (1) Strength  
 (2) Weakness  
 (3) Opportunity  
 (4) Talent
143. This is not direct marketing:  
 (1) Door to door selling  
 (2) Internet marketing  
 (3) Telemarketing  
 (4) None of these
144. Trademark is the legal word of:  
 (1) Brand (2) Product  
 (3) Patent  
 (4) None of these
145. Which of the following is not an advantage of world marketing?  
 (1) Consistency in brand image  
 (2) Ability to leverage good ideas quickly and efficiently  
 (3) Uniformity of marketing practices  
 (4) None of these
146. The four Ps of Marketing do not include this  
 (1) Product (2) Price  
 (3) Profit (4) Promotion
147. Porter's Five Force Model includes:  
 (1) Bargaining power of customer  
 (2) Advertising  
 (3) Threat of substitute product  
 (4) Bargaining power of suppliers
148. The Letter T in PEST stands for:  
 (1) Treats  
 (2) Technological  
 (3) Teacher  
 (4) Table
149. Brad Loyalty is defined by Kotler in for behaviour pattern. Which of the following is not one of them.

- (1) Hard Core Loyals  
 (2) Shifters  
 (3) Semi Loyals  
 (4) Shifting Loyals
150. Marketing does not involve which of the following?  
 (1) Selling  
 (2) Promoting  
 (3) Advertising  
 (4) None of these

**ANSWERS**

1.(1)	2.(2)	3.(3)	4.(1)
5.(1)	6.(3)	7.(1)	8.(2)
9.(3)	10.(3)	11.(1)	12.(2)
13.(3)	14.(2)	15.(3)	16.(1)
17.(3)	18.(1)	19.(3)	20.(2)
21.(1)	22.(2)	23.(4)	24.(3)
25.(2)	26.(4)	27.(1)	28.(1)
29.(3)	30.(4)	31.(2)	32.(1)
33.(2)	34.(3)	35.(1)	36.(3)
37.(1)	38.(1)	39.(4)	40.(3)
41.(1)	42.(4)	43.(3)	44.(4)
45.(1)	46.(3)	47.(2)	48.(4)
49.(2)	50.(3)	51.(1)	52.(2)
53.(1)	54.(4)	55.(3)	56.(1)
57.(1)	58.(4)	59.(2)	60.(3)
61.(4)	62.(1)	63.(4)	64.(4)
65.(2)	66.(4)	67.(1)	68.(4)
69.(4)	70.(3)	71.(2)	72.(2)
73.(4)	74.(3)	75.(3)	76.(1)
77.(3)	78.(1)	79.(3)	80.(2)
81.(2)	82.(4)	83.(3)	84.(2)
85.(4)	86.(4)	87.(1)	88.(1)
89.(4)	90.(3)	91.(4)	92.(2)
93.(1)	94.(1)	95.(2)	96.(3)
97.(3)	98.(2)	99.(3)	100.(3)
101.(3)	102.(2)	103.(1)	104.(4)
105.(4)	106.(2)	107.(2)	108.(3)
109.(3)	110.(2)	111.(1)	112.(1)
113.(2)	114.(1)	115.(4)	116.(1)
117.(2)	118.(2)	119.(1)	120.(1)
121.(1)	122.(1)	123.(1)	124.(2)
125.(1)	126.(4)	127.(4)	128.(4)
129.(1)	130.(2)	131.(3)	132.(2)
133.(3)	134.(1)	135.(3)	136.(2)
137.(2)	138.(1)	139.(1)	140.(2)
141.(4)	142.(4)	143.(4)	144.(1)
145.(4)	146.(3)	147.(2)	148.(2)
149.(3)	150.(4)		

**EXPLANATIONS**

6. (3) The word **Degauss (Verb)** means : to decrease or eliminate an unwanted magnetic field.
7. (1) The word **Culvert (Noun)** means : a tunnel that carries a river or a pipe for water under a road.
8. (2) The word **Plumose (Adjective)** means : like a feather.
9. (3) The word **Maraud (Verb)** means : to go around a place in search of things to steal or people to attack.
10. (3) The word **Halcyon (Adjective)** means : peaceful and happy.
11. (1) The word **Shard (Noun)** means : a piece of broken glass, metal etc.
12. (2) The word **Cauldron (Noun)** means : a large deep pot for boiling liquids or cooking food over a fire.
14. (2) The word **Stagger (Verb)** means : to walk with weak unsteady steps as if you are about to fall; totter.
19. (3) The word **Pant (Verb)** means : to breathe quickly with short breaths, usually with your mouth open.
20. (2) The word **Agony (Noun)** means : extreme physical or mental pain.
21. (1) Ratio of profit  
 $= x \times 12 : 2x \times 6 : 3x \times 4$   
 $= 1 : 1 : 1$   
 $\therefore C's \text{ share} = \frac{1}{3} \times 27000$   
 $= \text{Rs. } 9000$
22. (2) If time taken by B be 2x days, then time taken by A = x days.  
 $\therefore \frac{1}{x} + \frac{1}{2x} = \frac{1}{14}$   
 $\Rightarrow \frac{2+1}{2x} = \frac{1}{14} \Rightarrow \frac{3}{x} = \frac{1}{7}$   
 $\Rightarrow x = 3 \times 7 = 21 \text{ days}$
23. (4) If the number of boys = x then number of girls = 60 - x

