6 CHAPTER

Marketing Aptitude

1. A 'call' means _____. **(SBI PO 2010)**
   (a) shout out to somebody
   (b) a profession or business
   (c) visit friends
   (d) visiting prospective customers
   (e) After-sales services
2. Conversion means _____. **(SBI PO 2010)**
   (a) meeting a prospective client
   (b) interacting with a prospective client
   (c) converting an employer into an employee
   (d) converting a seller to a buyer
   (e) converting a prospective client into a buyer
3. Modern styles to marketing include ___. **(SBI PO 2010)**
   (a) digital marketing (b) tele-marketing
   (c) e-commerce (d) e-mails solicitation
   (e) All of these
4. e-Marketing is same as _____. **(SBI PO 2010)**
   (a) virtual markting (b) digital marketing
   (c) real time marketing (d) All of these
   (e) None of these
5. Aggressive Marketing is necessitated due to _____. **(SBI PO 2010)**
   (a) globalisation
   (b) increased competition
   (c) increased production
   (d) increased job opportunities
   (e) All of these
6. Efficient marketing style requires **(SBI PO 2010)**
   (a) proper planning
   (b) good communication skills
   (c) team work
   (d) knowledge of products
   (e) All of these
7. The sole aim of marketing is to _____. **(SBI PO 2010)**
   (a) Increase sales
   (b) Increase the number of employees
   (c) Increase profits
   (d) Increase production
   (e) All of these
8. Consumer information sources are. **(SBI PO 2011)**
   (a) personal and commercial sources
   (b) public source
   (c) experiential source
   (d) All of the above
   (e) only (a) and (b)
9. Effective selling skills depends on **(SBI PO 2011)**
   (a) Size of the sales team
   (b) Age of the sales team
   (c) Peer strength
   (d) Knowledge level of the sales team
   (e) Educational level of the sales team
10. Leads can be best sourced from ___. **(IBPS PO/MT 2013)**
    (a) Foreign customers (b) Yellow pages
    (c) Dictionary (d) List of vendors
    (e) Local supply chains
11. What do you mean by Customer relationship management (CRM)? **(IBPS PO/MT 2014)**
    I. It is a system for managing a company's interactions with current and future customers.
    II. It is a system for managing a company's interactions with current and past customers.
    II. It often involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support.
    (a) Only I (b) Only II
    (c) Both II and III (d) Both I and III
    (e) None of these
12. Which of the following terms /expressions is used to describe a business unit with a competitive advantage that will capture some of the extra economic values it creates, no matter how intense competition is? **(IBPS PO 2014)**
    (a) Consonance (b) Advantage
    (c) Consistency (d) Feasibility
    (e) All of the above
13. What is the goal in Two Fold Marketing? **(IBPS PO 2014)**
    (a) To attract new customers by promising superior value
    (b) To keep current customers by delivering satisfaction
    (c) To undertake aggressive marketing campaigns
    (d) Only (a) and (b)
    (e) All of the above
14. Which of the following best explains the Delphi Method ? **(IBPS PO 2014)**
    (a) It is a profit-maximization method
    (b) It is a forecasting method
    (c) It is a retrenchment method
    (d) It is a output enhancement method
    (e) It is a risk analysis method
15. What does Innovation in Marketing refer to ? **(IBPS PO 2014)**
    (a) Creating a new idea of thought
    (b) Discovering new products
    (c) Modifying an old idea to present needs
    (d) Exploring new ways of being competitive
    (e) All of the above

16. The arrangement under which banks sell insurance products acting as the agents of the respective companies is called the **(IBPS PO/MT CWE 2013)**
(a) Insurance joint venture
(b) Bancassurance Model
(c) Hybrid Insurance Model
(d) Insurance Broking
(e) Integrated Model

17. Bank to every Indian is a tag line for which bank? **(IBPS CWE-RRB O/S-i 2014)**
(a) ICICI Bank (b) SBI
(c) IOB (d) HDFC Bank
(e) None of these

18. Personal Loans can be canvassed among **(SBI PO 2011)**
(a) Salaried persons (b) Pensioners
(c) Foreign Nationals (d) NRI customers
(e) Non-customers

19. Which of the following is known as cross selling by Banks?
(A) Sale of a debit card to a credit card holder
(B) Sale of Insurance policy to a depositor
(C) Issuance of Cash against Cheque presented by a third party **(IBPS PO/MT 2011)**
(a) Only (A) (b) Only (B)
(c) Only (C) (d) Both (A) and (C)
(e) All (A), (B) and (C)

20. The target market for Debit Cards is _____. **(IBPS PO/MT 2013)**
(a) All existing account-holders
(b) All agriculturists
(c) All DSAs
(d) All outsourced agents

21. In the SWIFT code which position character represents location? **(IBPS PO MT 2011)**
(a) First 4 character (b) 5th & 6th characters
(c) Last 2 characters (d) 7th & 8th character
(e) None of these

22. Market Research is useful for _____ **(SBI PO 2010)**
(a) deciding proper marketing strategies
(b) deciding the selling price
(c) choosing the right products
(d) choosing the sales persons
(e) All of these

23. Lead generation means _____ **(SBI PO 2010)**
(a) Tips for selling tactics
(b) Tips for better production
(c) Generate leaders
(d) Likely sources for prospective clilents
(e) All of these

24. What does the term POS stands for **(SBI PO 2011)**
(a) preparation for sale
(b) position of sales
(c) point of sale
(d) point of superiority
(e) primary outlook of salesman

25. Customer Center also known as **(SBI PO 2011)**
(a) collection centre (b) relationship center
(c) customer friendly center
(d) Loyality center
(e) None of these

26. Cross-selling is defined as **(SBI PO 2011)**
(a) sale of bank products and services to existing customers
(b) a time bound seasonal function
(c) sharpens the mind-set of sales persons
(d) control the flow of information into buying centre
(e) None of these

27. Which is not a proper type of direct marketing **(SBI PO 2011)**
(a) boosting sales
(b) having a focussed approach
(c) better customer contacts
(d) Advertising
(e) None of these

28. Marketing size means **(SBI PO 2011)**
(a) getting new clients (b) interacting with strangers
(c) Market survey (d) Area allocation
(e) None of these

29. Marketing of Banking is the responsibilites of **(SBI PO 2011)**
(a) sales staff only
(b) back office staff only
(c) front office sales staff only
(d) all employees
(e) None of these

30. A prospect is a **(SBI PO 2011)**
(a) business goals
(b) document for marketing
(c) potential buyer of a product or service
(d) day-to-day function
(e) None of these

31. Marketing of goods is required if **(SBI PO 2011)**
(a) when goods become stale
(b) demand>supply
(c) supply> demand
(d) supply = demand
(e) None of these

32. Selling is _____. **(SBI PO 2011)**
(a) different from Marketing
(b) a sub-function of marketing
(c) same as Marketing
(d) more than Marketing
(e) All of these

33. Good selling skills involves _____. **(SBI PO 2011)**
(a) patience (b) perseverance
(c) empathy (d) knowledge
(e) All of these

34. A target market is ____. **(SBI PO 2011)**
(a) entire country
(b) entire city
(c) entire globe
(d) customers who need a specific product
(e) None of these

35. Online Marketing is the function of which of the following? **(SBI PO 2011)**
(a) Purchase Section (b) Production Department
(c) IT Department (d) Designs Section
(e) A collective function of all staff

36. The key challenge to market-driven strategy is **(SBI PO 2011)**
(a) Selling maximum products
(b) Employing maximum DSAs
(c) Delivering superior value to customers
(d) Being rigid to changes
(e) Adopting short-term vision

37. Generation of sales leads can be improved by **(SBI PO 2011)**
(a) Being very talkative
(b) Increasing personal and professional contacts
(c) Being passive
(d) Engaging Recovery Agents
(e) Product designs

38. A Market Plan is **(SBI PO 2011)**
(a) Performance Appraisal of marketing staff
(b) Company Prospectus
(c) Documented marketing strategies
(d) Business targets
(e) Call centre

39. Marketing channels mean **(SBI PO 2011)**
(a) Delivery objects
(b) Sales targets
(c) Delivery outlets
(d) Delivery boys
(e) Sales teams

40. Social Marketing means **(SBI PO 2011)**
(a) Share market prices
(b) Marketing by the entire society
(c) Internet Marketing
(d) Marketing for a social cause
(e) Society bye-laws

41. Service Marketing is the same as **(SBI PO 2011)**
(a) Internet Marketing (b) Telemarketing
(c) Internal Marketing (d) Relationship Marketing
(e) Transaction Marketing

42. Market-driven strategies include **(SBI PO 2011)**
(a) Identifying problems
(b) Planning marketing tactics of peers
(c) Positioning the Organisation and its brands in the marketplace
(d) Internal marketing
(e) Selling old products

43. Innovation in marketing is same as **(SBI PO 2011)**
(a) Motivation (b) Perspiration
(c) Aspiration (d) Creativity
(e) Team work

44. A Direct Selling Agent (DSA) is required to be adept in _____. **(SBI PO 2013)**
(a) Surrogate marketing (b) Training skills
(c) Communication skills (d) Market Research
(e) OTC Marketing

45. Market segmentation can be resorted to by dividing the target group as per _____. **(SBI PO 2013)**
(a) Income levels of customers
(b) Age of the employees
(c) Needs of the sales persons
(d) Marketing skills of the employees
(e) Size of the Organisation

46. Which of the following services relate to execution of transactions directly with consumers, rather than corporations or other banks?
(a) Wholesale Banking Services
(b) Industrial Banking Services
(c) Investment Banking Services
(d) Corporate Banking Services
(e) Retail Banking Services

47. What is the full form of MTSS? **(IBPS Clerk 2013)**
(a) Money Transfer Service Scheme
(b) Money Transparency Service Scheme
(c) Market Transfer Service Scheme
(d) Market Tax Service Scheme
(e) None of these

48. Which of the following is refered as Fastest mode of transaction? **(IBPS Clerk 2013)**
(a) Transfer funds into different bank's accounts using NEFT(National Electronic Funds Transfer).
(b) Transfer funds into other bank accounts using RTGS (Real Time Gross Settlement).
(c) Transfer funds into various accounts using IMPS (Immediate Payment Service).
(d) Transfer funds into different account of the same bank
(e) None of these

49. What is the minimum capital required for foreign bank to open branch in India? **(SBI Clerk 2013)**
(a) 400 Crore (b) 450 Crore
(c) 500 Crore (d) 550 Crore
(e) None of these

50. Which commercial bank of India recently became the first to launch Mobile Branch with ATM. titled 'Branch on Wheels'? **(SBI Clerk 2013)**
(a) State Bank of India (b) Axis Bank
(c) ICICI Bank (d) ABN Amro Bank
(e) Punjab National Bank

51. Market Segmentation can be defined as **(SBI Clerk 2013)**
(a) Segment, Target, Price
(b) Sales, Target, Product
(c) Segment, Target, Position
(d) Sales, Time, Product
(e) Service, Sales, Segment

52. Which of the following is the fastest mode of transaction? **(IBPS Clerk 2013)**
(a) RTGS (b) Cheque payment
(c) ATM Cash Withdrawal (d) NEFT
(e) None of these

53. A marketing technique where marketer plays a specific role in a particular segment is called **(SBI PO Main 2013)**
(a) Mass Marketing
(b) Niche Marketing
(c) Strategic Marketing
(d) Communication Marketing
(e) None of these

54. In Market segmentation which among the following is not an economic component? **(SBI Clerk 2014)**
(a) Age (b) Gender
(c) Income Level (d) Taxes
(e) Only (a) and (b)

55. Which of the following come under the ambit of Customer relationship management? **(SBI Clerk 2011)**
(a) Sales (b) Marketing
(c) Customer Service (d) Technical support
(e) All of the above

56. Direct Marketing means **(SBI Clerk 2011)**
(a) Advertisements (b) Banners
(c) Face-to-face selling (d) Selling by all staff
(e) Achieving targets

57. Web marketing involves **(SBI Clerk 2011)**
(a) Selling web cameras (b) Web advertisements
(c) e-mail chatting (d) Browsing the web
(e) Door-to-door canvassing

58. The ultimate aim of Marketing is to provide **(SBI Clerk 2011)**
(a) More business to the Company
(b) More profit
(c) More staff
(d) More production
(e) More products

59. Selling process includes **(SBI Clerk 2011)**
(a) Publicity
(b) Lead generation
(c) Cross-country contacts
(d) Product Designing
(e) Product Re-designing

60. Market share means **(SBI Clerk 2011)**
(a) Paid up capital
(b) Shares held by employees
(c) Share of business volume as compared to other companies
(d) Share price of the company quoted in the market
(e) Sensex

61. Market share can be increased by **(SBI Clerk 2011)**
(a) increasing the number of sales persons
(b) increasing the sales volume
(c) increasing the products
(d) increasing production
(e) rewriting profits

62. Market segmentation means _____ **(SBI Clerk 2011)**
(a) segmentation of sales teams
(b) allocation of territory
(c) sales arrangement
(d) segmentation of target group according to their needs
(e) market share

63. Target group of education loans is - **(SBI Clerk 2011)**
(a) all school students (b) all college students
(c) all colleges (d) all schools
(e) all hospitals

64. Referral means **(SBI Clerk 2011)**
(a) sales person
(b) all customers
(c) lead provided by operation staff
(d) calling the existing purchasers
(e) all purchasers

65. "USP" in marketing means - **(SBI Clerk 2011)**
(a) Unique Selling Practices
(b) Uniform Selling Practices
(c) United Sales Persons
(d) Unique Selling Proposition
(e) Useful Sales Person

66. The meaning of 'conversion' in terms of sales is - **(SBI Clerk 2011)**
(a) designing new products
(b) converting purchaser into sellers
(c) converting sellers into purchasers
(d) converting prospective customers into purchasers
(e) conversion of religion

67. Online Marketing is mostly useful for marketing of **(SBI Clerk 2011)**
(a) saving accounts (b) credit cards
(c) home loans (d) NRI deposits
(e) business accounts

68. Cross selling means **(SBI Clerk 2011)**
(a) city to city sales
(b) selling with cross face
(c) selling with crossed finger
(d) selling products to existing customers
(e) cold calling

69. Marketing strategy means **(SBI Clerk 2011)**
(a) ideas for new employment
(b) old techniques of selling
(c) techniques for improving marketing activities
(d) techniques for increasing production
(e) networking

70. Target group means **(SBI Clerk 2011)**
(a) all purchasers (b) all sales persons
(c) targeted purchasers (d) all consumers
(e) delivery persons

71. What is the USP of saving accounts? **(SBI Clerk 2011)**
(a) High rate of interest (b) Easy operation
(c) Risky transactions (d) Expensive transactions
(e) Back office facility

72. Which one of the following is not a target group for saving accounts? **(SBI Clerk 2011)**
(a) salaried persons (b) loss making companies
(c) doctors (d) government employees
(e) insurance agents

73. Target group for home loans is **(SBI Clerk 2011)**
(a) existing creditors
(b) persons having no house of their own
(c) persons having one or more than one house
(d) builders
(e) NRIs

74. Digitial Marketing is similar to **(SBI Clerk 2011)**
(a) online marketing (b) cold calling
(c) web designing (d) market fore-cast
(e) outdoor marketing

75. Full form of DSA is _____ **(SBI Clerk 2011)**
(a) Delivery Staff Agency
(b) Direct Selling Agent
(c) Direct Supplier Agent
(d) Distribution & Supply Agency
(e) Driving Sales Ahead

76. Safe Deposit Locker can be canvassed among **(SBI Clerk 2011)**
(a) all existing account holders
(b) persons below poverty line
(c) students
(d) jewellers
(e) ATM cardholders

77. Tele marketing means **(SBI Clerk 2011)**
(a) selling telephones
(b) sending SMS messages
(c) chatting on the phone
(d) marketing through phone calls
(e) marketing in person

78. The USP of a Credit Card is **(SBI Clerk 2011)**
(a) cashless operations
(b) only for HNIs
(c) only for men
(d) only for employed persons
(e) transactions through cheque book

79. EMI can be a marketing tool if **(SBI Clerk 2011)**
(a) EMI is increasing
(b) It is very high
(c) It is very low
(d) EMI has no impact on marketing
(e) EMI is a flat rate

80. The USP of a Current Account is **(SBI Clerk 2011)**
(a) high profitability (b) liquidity
(c) low rate of interest (d) costly transactions
(e) friendly features

81. Bancassurance means **(SBI Clerk 2011)**
(a) assurance of banks for quality service
(b) assurance for sanction of loans
(c) selling of insurance products by banks
(d) selling credit cards
(e) selling debit cards

82. Good competition helps in **(SBI Clerk 2011)**
(a) improved sales (b) improved customer service
(c) improved brand image (d) All of these
(e) None of these

83. Banks sell insurance for **(SBI Clerk 2011)**
(a) increasing deposits (b) increasing loans
(c) increasing clients (d) earning more profits
(e) taking over insurance companies

84. Debit Card can be issued to **(SBI Clerk 2011)**
(a) Only Income Tax assesses
(b) Only Professionals
(c) Only women
(d) All farmers
(e) All Savings Account holders

85. Mutual Funds investments can be effectively canvassed among **(SBI Clerk 2011)**
(a) only salaried persons
(b) students availing education loans
(c) HNI customers
(d) sunrise industries
(e) poor farmers

86. Product Design is a function of **(SBI Clerk 2011)**
(a) front office staff
(b) back office staff
(c) management
(d) marketing and research team
(e) loan section

87. The target group for Personal Loans is **(SBI Clerk 2011)**
(a) All Private Limited Companies
(b) All Businessmen
(c) All Salaried persons
(d) Minor children
(e) Newborn infants

88. Advertisement is a type of **(SBI Clerk 2011)**
(a) Direct marketing (b) Service marketing
(c) Indirect marketing (d) Internet banking
(e) Internal marketing

89. The sales process begins with **(SBI Clerk 2011)**
(a) customer identification
(b) lead generation
(c) sales presentation
(d) sales closure
(e) sales meet

90. Financial Planning is required when **(SBI Clerk 2011)**
(a) one has no income
(b) one is flushed with funds
(c) one has no expenses to incur
(d) one is illiterate
(e) income level is insufficient to meet the expenses

91. 'Value added services' implies **(SBI Clerk 2011)**
(a) additional knowledge of marketing staff
(b) service beyond normal hours
(c) service with extra facilities
(d) marketing agencies
(e) overtime work

92. Optimum results in marketing is possible through **(SBI Clerk 2011)**
(a) increased production (b) more number of products
(c) more sales persons (d) motivated staff
(e) more ATMs

93. Mutual Fund business from existing customers can be canvassed by **(SBI Clerk 2011)**
(a) Coercion (b) Cross-selling
(c) Internal marketing (d) Outdoor marketing
(e) Road-shows

94. Marketing in banks has been necessitated due to **(SBI Clerk 2011)**
(a) globalisation
(b) excess staff
(c) nationalisation of bank
(d) complacency among the staff
(e) poor customer service

95. Market Research is necessary for **(SBI Clerk 2011)**
(a) making proper marketing decisions
(b) choosing the right products
(c) selecting the right sales persons
(d) All of these
(e) None of these

96. Which among the following can be called an electronic check ? **(IBPS PO 2011)**
(a) Debit Card (b) Smart Card
(c) Credit Card (d) None of these
(e) None of these

97. Which among the following is not a payment card technology? **(IBPS PO 2011)**
(a) Magnetic Stripe Card
(b) Smart Card
(c) Fleet Card
(d) All of them are payment card technologies
(e) None of these

98. The process of trading goods over the Internet is known as **(IBPS Clerk 2011)**
(a) e-selling-n-buying (b) e-trading
(c) e-finance (d) e-salesmanship
(e) e-commerce

99. Marketing is the function of _____ **(SBI Clerk 2012)**
(a) Only Sales persons (b) Only counter staff
(c) Only qualified persons (d) Top Bosses
(e) A collective function of all staff

100. The performance of a sales person depends on _____ **(SBI Clerk 2012)**
(a) Ability and willingness of the sales person
(b) Incentives paid
(c) Size of the sales team
(d) Team leader's attitude
(e) His aggressive nature

101. Good marketing strategy envisages good and proper _____ **(SBI Clerk 2012)**
(a) Product distribution
(b) Networking of branches
(c) High Pricing
(d) Placement of counter staff
(e) Relationship management

102. Service Marketing is resorted to in _____ **(SBI Clerk 2012)**
(a) All MNCs
(b) All production houses
(c) Industrial units
(d) Insurance companies and banks
(e) Fish markets

103. Customisation results in _____ **(SBI Clerk 2012)**
(a) Customer exit
(b) Customer retention
(c) Customer complaints
(d) Better Balance Sheet figures
(e) Better technology

104. Current Accounts are basically meant for _____ **(SBI Clerk 2012)**
(a) Investment purpose
(b) Savings purpose
(c) Identity purpose
(d) To earn Foreign Exchange
(e) Day-to-day needs of one's business

105. The sole aim of marketing is to _____ **(SBI Clerk 2012)**
(a) Improve the Balance Sheet figures
(b) Increase recruitment
(c) Increase profits
(d) Increase production
(e) Increase branch network

106. Aggressive Marketing is necessitated due to _____ **(SBI Clerk 2012)**
(a) Globalisation
(b) Increased competition
(c) Increased production
(d) Increased job and opportunities
(e) Increased staff

107. Value added services means _____ **(SBI Clerk 2012)**
(a) Substituted products
(b) Highly valuable products
(c) Old products
(d) Extra services in addition to existing ones
(e) At par services

108. Savings Accounts can be opened by _____ **(SBI Clerk 2012)**
(a) All individuals fulfilling KYC norms
(b) All tax payers only
(c) All individuals above the age of 18
(d) All businessmen only
(e) All students below the age of 18

109. The best promotional tool in any marketing is _____ **(SBI Clerk 2012)**
(a) Pamphlets
(b) Newsletters
(c) Word of mouth publicity
(d) Regional Advertisement
(e) Viral marketing

110. Market information means _____ **(SBI Clerk 2012)**
(a) Knowledge level of DSAs
(b) Information about marketing staff
(c) Information regarding Share market
(d) Knowledge of related markets
(e) Latest knowledge about technology progress

111. Efficient marketing style requires _____ **(SBI Clerk 2012)**
(a) Proper planning
(b) Good debating skills
(c) Arrogant staff
(d) Knowledge of many languages
(e) Ignorant customers

112. The target group for SME loans is _____ **(SBI Clerk 2012)**
(a) All SSIs (b) All College Professors
(c) All students (d) All Nurses
(e) All salaried persons

113. Market segmentation means grouping _____ **(SBI Clerk 2012)**
(a) The sales teams
(b) The customers as per their needs and tastes
(c) Selling arrangements
(d) The counter staff
(e) The back-office staff

114. Target group means _____ **(SBI Clerk 2012)**
(a) All employers (b) All sales persons
(c) Intended buyers (d) All industries
(e) Call Centre persons

115. SME means _____ **(SBI Clerk 2012)**
(a) Selling and Marketing Employees
(b) Sales and Mergers of Entities
(c) Small and Micro Entities
(d) Small and Medium Enterprises
(e) Sales Performance Measurement Program

116. A short term loan is repayable within _____ **(SBI Clerk 2012)**

(a) 20 years
(b) 3 years
(c) As per the borrowers' wish
(d) As per the guarantor's wish
(e) There is no need to repay short term loans

117. "USP" in marketing language means _____ **(SBI Clerk 2012)**
(a) Uniform Selling Practices
(b) Unique Sales Person
(c) Unique Selling Proposition
(d) Unique Savings Plans
(e) Useful Sales Persons

118. An IPO Loan is meant for **(SBI Clerk 2012)**
(a) Meeting personal needs
(b) For higher education
(c) Medical treatment
(d) For starting a new industry
(e) For purchase of shares

119. The target group for a Car Loan is: **(SBI Clerk 2012)**
(a) All persons owning a car
(b) A family with more than 2 members
(c) Car designers
(d) Car garages
(e) Car showrooms

120. Standard marketing practices include: **(SBI Clerk 2012)**
(a) Poaching
(b) Unhealthy competition
(c) Lowering the selling price
(d) Unhealthy discount schemes
(e) Phishing

121. Market Segmentation means dividing: **(SBI Clerk 2012)**
(a) The marketing teams into small groups
(b) The employees as per their grades
(c) The products, as per their usage
(d) The products, as per their life cycles
(e) The market, as per the tastes and needs of different groups.

122. The process of discovering patterns and relationships using the available customer data to reveal what customers want and how they act is known as: **(SBI Clerk 2012)**
(a) Data warehousing (b) Data base
(c) Data mining (d) Data building
(e) Data matching

123. Telemarketing means: **(SBI Clerk 2012)**
(a) Internet marketing
(b) Selling telephones
(c) Door-to-door contacts
(d) Sending and receiving SMS messages
(e) Marketing through telephone calls

124. Motivating customers to buy upgraded products when they had intended to buy something of lower value is known as: **(SBI Clerk 2012)**
(a) Cross Selling (b) Forward Selling
(c) Marketing (d) Channel Marketing
(e) Up Selling

125. The modern marketing concept asserts that 'marketing' starts with the product idea and ends with: **(SBI Clerk 2012)**
(a) Production of Quality Product
(b) Advertisement Campaign
(c) Customer Satisfaction
(d) Sale of the Product
(e) Exchange of Money

126. A situation in which consumer purchases are unplanned is called: **(SBI Clerk 2012)**
(a) Latent demand
(b) Impulse buying
(c) Irregular demand
(d) Unwholesome buying
(e) None of these

127. One of the following is NOT required in a good sales person. Find the same: **(SBI Clerk 2012)**
(a) Sympathetic approach
(b) Good communication skills
(c) Courteous nature
(d) Persuasion skills
(e) Perseverance

128. List of people who do not wish to receive telemarketing calls is: **(SBI Clerk 2012)**
(a) Dare Not Call List (b) Do Not Call List
(c) Do Not Dial List (d) Do Never Call List
(e) None of these

129. Marketing of goods experimentally in several carefully selected areas before releasing them on a wide scale is known as: **(SBI Clerk 2012)**
(a) Sampling (b) Segmentation
(c) Segregation (d) Test marketing
(e) Grading

130. Motivation in marketing means: **(SBI Clerk 2012)**
(a) Inspiring sales persons to talk more
(b) Inspiring sales persons to sell more
(c) Inspiring counter staff to talk more
(d) Market size
(e) Market place

131. Setting price of a product based on the buyer's perceptions of value rather than on the seller's cost is known as **(SBI Clerk 2012)**
(a) Break Even Pricing
(b) Target Profit Pricing
(c) Cost Plus Pricing
(d) Value Based Pricing
(e) None of these

132. Which one of the following best describes the term 'Negative Demand'? **(SBI Clerk 2012)**
(a) Consumers begin to buy a product less frequently
(b) Consumers do not at all buy a product
(c) Consumers are unaware or uninterested in a product
(d) Consumers purchases vary on a seasonal basis
(e) Consumers dislike a product and may even pay to avoid it.

133. Leads for canvassing home loan accounts can be obtained from: **(SBI Clerk 2012)**
(a) Builders
(b) Individuals building one's own house
(c) Audit Departments
(d) Brick manufacturers
(e) Cement suppliers

134. Internet Banking can be popularized by way of: **(SBI Clerk 2012)**
(a) Reduced prices (b) Higher prices
(c) Wide Area Network (d) Better technology
(e) More ATMs

135. Uncertain outcomes involving the market for goods and services; such as the possibility of price declines or increases, changes in consumer preferences, and/or changes in the nature of competition is called: **(SBI Clerk 2012)**
(a) Market Scope (b) Market Risk
(c) Market Outlook (d) Market Outcome
(e) Market Design

136. Good competition helps in: **(SBI Clerk 2012)**
(a) Improved customer service
(b) Reduced sales
(c) Improved brand image
(d) More market share
(e) Better customer profile

137. The systematic gathering, recording and analyzing of data with respect to a particular market is known as: **(SBI Clerk 2012)**
(a) Market Share (b) Market Segmentation
(c) Market Profile (d) Market Research
(e) Marketing Research

138. The most common source for leads generation for any company is: **(SBI Clerk 2012)**
(a) House magazines (b) Audit guidelines
(c) Yellow Pages (d) Dictionary
(e) Vision Document

139. Which of the following domains is used by for profit businesses? **(SBI Clerk 2012)**
(a) .com (b) .edu
(c) .mil (d) .net
(e) .org

140. Which of the following can be used to select the entire document? **(IBPS Clerk 2014)**
(a) CTRL+A (b) ALT+F5
(c) SHIFT+A (d) CTRL+K
(e) CTRL+H

141. Mobile Commerce is best described as - **(IBPS Clerk 2014)**
(a) The use of Kiosks in marketing
(b) Transporting products
(c) Buying and selling goods/services through wireless handheld devices
(d) Using notebook PC's in marketing
(e) None of these

142. The abbreviation EMV stands for **(IBPS Clerk 2013)**
(a) European Marginal Vat
(b) Expected Monetary Value
(c) Essential Monthly Voucher
(d) Europay, MasterCard and Visa
(e) None of these

143. What is the present Statutory Liquidity Ratio for banks in India? **(IBPS Clerk 2013)**
(a) 12 per cent (b) 17.5 per cent
(c) 23 per cent (d) 26 per cent
(e) 33 per cent

144. Which of the following highway networks of India connects Delhi, Mumbai, Kolkata and Chennai? **(IBPS Clerk 2013)**
(a) Metro Expressway (b) Golden Quadrilateral
(c) Diamond Triangle (d) Golden Crescent
(e) NH 11

145. Which of the following is not correct regarding the Systemically Important Non-deposit taking NBFCs (NBFC-ND SIS)? **(IBPS Clerk 2013)**
(a) They came into being in the wake of the recent global recession
(b) NBFCs with assets of ₹ 100 crore and above are being classified as NBFC-ND-Sis
(c) Prudential regulations are applicable to them
(d) It was created in 2006
(e) None of these

146. Which of the following is not a Millennium Development Goal as fixed by the United Nations? **(IBPS Clerk 2013)**
(a) Eradicating extreme poverty and hunger
(b) Achieving universal primary education
(c) Developing a global partnership for peace
(d) Promoting gender equality and empowering women
(e) Reducing child mortality rates

147. Who among the following cannot be a partner in a partnership firm? **(IBPS Clerk 2013)**
(a) Manager of a Hindu Undivided Family
(b) Another partnership firm
(c) Non-citizens
(d) A minor
(e) Anyone not disqualified by law from entering into a contract

148. Niche Market means a _____. **(SBI Clerk 2014)**
(a) free market (b) social market
(c) equity market (d) capital market
(e) specified market for a target group

149. Qualities essential in good marketing are ____. **(SBI Clerk 2014)**
(a) aggressiveness (b) pushy
(c) perseverance (d) politeness
(e) Only (c) and (d)

150. Market Research is needed for **(SBI Clerk 2014)**
(a) deciding market area
(b) deciding the right product
(c) making proper marketing decisions
(d) deciding sales timings
(e) All of these

151. Marketing communication has the objective of _____. **(SBI Clerk 2014)**
(a) Building awareness (b) Stimulating action
(c) Both (a) and (b) (d) Selling goods
(e) None of the above

152. Power in marketing channels is now with _____ ? **(SBI Clerk 2014)**
(a) Distributor (b) Manufacturer
(c) Retailer (d) Wholesaler
(e) Consumer

153. If Marketing is done effectively, _____ is not required **(SBI Clerk 2014)**
(a) Advertisment (b) Pubilicity
(c) Market Research (d) Market Segmentation
(e) None of these

154. Relationship Marketing is useful for **(SBI Clerk 2014)**
(a) trade between relatives
(b) trade between sister concerns
(c) cross-selling of products
(d) preparing a list of relatives
(e) There is no such term as Relationship Marketing

155. Networking helps in marking Marketing Function **(SBI Clerk 2014)**
(a) a difficult task
(b) a laborious task
(c) an easier task
(d) Networking is worthless in Marketing
(e) Networking has a partial role

156. ADSA helps in _____ . **(SBI Clerk 2014)**
(a) Boosting direct sales
(b) Boosting sales through internet
(c) Strong Indirect Marketing
(d) Effective Telemaketing
(e) All of these

157. Mark the incorrect statement **(SBI Clerk 2014)**
(a) marketing has no relevance for public sector banks
(b) marketing has no relevance in Private Sector Banks
(c) marketing has no relevance in Foreign Banks
(d) All of these
(e) None of these

158. Marketing is required in banks due to **(SBI Clerk 2014)**
(a) globalisation (b) computerisation
(c) larger population (d) government policies
(e) None of these

159. Online Marketing is the function of which of the following? **(SBI Clerk 2014)**
(a) Purchase Section (b) Production Department
(c) IT Department (d) Designs Section
(e) A collective function of all staff

160. Customisation is useful for **(SBI Clerk 2014)**
(a) Designing customer specific products
(b) Call centres
(c) Publicity
(d) Motivating the staff
(e) Cold calls

161. The key challenge to market-driven strategy is **(SBI Clerk 2014)**
(a) Selling maximum products
(b) Employing maximum DSAs
(c) Delivering superior value to customers
(d) Being rigid to changes
(e) Adopting short-term vision

162. Effective selling skills depends on **(SBI Clerk 2014)**
(a) Size of the sales team
(b) Age of the sales team
(c) Peer strength
(d) Knowledge level of the sales team
(e) Educational level of the sales team

163. Generation of sales leads can be improved by **(SBI Clerk 2014)**
(a) Being very talkative
(b) Increasing personal and professional contacts
(c) Being passive
(d) Engaging Recovery Agents
(e) Product designs

164. A Market Plan is **(SBI Clerk 2014)**
(a) Performance Appraisal of marketing staff
(b) Company Prospectus
(c) Documented marketing strategies
(d) Business targets
(e) Call centre

165. Marketing channels mean **(SBI Clerk 2014)**
(a) Delivery objects (b) Sales targets
(c) Delivery outlets (d) Delivery boys
(e) Sales teams

166. A repair for a known software bug, usually available at no charge on the Internet, is called a (n) **(SBI Clerk 2014)**
(a) version (b) patch
(c) tutorial (d) FAQ
(e) None of these

167. A Website address is a unique name that identifies a specific _____ on the web. **(SBI Clerk 2014)**
(a) Web browser (b) Web site
(c) PDA (d) link
(e) None of these

168. What is the process of copying software programs from secondary storage media to the hard disk called? **(SBI Clerk 2014)**
(a) configuration (b) download
(c) storage (d) upload
(e) installation

169. The net profit will be maximised when _____. **(SBI Clerk 2014)**
(a) fixed cost remains same
(b) contribution is maximised
(c) fixed is increased
(d) contribution is minimized
(e) None of these

170. Those cost items which attach or cling to units of finished goods are called _____. **(SBI Clerk 2014)**
(a) full costs (b) product costs
(c) fixed costs (d) variable costs
(e) None of these

171. The contribution approach to pricing is based on the incremental _____. **(SBI Clerk 2014)**
(a) market force (b) cost systems
(c) trade customs (d) cost principle
(e) None of these

172. The physical distribution involves which activities? **(SBI Clerk 2014)**
(a) Sales force costing (b) Retail warehousing
(c) Customer service (d) All of the above
(e) None of these

173. Buying situations may be caused by _____. **(SBI Clerk 2014)**
(a) Awareness about competing brands in a product group.
(b) Customer has decision criteria
(c) Customer is able to evaluate and decide on his choice
(d) All of the above
(e) None of these

174. The sum of direct materials and direct labour costs is called **(SBI Clerk 2014)**
(a) Prime cost (b) Factory cost
(c) Overhead cost (d) Value of stock
(e) None of these

175. It is a form of individual marketing where the customer takes more responsibility for determining which products and brands to buy. **(SBI Clerk 2014)**
(a) Self marketing (b) Mass marketing
(c) Segment marketing (d) Niche marketing
(e) None of these

176. Market plan can be for **(SBI Clerk 2014)**
(a) a brand (b) a product
(c) product line (d) All of the above
(e) None of these

177. Which among the following is one of the 7 O's in Framework in Marketing? **(SBI Clerk 2014)**
(a) Orthodox (b) Occupation
(c) Obnoxious (d) Operations
(e) None of these

178. BEP stands for **(SBI Clerk 2014)**
(a) Break Event Point (b) Board Even Point
(c) Benefit Effect Point (d) Break Even Point
(e) None of these

179. When consumers get one sample for free, after their trial and then could decide whether to buy or not then that is called **(SBI Clerk 2014)**
(a) Advertising (b) Sampling
(c) Couponing (d) Trading
(e) None of these

180. Channels of marketing means **(SBI Clerk 2014)**
(a) Outlets from where sales take place
(b) Focusing sales on one single group
(c) Home delivery
(d) Courier Service
(e) None of these

181. The share of market means **(SBI Clerk 2014)**
(a) Share price quoted in the market
(b) Percentage share of business of the company, as compared to peers
(c) Staff strength of the company
(d) Share capital of the company
(e) None of these

182. For an ATM-cum-Debit card the target group is **(SBI Clerk 2014)**
(a) All prisoners
(b) Firms
(c) All existing and prospective customers
(d) All School Children
(e) None of these

183. Marketing is more required when **(SBI Clerk 2014)**
(a) There is monopoly
(b) Supply equals demand
(c) Supply exceeds demand
(d) Staff in excess
(e) None of these

184. If the market share falls then it implies that **(SBI Clerk 2014)**
(a) Competition has increased
(b) Sales have gone up
(c) Profit has gone up
(d) Business is wound up
(e) None of these

185. In marketing a cold call means **(SBI Clerk 2014)**
(a) Sales talk
(b) A futile exercise
(c) Old product with new wrapping
(d) Calls made without prior appointment
(e) None of these

186. A 'Push' marketing strategy necessitates **(SBI Clerk 2014)**
(a) Good pushing strength
(b) Lengthy talks
(c) Collective effort
(d) Aggressive marketing
(e) None of these

187. Meaning of Buyer Resistance in marketing is **(SBI Clerk 2014)**
(a) Exchange of products
(b) Fight between buyer and seller
(c) Buyer retracting the sale
(d) Buyer's hesitation in buying the product
(e) None of these

188. In any marketing the best promotional tool is **(SBI Clerk 2014)**
(a) Word of mouth publicity
(b) Newsletters
(c) Pamphlets
(d) Viral marketing
(e) None of these

189. In a client/server model, a client program **(SBI Clerk 2014)**
(a) asks for information
(b) provides information and files
(c) Serves Software files to other computers
(d) Distributes Software files to other computers
(e) None of the above

190. If you are going to a site you use often, instead of having to type in the address every time, you should **(SBI Clerk 2014)**
(a) save it as a file (b) make a copy of it
(c) bookmark it (d) delete it
(e) None of these

191. Mobile banking requires **(IBPS Clerk 2011)**
(a) account with a bank with mobile phone linked to interbank mobile payment service
(b) account with mobile post office
(c) account with bank along with mobile phone linked to international mobile payment service
(d) account with bank and mobile phone linked to interstate mobile payment service
(e) account with bank along with mobile phone linked to inter-district mobile payment service

192. In a customer database, a customer's surname would be keyed into a ___. **(IBPS RRB Assistant 2015)**
(a) row (b) text filed
(c) record (d) computed field
(e) None of these

193. Control in design of an information system is used to ___. **(IBPS RRB Assistant 2015)**
(a) inspect the system and check that it is built as per specifications
(b) ensure that the system processes data as it was designed to and that the results are reliable
(c) ensure privacy of data processed by it
(d) protect data from accidental or intentional loss
(e) None of the above

194. Teleconferencing is _____. **(IBPS RRB Assistant 2015)**
(a) It refers to electronic meetings that involve people who are at physically different sites.
(b) Telecommunication technology allows participants to interact with one another without travelling to the same direction.
(c) It refers to electronic meetings that donot involve people
(d) Both a and b
(e) None of these

195. Electronic commerce or e-commerce as _____. **(IBPS RRB Assistant 2015)**
(a) It is popularly known refers to the paperless exchange of business information
(b) They use Electronic Data Interchange,Electronic mail, Electronic BulletinBoards, Electronic Fund Transfer and other network based technologies.
(c) EC is associated with buying and sellingof products and services over computer communication networks.
(d) All of the above
(e) None of these

196. Which of the following is a part of Marketing Management? **(SBI Clerk 2015)**
(a) Identification of Business opportunities
(b) Understanding the customer needs
(c) Producing according to customer needs
(d) Delivering as per customer convenience
(e) All of the above

197. Consumer buys_____. **(SBI Clerk 2015)**
(a) Goods (b) Services
(c) Both (a) and (b) (d) Neither (a) nor (b)
(e) None of these

198. Which of the following is not correct with regard to marketing? **(SBI Clerk 2015)**
(a) Marketing is management function
(b) Marketing is a philosphy
(c) Marketing is not related to business activity alone
(d) Marketing means selling.
(e) Objective of marketing is to achieve customer satisfaction.

199. Which of the following describes changes in individuals behaviour arising from experience? **(SBI Clerk 2015)**
(a) Modeling (b) Motivation
(c) Perception (d) Learning
(e) None of these

200. If a company wants to reach masses of buyers that were geographically dispersed at a low cost per exposure, which promotional form company would choose? **(SBI Clerk 2015)**
(a) Advertising (b) Personal selling
(c) Public relations (d) Sales promotion
(e) None of these

201. Anything can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need is called a(n). **(SBI Clerk 2015)**
(a) Idea (b) Demand
(c) Product (d) Service
(e) None of these

202. _____ is the general term for buying and selling process that is supported by electronic means. **(SBI Clerk 2015)**
(a) Internet commerce (b) Web commerce
(c) Computer commerce (d) Electronic commerce
(e) None of these

203. In terms of special product life cycles, a _____ is a basic and distinctive mode of expression. **(SBI Clerk 2015)**
(a) Genre (b) Style
(c) Fashion (d) Fad
(e) None of these

204. The process of evaluating each market segment's attractiveness and selecting one or more segments to enter is called_____. **(SBI Clerk 2015)**
(a) Mass Marketing (b) Market segmentation
(c) Market targeting (d) Market positioning
(e) None of these

205. Which of the following factors are the most popular bases for segmenting customer groups. **(SBI Clerk 2015)**
(a) Geographic (b) Demographic
(c) Psychographic (d) Behavcoral
(e) None of these

206. Which strategy calls for using the sales force and trade promotion to move the product through channels. **(SBI Clerk 2015)**
(a) Push strategy
(b) Pull strategy
(c) Blocking strategy
(d) Integrated strategy
(e) None of these

207. What is 'Globalization'? **(SBI Clerk 2015)**
(a) Opening the economy for word trade
(b) Export and import trade
(c) Foreign tour
(d) Marketing foreign products
(e) None of these

208. Web marketing involves_____ **(SBI Clerk 2015)**
(a) Selling web cameras
(b) Web advertisements
(c) E-mail chatting
(d) Browsing the web
(e) Door-to-door canvasing

209. Marketing share means_____ **(SBI Clerk 2015)**
(a) Paid up capital
(b) Sharesheld by employees
(c) Share of business volume as compared to other companies
(d) Share price of the company quoted in the market
(e) Sensex

210. "USP" in marketing means **(SBI Clerk 2015)**
(a) Unique selling practices
(b) Uniform selling practices
(c) United sales persons
(d) Unique selling proposition
(e) Useful sales person

211. Online marketing is useful for marketing of **(SBI Clerk 2015)**
(a) Saving accounts (b) Credit card
(c) Home loans (d) NRI deposits
(e) Business accounts

212. Digital marketing is similar to _____ **(SBI Clerk 2015)**
(a) Online marketing (b) Cold calling
(c) Web designing (d) Market for cost
(e) Outdoor marketing

213. Target group means **(SBI Clerk 2015)**
(a) All purchasers (b) All sales persons
(c) Targeted purchasers (d) All consumers
(e) Delivery persons

214. Referral means_____ **(SBI Clerk 2015)**
(a) Sales person
(b) All customers
(b) Lead provided by operation staff
(c) Calling the existing purchasers
(e) All purchasers

215. Market segmentation means **(SBI Clerk 2015)**
(a) Segmentation of sales team
(b) Allocation of teritory
(c) Sales arrangement
(d) Segmentation of target group according to their needs
(e) All hospitals

216. A marketing technique where marketer plays a specific role in a particular segment is called - **(SBI PO Main 2015)**
(a) Mass Marketing
(b) Niche marketing
(c) Strategic Marketing
(d) Communication Marketing
(e) None of these

217. In Marketing Mix 4 P's Imply - **(SBI PO Main 2015)**
(a) Product, Price, Place, Promotion
(b) Product, Price, Policy, Place
(c) Place, People, Product, Promotion
(d) All of the above
(e) None of these

218. Good marketing strategy envisages good and proper ____. **(SBI PO Main 2015)**
(a) Product distribution (b) Networking of branches
(c) High Pricing (d) Placement of counter staff
(e) Relationship management

219. Marketing in banks has been necessitated due to **(SBI PO Main 2015)**
(a) globalisation
(b) excess staff
(c) nationalisation of bank
(d) complacency among the staff
(e) poor customer service

220. Effective Selling Skills depends on- **(SBI PO Main 2015)**
(a) Number of languages known to the DSA
(b) Data on marketing staff
(c) Information regarding IT market
(d) Knowledge of related market
(e) Ability to talk fast

221. The long term objective of marketing is- **(SBI PO Main 2015)**
(a) Customer satisfaction
(b) Profit maximization
(c) Cost cutting
(d) Profit maximization with customer satisfaction
(e) None of these

222. For the buying and selling of precious metals such as Gold and Silver, the market established is termed as _____. **(IBPS PO Main 2016)**
(a) Capital Market (b) Money Market
(c) Bullion Market (d) wholesale cash market
(e) None of the Above

223. The government has decided to increase the foreign direct investment (FDI) limit in private banks from the existing 74% to **(IBPS PO Main 2016)**
(a) 90% (b) 100%
(c) 95% (d) 80%
(e) None of these

224. The social aspect of marketing ensures **(IBPS RRB Main 2017)**
(a) Social good
(b) Delivery of effective and efficient social change programs
(c) Customer engagement
(d) All of these
(e) Both 1 and 2

225. Which of the following is the name, term, design, symbol, or any other feature that is used to identify a good ? **(IBPS RRB Main 2017)**
(a) Logo (b) Brand
(c) Corporate identity (d) Stationary goods
(e) All of these

226. Which of the following is not correct regarding Product Mix ? **(IBPS RRB Main 2017)**
(a) It is the combination of products offered for sale by a retail outlet
(b) It takes into account both the variety and quantity of goods
(c) It is used to attract a certain demographic of shoppers to the store
(d) It is a number of products grouped together based on similar characteristics
(e) It is more than Just inventory

227. The advertisement of life insurance must not have which of the following terms ? **(IBPS RRB Main 2017)**
(a) Investment (b) Investment plan
(c) Expansion plan (d) Retirement plan
(e) All of these

228. A life insurance policy can only be made paid up If what particular policy feature exists ? **(IBPS RRB Main 2017)**
(a) Indexing contribution
(b) Nomination facility
(c) Rider benefits
(d) Savings element
(e) All of these

229. What is the term when a seller tries to sell the same good at different prices ? **(IBPS RRB Main 2017)**
(a) Price Differential
(b) Dumping
(c) Price Discrimination
(d) Bullying
(e) None of these

230. Which of the following does not constitute customer identification process in the banking sector? **(IBPS RRB Main 2017)**
(a) confirming the date of birth from an official document
(b) confirming the permanent address
(c) contacting the customer by telephone, by letter or by email to confirm the Information supplied after an account has been opened
(d) confirming the marital status of the customer
(e) confirming the validity of the official documentation provided through certification

231. Which of the following explains the sound marketing of products ? **(IBPS RRB Main 2017)**
(a) 3 ₹ (b) 4 Ps
(c) 3 Cs (d) 2 Ms
(e) 4 Ss

232. What is the term for fixing high price for new product? **(IBPS RRB Main 2017)**
(a) Decoy Pricing (b) Skimming
(c) Freemium (d) Absorption Pricing
(e) Odd Pricing

233. Making, issuing or circulating any written or oral statement that misrepresents the benefits, conditions, or terms of any insurance policy, or transaction is an example of: **(IBPS RRB Main 2017)**
(a) Twisting (b) Unfair
(c) Misrepresentation (d) Concealment
(e) All of these

234. Grouping and processing all of a firm's transactions at one time is called – **(IBPS RRB Main 2017)**
(a) a database management systern
(b) batch processing
(c) a real-time system
(d) an on-line system
(e) None of these

235. Which bank has allowed its customers to make cardless cash withdrawals at over 100,000 ATMs across India? **(IBPS Clerk Main 2019)**
(a) Bank of Baroda
(b) ICICI Bank
(c) AU Small Finance Bank
(d) State Bank of India
(e) Airtel Payments Bank

236. Which of the following E-commerce giant is the most attractive employer brand in the country followed by Microsoft India and Sony India? **(SBI PO Main-2019)**
(a) Amazon (b) Snapdeal
(c) Flipkart (d) Paytm
(e) Myntra

237. Persons resident in India as defined under Foreign Exchange Management Act, 1999 are eligible to invest in Sovereign Gold Bond (SGB). Eligible investors include Individuals, HUFs, trusts, _____ and charitable institutions. **(SBI PO Main-2019)**
(a) Universities (b) PSBs
(c) NBFC (d) Foreign customers
(e) Leaders

Answers & Explanations

1. (d) 2. (e) 3. (e) 4. (c) 5. (b)
6. (e) 7. (a) 8. (e) 9. (d)
10. (b) Lead generation can be achieved by browsing telephone directory, yellow pages, internet sites, list of existing customers, etc.
11. (d)
12. (b) Advantage refers to best strategies that lead to the creation and sustainability of a competitive advantage. In order to have that competitive advantage it must possess a favourable asymmetry (e.g. lower unit cost, higher buyer willingness to pay for its product) between itself and its competitors in the market.
13. (d) According to 'Introduction to Marketing Management' by Osman Safdar Sarwant, the two fold goal of marketing is to attract new customers by promising superior value which also keeping current customers by delivering satisfaction. Sarwani outlined a five step model of the marketing process.
14. (b) The Delphi method is a structured communication technique, originally developed as a systematic, interactive forcasting method which relies on a panel of experts. It has been widely used for business forcasting and has certain advantage over another structured forecasting approach, prediction markets.
15. (a) Innovation is about finding a better way of doing something. Innovation can be viewed as the application of better solutions that meet new requirements. In-articulated needs, or existing market needs. This is accomplished through more effective products, processes, services, technologies, or ideas that are readily available to markets.
16. (b) 17. (b) 18. (a)
19. (e) None in the given choices
20. (a) For a bank, the foremost target market for selling their debit cards is all their existing account holders.
21. (d) 22. (a) 23. (d) 24. (c) 25. (b) 26. (a)
27. (d)
28. (c) Market penetration means the depth of sales of a particular product in a given market. Marketing Size involves the number of sellers and buyers in the market.
29. (a) 30. (c) 31. (c) 32. (b) 33. (e) 34. (d)
35. (c) 36. (c) 37. (b) 38. (c) 39. (c) 40. (d)
41. (d) 42. (c) 43. (d)
44. (c) A DSA markets and sells goods to customers without the benefit of a retail, online or catalog store. No educational requirements is necessary for DSA position. But DSA should have good oral and written communication skills.
45. (a) Market segmentation helps to determine targets groups or indentifying prospects. It can be resorted to by way of- segmenting by customer's age, segmenting by customer's income, segmenting geographically, segmenting by customer's tastes & preferences, etc.
46. (e) 47. (a) 48. (b) 49. (c)
50. (c) ICICI Bank Limited, India's largest private sector bank, on 26th February 2014, announced the launch of 'Branch on Wheels' at Bhubaneshwar in Odisha, as part of its financial inclusion plan that aims at providing banking services in villages which are so far devoid of banking facilities. This unique initiative will provide basic banking services to the remote unbanked villages.
51. (c) Market segmentation pertains to the division of a set of consumers into persons with similar needs and wants. Market segmentation allows for a better allocation of a firm's finite resources. Due to limited resources, a firm must make choices in servicing specific groups of consumers. So it can be defined in terms of the STP acronym, meaning Segment, Target and Position.
52. (a) RTGS stands for 'Real Time Gross Settlement'. RTGS is a funds transfer system where transfer of money takes place from one bank to another on a real time basis. This is the fastest mode of funds transfer available in India through banking channel.
53. (b) Niche marketing is concentrating all marketing efforts on a small but specific and well defined segment of the population. A niche market is the subset of the market on which a specific product is focused. The niche market is highly specialized, and aiming to survive among the competition from numerous super companies.
54. (e) Segmentation is the process of slicing a market for a particular product or service into a number of different segments. The segments are usually based on factors such as demographics, beliefs or the occassion of use of the product. Age and gender are demographic components of segmentation.
55. (e) Customer relationship management (CRM) is a system for managing a company's interactions with current and future customers. It involves using technology to organize, automate and synchronize sales, marketing, customer service, and technical support.
56. (c) 57. (b) 58. (a) 59. (b) 60. (c)
61. (b) 62. (c) 63. (b) 64. (c) 65. (d)
66. (d) 67. (c) 68. (d) 69. (c) 70. (a)
71. (b) 72 (b) 73. (b) 74. (a) 75. (b)
76. (a) 77. (d) 78. (a) 79. (c) 80. (e)
81. (c) 82. (d) 83. (d) 84. (e) 85. (a)
86. (d) 87. (c) 88. (a) 89. (b) 90. (b)
91. (c) 92. (d) 93. (b) 94. (a) 95. (a)
96. (a) 97. (d) 98. (e) 99. (e) 100. (a)
101. (e) 102. (d) 103. (b) 104. (e) 105. (c)
106. (b) 107. (d) 108. (a) 109. (c) 110. (c)
111. (a) 112. (a) 113. (b) 114. (c) 115. (d)
116. (b) 117. (c) 118. (d) 119. (b) 120. (c)
121. (e) 122. (c) 123. (e) 124. (e) 125. (c)
126. (b) 127. (a) 128. (b) 129. (d) 130. (b)
131. (d) 132. (e) 133. (a) 134. (d) 135. (b)
136. (a) 137. (d) 138. (c) 139. (a) 140 (a)
141. (c) 142. (d) 143. (c) 144. (b) 145. (a)
146. (c) 147. (d) 148. (e) 149. (e) 150. (e)
151. (c) 152. (e) 153. (b) 154. (c) 155. (c)
156. (a) 157. (d) 158. (a) 159. (c) 160. (a)
161. (c) 162. (d) 163. (b) 164. (c) 165. (c)

166.	(b)	167.	(d)	168.	(e)	169.	(d)	170.	(b)
171.	(d)	172.	(d)	173.	(d)	174.	(a)	175.	(a)
176.	(d)	177.	(d)	178.	(d)	179.	(b)	180.	(a)
181.	(b)	182.	(c)	183.	(c)	184.	(a)	185.	(d)
186.	(c)	187.	(d)	188.	(a)	189.	(a)	190.	(c)
191.	(a)	192.	(c)	193.	(b)	194.	(d)	195.	(d)
196.	(e)	197.	(c)	198.	(d)	199.	(d)	200.	(a)
201.	(c)	202.	(d)	203.	(b)	204.	(c)	205.	(b)
206.	(a)	207.	(a)	208.	(b)	209.	(c)	210.	(d)
211.	(d)	212.	(a)	213.	(c)	214.	(c)	215.	(d)
216.	(b)	217.	(a)	218.	(e)	219.	(a)	220.	(d)
221.	(d)	222.	(c)	223.	(e)				

224. (d) Social marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good. It seeks to ensure the delivery of competition sensitive and segmented social change programs that are effective, efficient, equitable and sustainable. The primary aim of social marketing is 'social good', while in "commercial marketing the aim is primarily "financial". It uses the benefits of doing social good to secure and maintain customer engagement.

225. (b) Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers.' The word 'brand' is often used as a metonym referring to the company that is strongly identified with a brand. Brands are used in business, marketing, and advertising. A modem example of a brand is Coca Cola which belongs to the Coca Cola Company.

226. (d) Product Mix is the combination of products offered for sale by a retail outlet, which takes into account both the variety and quantity of goods. It defines the retail outlet's niche in the market, and the personality of the brand and is used to attract a certain demographic of shoppers to the store as well. On the contrary, a product line is a number of products grouped together based on similar characteristics. The characteristic include product price, product quality, who the product is aimed at (target group), and product specification/features.

227. (e) No advertisement shall use the terms "investment," "investment plan,' 'founder's plan.' 'charter plan.' 'deposit.' 'expansion plan.' 'profit, 'profits,' 'profit sharing, 'interest plan,' savings,' 'savings plan,' 'private pension plan,' 'retirement plan' or other similar terms in connection with a policy in a context or under such circumstances or conditions as to have the capacity or tendency to mislead a purchaser or prospective purchaser of such policy to believe that he will receive, or that it is possible that he will receive, something other than a policy or some benefit not available to other persons of the same class and equal expectation of life.

228. (d) The Paid-Up Option is designed so that at a future point the base policy is paid up (I.e. no more premiums are due). In Paid-Up Additions, only the additions are paid up, not the base policy. Only a Whole Life (I.e. fixed policy) can achieve paid-up status, not Universal or Variable. In a whole life insurance scheme, the insurance company puts part of the insurance money in a high interest bank account. With every premium payment the cash value increases. This savings element of policy builds up the customer's cash value on a tax-deferred basis.

229. (c) Price discrimination on price differentiation is a pricing strategy where identical & largely similar goods or services are transacted at different prices by the same provider in different markets or territories. it is distinguished from product differentiation by the more substantial difference in production cost for the differently priced products involved in the latter strategy. it essentially relies on the variation in the customers' willingness to pay.

230. (d) The Basel Committee on Banking Supervision in its paper on Customer Due Diligence for Banks published in October 2001 referred to certain guidelines for customer identification process. As per these guidelines, the bank should verify this information by at least one of the following methods: (i) confirming the date of birth from an official document; (ii) confirming the permanent address: contacting the customer by telephone by letter or by e-mail to confirm the information supplied after an account has been opened and confirming the validity of the official documentation provided through certification by an authorised person.

231. (b) Marketing mix' is a general phrase used to describe the different kinds of choices organizations have to make in the whole process of bringing a product or service to market. The 4Ps is one way - probably the best-known way-of defining the marketing mix, and was first expressed in 1960 by EJ McCarthy. The 4 Ps are product (or Service). Place, Price and Promotion.

232. (b) When goods are sold at higher prices so that fewer sales are needed to break even, it is known as creaming or skimming. Selling a product at a high price, sacrificing high sales to gain a high profit is therefore 'skimming' the market. Skimming is usually employed to reimburse the cost of investment of the original research into the product: commonly used in electronic markets when a new range, such as DVD players, are firstly dispatched into the market at a high price. This strategy is often used to target early adopters" of a product or service.

233. (c) Making misleading representations or fraudulent comparisons of insurance policies, misrepresenting the terms or benefits of an Insurance policy or making misleading representations as to the financial condition of an insurer is misrepresentation.

234. (c)

235. (e) Airtel Payment Bank, India's first payments bank, has declared that its customers can now make cardless cash withdrawals at more than 100,000 ATMs.

236. (a) E-commerce giant Amazon India is the most attractive employer brand in the country followed by Microsoft India and Sony India, says a survey. According to the Randstad Employer Brand Research (REBR) 2019, released Monday, Amazon scored high on financial health, utilisation of latest technologies and a strong reputation.

237. (e) Persons resident in India as defined under Foreign Exchange Management Act, 1999 are eligible to invest in SGB. Eligible investors include individuals, HUFs, trusts, universities, charitable institutions, etc.