

Q. 1. An email account includes a storage area, often called a(n) ___

- (1) attachment
- (2) hyperlink
- (3) mailbox
- (4) IP address
- (5) None of these

Q. 2. Data becomes ___ when it is presented in a format that people can understand and use.

- (1) processed
- (2) graphs
- (3) information
- (4) presentation
- (5) None of these

Q.3. A set of computer programs that helps a computer monitor itself and function more efficiently is a(n) ___

- (1) Windows
- (2) System Software
- (3) DBMS
- (4) Application Software
- (5) None of these

Q. 4. An area of a computer that temporarily holds data waiting to be processed is ___

- (1) CPU
- (2) Memory
- (3) Storage
- (4) File
- (5) None of these

Q.5. A ___ is a microprocessor-based computing device.

- (1) personal computer
- (2) mainframe
- (3) workstation
- (4) server
- (5) None of these

Q. 6. You use a(n) ___, such as a keyboard or mouse, to input information.

- (1) output device
- (2) input device
- (3) storage device
- (4) processing device
- (5) None of these

Q.7. The term ___ designates equipment that might be added to a computer system to enhance its functionality.

- (1) digital device
- (2) system add-on
- (3) disk pack
- (4) peripheral device
- (5) None of these

Q. 8. The instructions that tell a computer how to carry out the processing tasks are referred to as computer ___

- (1) programs
- (2) processors
- (3) input devices
- (4) memory modules
- (5) None of these

Q. 9. RAM can be thought of as the ___ for the computer's processor.

- (1) factory
- (2) operating room
- (3) waiting room
- (4) planning room
- (5) None of these

Q. 10. C, BASIC, COBOL, and Java are examples of ___ languages.

- (1) low-level
- (2) computer
- (3) system programming
- (4) high-level
- (5) None of these

Q.11. ___ is the ability of a device to "jump" directly to the requested data.

- (1) Sequential access
- (2) Random access
- (3) Quick access
- (4) All of the above
- (5) None of these

Q.12. The ___ is the amount of data that a storage device can move from the storage medium to the Computer per second.

- (1) data migration rate
- (2) data digitizing rate
- (3) data transfer rate
- (4) data access rate
- (5) None of these

Q.13. A __ converts all the statements in a program in a single batch and the resulting collection of instructions is placed in a new file.

- (1) converter
- (2) compiler
- (3) interpreter
- (4) instruction
- (5) None of these

Q.14. One thousand bytes is a __

- (1) kilobyte
- (2) megabyte
- (3) gigabyte
- (4) terabyte
- (5) None of these

Q.15. 'Benchmark' means __

- (1) Benches for customers to sit
- (2) Benches for salesmen to sit
- (3) Products displayed on a bench
- (4) Set standards
- (5) All of the above

Q. 16 A Call Centre is __

- (1) a meeting place for DSAs
- (2) a Training Centre for DSAs
- (3) a meeting place for customers
- (4) Data Centre

(5) a back office set up where customer queries are answered

Q.17. The sequence of a sales process is ___

(1) Lead generation, Call, Presentation & Sale

(2) Sale, Presentation, Lead generation & Call

(3) Presentation, Lead generation, Sale & Call

(4) Lead Generation, Call, Sale & Presentation

(5) There is no sequence required

Q.18. Home loans are granted to -

(1) Individuals

(2) Institutions

(3) Builders

(4) All of these

(5) None of these

Q.19. To 'Close a Call' means ___

(1) 'fo end the conversation

(2) To put the phone down

(3) To close the doors

(4) To clinch the sale

(5) To close the business

Q.20. A ___ is an additional set of commands that the computer displays after you make a selection from the main menu.

(1) dialog box

(2) submenu

(3) menu selection

(4) All of the above

(5) None of these

Q.21. Information kept about a file includes ----

(1) print settings

(2) deletion date

(3) (1) & (2) only

(4) size

(5) None of these

Q.22. ___ provides process and memory management services that allow two or more tasks, jobs, or programs to run simultaneously.

(1) Multitasking

(2) Multithreading

(3) Multiprocessing

(4) Multicomputing

(5) None of these

Q.23. The ALU performs ___ operations.

(1) arithmetic

(2) ASCII

(3) algorithm-based

(4) logarithm-based

(5) None of these

Q. 24. A (n) ___ is software that helps a computer control itself to operate efficiently and keep track of data.

(1) application system

(2) hardware system

- (3) software system
- (4) oprating system
- (5) None of these

Q.25. 'Customisation' means ___

- (1) Tailor-made products for each customer
- (2) Customers selling goods
- (3) Tailor-made products for each staff
- 4) A selling process
- (5) None of these

Q.26. A 'Call' in Marketing language means ___

- (1) Calling On a salesperson
- (2) Calling on a customer
- (3) Making a phone-call
- (4) Telemarketing
- (5) None of these

Q.27. Computers manipulate data in many ways, and this manipulation is called ___

- (1) upgrading
- (2) processing
- (3) batching
- (4) utilizing
- (5) None of these

Q.28. A Marketing Survey is required for ___

- (1) deciding marketing strategies
- (2) deciding Product strategies

(3) deciding pricing strategies

(4) All of these

(5) None of these

Q.29. The Target Group for Education Loans is ----

(1) all colleges

(2) all parents

(3) research scholars

(4) meritorious students seeking higher education

(5) all of these

Q.30. Cross-selling means ___

(1) Selling with a cross face

(2) Cross country marketing

(3) Selling other products to existing customers

(4) Selling to friends

(5) Selling to employees

Q.31. Market Segmentation is useful for---

(1) Preferential marketing

(2) Targeting existing clients

(3) Identifying prospects

(4) Knowing customers' tastes

(5) All of the above

Q.32. The Target Group for Savings Deposit Accounts is ___

(1) Newborn babies

(2) students

- (3) parents
- (4) businessman
- (5) all of the above

Q. 33. Market Segmentation can be resorted to by means of ___

- (1) segmenting by age
- (2) segmenting by income
- (3) segmenting geographically
- (4) all of these
- (5) none of these

Q.34. The Target Group for a Car Loan is ---

- (1) all auto drivers
- (2) all auto dealers
- (3) all car owners
- (4) any individual needing a car
- (5) all of these

Q.35. Market information means ---

- (1) knowledge of industries
- (2) knowledge of households
- (3) knowledge of peers
- (4) knowledge of customers' tastes
- (5) All of these

Q.36. Credit cards are used for -

- (1) Cash withdrawals
- (2) Purchase of air tickets

- (3) Purchase of consumable items from retail outlets
- (4) All of these
- (5) None of these

Q.37. The Target Group for Agricultural Loans is ___

- (1) any farmer
- (2) farm labourers
- (3) any individual dealing in agricultural or related activity
- (4) farmers' societies
- (5) all of these

Q.38. The Target Group for Credit Cards is ----

- (1) existing cardholders
- (2) all graduates
- (3) all minors
- (4) individuals with taxable income
- (5) all of these

Q.39. Market Segmentation means ___

- (1) segmenting the salesmen
- (2) segmenting the employees
- (3) segmenting the customers as per their Needs
- (4) segmenting the products
- (5) All of these

Q. 40. A 'Target Group' means---

- (1) a group of sellers
- (2) a group of buyers

(3) a group of products

(4) a group of persons to whom sales should be focused

(5) all of these

Answer :

(1) 3 (2) 3 (3) 2 (4) 2 (5) 1 (6) 2 (7) 4 (8) 1 (9) 3 (10) 4 (11) 2 (12) 3 (13) 2 (14) 1 (15) 4 (16) 5 (17) 1 (18) 1 (19) 4 (20) 1
(21) 3 (22) 1 (23) 1 (24) 4 (25) 1 (26) 2 (27) 2 (28) 4 (29) 4 (30) 3 (31) 5 (32) 5 (33) 4 (34) 4 (35) 5 (36) 4 (37) 3 (38) 4 (39)
3 (40) 5