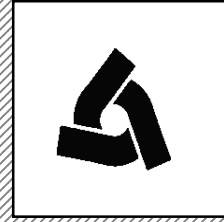# BANK EXAMINATIONS
COMPUTER/MARKETING
KNOWLEDGE

SBI Clerical Cadre Exam. 2009
Computer Knowledge/
Marketing Aptitude

1. A keyboard is this kind of device— (B)
   (A) black (B) input
   (C) output (D) word Processing
   (E) None of these

2. IT stands for— (A)
   (A) information Technology
   (B) integrated Technology
   (C) intelligent Technology
   (D) interesting Technology
   (E) None of these

3. Which of the following refers to the fastest, biggest and most expensive computers ? (B)
   (A) Personal Computers
   (B) Supercomputers
   (C) Laptops
   (D) Notebooks
   (E) None of these

4. A collection of related information sorted and dealt with as a unit is a— (C)
   (A) disk (B) data
   (C) file (D) floppy
   (E) None of these

5. The process of a computer receiving information from a server on the Internet is known as— (C)
   (A) pulling (B) pushing
   (C) downloading (D) transferring
   (E) None of these

6. Which part of the computer helps to store information ? (A)
   (A) Disk drive (B) Keyboard
   (C) Monitor (D) Printer
   (E) None of these

7. ………………is the process of carrying out commands. (C)
   (A) Fetching (B) Storing
   (C) Executing (D) Decoding
   (E) None of these

8. The role of a………generally is to determine a buyer's needs and match it to the correct hardware and software. (B)
   (A) computer Scientist
   (B) computer sales representative
   (C) computer consultant
   (D) corporate trainer
   (E) None of these

9. Which of the following groups consist of only output devices ? (D)
   (A) Scanner, Printer, Monitor
   (B) Keyboard, Printer, Monitor
   (C) Mouse, Printer, Monitor
   (D) Plotter, Printer, Monitor
   (E) None of these

10. The rectangular area of the screen that displays a program, data, and/or information is a— (D)
    (A) title bar (B) button
    (C) dialog box (D) window
    (E) None of these

11. A(n)………contains commands that can be selected. (B)
    (A) pointer (B) menu
    (C) icon (D) button
    (E) None of these

12. An error is also known as— (A)
    (A) bug (B) debug
    (C) cursor (D) icon
    (E) None of these

13. Arithmetic Operations— (D)
    (A) involve matching one data item to another to determine if the first item is greater than, equal to, or less than the other item
    (B) sort data items according to standard, predefined criteria in ascending order or descending order
    (C) use conditions with operators such as AND, OR and NOT
    (D) include addition, subtraction, multiplication and division
    (E) None of these

14. Sending an e-mail is similar to— (B)
    (A) picturing an event
    (B) narrating a story
    (C) writing a letter
    (D) creating a drawing
    (E) None of these

15. Promotion in Marketing means— (B)
    (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) None of these

16. Microsoft Word is an example of— (B)
    (A) an operating system
    (B) a processing device
    (C) application software
    (D) an input device
    (E) None of these

17. Sources of Sales Leads are— (E)
    (A) Data Mining
    (B) Market Research
    (C) Media Outlets
    (D) Promotional Programs
    (E) All of these
18. Any data or instruction entered into the memory of a computer is considered as— (A)
    (A) storage (B) output
    (C) input (D) information
    (E) None of these
19. Which part of the computer displays the work done?
    (A) RAM (B) printer (C)
    (C) monitor (D) ROM
    (E) None of these
20. One of the methods for Market Monitoring is—
    (A) to watch TV serials (C)
    (B) to discuss with other sales persons
    (C) to monitor media outlets
    (D) All of these
    (E) None of these
21. Market Expansion means— (E)
    (A) hiring more staff
    (B) firing more staff
    (C) buying more products
    (D) buying more companies
    (E) None of these
22. A series of instructions that tells a computer what to do and how to do it is called a— (A)
    (A) program (B) command
    (C) user response (D) processor
    (E) None of these
23. Effective marketing helps in— (d)
    (A) developing new products
    (B) creating a competitive environment
    (C) building demand for products
    (D) All of these
    (E) None of these
24. Which is the part of a computer that one can touch and feel ? (a)
    (A) Hardware (B) Software
    (C) Programs (D) Output
    (E) None of these
25. A Call in Marketing means— (d)
    (A) to phone the customers
    (B) to visit the customers
    (C) to visit the marketing site
    (D) to call on prospective customers
    (E) None of these
26. Delivery Channel means— (c)
    (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
27. Processing involves— (B)
    (A) inputting data into a computer system
    (B) transforming input into output
    (C) displaying output in a useful manner
    (D) providing relevant answers
    (E) None of these

28. One of the following is a target group for the marketing of Internet Banking. (C)
    (A) All the customers
    (B) All the educated customers
    (C) All the computer educated customers
    (D) Only creditors
    (E) All of these
29. Innovation mean— (D)
    (A) Product Designing (B) New ideas
    (C) Impulse (D) Both (A) and (B)
    (E) None of these
30. One of the following is a target group for the marketing of educational loan. (B)
    (A) All the customers (B) Students
    (C) Only poor students
    (D) Students having promising educational track record
    (E) All of these
31. Service after sale is not the function of— (A)
    (A) Marketing staff
    (B) Seller
    (C) Director of the company
    (D) Employees of the company
    (E) All of the above are wrong
32. If done through………the rural marketing would be more effective. (B)
    (A) fairs (B) village fairs
    (C) door to door campaign
    (D) All of these (E) None of these
33. Market Survey means— (A)
    (A) Market Research (B) Market Planning
    (C) Marketing Strategies (D) Market Monitering
    (E) All of these
34. ………can be done through digital Banking? (A)
    (A) Mobile phone (B) Internet
    (C) Telephone (D) All of these
    (E) None of these
35. A good seller should have the following quality/ qualities ? (D)
    (A) Devotion to the work (B) Submissive
    (C) Sympathy (D) All of these
    (E) None of these
36. The rural marketing is not required because—
    (A) rural people do not understand marketing
    (B) its not practical from the cost point of view
    (C) it is sheer wastage of time (D)
    (D) All are wrong
    (E) All are correct
37. Planned-cost service means— (B)
    (A) Costly products
    (B) Extra profit on the same cost
    (C) Extra work by seller
    (D) All of these
    (E) None of these
38. Internet marketing means— (E)
    (A) Self-marketing
    (B) Core Groups monitering
    (C) Employees marketing
    (D) All of these (E) None of these
39. The aim of successful marketing is— (D)
    (A) to increase the sale
    (B) to increase the profit

(C) to increase the output of sellers
(D) All of these   (E) None of these

40. The networking becomes……through networking.   (C)
(A) very difficult   (B) dull
(C) easy
(D) has no role in marketing
(E) None of these

SBI Clerk (First Shift) Examination, Marketing /Computer Knowledge (Held on 8-11-2009)

1. If text was highlighted and 'Edit' 'Copy' was clicked, what would happen ?   (A)
(A) Text would be copied from the document and placed in the clipboard
(B) Text would be removed from the document and placed in the clipboard
(C) Text from the clipboard would be placed in the document at the place where the cursor is blinking
(D) Only (B) and (C)   (E) None of these

2. The blinking point which shows your position in the text is called—   (B)
(A) Blinker   (B) Cursor
(C) Causer   (D) Pointer
(E) None of these

3. For seeing the output, you use—   (A)
(A) Monitor   (B) Keyboard
(C) Mouse   (D) Scanner
(E) None of these

4. CDs are of which shape ?   (C)
(A) Square   (B) Rectangular
(C) Round   (D) Hexagonal
(E) None of these

5. A scanner scans—   (C)
(A) Pictures   (B) Text
(C) Both Pictures and Text
(D) Neither Pictures nor Text
(E) None of these

6. A directory within in directory is called—   (D)
(A) Mini Directory   (B) Junior Directory
(C) Part Directory   (D) Sub Directory
(E) None of these

7. For opening and closing of the file in Excel, you can use which bar ?   (C)
(A) Formatting   (B) Standard
(C) Title   (D) Formatting or Title
(E) None of these

8. Which of the following controls the manner of interaction between the user and the operating system ?   (A)
(A) User interface   (B) Language translator
(C) Platform   (D) Screen saver
(E) None of these

9. Computer language used on the Internet is—
(A) BASIC   (B) COBOL   (C)
(C) Java   (D) Pascal
(E) None of these

10. You click at B to make the text—   (D)
(A) Italics   (B) Underlined
(C) Italics and Underlined
(D) Bold
(E) None of these

11. Which part is the 'brain' of the computer ?   (A)
(A) CPU   (B) Monitor
(C) RAM   (D) ROM
(E) None of these

12. A disk's content that is recorded at the time of manufacture and that cannot be changed or erased by the user is—   (C)
(A) Memory-only   (B) Write-only
(C) Read-only   (D) Run-only
(E) None of these

13. Help Menu is available at which button ?   (B)
(A) End   (B) Start
(C) Turnoff   (D) Restart
(E) None of these

14. You can keep your personal files/folders in—
(A) My Folder   (B) My Documents   (B)
(C) My Files   (D) My Text
(E) None of these

15. A central computer that holds collections of data and programs for many PCs, workstations, and other computers is a(n)—   (D)
(A) Supercomputer   (B) Minicomputer
(C) Laptop   (D) Server
(E) None of these

16. A Website's main page is called its—   (A)
(A) Home Page   (B) Browser Page
(C) Search Page   (D) Bookmark
(E) None of these

17. Data that is copied from an application is stored in the—   (D)
(A) Driver   (B) Terminal
(C) Prompt   (D) Clipboard
(E) None of these

18. Changing an existing document is called ……… the document.   (C)
(A) creating   (B) deleting
(C) editing   (D) adjusting
(E) None of these

19. In a spreadsheet program the ………… contains related worksheets and documents.   (A)
(A) workbook   (B) column
(C) cell   (D) formula
(E) None of these

20. Which of the following is not an input device ?
(A) Keyboard   (B) Monitor   (B)
(C) Joystick   (D) Microphone
(E) None of these

21. Marketing is the combined study of—   (A)
(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

22. Effective Marketing helps in—   (A)
(A) Boosting the sales
(B) Boosting the purchases

3

(C) Boosting the demand and supply
(D) All of these
(E) None of these

23. Market size means— (D)
(A) Size of the sales teams
(B) Size of the company
(C) Scope for profit
(D) Scope for marketing
(E) None of these

24. Market share means— (E)
(A) Share Market (B) Sensex
(C) Market changes (D) Market demands
(E) Share of business among pears

25. Direct Marketing means— (D)
(A) Face to face marketing
(B) Over the counter marketing
(C) Door to door marketing
(D) All of these (E) None of these

26. A 'Lead' means— (B)
(A) A buyer (B) A seller
(C) Employee (D) Employer
(E) None of these

27. DSA means— (B)
(A) District Sales Authority
(B) Direct Selling Agent
(C) Distributor and Sales Agents
(D) Distributor and State Agent
(E) None of these

28. A DSA's main function is— (D)
(A) To boost customer contacts
(B) To boost emails
(C) To boost telemarketing
(D) All of these
(E) None of these

29. A 'Prospect' means— (C)
(A) Company's Prospectus
(B) Company's Memorandum of Association
(C) A likely buyer
(D) A likely seller
(E) None of these

30. To 'close a call' means— (A)
(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

31. Good selling skill calls for— (D)
(A) Patience (B) Perseverance
(C) Persuasion (D) Pursuit
(E) All of these

32. Marketing channels means— (C)
(A) Delivery time (B) Delivery period
(C) Sales outlets (D) Purchase outlets
(E) All of these

33. Value added services means— (D)
(A) Additional cost (B) Additional production
(C) Additional staff (D) Additional services
(E) All of these

34. A 'Target Group' means— (B)
(A) Group of salesmen targeting the customers
(B) Likely buyers (C) Group of products
(D) Group of companies (E) All of these

35. 'USP' in Marketing means— (E)
(A) Useful Sales Procedures
(B) Useful Selling Propositions
(C) Useful Sales Persons
(D) Used Sales Plans
(E) Unique Selling Propositions

36. 'ATM' stands for— (D)
(A) Anywhere Marketing
(B) Any Time Marketing
(C) Any Time Money
(D) Automated Teller Machine
(E) Automatic Timely Machine

37. Market Plan is a— (D)
(A) Selling process (B) Year-end-budget
(C) Calendar
(D) Business document for marketing strategies
(E) All of these

38. Market segmentation means dividing— (A)
(A) The market group into homogeneous groups
(B) The market process into easy steps
(C) The sales teams into small groups
(D) All of these
(E) None of these

39. 'HNI' means— (C)
(A) Highly Non-interested Individuals
(B) Highly Needy Individuals
(C) High Networth Individuals
(D) Highly Negative Individuals
(E) None of these

40. Digital Marketing includes. Find the incorrect answer— (C)
(A) Web advertisement (B) E-mail canvassing
(C) Blogs (D) SMS campaigns
(E) Mobile alerts

Allahabad Bank Clerk Exam., 2008 Computer General Knowledge (Held on 30-08-2008)

1. If a word is typed that is not in Word's dictionary, a_____wavy underline appears below the word. (A)
(A) red (B) green
(C) blue (D) black
(E) None of these

2. The_____button on the quick access Toolbar allows you to cancel your recent commands or actions. (D)
(A) Search (B) Cut
(C) Document (D) Undo
(E) None of these

3. In Excel, any set of characters containing a letter , hyphen, or space is considered— (B)
(A) a formula (B) text
(C) a name (D) a title
(E) None of these

4. _____Software allows users to perform calculations on rows and columns of data. (C)
(A) Word processing

(B) Presentation graphics
(C) Database Management Systems
(D) Electronic Spreadsheet
(E) None of these

5. A _____ represent approximately one billion memory locations. (C)
(A) kilobyte   (B) megabyte
(C) gigabyte   (D) terabyte
(E) None of these

6. _____ cells involves creating a single cell by combining two or more selected cells. (B)
(A) Formatting   (B) Merging
(C) Embedding   (D) Splitting
(E) None of these

7. The operating system is the most common type of_____ software. (C)
(A) communication (B) application
(C) system   (D) word-processing
(E) None of these

8. When you quickly press and releaes the left mouse button twice , you are— (C)
(A) Primary-clicking   (B) pointing
(C) Double-clicking   (D) Secondary-clicking
(E) None of these

9. The horizontal and vertical lines on a worksheet are called— (D)
(A) cells   (B) sheets
(C) block lines   (D) gridlines
(E) None of these

10. To delete an incorrect character in a document, _____ to erase to the right of the insertion point. (D)
(A) press the left mouse key
(B) double-click the right mouse key
(C) press the BACKSPACE key
(D) press the delete key
(E) None of these

11. The operating system does all of the following EXCEPT: (D)
(A) provide a way for the user to interact with the computer.
(B) manage the central processing unit (CPU).
(C) manage memory and storage.
(D) enable users to perform a specific task such as document editing.

12. During the boot process, the_____ looks for the system files. (B)
(A) CD   (B) BIOS
(C) CPU   (D) DVD

13. _____ are lists of commands that appear on the screen. (C)
(A) GUIs   (B) Icons
(C) Menus   (D) Windows

14. _____ is the ability of an operating system to control the activities of multiple programs at the same time. (A)
(A) Multitasking   (B) Streamlining
(C) Multiuser   (D) Simulcasting

15. The unique signal, generated by a device, that tells the operating system that it is in need of immediate attention is called an: (C)
(A) action.   (B) event.
(C) interrupt. (D) activity.

16. The operating system controls access to the processor by assigning a(n) _____ to each task requiring the processor's attention.
(A) CPU   (B) slice of time   (B)
(C) stack   (D) event

17. The blocks of code, included in the operating system, that software applications interact with are known as: (A)
(A) application programming interfaces (APIs).
(B) complimentary metal-oxide conductors (CMOS).
(C) device drivers.
(D) bootstrap loaders.

18. MS-DOS is a _____ operating system.
(A) point-and-click   (B) user-friendly   (C)
(C) command-driven   (D) Mac

19. An interrupt handler is a(n): (D)
(A) location in memory that keeps track of recently generated interrupts.
(B) peripheral device.
(C) utility program.
(D) special numeric code that indicates the priority of a request.

20. A spooler is a(n): (C)
(A) location in memory that maintains the contents of a document until it prints out.
(B) print job.
(C) program that coordinates the print jobs that are waiting to print.
(D) message sent from the printer to the operating system when a print job is completed.

21. Virtual memory is typically located: (D)
(A) on a floppy disk.   (B) in the CPU.
(C) in a flash card.   (D) on the hard drive.

22. The purpose of a swap (or page) file is to: (B)
(A) maintain pages of documents that are being spooled to the printer.
(B) hold a program's data or instructions in virtual memory when it can't fit in RAM.
(C) prevent thrashing in a multitasking environment.
(D) allow multiple print jobs to print their pages out simultaneously.

23. The definition of thrashing is: (A)
(A) swapping data between virtual memory and RAM too frequently.
(B) insufficient hard disk space.
(C) too many processors being managed by the operating system.
(D) inaccurate information stored in the registry.

24. All of the following are TRUE of Safe Mode EXCEPT: (B)
(A) Safe Mode is a special diagnostic mode.
(B) Safe Mode loads all nonessential icons.
(C) Safe Mode allows users to troubleshoot errors.
(D) Safe Mode loads only the most essential devices.

25. Verification of a login name and password is known as: (C)
(A) configuration.   (B) accessibility.
(C) authentication. (D) logging in.

26. The combination of the operating system and the processor is referred to as the computer's: (B)
(A) CPU.   (B) platform.
(C) BIOS.   (D) CMOS.

27. The following message generally means: (A)
(A) a nonsystem floppy has been left in the floppy disk drive.
(B) the CD drive is not functioning.
(C) the BIOS is corrupted.
(D) there is a problem loading a device.

28. Which of the following is the correct sequence of actions that takes place during the boot-up process?   (B)
(A) Load operating system ? Activate BIOS ? Perform POST ? Check configuration settings
(B) Activate BIOS ? Perform POST ? Load operating system ? Check configuration settings
(C) Perform POST ? Load operating system? Activate BIOS ? Check configuration settings
(D) Activate BIOS ? Check configuration settings? Perform POST ? Load operating system

29. All of the following are steps involved in the boot process EXCEPT: (D)
(A) load the operating system into RAM.
(B) the power-on self-test.
(C) activate the basic input/output system (BIOS).
(D) load application programs.

30. The _____, stored on a ROM chip, is responsible for loading the operating system from its permanent location on the hard drive into RAM.
(A) BIOS   (B) API   (A)
(C) device driver   (D) supervisor program

31. The basic input/output system (BIOS) is stored in: (B)
(A) RAM.   (B) ROM.
(C) the CPU.   (D) the hard drive.

32. Ensuring that the essential peripheral devices are attached and operational is the _____ process.   (C)
(A) configuration   (B) CMOS
(C) POST   (D) ROM

33. The memory resident portion of the operating system is called the—   (D)
(A) registry.   (B) API.
(C) CMOS.   (D) kernel.

34. Which of the following does NOT occur during the power-on self-test (POST)?   (A)
(A) The ScanDisk utility begins to run.
(B) The video card and video memory are tested.
(C) The BIOS identification process occurs.
(D) Memory chips are checked to ensure they are working properly.

35. All of the following are TRUE regarding virtual memory EXCEPT—   (A)
(A) any amount of RAM can be allocated to virtual memory.
(B) the setting for the amount of hard drive space to allocate to virtual memory can be manually changed.
(C) this temporary storage is called the swap file (or page file).
(D) virtual memory is physical space on the hard drive.

36. The operating system allows users to organize the computer's contents in a hierarchical structure of directories that include all of the following EXCEPT: (D)
(A) files.   (B) folders.
(C) drives.   (D) systems.

37. All of the following statements concerning windows are true EXCEPT—   (A)
(A) windows are an example of a command-driven environment.
(B) windows can be resized and repositioned on the desktop.
(C) more than one window can be open at a time.
(D) toolbars and scrollbars are features of windows.

38. All of the following statements concerning files are true EXCEPT—   (C)
(A) A file is a collection of related pieces of information stored together for easy reference.
(B) Files can be generated from an application.
(C) Files are stored in RAM.
(D) Files should be organized in folders.

39. Using Windows Explorer, a plus (+) sign in front of a folder indicates—   (B)
(A) an open folder.
(B) the folder contains subfolders.
(C) a text file.
(D) a graphics file.

40. In Windows XP, if you want to see the file size and modified dates of all files in a folder, the best viewing option is the _____ view.   (C)
(A) List   (B) Thumbnails
(C) Details   (D) Icon

Allahabad Bank Probationary Officers Exam Computer General Awareness (Held on 17-08-2008)

1. Programs from the same developer , sold bundled together , that provide better integration and share common features , toolbars and menus are known as ....   (A)
(A) software suites
(B) integrated software packages
(C) software processing packages
(D) personal information managers
(E) none of these

2. A data warehouse is which of the following? (C)
(A) Can be updated by the end users
(B) Contains numerous naming conventions and formats
(C) Organized around important subject areas
(D) Contains only current data
(E) None of these

3. _____ servers store and manages files for network users.   (D)
(A) Authentication   (B) Main

(C) Web   (D) File
(E) None of these

4. All of the following are examples of real security and privacy risks Except _____   (B)
(A) hackers   (B) spam
(C) viruses   (D) identify theft
(E) None of these

5. _____ terminals (formerly known as cash registers) are often connected to complex inventory and sales computer systems.   (B)
(A) Data   (B) Sales
(C) Query   (D) Point-of-sale (POS)
(E) None of these

6. The OSI model is divided into _____ processes called layers.   (C)
(A) five   (B) six
(C) seven   (D) eight
(E) None of these

7. System software is the set of programs that enables your computer's hardware devices and _____ software to work together.   (DB)
(A) management   (B) processing
(C) utility   (D) application
(E) None of these

8. _____ are specially designed computer chips reside inside other devices, such as your car or your electronic thermostat.   (B)
(A) Servers
(B) Embedded computers
(C) Robotic computers (D) Mainframes
(E) None of these

9. The following are all computing devices , except.........   (C)
(A) notebook computers (B) cellular telephones
(C) digital scanners
(D) personal digital assistants
(E) None of these

10. In a ring topology , the the computer in possession of the _____ can trasmit data   (D)
(A) packet   (B) data
(C) access method   (D) token
(E) None of these

11. This part of operating system manages the essential peripherals, such as the keyboard, screen , disk drives, and parallel and serial ports
(A) basic input/output system   (A)
(B) secondary input/output system
(C) peripheral input/output system
(D) marginal input/output system
(E) None of these

12. _____ Viruses are often transmitted by a floppy disk left in the floppy drive   (B)
(A) Trojan horse   (B) Boot sector
(C) Script   (D) Logic bomb
(E) None of these

13. _____ controls the way in which the computer system functions and provides a meAns : by which users can interact with the computer (C)
(A) The platform   (B) Application software
(C) Operating system (D) The motherboard
(E) None of these

14. Servers are computers that provide resources to other computers connected to a _____
(A) mainframe   (B) network   (B)
(C) supercomputer   (D) client
(E) None of these

15. A goal of data mining includes which of the following?   (A)
(A) To explain some observed event or condition
(B) To confirm that data exists
(C) To analyze data for expected relationships
(D) To create a new data warehouse
(E) None of these

16. URL stands for ....   (C)
(A) Universal Research List
(B) Universal Resource List
(C) Uniform Resource Locator
(D) Uniform Research Locator
(E) None of these

17. A database management system (DBMS) is a ....   (D)
(A) hardware system used to create , maintain and provide controlled access to a database
(B) hardware system used to create, maintain, and provide uncontrolled access to a database.
(C) software system used to create, maintain, and provide uncontrolled access to a database.
(D) software system used to create, maintain, and provide controlled access to a database.
(E) None of these

18. Which of the following is NOT a goal of transaction processing system ?   (?)
(A) Capture , process and store transactions
(B) Produce a variety of documents related to routine business activities
(C) Reduce manual effort associated with processing business transactions
(D) Produce standard reports used for management decision making
(E) None of these

19. A Proxy server is used for which of the following?
(A) To provide security against unauthorized users
(B) To process client requests for web pages
(C) To process client requests for database access   (B)
(D) To provide TCP/IP
(E) None of these

20. When data changes in multiple lists and all lists are not updated, this causes: (D)
(A) data redundancy   (B) information overload
(C) duplicate data   (D) data inconsistency
(E) None of these

21. _____ are words that a programming language has set aside for its own use.   (B)
(A) Control worlds   (B) Reserved words
(C) Control structures (D) Reserved keys
(E) None of these

22. What is the primary difference between a virus and a worm?   (?)
(A) A worm has the ability to self-propagate from an infected user's computer to other computers
(B) A worm is usually written by a cracker: Script bunnies do not have the skills to develop a worm program

(C) A virus is very harmful to the computers it infects : a worm is not a serious a problem
(D) Anti-virus software is effective in fighting viruses but not worms
(E) None of these

23. _____ describe what is database fields. (D)
(A) Structures   (B) Field markers
(C) Field definition   (D) Field names
(E) None of these

24. You must install a (n) _____ on a network if you want to share a broadband Internet connection. (A)
(A) router   (B) modem
(C) node   (D) cable
(E) None of these

25. A goal of normalization is to _____ (D)
(A) minimize the number of relationships
(B) minimize the number of entities
(C) minimize the number of tables
(D) minimize the number of redundancy
(E) None of these

26. Granting an outside organization access to internet web pages is often implemented using a (n) ____ (B)
(A) extranet   (B) intranet
(C) internet   (D) hacker
(E) None of these

27. Which term identifies a specific computer on the web and the main page of the entire site (B)
(A) URL   (B) Web site address
(C) Hyperlink   (D) Domain name
(E) None of these

28. The code that relational database management systems use to perform their database task is referred to as ..... (B)
(A) QBE   (B) SQL
(C) OLAP   (D) Sequel Server
(E) None of these

29. Chip is a common nickname for a (n): (B)
(A) transistor   (B) resistor
(C) integrated circuit (D) semiconductor
(E) None of these

30. The purpose of the primary key in a database is to: (B)
(A) unlock the database
(B) provide a map of the data
(C) uniquely identify a record
(D) establish constraints on database operations.
(E) None of these

31. A _____ contains specific rules and words that express the logical steps of an algorithm.
(A) programming language (?)
(B) syntax
(C) programming structure
(D) logic chart
(E) None of these

32. The design of the network is called the network:
(A) architecture   (B) server   (A)
(C) transmission   (D) type
(E) None of these

33. The most frequently used instructions of a computer program are likely to be fetched from:
(A) the hard disk   (B) cache memory (B)
(C) RAM   (D) registers
(E) None of these

34. The _____ contains data descriptions and defines the name, data type, and length of each field in the database. (A)
(A) data dictionary   (B) data table
(C) data record   (D) data field
(E) None of these

35. Personal logs or journal entries posted on the Web are known as: (C)
(A) listservs   (B) Webcasts
(C) blogs   (D) subject directories
(E) None of these

36. A(n) _____ uses pictures (called icons) and menus displayed on the screen to send commands to the computer system. (B)
(A) command - based user interface
(B) GUI   (C) system utility
(D) API   (E) None of these

37. The _____ manual tells you how to use a software program. (?)
(A) documentation   (B) programming
(C) technical   (D) user
(E) None of these

38. Which of the following is NOT a type of broadband Internet connection? (C)
(A) Cable   (B) DSL
(C) Dial-up   (D) Satellite
(E) None of these

39. Software, such as viruses, worms and Trojan horses, that has a malicious intent, is known as:
(A) spyware   (B) adware   (D)
(C) spam   (D) malware
(E) None of these

40. Making a field _____ meAns : that it cannot be left blank. (B)
(A) numeric   (B) required
(C) calculated   (D) validated
(E) None of these

41. _____ is the process of finding errors in software code. (?)
(A) Debugging   (B) Compiling
(C) Testing   (D) Running
(E) None pf these

42. _____ are viruses that are triggered by the passage of time or on a certain date. (C)
(A) Boot-sector viruses (B) Macro viruses
(C) Time bombs   (D) Worms
(E) None of these

43. Linux is a (n) _____ operating system.
(A) open-source   (B) Microsoft (A)
(C) Windows   (D) Mac
(E) None of these

44. What is a backup? (D)
(A) Restoring the information backup
(B) An exact copy of a system's information
(C) The ability to get a system up and running in the event of a system crash or failure
(D) All of these   (E) None of these

45. Which of the following places the common data elements in order from smallest to largest (C)
(A) character, file, record, field, database
(B) character, record, field, database, file
(C) character, field, record, file, database
(D) Bit, byte, character, record, field, file, database,
(E) None of these

46. The internet is ...... (D)
(A) a large network of networks
(B) an internal communication system for a business
(C) a communication system for the Indian government
(D) All of these
(E) None of these

47. _____ are lists of commands that appear on the screen. (C)
(A) GUIs   (B) Icons
(C) Menus   (D) Windows
(E) None of these

48. Which of the following statements is FALSE concerning file names? (D)
(A) Files may share the same name or the same extension but not both
(B) Every file in the same folder must have a unique name
(C) File extension is another name for file type
(D) The file extension comes before the dot (.) followed by the file name
(E) None of these

49. Verification of a login name and password is known as: (C)
(A) configuration   (B) accessibility
(C) authentication   (D) logging in
(E) None of these

50. Which of the following would most likely NOT be a symptom of a virus? (B)
(A) Existing program files and icons disappear.
(B) The CD-ROM stops functioning.
(C) The Web browser opens to an unusual home page.
(D) Odd messages or images are displayed on the screen.
(E) None of these

SBI Clerical Recruitment Exam Marketing / Computer Knowledge

1. Cross-selling covers— (B)
(A) Identifying customer needs
(B) Matching the Products to customer needs
(C) Convincing the customers of Product benefits
(D) Responding to questions and objections of customers
(E) All of these

2. A Prospect means— (C)
(A) Any customer who walks into the Bank
(B) An employee of the Bank
(C) A customer who is likely to be interested in Bank's Product or service
(D) A Depositor of the Bank
(E) A Borrower of the Bank

3. A Lead means— (A)
(A) A Prospect who is more likely to avail of the Bank's Product
(B) A Political Leader   (C) A Religious Leader
(D) A Bank Chairman   (E) None of these

4. Innovation means— (D)
(A) Compensation   (B) Inspiration
(C) Additional perquisites
(D) Implementing new ideas or new methods
(E) None of these

5. A Call means— (C)
(A) Calling on friends
(B) Calling on Bank employees
(C) Calling on Prospective customers
(D) To make telephone calls
(E) Calling on relatives

6. The Traditional Marketing style involves— ()
(A) Telemarketing   (B) Digital Marketing
(C) Indirect Marketing (D) Direct Marketing
(E) All of these

7. Modern methods of Marketing include— (E)
(A) Publicity on the net
(B) Advertisement on the net
(C) Soliciting business through e-mails
(D) Telemarketing
(E) All of these

8. A true marketing mindset requires— (A)
(A) Command and order mindset
(B) Control mindset
(C) Active mindset
(D) Passive mindset
(E) None of these

9. Which of the following sentences is True ? (B)
(A) Marketing is not required in a Buyers' Market
(B) Marketing is not required in a Sellers' Market
(C) Marketing is not required due to globalization
(D) Marketing is not required due to competition
(E) Marketing is not required due to liberalization

10. For effective marketing, the salesmen should have which of these qualities— (E)
(A) Creativity   (B) Team spirit
(C) Motivation
(D) Effective communication skills
(E) All of these

11. Market information means— (C)
(A) Knowledge of shops and bazaars
(B) Knowledge of shopping malls
(C) Knowledge of customer profile and product mix
(D) Knowledge of various languages
(E) None of these

12. Market Research is needed for— (E)
(A) Deciding the market area
(B) Deciding the right product to be sold
(C) Making proper marketing decisions
(D) Deciding right time to sell
(E) All of these

13. Which of the following statements is True? (E)
(A) Marketing makes the Company to go into loss due to higher expenses

(B) Marketing is not required in profit-making companies

(C) Marketing sharpens the minds of the employees

(D) Marketing is a time-bound seasonal function

(E) Marketing is a waste of time

14. Marketing Plan helps in— (E)
(A) Better lead generation
(B) Better systems
(C) Better results
(D) Improved Balance Sheet
(E) Better customer service

15. If Marketing is done effectively, which of the following is not required— (B)
(A) Advertisement   (B) Publicity
(C) Market Research
(D) Market Segmentation
(E) None of these

16. Motivation means— (A)
(A) Inspiring employees to perform better
(B) Better Communication Skills
(C) Sales coaching
(D) Market Research
(E) None of these

17. In a Selling Process in today's world— (D)
(A) Only standard products are sold
(B) No customization required
(C) The Seller need not have product knowledge
(D) The Seller should aim at customer satisfaction
(E) Only quantum of sales matters

18. Find the True statement— (D)
(A) Marketing is a waste of the employees' time
(B) Marketing is not required in India due to its vast population
(C) Marketing involves additional work
(D) Marketing involves team work
(E) Marketing is not required today due to IT advancement

19. A Target Market is— (D)
(A) Entire country   (B) Entire city
(C) Entire globe
(D) That which consists of customers who need the identified product
(E) All of these

20. Sales forecasting involves— (E)
(A) Sales Planning   (B) Sales pricing
(C) Distribution Channels
(D) Consumer tastes
(E) All of these

21. How many options does a binary choice offer ?
(A) None   (B) One   (C)
(C) Two
(D) It depends on the amount of memory in the computer
(E) It depends on the speed of the computer's processor

22. Data going into the computer is called— (C)
(A) Output   (B) Algorithm
(C) Input   (D) Calculations
(E) Flowchart

23. How many values can be represented by a single byte ? (E)
(A) 4   (B) 16
(C) 64   (D) 256
(E) 512

24. Transformation of input into output is performed by— (E)
(A) Peripherals   (B) Memory
(C) Storage
(D) The Input-Output unit
(E) The CPU

25. Device drivers are— (D)
(A) Tiny power cords for external storage devices
(B) Experts who know how to maximize the performance of devices
(C) Small, special-purpose programs
(D) The innermost part of the operating system
(E) Substitutes for operating system

26. A collection of programs that controls how your computer system runs and processes information is called— (B)
(A) Operating system   (B) Computer
(C) Office   (D) Compiler
(E) Interpreter

27. Which of the following refers to a small, single-site network ? (A)
(A) LAN   (B) DSL
(C) RAM   (D) USB
(E) CPU

28. A set of instructions telling the computer what to do is called— (D)
(A) Mentor   (B) Instructor
(C) Compiler   (D) Program
(E) Debugger

29. If you receive an e-mail from someone you don't know, what should you do ? (B)
(A) Forward it to the police immediately
(B) Delete it without opening it
(C) Open it and respond to them saying you don't know them
(D) Reply and ask them for their personal information
(E) Reply and tell them you want to keep in touch with them

30. Which of the following can handle most system functions that aren't handled directly by the operating system ? (A)
(A) Vertical-market applications
(B) Utilities   (C) Algorithms
(D) Integrated software (E) Compilers

31. Microsoft Office is— (E)
(A) Shareware
(B) Public-domain software
(C) Open-source software
(D) A vertical-market application
(E) An application suite

32. Computers connected to a LAN (Local Area Network) can— (C)
(A) Run faster
(B) Go on line
(C) Share information and/or share peripheral equipment
(D) E-mail   (E) None of these

33. Which of the following refers to the memory in your computer ? (A)
(A) RAM (B) DSL
(C) USB (D) LAN
(E) CPU

34. Information travels between components on the motherboard through— (D)
(A) Flash memory (B) CMOS
(C) Bays (D) Buses
(E) Peripherals

35. One megabyte equals approximately— (C)
(A) 1,000 bits (B) 1,000 bytes
(C) 1 million bytes (D) 1 million bits
(E) 2,000 bytes

36. When you are working on a document on a PC, where is the document temporarily stored? (A)
(A) RAM (B) ROM
(C) The CPU (D) Flash memory
(E) The CD-ROM

37. How are data organized in a spreadsheet ? (D)
(A) Lines and spaces
(B) Layers and planes
(C) Height and width
(D) Rows and columns
(E) None of these

38. Magnetic tape is not practical for applications where data must be quickly recalled because tape is— (E)
(A) A random-access medium
(B) A sequential-access medium
(C) A read-only medium
(D) Fragile and easily damaged
(E) An expensive storage medium

39. The blinking symbol on the computer screen is called the— (E)
(A) Mouse (B) Logo
(C) Hand (D) Palm
(E) Cursor

40. When cutting and pasting, the item cut is temporarily stored in— (E)
(A) ROM (B) Hard drive
(C) Diskette (D) Dashboard
(E) Clipboard

Computer General Knowledge Questions for Bank P.O. & Clerk Exams

1. All of the following are examples of real security and privacy risks EXCEPT: (B)
A. hackers. B. spam.
C. viruses. D. identity theft.

2. A process known as _____ is used by large retailers to study trends. (A)
A. data mining B. data selection
C. POS D. data conversion

3. _____terminals (formerly known as cash registers) are often connected to complex inventory and sales computer systems. (B)
A. Data B. Point-of-sale (POS)
C. Sales D. Query

4. A(n) _____ system is a small, wireless handheld computer that scans an item's tag and pulls up the current price (and any special offers) as you shop. (A)
A. PSS B. POS
C. inventory D. data mining

5. The ability to recover and read deleted or damaged files from a criminal's computer is an example of a law enforcement specialty called:
A. robotics. B. simulation. (C)
C. computer forensics. D. animation.

6. Which of the following is NOT one of the four major data processing functions of a computer?
A. gathering data (C)
B. processing data into information
C. analyzing the data or information
D. storing the data or information

7. _____ tags, when placed on an animal, can be used to record and track in a database all of the animal's movements. (B)
A. POS B. RFID
C. PPS D. GPS

8. Surgeons can perform delicate operations by manipulating devices through computers instead of manually. This technology is known as: (A)
A. robotics. B. computer forensics.
C. simulation. D. forecasting.

9. Technology no longer protected by copyright, available to everyone, is considered to be: (A)
A. proprietary. B. open.
C. experimental. D. in the public domain.

10. _____ is the study of molecules and structures whose size ranges from 1 to 100 nanometers. (A)
A. Nanoscience B. Microelectrodes
C. Computer forensics D. Artificial intelligence

11. _____ is the science that attempts to produce machines that display the same type of intelligence that humans do. (D)
A. Nanoscience
B. Nanotechnology
C. Simulation
D. Artificial intelligence (AI)

12. _____ is data that has been organized or presented in a meaningful fashion. (D)
A. A process B. Software
C. Storage D. Information

13. The name for the way that computers manipulate data into information is called: (B)
A. programming. B. processing.
C. storing. D. organizing.

14. Computers gather data, which means that they allow users to _____ data. (B)
A. present B. input
C. output D. store

15. After a picture has been taken with a digital camera and processed appropriately, the actual print of the picture is considered: (B)
A. data.   B. output.
C. input.   D. the process.

16. Computers use the _____ language to process data. (C)
A. processing   B. kilobyte
C. binary   D. representational

17. Computers process data into information by working exclusively with: (D)
A. multimedia.   B. words.
C. characters.   D. numbers.

18. In the binary language each letter of the alphabet, each number and each special character is made up of a unique combination of: (D)
A. eight bytes.   B. eight kilobytes.
C. eight characters.   D. eight bits.

19. The term bit is short for: (C)
A. megabyte.   B. binary language.
C. binary digit.   D. binary number.

20. A string of eight 0s and 1s is called a: (B)
A. megabyte.   B. byte.
C. kilobyte.   D. gigabyte.

21. A _____ is approximately one billion bytes. (C)
A. kilobyte   B. bit
C. gigabyte   D. megabyte

22. A _____ is approximately a million bytes.
A. gigabyte   B. kilobyte (C)
C. megabyte   D. terabyte

23. _____ is any part of the computer that you can physically touch. (A)
A. Hardware   B. A device
C. A peripheral   D. An application

24. The components that process data are located in the: (C)
A. input devices.   B. output devices.
C. system unit.   D. storage component.

25. All of the following are examples of input devices EXCEPT a: (D)
A. scanner.   B. mouse.
C. keyboard.   D. printer.

26. Which of the following is an example of an input device? (A)
A. scanner   B. speaker
C. CD   D. printer

27. All of the following are examples of storage devices EXCEPT: (B)
A. hard disk drives.   B. printers.
C. floppy disk drives.   D. CD drives.

28. The _____, also called the "brains" of the computer, is responsible for processing data.
A. motherboard   B. memory (D)
C. RAM
D. central processing unit (CPU)

29. The CPU and memory are located on the: (B)
A. expansion board.   B. motherboard.
C. storage device.   D. output device.

30. Word processing, spreadsheet, and photo-editing are examples of: (A)
A. application software.
B. system software.
C. operating system software.
D. platform software.

31. _____ is a set of computer programs used on a computer to help perform tasks. (B)
A. An instruction   B. Software
C. Memory   D. A processor

32. System software is the set of programs that enables your computer's hardware devices and _____ software to work together. (D)
A. management   B. processing
C. utility   D. application

33. The PC (personal computer) and the Apple Macintosh are examples of two different: (A)
A. platforms.   B. applications.
C. programs.   D. storage devices.

34. Apple Macintoshes (Macs) and PCs use different _____ to process data and different operating systems. (C)
A. languages   B. methods
C. CPUs   D. storage devices

35. Servers are computers that provide resources to other computers connected to a: (A)
A. network.   B. mainframe.
C. supercomputer.   D. client.

36. Smaller and less expensive PC-based servers are replacing _____ in many businesses. (D)
A. supercomputers   B. clients
C. laptops   D. mainframes

37. _____ are specially designed computers that perform complex calculations extremely rapidly. (B)
A. Servers   B. Supercomputers
C. Laptops   D. Mainframes

38. DSL is an example of a(n) _____ connection. (D)
A. network   B. wireless
C. slow   D. broadband

39. The difference between people with access to computers and the Internet and those without this access is known as the: (A)
A. digital divide.   B. Internet divide.
C. Web divide.   D. broadband divide.

40. _____ is the science revolving around the use of nanostructures to build devices on an extremely small scale. (A)
A. Nanotechnology   B. Micro-technology
C. Computer forensics   D. Artificial intelligence

41. Which of the following is the correct order of the four major functions of a computer? (D)
A. Process Output Input Storage
B. Input Output Process Storage
C. Process Storage Input Output
D. Input Process Output Storage

42. _____ bits equal one byte. (A)
A. Eight   B. Two
C. One thousand   D. One million

43. The binary language consists of _____
digit(s). (B)
A. 8   B. 2
C. 1,000   D. 1

44. A byte can hold one _____ of data.
A. bit   B. binary digit (C)
C. character   D. kilobyte

45. _____ controls the way in which the
computer system functions and provides a
means by which users can interact with the
computer. (B)
A. The platform   B. The operating system
C. Application software D. The motherboard

46. The operating system is the most common type
of _____ software. (C)
A. communication   B. application
C. system
D. word-processing software

47. _____ are specially designed computer
chips that reside inside other devices, such as
your car or your electronic thermostat. (B)
A. Servers   B. Embedded computers
C. Robotic computers D. Mainframes

48. The steps and tasks needed to process data,
such as responses to questions or clicking an
icon, are called: (A)
A. instructions.   B. the operating system.
C. application software. D. the system unit.

49. The two broad categories of software are: (D)
A. word processing and spreadsheet.
B. transaction and application.
C. Windows and Mac OS.
D. system and application.

50. The metal or plastic case that holds all the physical
parts of the computer is the: (A)
A. system unit.   B. CPU.
C. mainframe.   D. platform.

51. RAM stands for : (B)
(A) Read Access Memory
(B) Random Access Memory
(C) Random Assigned Memory
(D) All of these
(E) None of these

52. Data in RAM are : (A)
(A) Volatile in nature   (B) Non-volatile in nature
(C) Both (A) & (B)   (D) All of these
(E) None of these

53. BIOS stands for : (A)
(A) Basic Input Output System
(B) Basic Instruction Output System
(C) Basic Interface Output System
(D) All of these
(E) None of these

54. RAM in its commercial forms are available as :
(A) SIMM   (B) DIMM   (C)
(C) Both (A) & (B)   (D) CPSB
(E) None of these

55. Which of the following requires refreshing during
retaining the data? (A)
(A) DRAM   (B) SRAM
(C) Virtual Memory   (D) FDD
(E) None of these

56. Refresh Rate of monitor is measured in :   (A)
(A) Hz   (B) Meter
(C) Volts   (D) Amp.
(E) None of these

57. Which of the following meaning is used between
CPU & RAM to speed up the processing power of
a CPU? (D)
(A) Virtual Memory   (B) DRAM
(C) Flash Memory   (D) Cache Memory
(E) None of these

58. Which of the following is lowest in memory
hierarchy? (B)
(A) Cache memory   (B) Secondary memory
(C) Registers   (D) RAM
(E) None of these

59. Which of the following is an input device?
(A) Keyboard   (B) VDU   (A)
(C) Both (A) & (B)   (D) Dvu
(E) None of these

60. CRT stands for : (B)
(A) Character Ray Tube   (B) Cathode Ray Tube
(C) Colour Ray Tube   (D) All of the above
(E) None of these

61. Which of the following is a GUI device :   (B)
(A) Keyboard   (B) Mouse
(C) OMR   (D) All of these
(E) None of these

62. LCD stands for : (A)
(A) Liquid Crystal Display
(B) Laser Crystal Display
(C) Light Crystal Display
(D) All of these
(E) None of these

63. Such types of printers, in which the printing head
contacts with the paper in printing process, are
called as : (A)
(A) Impact Printer   (B) Non-Impact Printer
(C) Laser Printer   (D) All of these
(E) None of these

64. Which of the following is a type of optical media?
(A) FDD   (B) HDD   (C)
(C) CD   (D) Magnetic Tape
(E) None of these

65. DVD stands for : (B)
(A) Digital Video Disk   (B) Digital Versatile Disk
(C) Both (A) & (B)   (D) All of these
(E) None of these

66. Which of the following is an input device?   (D)
(A) VDU   (B) Printer
(C) Plotter   (D) MICR
(E) None of these

67. Identify the odd one : (D)
    (A) Storage tape memory
    (B) Magnetic disc memory
    (C) Optical disc memory
    (D) Read only memory
    (E) None of these

68. Nibble describes a bits combination of : (D)
    (A) 5 bits (B) 6 bits
    (C) 7 bits (D) 4 bits
    (E) None of these

69. A Byte constitutes of : (B)
    (A) 9 bits (B) 8 bits
    (C) 7 bits (D) 4 bits
    (E) None of these

70. Memory in a PC is addressable through : (B)
    (A) Bits (B) Byte
    (C) Nibble (D) All of these
    (E) None of these

71. One Kilo Byte represents : (A)
    (A) 1024 bytes (B) 1000 bytes
    (C) 100 bytes (D) 1064 bytes
    (E) None of these

72. Basic building block for a digital circuit is : (B)
    (A) Word (B) Logic Gate
    (C) Processor (D) BUS
    (E) None of these

73. Which of the following is a logic gate? (D)
    (A) AND (B) OR
    (C) CPU (D) Both (A) & (B)
    (E) None of these

74. The base of binary number is : (A)
    (A) 2 (B) 16
    (C) 8 (D) 10
    (E) None of these

75. ASCII stands for : (B)
    (A) American Standard Code for Institute Interchange
    (B) American Standard Code for Information Interchange
    (C) American Standard Code for Information Institute
    (D) All of these
    (E) None of these

76. Who is called as "Father of Computers"? (A)
    (A) Charles Babage (B) Blaise Pascal
    (C) Hollirth (D) All of these
    (E) None of these

77. The first Digital Computer introduced, was named as : (B)
    (A) Univac (B) Mark-I
    (C) Eniac (D) All of these
    (E) None of these

78. How many generations, computer can be classified? (B)
    (A) 4 (B) 5
    (C) 3 (D) 6
    (E) None of these

79. First Generation Computers contain : (B)
    (A) Transistors (B) Vacume Tubes
    (C) LSI (D) VLSI
    (E) None of these

80. II Generation Computers are made of : (B)
    (A) Vaccume Tubes (B) Transistors
    (C) LSI (D) VLSI
    (E) None of these

81. IV Generation Computers contain : (A)
    (A) LSI (B) Vaccume Tubes
    (C) All Technology (D) Transistors
    (E) None of these

82. Vth Generation Computers are based on: (A)
    (A) Artificial Intelligence
    (B) Programming Intelligence
    (C) System Knowledge
    (D) All of these
    (E) None of these

83. Computers, combine both measuring and counting, are called : (C)
    (A) Analog (B) Digital
    (C) Hybrid (D) All of these
    (E) None of these

84. In world today, most of the computers are : (A)
    (A) Digital (B) Hybrid
    (C) Analog (D) Complex
    (E) None of these

85. In any computer installation, how many elements consists? (C)
    (A) 2 (B) 4
    (C) 3 (D) 1
    (E) None of these

86. Physical structure of computer is called : (B)
    (A) Software (B) Hardware
    (C) Humanware (D) All of these
    (E) None of these

87. A computer can perform, which of the following tasks? (D)
    (A) Computation (B) Communication
    (C) Processing (D) All of these
    (E) None of these

88. CPU stands for : (B)
    (A) Computer Processing Unit
    (B) Central Processing Unit
    (C) Both (A) & (B)
    (D) Communication Processing Unit
    (E) None of these

89. In which type of computer, data are represented as discrete signals? (B)
    (A) Analog computer (B) Digital computer
    (C) both (D) Digilog Computer
    (E) None of these

90. Which of the following is available in the form of a PC now? (B)
    (A) Mainframe (B) Microcomputer
    (C) Minicomputer (D) Both (B) & (C)
    (E) None of these

91. PARAM is an example of : (A)
    (A) Super computer (B) PC
    (C) Laptop (D) PDA
    (E) None of these

92. Who developed the analytical engine'? (B)
    (A) Jacquard loom (B) Charles Babbage
    (C) Shannon (D) IBM
    (E) None of these

93. ENIAC stands for : (B)
    (A) Electrical Numerical Integrator and Calculator
    (B) Electronic Numerical Integrator and Computer
    (C) Electronic Numerical Integrator and Calculator
    (D) Electronic Number Integrator and Calculator
    (E) None of these

94. First Generation of computer was based on which technology? (B)
    (A) Transistor   (B) Vacuum Tube
    (C) LSI   (D) VLSI
    (E) None of these

95. Microprocessor was introduced in which generation of computer? (B)
    (A) Second Generation (B) Fourth Generation
    (C) Both (A) & (B)   (D) Third Generation
    (E) All of the above

96. GUI stands for : (A)
    (A) Graphical User Interface
    (B) Graph Use Interface
    (C) Graphical Universal Interface
    (D) All of these   (E) None of these

97. The time taken by CPU to retrieve and interpret the instruction to be executed is called as : (A)
    (A) Instruction cycle (B) Fetch cycle
    (C) Both (A) & (B)   (D) All of these
    (E) None of these

98. Which of the following is responsible for all types of calculations? (A)
    (A) ALU   (B) Control Unit
    (C) Registers   (D) BUS
    (E) None of these

99. Internal memory in a CPU is nothing but : (A)
    (A) A set of registers (B) A set of ALU
    (C) Microprocessor   (D) BUS
    (E) None of these

100. Which of the following is permanent memory?
    (A) SRAM   (B) DRAM   (C)
    (C) ROM   (D) All of these
    (E) None of these

101. The ……… of a system includes the programs or instructions. (D)
    (A) hardware   (B) icon
    (C) information   (D) software
    (E) None of these

102. Which of the following displays programs that are currently running ? A single click on one of the program icons will bring the window up. (C)
    (A) Menu bar   (B) Task bar
    (C) Title bar   (D) Status bar
    (E) None of these

103. In order to save a Word document as a web page you need to— (D)
    (A) put the appropriate graphics and links on the document
    (B) save the document in simple text format
    (C) use your web browser as an editor and save as URL
    (D) save as HTML   (E) None of these

104. Which of the following displays to the right of the space where the text will be inserted when you type ? (A)
    (A) Screen tip   (B) Insertion point

(C) Rulers   (D) Office Assistant
(E) None of these

105. Something which has easilyunderstood instructions is said to be……… (A)
    (A) user friendly   (B) information
    (C) word processing (D) icon
    (E) None of these

106. The copy command saves to— (B)
    (A) the desktop   (B) the clipboard
    (C) Microsoft Word   (D) Paste
    (E) None of these

107. An example of non-numeric data is— (C)
    (A) Bank balance   (B) Examination marks
    (C) Real Numbers   (D) Employee Address
    (E) None of these

108. Which of the following displays the buttons for changing text style, alignment and size ? (D)
    (A) Standard toolbar (B) Status bar
    (C) Drawing toolbar   (D) Formating toolbar
    (E) None of these

109. Arranging of data in a logical sequence is known as— (C)
    (A) Classifying   (B) Searching
    (C) Sorting   (D) Reproducing
    (E) None of these

110. Which of the following tools is not normally used during systems analysis ? (B)
    (A) Program Flow Chart
    (B) Grid Chart
    (C) System Flow Chart
    (D) Question Check-list
    (E) None of these

111. A single application that combines the major features of several types of applications is called— (A)
    (A) integrated software
    (B) a suite
    (C) a combo package
    (D) high-end
    (E) None of these

112. The word processing task associated with changing the appearance of documents is (B)
    (A) Writing   (B) Formatting
    (C) Editing   (D) Storing
    (E) None of these

113. In order to save an existing document with a different name you need to— (B)
    (A) retype the document and give it a different name
    (B) use the Save as… command
    (C) copy and paste the original document to a new document and then save
    (D) use Windows Explorer to copy the document to a different location and then rename it
    (E) None of these

114. It is better to copy a file from a floppy disk to a hard disk, then open the copy on the hard disk because— (B)
    (A) a floppy disk is easily moved from one computer to another
    (B) you can store more on a hard disk

(C) the computer cannot open a file stored on a floppy disk

(D) reading a hard disk is much faster and safer

(E) None of these

115. The best reason that a computer needs to have a hard disk is because— (C)
(A) it can then use the same programs as other computers
(B) it would not work without one
(C) it can store information when it is switched off
(D) it can store information while it is working
(E) None of these

116. A Compiler is _____ (C)
(A) A combination of computer hardware
(B) A program which translates from one high-level language to another
(C) A program which translates from one high-level to a machine level
(D)None of these

117. When a key is pressed on the keyboard, which standard is used for converting the keystroke into the corresponding bits (A)
(A)ANSI (B) ASCII
(C) EBCDIC (D) ISO

118. A Pixel is - (C)
(A) A computer program that draws picture
(B) A picture stored in secondary memory
(C) The smallest resolvable part of a picture
(D) None of these

119. Which device is used as the standard pointing device in a Graphical User Environment (B)
(A) Keyboard (B) Mouse
(C) Joystick (D) Track ball

120. Which number system is usually followed in a typical 32-bit computer? (A)
(A) 2 (B) 10
(C) 16 (D) 32

121. Which of the following is not an output device?
(A)Scanner (B) Printer (D)
(C) Flat Screen (D) Touch Screen

122. Which of the following devices have a limitation that we can only information to it but cannot erase or modify it (D)
(A) Floppy Disk (B) Hard Disk
(C) Tape Drive (D) CDROM

123. Which technology is used in Compact disks?
(A) Mechanical (B) Electrical (D)
(C) Electro Magnetic (D) Laser

124. Which of the following storage devices can store maximum amount of data? (B)
(A) Floppy Disk (B) Hard Disk
(C) Compact Disk (D) Magneto Optic Disk

125. Which of the following is the largest manufacturer of Hard Disk Drives? (B)
(A) IBM (B) Segate
(C) Microsoft (D) 3M

126. The memory location address are limited to
(A) 00000 to 9ffff(16) (A)
(B) 00001 to 9ffff(16)
(C) 00010 to 9ffff(16)
(D) 10000 to 9ffff(16)

127. The programs which are as permanent as hardware and stored in ROM is known as (C)
(A) Hardware (B) Software
(C) Firmware (D) ROMware

128. Memory is made up of (C)
(A) Set of wires
(B) Set of circuits
(C) Large number of cells
(D) All of these

129. Primary memory stores (D)
(A) Data alone (B) Programs alone
(C) Results alone (D) All of these

130. EPROM can be used for (C)
(A) Erasing the contents of ROM
(B) Reconstructing the contents of ROM
(C) Erasing and reconstructing the contents of ROM
(D) Duplicating ROM

131. Which device can understand difference between data & programs? (D)
(A)Input device (B) Output device
(C) Memory (D) Microprocessor

132. The contents of information are stored in (A)
(A) Memory data register
(B) Memory address register
(C) Memory access register
(D) Memory arithmetic register

133. Memory unit is one part of (D)
(A) Input device
(B) Control unit
(C) Output device
(D) Central Processing Unit

134. Algorithm and Flow chart help us to (D)
(A) Know the memory capacity
(B) Identify the base of a number system
(C) Direct the output to a printer
(D) Specify the problem completely and clearly

135. Which of the following is not a valid size of a Floppy Disk? (B)
(A) 8" (B) 5 1/4"
(C) 3 1/2" (D) 5 1/2"

MARKETING KNOWLEDGE QUESTIONS

1. A prospect means (C)
a) any customer who walks into the bank
b) an employee of the bank
c) a customer who is likely to be interested in bank's product or service
d) a depositor of the bank'
e) a borrower of the bank

2. A lead means (A)
a) a prospect who is more likely to avail of the Bank's product
b) a political leader c) a religious leader
d) a bank chairman e) None of these

3. Innovation means (D)
a) Compensation b) inspiration
c) additional perquisites
d) implementing new ideas or new methods
e) None of these

4. A Call means (C)
   a) calling on friends
   b) calling on bank employees
   c) calling on prospective customers
   d) to make telephone calls
   e) calling on relatives

5. The Traditional Marketing style involves (D)
   a) Telemarketing   b) Digital Marketing
   c) Indirect Marketing   d) Direct Marketing
   e) All of these

6. Modern Method of Marketing include (E)
   a) Publicity on the net
   b) Advertisement on the net
   c) Soliciting business through e-mails
   d) Tele marketing
   e) All of these

7. A true marketing requires (D)
   a) Command and other mindset
   b) Control Mindset   c) Passive mindset
   d) Active mindset   e) None of these

8. Which of the following sentences is true? (B)
   a) Marketing is not required in a Buyers' Market
   b) Marketing is not required in a Sellers's market
   c) Marketing is not required due to competition
   d) Marketing is not required due to liberalization
   e) Marketing is not required due to globalisation

9. For effective marketing the salesmen should have which of these qualities? (E)
   a) Creativity   b) Team spirit
   c) Motivation
   d) Effective communication skills
   e) All of these

10. Market information means (C)
    a) Knowledge of shops and bazaars
    b) Knowledge of shopping malls
    c) Knowledge of customer profile and product mix
    d) knowledge of various languages
    e) None of these

11. Market Research is needed for (E)
    a) checking the market area
    b) checking the right product to be sold
    c) making proper marketing decisions
    d) deciding right time to sell
    e) All of these

12. Which of the following statement is true (C)
    a) Marketing makes the company to go into loss due to higher expenses
    b) Marketing is not required in profit making companies
    c) Marketing sharpens the minds of the employees
    d) Marketing is a time bound seasonal function
    e) Marketing is a waste of time

13. Marketing plan helps in (C)
    a) better lead generation
    b) better systems
    c) better results
    d) improved balance sheet
    e) better customer service

14. If Marketing is done effectively which of the following is not required? (B)
    a) Advertisement   b) Publicity
    c) Market Research   d) Market Segmentation
    e) None of these

15. Motivation means (A)
    a) Inspiring employees to perform better
    b) Better communication skills
    c) Sales Coaching
    d) Market Research
    e) None of these

16. In a Selling Process in today's world? (D)
    a) Only standard products are sold
    b) No customization required
    c) the seller need not have product knowledge
    d) the seller should aim at customer satisfaction
    e) only quantum of sales matters

17. Find the true statement (D)
    a) Marketing is a waste of the employees' time
    b) Marketing is not required in India due to its vast population
    c) Marketing involves additional work
    d) Marketing involves team work
    e) Marketing is not required today due to IT advancement

18. A Target market is (D)
    a) entire country   b) entire city
    c) entire globe
    d) that which consists of customers who need the identified product
    e) all of these

19. Sales forecasting involves (E)
    a) Sales Planning   b) Sales Pricing
    c) Distribution Channels
    d) Consumer tastes
    e) All of these

20. Which of the following product is being sold under the brand name ZODIAC (C)
    a) Shirts   b) Ties
    c) Both A and B   d) Liberty

21. SWIFT - cars are being manufactured by (B)
    a) DCM   b) Maruti
    c) Premier Automobiles d) Hyundai

22. With you all the way is the slogan of (B)
    a) Vodafone   b) SBI
    c) ICICI   d) Raymonds

23. Which company used the slogan "The complete Man" (C)
    a) DCM   b) GRASIM
    c) RAYMONDS   d) VIMAL

24. Which brand uses the slogan "Made for each other" for its cigarettes? (D)
    a) Cavenders   b) Four Square
    c) Red & White   d) Wills

25. Cross Selling means (E)
    a) Identifying customer needs
    b) matching the products to customer needs
    c) convincing the customers of product benefits

17

d) responding to questions and objections of customers

e) all of these

26. The following does not represent a market situation:

(A) A bank run dispensary located in its staff quarters (D)

(B) A fund raising chairity show for the members of an NGO

(C) A meditation camp of a religious organisation conducted for its members

(D) A stall distributing kada prasad in a gurudwara.

(E) None of these

27. The markets are grouped into different types based on the geographical area, location of market palace , product,nature of transaction, and volume of the transaction : (C)

In the above statement the following is not correct:

(A) Nature of transaction

(B) Geographical area

(C) Location of marketplace

(D) Volume of transaction

(E) None of these

28. The following offering is not a service : (C)

(A) Fixed deposit receipt

(B) Postage stamp

(C) Gift coupon of a chain store

(D) Insurance Policy

29. The act of obtaining a desired object from someone by offering something in return is called as a (n).... (B)

(A) Transaction (B) Exchange

(C) Relationship (D) Value

30. Economists use the term......to refer to a collection of buyers and sellers who transact in a particular product class : (B)

(A) Customer (B) Market

(C) Experience (D) None of these

31. Out of the items mentioned below,......is not a product: (C)

(A) Lecture by Shri Sudhansu Maharaj

(B) Simla

(C) Visit to Bank's London office

(D) None of these

32. A product line is a group of related products that function in a similar manner, are sold to the same customer groups, and marketed through the same type of outlets : (B)

(A) Group (B) Line

(C) Category (D) Market

33. Goods that are typically bought by a consumer based on a comparison of suitability, quality, price,and style are called.....goods: (C)

(A) Industrial (B) Speciality

(C) Shopping (D) Convenience

34. Out of the following,.....is not one of the three levels of a product : (D)

(A) Core (B) Augmented

(C) Actual (D) Fragmented

35. Out of the following,.....is not an objective of pricing :

(A) Profit (D)

(B) Stabilising demand and sales of the product

(C) Improvement in product quality

(D) Expansion of business

36. Abank has a special product for senior citizens which provides cheque book on saving account with customer name on chaque book, free of cost debit card with over draft facility of rs 15,000, a special pouch for holding passbook, cheque book and debit card, facility for withdrawal and deposites at any branch of the bank,free of cost remittances to any branch of the bank, and free of cost remittances to any branch of another bank covered under RTGS facility. Which of the following is the core product in this offering ? (C)

(A) Overdraft (B) Remittances

(C) Saving account (D) None of these

37. Of the following pricing methods,.......is not based on competitors pricing : (C)

(A) English Auction (B) Sealed—Bid Auction

(C) Group Pricing (D) None of these

38. Of the following pricing strategies,.......is not ideal for new products : (B)

(A) Market-Skimming

(B) Discriminatory Pricing

(C)Promotional Pricing

(D) None of these

39. A...discount is offered by the seller to intermediary who performs functionslike selling, storing and record keeping : (B)

(A) Quantity (B) Trade

(C) Cash (D) Seasonal

40. In market skimming pricing strategy : (B)

(A) Initially price is lower and then it is increased

(B) Initially price is higher and then it is reduced

(C) Intial price is high and is maintained high

(D) None of these

41. Bank of Mathura is offering 1% higher interest rate on fixed diposite to senior citizens of 60 years and above. It is practising...... : (C)

(A) Promotional pricing

(B) Psychological pricing

(C) Segmental pricing

(D) Product mix pricing

42. with....pricing, the products are priced below list price (or even below cost)for a temporary period to create buying urgency : (C)

(A) Reference (B) By-product

(C) Promotional (D) Market penetration

43. Of the following pricing methods,....is not cost-based method. (A)

(A) Value pricing (B) Target-return pricing

(C) Mark-up Pricing (D) Marginal cost pricing