

1. Which one of the following would not be considered as a form of secondary storage?

- (a) Floppy Disk (b) Optical Disk (c) RAM
(d) Flash Drive (e) Hard Disk (Ans : c)

2. The Processor is an example of computer–

- (a) Software (b) Output Unit (c) Storage
(d) Program (e) Hardware (Ans : e)

3. A hexadecimal number is a number to the base–

- (a) 2 (b) 20 (c) 16 (d) 4 (e) 8 (Ans : c)

4. Java in computer programming is a–

- (a) Compiler (b) Hardware Device Driver
(c) Low-level Language (d) High-level Language
(e) Programming Mid-level Language (Ans : d)

5. Which of the following is not a binary number?

- (a) 01010 (b) 11111 (c) 31121
(d) 00000 (e) 110110 (Ans : c)

6. What does the acronym WAN stand for?

- (a) Widest Area Network (b) Wild Area Network
(c) Wide Area Networking (d) Wide Area. Network
(e) Wider Area Network (Ans : d)

7. FTP is an acronym for–

- (a) File Transaction Protocol (b) File Truncation Protocol
(c) File Translation Protocol (d) File Transfer Protocol
(e) File Transmission Protocol (Ans : d)

8. Connections to the Internet using a phone line and a modem are called..... connections.

- (a) Digital (b) Dial-up (c) Broadband
(d) Dish (e) Both (b) and (c) (Ans : b)

9. Documents converted to..... can be published to the web.

- (a) A doc file (b) HTTP (c) machine language

(d) HTML (e) None of these (Ans : b)

10. What is extension of Microsoft Word document?

(a) txt (b) doc (c) ppt
(d) xls (e) psd (Ans : b)

11. Outlook Express is a(n)–

(a) protocol (b) Search Engine (c) Browser
(d) Network (e) E-mail Client (Ans : e)

12. Printers and screens in computer system are common form of–

(a) Processing device (b) Computation units (c) Input units
(d) Storage units (e) Output units (Ans : e)

13. LSI in chip technology stands for–

(a) Large-Scale Internet (b) Low-Scale Integration
(c) Low-Scale Internet (d) Local-Scale Integration
(e) Large-Scale Integration (Ans : e)

14. Ctrl + n in MS word is used to–

(a) Save document (b) Start Paragraph (c) Open new document
(d) Close document (e) Open a saved document (Ans : c)

15. Connections to other documents or to other locations within a website is known as–

(a) Hyper connects (b) Plug-ins (c) Hyperlinks (d) Filters (e) Bots (Ans : c)

16. Checking whether a program functions correctly and then correcting errors, it is known as–

(a) Error-proofing a program (b) Default error-checking
(c) De-erroring (d) Debugging (e) Decoding (Ans : d)

17. Single-word reference to viruses, worms etc. is–

(a) harmware (b) virus (c) phish
(d) malware (e) killer war (Ans : d)

18. Converting the computer language of 1's and 0's to characters, that can be understood is known as.....

(a) Selecting (b) Creating clip-art (c) Decoding

(d) Generating (e) Highlighting (Ans : c)

19. Storage that returns its data after the power is turned off is referred to as—

**(a) Sequential storage (b) Direct storage (c) Non-destructive storage
(d) Non-volatile storage (e) Volatile storage (Ans : d)**

20. A compiler in computing means—

(a) A programmer. (b) A person who compiles source program. (c) Key punch operator (d) A gaming software (e) A program which translates source program into object program (Ans : e)

21. What is Windows Vista?

**(a) Processor (b) Output Device (c) Storage Device
(d) Input Device (e) Operating System (Ans : e)**

22. Which of the following is not an operating system used in computer?

**(a) Windows 95 (b) Windows 2000 (c) MS-DOS
(d) Windows 3.1 (e) Windows 98 (Ans : d)**

23. "DTP" is a computer abbreviation usually means—

**(a) Digital Transmission Protocol (b) Desktop Publishing
(c) Document Type Processing (d) Document Transfer Processing (e) Data Type Programming (Ans : b)**

24. Which of the following is equivalent roughly to 1 billion bytes?

**(a) One kilobyte (b) One Terabyte (c) One Gigabyte
(d) One Megabyte (e) One Megabit (Ans : c)**

25. The ALU and Control unit, jointly is known as—

(a) RAM (b) CPU (c) PC (d) EPROM (e) ROM (Ans : b)

26. The..... port resembles a standard phone jack.

(a) Fire wire (b) modem (c) peripheral (d) serial (e) None of these (Ans : b)

27. The ALU performs..... operations.

(a) arithmetic (b) ASCII (c) algorithm-based (d) logarithm-based (e) None of above (Ans : a)

28. A group of related records in a database is called a(n)–
(a) object (b) memo (c) table (d) record (e) None of these (Ans : c)
29. What is the generation of computers which are built with microprocessors?
(a) third (b) fourth (e) first (d) second (e) prior to first (Ans : b)
30. The digital telecommunication term ISDN is an abbreviation for
(a) Internet Services Data Network (b) International Services Digital Network
(c) Integrated Services Digital Network (d) Interactive Standard Dynamic Networks
(e) Integrated Standard Digital Networks (Ans : c)
31. How to specify cell range from A10 to A 25 in MS Excel?
(a) (A10-A25) (b) (A10 to A25) (c) (A10 : A25) (d) (A10 . A25) (e) (A10 A25)
(Ans : c)
32. If you change Windows 98 operating system to Windows XP, then it is known as–
(a) Update (b) Patch (c) Pull down (d) Push up (e) Upgrade (Ans : e)
33. ALU and control unit of most of the computers are combined and are embedded on a single .
(a) Monochip (b) Control unit (c) Microprocessor (d) ALU (e) Microfilm
(Ans : c)
34. QWERTY is used with reference to–
(a) Printer (b) Monitor (c) Keyboard (d) Mouse (e) Joystick (Ans : c)
35. Where does most data go first with' in a computer memory hierarchy?
(a) RAM (b) ROM (e) BIOS (d) CACHE (e) None of these (Ans : a)
36. A result of a computer virus can not lead to–
(a) Disk Crash (b) Mother Board Crash (c) Corruption of program
(d) Deletion of files (e) None of above (Ans : b)

37. Which of the following extensions suggest that the file is a backup copy–

(a) Bak (b) Bas (c) Com (d) Txt (e) None of these (Ans : a)

38. Which of the following storage media provides sequential access only?

(a) Floppy disk (b) Magnetic disk (c) Magnetic tape (d) Optical disk (e) None of above (Ans : a)

39. The..... becomes different shapes depending on the task you are performing.

(a) Active tab (b) Insertion point (c) Mouse pointer (d) Ribbon (e) None of above (Ans : c)

40. A file extension is separated from the main file name with a(n)–

(a) question mark (b) exclamation mark (c) underscore (d) period (e) None of above (Ans : e)

2. 1. Any data or instruction entered into the memory of a computer is considered as–

(A) storage (B) output (C) input (D) information (E) None of these (Ans : A)

2. One of the methods for Market Monitoring is–

(A) to watch TV serials (B) to discuss with other sales persons (C) to monitor media outlets (D) All of these (E) None of these (Ans : C)

3. Sources of Sales Leads are–

(A) Data Mining (B) Market Research (C) Media Outlets (D) Promotional Programs (E) All of these (Ans : E)

4. Promotion in Marketing means–

(A) passing an examination (B) elevation from one grade to another (C) selling the products through various means (D) selling the product in specific areas (E) All of these (Ans : C)

5. The Target Group for Education Loans is–

(A) All colleges (B) all parents (C) research scholars
(D) meritorious students seeking higher education (E) all of these (Ans : D)

6. How many different documents can you have open at any one time ?

(A) Not more than three (B) Only one (C) As many as your computer memory will hold

(D) No more than your Taskbar can display (E) None of these (Ans : D)

7. A 'Target Group' means—

(A) a group of sellers (B) a group of buyers (C) a group of products

(D) a group of persons to whom sales should be focused (E) All of these (Ans : D)

8. Market Segmentation means—

(A) segmenting the salesmen (B) segmenting the employees

(C) segmenting the customers as per their needs

(D) segmenting the products (E) All of these (Ans : C)

9. Value-added services mean—

(A) Additional cost (B) Additional production (C) Additional staff

(D) Additional services (E) All of these (Ans : D)

10. Marketing channels mean—

(A) Delivery time (B) Delivery period (C) Sales outlets

(D) Purchase outlets (E) All of these (Ans : C)

11. Good selling skill calls for—

(A) Patience (B) Perseverance (C) Persuasion

(D) Pursuit (E) All of these (Ans : E)

12. To "close a call" means—

(A) To clinch the sales (B) To abandon the sales (C) To lose the business

(D) To annoy the customer (E) To exit from the sales team (Ans : A)

13. To make the number pad act as directional arrows, you press the key.

(A) shift (B) arrow lock (C) num lock (D) caps lock (E) None of these (Ans : C)

14. You use a (n) such as a keyboard or mouse, to input information.
(A) storage device (B) processing device (C) input device
(D) output device (E) None of these (Ans : C)

15. allows voice conversations to travel over the Internet.
(A) Internet telephony (B) Instant messaging (C) E-mail
(D) E-commerce (E) None of these (Ans : A)

16. Which of the following is not true about computer files ?
(A) They are collections of data saved to a storage medium
(B) Every file has a file name
(C) A file extension is established by the user to indicate the file's contents
(E) All files contain data (D) None of these (Ans : C)

17. To move to the beginning of a line of text, press the key.
(A) pageup (B) a (C) home (D) enter (E) None of these (Ans : C)

18. The contents of are lost when the computer turns off.
(A) storage (B) input (C) output (D) memory (E) None of these (Ans : D)

19. When you turn on the computer, the boot routine will perform this test–
(A) RAM test (B) disk drive test (C) memory test
(D) power-on self-test (E) None of these (Ans : B)

20. When you save to this, your data will remain intact even when the computer is turned off–
(A) RAM (B) motherboard (C) secondary storage device
(D) primary storage device (E) None of these (Ans : C)

21. Antivirus software is an example of–
(A) business software (B) an operating system (C) a security utility
(D) an office suite (E) None of these (Ans : C)

22. Marketing in banks is a necessity today, due to–
(A) Liberalisation (B) Nationalisation (C) Fashion (D) Urbanisation

(E) Marketing in banks is not necessary, as banking in India is more than 200 years old (Ans : A)

23. The main system board of a computer is called the–

(A) integrated circuit (B) motherboard (C) processor (D) microchip (E) None of these (Ans : B)

24. A(n) backup contains a copy of every program, data, and system file on a computer.

(A) restoration (B) bootstrap (C) differential (D) full (E) None of these (Ans : D)

25. Target group means–

(A) all employees (B) short-listed group (C) all the marketing staff (D) sales representatives (E) group of people likely to buy the identified product (Ans : E)

3. 1. A series of instructions that tells a computer what to do and how to do it is called a–

(A) program (B) command (C) user response (D) processor (E) None of these (Ans : A)

2. Market Expansion means–

(A) hiring more staff (B) firing more staff (C) buying more products (D) buying more companies (E) growth in sales through existing and new products (Ans : E)

3. Effective marketing helps in–

(A) developing new products (B) creating a competitive environment (C) building demand for products (D) All of these (E) None of these (Ans : D)

4. Which part of the computer displays the work done?

(A) RAM (B) Printer (C) Monitor (D) ROM (E) None of these (Ans : C)

5. 'Customisation' means–

(A) Tailor-made products for each customer (B) Customers selling goods (C) Tailor-made products for each staff (D) A selling process

(E) None of these (Ans : A)

6. A 'Call' in Marketing language means–

(A) Calling on a salesperson (B) Calling on a customer

(C) Making a phone-call (D) Telemarketing

(E) None of these (Ans : B)

7. Computers manipulate data in many ways, and this manipulation is called–

(A) upgrading (B) processing (C) batching (D) utilizing (E) None of these

(Ans : B)

8. A Marketing Survey is required for–

(A) deciding marketing strategies (B) deciding Product strategies

(C) deciding pricing strategies (D) All of these

(E) None of these (Ans : D)

9. Market Plan is a–

(A) selling process (B) year-end budget (C) calendar

(D) business document for marketing strategies (E) All of these (Ans : D)

10. "ATM" stands for–

(A) Anywhere Marketing (B) Any Time Marketing (C) Any Time Money

(D) Automated Teller Machine (E) Automatic Timely Machine (Ans : D)

11. "USP" in Marketing means–

(A) Useful Sales Procedures (B) Useful Selling Propositions (C) Useful Sales Persons

(D) Used Sales Plans (E) Unique Selling Propositions (Ans : E)

12. 'A Target Group' means–

(A) a group of salesmen targeting the customers (B) likely buyers

(C) group of products (D) group of companies (E) all of these (Ans : B)

13. Which of the following can only have sequential access ?

(A) Disk (B) Tape (C) CD – ROM (D) DVD – ROM (E) None of these (Ans : B)

14. Sending an E-mail is similar to–

(A) writing a letter (B) drawing a picture (C) talking on the phone

(D) sending a package (E) None of these (Ans : A)

15. Items such as names and addresses are considered

(A) information (B) input (C) records

(D) data (E) None of these (Ans : D)

16. One who designs, writes, tests and maintains computer programs is called a

(A) User (B) Programmer (C) Designer

(D) Operator (E) None of these (Ans : B)

17. Ctrl shift and Alt are called keys.

(A) modifier (B) function (C) alphanumeric (D) adjustment (E) None of these (Ans : E)

18. Which key is used in combination with another key to perform a specific task ?

(A) function (B) space bar (C) arrow (D) control (E) None of these (Ans : D)

19. Physical components that make up your computer are known as—

(A) Operating Systems (B) Software (C) Hardware

(D) Web Browsers (E) None of these (Ans : C)

20. Computers use the number system to store data and perform calculations.

(A) binary (B) octal (C) decimal (D) hexadecimal (E) None of these (Ans : A)

21. The main directory of a disk is called the directory.

(A) root (B) sub (C) folder (D) network (E) None of these (Ans : A)

22. Marketing is a—

(A) one day effort (B) team effort (C) one man effort

(D) All of these (E) None of these (Ans : B)

23. Service Marketing is the same as—

(A) Transaction Marketing (B) Relationship Marketing

(C) Internal Marketing (D) Outdoor Marketing (E) All of these (Ans : E)

24. Marketing is influenced by–

**(A) product demand (B) public taste (C) buyer behaviour
(D) brand image (E) All of these (Ans : E)**

25. HNI means–

(A) High income Individual (B) Honest Marketing Staff (C) High Network Individual

(D) Honest Neutral Individual (E) None of these (Ans : C)

4. 1. Which of the following refers to the fastest, biggest and most expensive computers?

**(A) Personal Computers (B) Super Computers (C) Laptops
(D) Notebooks (E) None of these (Ans : B)**

2. The role of a generally is to determine a buyer's needs and match it to the correct hardware and software.

(A) Computer scientist (B) Computer sales representative (C) Computer consultant

(D) Corporate trainer (E) None of these (Ans : B)

3. Delivery Channel means–

(A) maternity wards (B) handing over the products to the buyers

(C) places where products are made available to the buyers

(D) All of these (E) None of these (Ans : C)

4. Which is the part of a computer that one can touch and feel?

(A) Hardware (B) Software (C) Programs

(D) Output (E) None of these (Ans : A)

5. Information kept about a file includes–

(A) print settings (B) deletion date (C) (A) and (B) Only

(D) size (E) None of these (Ans : E)

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

(A) Multitasking (B) Multithreading (C) Multiprocessing

(D) Multicomputing (E) None of these (Ans : A)

7. The ALU performs operations.

**(A) arithmetic (B) ASCII (C) algorithm-based
(D) logarithm-based (E) None of these (Ans : A)**

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

**(A) application system (B) hardware system (C) software system
(D) operating system (E) None of these (Ans : D)**

9. A “Prospect” means–

**(A) Company’s Prospectus (B) Company’s Memorandum of Association
(C) A likely buyer (D) A likely seller (E) None of these (Ans : C)**

10. Digital Marketing includes-(Find the incorrect answer.)–

**(A) Web advertisement (B) E-mail canvassing (C) Blogs
(D) SMS campaigns (E) Mobile alerts (Ans : C)**

11. “HNI” means–

**(A) Highly Non-interested Individuals (B) Highly Needy Individuals
(C) High Networth Individuals (D) Highly Negative Individuals
(E) None of these (Ans : C)**

12. Motivation means–

**(A) keeping the salesmen happy (B) keeping the staff happy
(C) more enthusiasm (D) more team-work
(E) All of these (Ans : E)**

13. The most advanced supply-distributor arrangements for vertical marketing systems rely on distribution programming.

**(A) Corporate (B) Administered (C) Contractual
(D) Regulatory (E) Controlled (Ans : B)**

14. Any paid form of non-personal presentation and promotion of ideas, goods or services by an indentified sponsor is :

**(A) Public relations and publicity (B) Sales promotion (C) Interactive Marketing
(D) Advertising (E) Direct marketing (Ans : D)**

15. Which of the following is not an Output Device?
(A) Plotter (B) Mouse (C) Scanner (D) Printer (E) Headphone (Ans : B)
16. Concentrated marketing is a strategy opted for—
(A) Market segmentation (B) Market Research (C) Marketing Mix
(D) Both B and C (E) All of these (Ans : A)
17. All the deleted files go to—
(A) Recycle Bin (B) Task Bar (C) Tool Bar (D) My computer (E) None of these (Ans : A)
18. Various applications and documents are represented on the Windows desktop by—
(A) Symbols (B) Labels (C) Graphs (D) Icons (E) None of these (Ans : D)
19. What is the permanent memory built into your computer called ?
(A) RAM (B) ROM (C) CPU (D) CD-ROM (E) None of these (Ans : B)
20. The pattern of printed lines on most products are called—
(A) prices (B) OCR (C) scanners (D) barcodes (E) None of these (Ans : D)
21. Most Web sites have a main page, the which acts as a doorway to the rest of the Web site pages.
(A) search engine (B) homepage (C) browser (D) URL (E) None of these
(Ans : B)
22. Which of the following system components is the brain of the computer?
(A) Circuit board (B) CPU (C) Memory (D) Network card (E) None of these
(Ans : B)
23. A shares hardware, software, and data among authorized users.
(A) network (B) protocol (C) hyperlink (D) transmitter (E) None of these
(Ans : A)

24. Good marketing requires one of the following–

- (A) proper planning (B) good team work (C) good communication skills
(D) knowledge of products (E) All of these (Ans : E)**

25. The name of the computer's brain is–

- (A) monitor (B) hardware (C) CPU (D) byte (E) None of these (Ans : C)**

5. 1. Which part of the computer helps to store information?

- (A) Disk drive (B) Keyboard (C) Monitor (D) Printer (E) None of these (Ans : A)**

2. The process of a computer receiving information from a server on the Internet is known as–

- (A) pulling (B) pushing (C) downloading (D) transferring (E) None of these (Ans : C)**

3. The rectangular area of the screen that displays a program, data, and/or information is a–

- (A) title bar (B) button (C) dialog box (D) window (E) None of these (Ans : D)**

4. is the process of carrying out commands.

- (A) Fetching (B) Storing (C) Executing (D) Decoding (E) None of these (Ans : C)**

5. Relationship Marketing means–

- (A) selling to relatives (B) selling by relatives (C) after sales service
(D) cross-selling (E) All of these (Ans : C)**

6. 'Value – added services' means–

- (A) Better value at a premium (B) Costlier services
(C) Additional services (D) Better value at a discount
(E) At par services (Ans : C)**

7. To 'Close a Call' means–

- (A) To end the conversation (B) To put the phone down
(C) To close the doors (D) To clinch the sale
(E) To close the business (Ans : D)**

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

- (A) dialog box (B) submenu (C) menu selection
(D) All of the above (E) None of these (Ans : A)

9. Direct Marketing means–

- (A) face-to-face marketing (B) over-the-counter marketing (C) door-to-door marketing
(D) All of these (E) None of these (Ans : C)

10. A “Lead” means–

- (A) a buyer (B) a seller (C) employee
(D) employer (E) None of these (Ans : A)

11. DSA means–

- (A) District Sales Authority (B) Direct Selling Agent (C) Distributor and Sales Agents
(D) Distributor and State Agent (E) None of these (Ans : B)

12. A DSA’s main function is–

- (A) to boost customer contacts (B) to boost emails (C) to boost telemarketing
(D) All of these (E) None of these (Ans : D)

13. An arrangement in which a supplier grants a dealer the right to sell products in exchange for some type of consideration is–

- (A) Licensing (B) Retailing (C) Franchising
(D) Wholesaling (E) None of these (Ans : C)

14. Which distribution channel is represented by Producer/manufacturer > agent > wholesaler > retailer > consumer?

- (A) Direct Selling (B) Indirect Selling (C) Dual Distribution
(D) Reverse Channel (E) None of these (Ans : B)

15. Business format franchising is an example of–

- (A) Dual Distribution (B) Reverse Channel (C) Direct Selling
(D) Indirect Selling (E) None of these (Ans : A)

16. Breaking down large, homogeneous inventories into smaller lots for wholesalers and retailers is—
(A) Sorting out (B) Assorting (C) Accumulation
(D) Allocation (E) None of these (Ans : D)
17. What type of device is a computer printer ?
(A) Input (B) Output (C) Software (D) Storage (E) None of these (Ans : B)
18. The simultaneous processing of two or more programs by multiple processors is—
(A) multiprogramming (B) multitasking (C) time-sharing
(D) multiprocessing (E) None of these (Ans : D)
19. E-mail addresses separate the user name from the ISP using the symbol.
(A) and (B) @ (C) % (D) V (E) None of these (Ans : B)
20. In MICR, U stands for—
(A) Code (B) Colour (C) Computer (D) Character (E) None of these (Ans : D)
21. The physical arrangement of elements on a page is referred to as a document's—
(A) features (B) format (C) pagination (D) grid (E) None of these (Ans : C)
22. Generally, you access the Recycle Bin through an icon located—
(A) on the desktop (B) on the hard drive (C) on the shortcut menu
(D) in the Properties dialog box (E) None of these (Ans : A)
23. Another word for software is—
(A) input (B) output (C) program (D) system (E) None of these (Ans : C)
24. The taskbar is located—
(A) on the Start menu (B) at the bottom of the screen (C) on the Quick Launch toolbar
(D) at the top of the screen (E) None of these (Ans : B)

25. The basic goal of computer process is to convert data into—
(A) files (B) tables (C) information (D) graphs (E) None of these (Ans : C)
6. 1. A collection of related information sorted and dealt with as a unit is a—
(A) disk (B) data (C) file (D) floppy (E) None of these (Ans : C)
2. An error is also known as—
(A) bug (B) debug (C) cursor (D) icon (E) None of these (Ans : A)
3. A keyboard is this kind of device—
(A) black (B) input (C) output (D) word processing (E) None of these (Ans : B)
4. Marketing can be attractive if—
(A) salesmen are attractive (B) customers are attractive (C) more customers are attracted
(D) All of these (E) None of these (Ans : C)
5. A converts all the statements in a program in a single batch and the resulting collection of instructions is placed in a new file.
(A) converter (B) compiler (C) interpreter
(D) instruction (E) None of these (Ans : B)
6. One thousand bytes is a—
(A) kilobyte (B) megabyte (C) gigabyte (D) terabyte (E) None of these (Ans : A)
7. 'Benchmark' means—
(A) Benches for customers to sit (B) Benches for salesmen to sit
(C) Products displayed on a bench (D) Set standards
(E) All of the above (Ans : D)
8. A Call Centre is—
(A) a meeting place for DSAs (B) a training centre for DSAs
(C) a meeting place for customers (D) Data Centre
(E) a back office set-up where customer queries are answered (Ans : E)
9. Marketing is the combined study of—

- (A) Buyer's behaviour and Consumer tasks (B) Product demand and Product supply
(C) Brand building and Publicity (D) Sales force abilities and Customer responses
(E) All of these (Ans : E)

10. Effective Marketing helps in—

- (A) Boosting the sales (B) Boosting the purchases
(C) Boosting the demand and supply (D) All of these
(E) None of these (Ans : D)

11. Market size means—

- (A) Size of the sales teams (B) Size of the company (C) Scope for profit
(D) Scope for marketing (E) None of these (Ans : D)

12. Market share means—

- (A) Share Market (B) Sensex (C) Market changes
(D) Market demands (E) Share of business among peers (Ans : E)

13. Distribution channels carry out the following functions except—

- (A) Physical distribution (B) Fixing the price (C) Matching the offer
(D) Risk taking (E) None of these (Ans : B)

14. A direct marketing channel is also called as level channel.

- (A) First level (B) Second level (C) Third level
(D) Zero level (E) Fourth level (Ans : D)

15. Which of the following activities is a reverseflow channel of marketing?

- (A) Raw materials movement (B) Product recycling
(C) Materials ordering (D) Finished goods storage
(E) Customer order placement (Ans : B)

16. Sales made through which of the following come under Direct Selling?

- (A) One-on-one demonstrations (B) Personal contact arrangements
(C) Internet sales (D) Both A and B (E) All of these (Ans : E)

17. What is the USP of saving accounts ?

**(A) High rate of Interest (B) Easy operation (C) Risky transactions
(D) Expensive transactions (E) Back office facility (Ans : B)**

18. Target group means–

**(A) all purchasers (B) all sales persons (C) targeted purchasers
(D) all consumers (E) delivery persons (Ans : A)**

19. Buyer Resistance means–

**(A) buyers fighting with the salesmen (B) reluctant salesmen (C)
indifferent salesmen
(D) hesitant buyers (E) None of these (Ans : D)**

20. Cross selling means–

**(A) city to city sales (B) selling with cross face (C) selling with crossed
finger
(D) selling products to existing customers (E) cold calling (Ans : D)**

21. Which is not a basic function of a computer?

**(A) Copy text (B) Accept input (C) Process data (D) Store data (E) None of
these (Ans : A)**

22. What type of computer could be found in a digital watch?

**(A) Mainframe computer (B) Super computer (C) Embedded computer
(D) Notebook computer (E) None of these (Ans : D)**

23. Which of the following is not true about computer files?

**(A) They are collections of data saved to a storage medium
(B) Every file has a file name
(C) A file extension is established by the user to indicate the file's
contents
(D) Files usually contain data (E) None of these (Ans : C)**

24. Where is data saved permanently?

(A) Memory (B) Storage (C) CPU (D) Printer (E) None of these (Ans : B)

25. Restarting a computer that is already on is referred to as–

**(A) shut down (B) cold booting (C) warm booting
(D) logging off (E) None of these (Ans : D)**

7. 1. Which of the following groups consist of only output devices?
(A) Scanner, Printer, Monitor (B) Keyboard, Printer, Monitor (C) Mouse, Printer, Monitor
(D) Plotter, Printer, Monitor (E) None of these (Ans : D)
2. A(n) contains commands that can be selected.
(A) Pointer (B) Menu (C) Icon (D) Button (E) None of these (Ans : B)
3. IT stands for—
(A) Information Technology (B) Integrated Technology (C) Intelligent Technology
(D) Interesting Technology (E) None of these (Ans : A)
4. Sending an e-mail is similar to—
(A) picturing an event (B) narrating a story (C) writing a letter
(D) creating a drawing (E) None of these (Ans : C)
5. An area of a computer that temporarily holds data waiting to be processed is—
(A) CPU (B) Memory (C) Storage (D) File (E) None of these (Ans : B)
6. C, BASIC, COBOL, and Java are examples of languages.
(A) low-level (B) computer (C) system programming
(D) high-level (E) None of these (Ans : D)
7. RAM can be thought of as the for the computer's processor.
(A) factory (B) operating room (C) waiting room
(D) planning room (E) None of these (Ans : C)
8. The instructions that tell a computer how to carry out the processing tasks are referred to as computer—
(A) programs (B) processors (C) input devices
(D) memory modules (E) None of these (Ans : A)
9. Data that is copied from an application is stored in the—
(A) Driver (B) Terminal (C) Prompt
(D) Clipboard (E) None of these (Ans : D)
10. Changing an existing document is called— the document.

(A) creating (B) deleting (C) editing
(D) adjusting (E) None of these (Ans : C)

11. In a spreadsheet program the contains related worksheets and documents.

(A) workbook (B) column (C) cell
(D) formula (E) None of these (Ans : B)

12. Which of the following is not an input device ?

(A) Keyboard (B) Monitor (C) Joystick
(D) Microphone (E) None of these (Ans : B)

13. The target group for Home Loans are—

(A) individuals (B) salaried persons (C) businessmen
(D) professionals (E) All of these (Ans : E)

14. In terms of consumer demand and spending behaviour, marketers are most interested in—

(A) Wealth (B) Consumer Credit (C) Disposable income
(D) Pretax income (E) High incomes (Ans : C)

15. Which among the following is not a function of marketing channel?

(A) Buying (B) Selling (C) Producing (D) Promoting (E) None of these (Ans : C)

16. Customization means—

(A) products for specific customers (B) good customer service (C) bad customer service
(D) after-sales service (E) None of these (Ans : A)

17. Full form of DSA is—

(A) Delivery Staff Agency (B) Direct Selling Agent (C) Direct Supplier Agent
(D) Distribution and Supply Agency (E) Driving Sales Ahead (Ans : B)

18. Digital Marketing is similar to—

(A) online marketing (B) cold calling (C) web designing
(D) market fore-cast (E) outdoor marketing (Ans : A)

19. Target group for home loans is–

- (A) existing creditors (B) persons having no house of their own
(C) persons having one or more than one house (D) builders (E) NRIs (Ans : B)

20. Which one of the following is not a target group for saving accounts?

- (A) salaried persons (B) loss making companies (C) doctors
(D) government employees (E) insurance agents (Ans : B)

21. Input, output, and processing devices grouped together represent a(n)–

- (A) mobile device (B) information processing cycle (C) circuit board
(D) computer system (E) None of these (Ans : D)

22. Peripheral devices such as printers and monitors are considered to be–

- (A) hardware (B) software (C) data (D) information (E) None of these (Ans : A)

23. A is a collection of information saved as a unit.

- (A) folder (B) file (C) path (D) file extension (E) None of these (Ans : B)

24. The is the box that houses the most important parts of a computer system.

- (A) software (B) hardware (C) input device (D) system unit (E) None of these (Ans : D)

25. The output devices make it possible to–

- (A) view or print data (B) store data (C) scan data
(D) input data (E) None of these (Ans : A)

8. The improvement of computer hardware theory is summarized by which law.?

- A.) Metcalf's law B.) Bill's Law
C.) Grove's law D.) Moore's First Law

Answer: Option 'D'

9. The most widely used computer device is.

- A.) Solid state disks B.) External hard disk
C.) Internal hard disk D.) Mouse Answer: Option 'C'**

10. _____ are software which is used to do particular task.

- A.) Operating system B.) Program
C.) Data D.) Software**

Answer: Option 'B'

11. Who is father of modern computers?

- A.) Abraham Lincoln B.) James Gosling
C.) Charles Babbage D.) Gordon E. Moore**

Answer: Option 'C'

12. How many generations of computers we have?

- A.) 6 B.) 7
C.) 5 D.) 4**

Answer: Option 'C'

13. _____ controls the way in which the computer system functions and provides a means by which users can interact with the computer.

- A.) The operating system B.) The motherboard
C.) The platform D.) Application software**

Answer: Option 'A'

14. The difference between people with access to computers and the Internet and those without this access is known as the:

- A.) digital divide. B.) Internet divide.
C.) cyberway divide. D.) Web divide**

Answer: Option 'A'

15. All of the following are examples of real security and privacy risks EXCEPT:

- A.) Viruses B.) Hackers**
- C.) Spam D.) Identity theft.**

Answer: Option 'C'

16. The term 'Pentium' is related to

- A.) DVD B.) Hard Disk**
- C.) Microprocessor D.) Mouse**

Answer: Option 'C'

17. What does HTTP stands for?

- A.) Head Tail Transfer Protocol B.) Hypertext Transfer Protocol**
- C.) Hypertext Transfer Plotter D.) Hypertext Transfer Plot**

Answer: Option 'B'

18.is the process of dividing the disk into tracks and sectors.

- A.) Allotting B.) Crashing**
- C.) Formatting D.) Tracking**

Answer: Option 'B'

19. Which computer memory is used for storing programs and data currently being processed by the CPU ?

- A.) Internal memory B.) Mass memory**
- C.) Non-volatile memory D.) PROM**

Answer: Option 'A'

20. What type of software creates a smaller file that is faster to transfer over the Internet?

- A.) Compression B.) Fragmentation**
- C.) Encapsulation D.) Unzipped**

21. Which of the following is used for close a tab on a browser?

- A.) Ctrl + Y B.) Ctrl + A**
C.) Ctrl + W D.) Ctrl + T

Answer: Option 'C'

22. Which of the following is NOT a component of the Central Processing Unit of the computer?

- A.) Universal Serial Bus B.) Uninterrupted Power Supply**
C.) CU D.) Both A & B

Answer: Option 'D'

23. ASCII stands for

- A.) American Standard Code for Information Interchange**
B.) American Stable Code for International Interchange
C.) American Standard Case for Institutional Interchange
D.) American Standard Code for Interchange Information

Answer: Option 'A'

ASCII is a code that converts the characters - letters, numbers, punctuation and control characters such

as Alt, Tab etc - digitally from the ASCII code is used to represent data internally in the microcomputer

ASCII codes 7 bits and can represent 0 to 127 and are 8-bit ASCII, which represents 0 to 255.

24. EBCDIC stands for

- A.) Extended Binary Case Decimal Interchange Code**
- B.) Extended Bit Case Decimal Interchange Code**
- C.) Extended Bit Cod Decimal Interchange Code**
- D.) Extended Binary Coded Decimal Interchange Code**

Answer: Option 'D'

EBCDIC is an 8-bit binary code for large IBM mainframes primarily wherein each byte represent an

alphanumeric character or two decimal digits. 256 characters can be encoded using EBCDIC ..

25. BCD is

- A.) Binary Coded Digit B.) Binary Coded Decimal**
- C.) Bit Coded Decimal D.) Bit Coded Digit**

Answer: Option 'B'

Explanation: BCD is encoded in binary notation wherein each of the decimal digits is expressed in 8 - bit binary number. For example, binary coded decimal notation 12 is 0001 0010 compared to 1100 in pure binary.

26. Which of the following is first generation of computer

- A.) ICL-2900 B.) CDC-1604**
- C.) IBM-1401 D.) EDSAC**

Answer: Option 'D'

IBM-1401, CDC-1604 is the second generation computer. ICL-2900 is a fourth-generation computer.

EDSAC is important in the development of the computer because it was the

first computer to use

John von. Concept Neumann recorded program. It used 3,000 vacuum tubes and computers with vacuum tubes are the first generation computers.

27. FORTRAN is

- A.) File Translation B.) Floppy Translation**
- C.) Format Translation D.) Formula Translation**

Answer: Option 'C'

FORTRAN (Formula Translation) is one of the earlier High Level programming languages used

to write scientific applications. It was developed by IBM in 1956.

28. Chief component of first generation computer was

- A.) Vacuum Tubes and Valves B.) Transistors**
- C.) Integrated Circuits D.) All of above**

Answer: Option 'A'

Transistors were used for second-generation computers and integrated circuits to the third generation.

First generation computers used vacuum tubes and valves as a main electronic component.

Vacuum tubes were invented by Lee DeForest in 1908.

29. EEPROM stand for

- A.) Easily Erasable Programmable Read Only Memory**
- B.) Electrically Erasable Programmable Read Only Memory**
- C.) Electronic Erasable Programmable Read Only Memory**
- D.) None of the above**

Answer: Option 'C'

FORTRAN (Formula Translation) is one of the earlier High Level programming languages used to

write scientific applications. It was developed by IBM in 1956.

• **With which of the following all formulas in excel starts ?**

- A.) / B.) *
C.) \$ D.) =

Answer: Option 'D'=

• **On an excel sheet the active cell is indicated by ?**

- A.) A dotted border B.) By italic text
C.) A dark wide border D.) A blinking border

Answer: Option 'C'

• **What term describes explanatory text attached to a cell ?**

- A.) Context B.) Callout
C.) Comment D.) Dialog

Answer: Option 'C'

• **How we can view a cell comment ?**

- A.) position the mouse pointer over the cell B.) click the comment command on the view menu
C.) click the edit comment commands on the Insert menu D.) click the Display comment command on the window menu

Answer: Option 'A'

• **Which of these will not select all the cells in a document ?**

- A.) Using the Edit - Select All menu B.) Pressing Ctrl + A on the keyboard
C.) Clicking three times with the right mouse button in the spreadsheet D.) None of these

Answer: Option 'C'

• **The default style for new data keyed in a new workbook is ?**

- A.) Normal B.) Comma
C.) Percent D.) CURRENCY

Answer: Option 'A'

• **If you press ____, the cell accepts your typing as its contents ?**

- A.) Tab B.) Enter

C.) Alt+Enter D.) Ctrl+Enter

Answer: Option 'B'

• **Which of the following keyboard shortcut can be used for creating a chart from the selected cells ?**

A.) F11 B.) F10

C.) F4 D.) F2

Answer: Option 'A'

• **A value used in a formula that does not change is called a ?**

A.) Constant B.) Variable

C.) Cell address D.) Static

Answer: Option 'A'

• **Formula palette is used to ?**

A.) format cells containing numbers

B.) create and edit formulas containing functions

C.) entered assumptions data

D.) copy all cells

Answer: Option 'B'

• **LAN stands for**

A.) Location access network B.) Local anti network

C.) Local area network D.) Location area network

Answer: Option 'C'

• **WAN stands for**

A.) Wide area network B.) World area network

C.) Wonder area network D.) None

Answer: Option 'A'

• **A _____ is a group of independent computers attached to one another through communication media.**

A.) Internet B.) E-mail

C.) Network D.) All the above

Answer: Option 'C'

• **The first network to implement TCP/IP are**

- A.) ARPANET B.) INTERNET
C.) MANET D.) MODEM**

Answer: Option 'A'

- **What type of RJ45 UTP cable is used between switches?**

- A.) Crossover cable B.) Straight-through
C.) Crossover with a router in between the two switches D.) Crossover with a CSU/DSU**

Answer: Option 'A'

- **Which of the following are unique characteristics of half-duplex Ethernet when compared to full-duplex Ethernet?**

1. Half-duplex Ethernet operates in a shared collision domain.

2. Half-duplex Ethernet operates in a private collision domain.

3. Half-duplex Ethernet has higher effective throughput.

4. Half-duplex Ethernet has lower effective throughput.

A.) 2 only B.) 1,2 and 3

C.) 1 and 4 D.) 4 only

Answer: Option 'C'

- **Mosaic is a**

A.) Program language B.) Operating system

C.) Web browser D.) None

Answer: Option 'C'

- **Which of the following is spreadsheet program?**

A.) Ms-word B.) Ms-power point

C.) Ms-excel D.) Ms-access

Answer: Option 'C'

- **Which is the widely used word processing software in computers?**

- A.) Ms-word B.) Ms-power point
C.) Ms-excel D.) Ms-access

Answer: Option 'D'

- Ms excel is used for creating
- A.) Presentations B.) Documents
C.) Sending mails D.) Spreadsheets

Answer: Option 'D'

- Ms-power point is a _____ language
- A.) Document B.) Spreadsheet
C.) Presentation D.) programmatic

Answer: Option 'C'

- The combination of row and column is called _____
- A.) Line B.) Colum
C.) Cell D.) Row

Answer: Option 'C'

- Which is not a font style ?
- A.) Bold B.) Superscript
C.) Regular D.) Italic

Answer: Option 'B'

- What is gutter margin ?
- A.) Margin that is added to the binding side of page when printing
B.) Margin that is added to the outside of the page when printing
C.) Margin that is added to the left margin when printing
D.) Margin that is added to right margin when printing

Answer: Option 'A'

- Landscape is ?
- A.) A font style B.) Page Orientation
C.) Paper Size D.) Page Layout

Answer: Option 'B'

- Typeface option will come under which menu ?
- A.) Edit B.) Format
C.) Tools D.) View

Answer: Option 'B'

- Background color on a document is not visible in ?
- A.) Print Preview B.) Web layout view
C.) Print Layout view D.) Reading View

Answer: Option 'A'

• Which file format can be added to a PowerPoint show ?

- A.) .gif B.) .jpg
- C.) .wav D.) All of above

Answer: Option 'D'

• How to select one hyperlink after another during a slide presentation ?

- A.) Ctrl + K B.) Ctrl + D
- C.) Ctrl + H D.) Tab

Answer: Option 'D'

• Which PowerPoint feature allows the user to create a simple presentation quickly ?

- A.) Animations B.) Chart Wizard
- C.) Transition Wizard D.) AutoContent Wizard

Answer: Option 'D'

• Which PowerPoint view works best for adding slide transitions ?

- A.) Slide sorter view B.) Slide show view
- C.) Slide view D.) Notes view

Answer: Option 'A'

• You can edit an embedded organization chart object by ?

- A.) Double clicking the organization chart object
- B.) Clicking edit object
- C.) Right clicking the chart object, then clicking edit MS-Organization Chart object
- D.) A and C both

Answer: Option 'D'

• Special effects used to introduce slides in a presentation are known as ?

- A.) transitions B.) effects
- C.) Custom animations D.) annotations

Answer: Option 'A'

• Slide sorter can be accessed from which menu ?

- A.) View B.) Edit
- C.) File D.) Insert

Answer: Option 'A'

• To print powerpoint presentation, press :

- A.) Ctrl + P B.) CTRL + S
- C.) Ctrl + Shift + P D.) Ctrl + A

Answer: Option 'A'

• **What would I choose to create a pre-formatted style ?**

- A.) Format B.) Slide layout**
C.) Slide sorter view D.) None of above

Answer: Option 'A'

• **To edit a chart, we can**

- A.) Click and drag the chart object B.) Double click the chart object**
C.) Triple click the chart object D.) Click the chart object

Answer: Option 'B'