# BANK COMPUTER AND MARKETING

## SAMPLE PAPER

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1. Which of these statements about marketing is TRUE?
(1) It is not needed due to liberalization era    (2) It is not needed due to competition
(3)  It is not needed in a sellers' market    (4)  It is not needed in the global market
(5)  It is not needed in the buyers' market
Ans. (3)

2. Which of these are units of data measurement in computers?
(1) Bit                    (2) Byte                    (3) Kilobyte                    (4) Gigabyte                    (5) All of the above
Ans. (5)

3. _____ provides process and memory management services that allow two or more tasks,  jobs, or programs to run simultaneously.
(1) Multitasking            (2) Multithreading            (3) Multiprocessing            (4) Multicomputing            (5) None of these
Ans. (1)

4. The task of performing operations like arithmetic and logical operations is called:
(1) Processing            (2) Storing                    (3) Editing                    (4) Sorting                    (5) None of these
Ans. (1)

5.  Reusable optical storage will typically have the acronym_____.
(1) CD                    (2) DVD                    (3)  ROM                    (4)  RW                    (5) None of these
Ans. (4)

6._____is processed by the computer into information.
(1) Data                    (2)  Numbers            (3) Alphabets            (4)  Pictures            (5) None of these
Ans. (1)

7.  A ___ is an electronic device that process data, converting it into information.
(1) computer            (2) processor            (3) case                    (4) stylus                    (5)  None of these
Ans. (2)

8.  Market innovations means_____.
(1)  design new products                    (2)   new styles of marketing
(3)   new ideas in sales steps            (4)  Only (1) and (2)    (5)  All (1), (2) and (3)
Ans. (5)

**9.**  File extensions are used in order to_____.
(1)   name the file        (2)  ensure the filename is not lost                    (3)  identify the file
(4)   identify the file type (5)  None of these
Ans. (4)

10. The ALU and control Unit jointly known as :
(1) RAM                    (2) ROM                    (3) CPU                    (4) PC                    (5) None of these
Ans. (3)

11. RAM is an example of:
(1) Secondary memory  (2) Primary memory    (3) Main memory    (4) Both (1) and (2)    (5) None of these
Ans. (2)

12. A 'prospect' means:
(1) A new bank employee                    (2) A new bank customer
(3) A likely interested customer            (4) An eager borrower    (5)  A rich depositor
Ans. (3)

13. In traditional marketing, there is:
(1) Tele marketing        (2) Direct marketing        (3) Indirect marketing        (4) Internet marketing    (5) All of the above
Ans. (2)

14. Which of the following is an example of an optical disk?
(1) Digital versatile disks(2) Magnetic disks            (3) Memory disks            (4) Data bus disks            (5) None of these
Ans. (1)

15. The main job of a CPU is to
(1) carry out program instructions                    (2) store data/information for future use
(3) process data and information            (4) Both (1) land (3)    (5) None of these
Ans. (4)

16. ____are attempts by individuals to obtain confidential information from yon to falsifying their identity.
(1) Phishing trips        (2) Computer viruses    (3) Spyware scams        (4) Viruses                    (5) Phishing scams

Ans. (1)

17. 'Attitude' in marketing means:
(1) The ego of the customer
(2) The manners of seller
(3) The mental state of consumer
(4) The behaviour of salesman
(5) All of the above
Ans. (5)

18. The 'JIT' (Just in Time) was Ist introduced into which countries' markets?
(1) India       (2) Pakistan       (3) UK       (4) Germany       (5) USA
Ans. (5)

19. In the 'Online Marketing' system, which of these features is present?
(1) Warranty       (2) Guaranteee       (3) Gratuity       (4) Exchange       (5) Utility
Ans. (4)

20. By the term 'brand equity' we mean:
(1) the methodology by which it enters the market       (2) greater value of the brand
(3) a brand at par with other brands       (4) selling out shares of a company
(5) Value of a brand based on various factors
Ans. (5)

21. 'Consumers' Day' is:
(1) December 1       (2) March 15       (3) January 15       (4) January 26       (5) August 21
Ans. (2)

22. An example of processing device would be
(1) A magnetic ink reader       (2) A tablet PC
(3) Special function cards       (4) Scanners       (5) Keyboards
Ans. (4)

23. Which of the following is Not a type of computer software which can be bought ?
(1) Off-the-shelf       (2) Tailor-made       (3) Custom-developed       (4) Off-the-shelf with alterations
(5) All of these can be purchased
Ans. (3)

25. If there is effective marketing, which of these is not needed?
(1) Research       (2) Advertisement       (3) Publicity       (4) Segmentation of market
(5) Road-side shows
Ans. (3)

26. COBOL is an acronym for:
(1) Common Business Oriented Language       (2) Computer Business Oriented Language
(3) Common Business Operated Language       (4) Common Business Organised Language
(5) None of these
Ans. (1)

27. All of the following are examples of real security and privacy risks EXCEPT:
(1) Hackers       (2) Spam       (3) Viruses       (4) Identity theft       (5) None of these
Ans. (2)

28. Which of the following is NOT one of the four major data processing functions of a computer ?
(1) Gathering data       (2) Processing data into information
(3) Analyzing the data or information       (4) Storing the data or information
(5) None of these
Ans. (3)

29. All of the following are examples of storage devices' EXCEPT.
(1) Hard disk drives       (2) Printers       (3) Floppy disk drives       (4) CD drives       (5) Pen drives
Ans. (2)

30. The CPU and memory are located on the:
(1) Expansion board       (2) Motherboard       (3) Storage device       (4) Output device       (5) Display board
Ans. (2)

31. Which one of these is a long-term objective of marketing?
(1) Customers' satisfaction       (2) Maximisation of profit
(3) Cost reduction       (4) Profit Maximisation with customer satisfaction
(5) None of these
Ans. (4)

32. The piece of hardware that converts your computer's digital signal to an analog signal that can travel over telephone lines is called

| (1) Red wire | (2) Blue cord | (3) Tower | (4) Modem | (5) None of these |

Ans. (2)

33. _____ is the part of the computer that does the arithmetical calculations.

| (1) Memory | (2) OS | (3) CPU | (4) ALU | (5) None of these |

Ans. (4)

34. A ____ can make it easier to play games.

| (1) Mouse | (2) Joystick | (3) Keyboard | (4) Pen | (5) None of these |

Ans. (2)

35. File extensions are used in order to

(1) name the file                    (2) ensure the filename is not lost
(3) identity the file       (4) ideality the file type   (5) none of these

Ans. (2)

**36.** A compiler translates a program written in a high-level language into

(1) Machine language    (2) an algorithm        (3) a debugged program(4) Java            (5) None of these

Ans. (1)

**37.** What is correcting errors in a program called ?

(1) Compiling         (2) Debugging         (3)  Grinding           (4) Interpreting          (5) None of these

Ans. (2)

38. Which one of the following software applications would be the most appropriate for performing numerical and statistical calculations?

(1) Database          (2) Document processor(3) Graphics package    (4) Spreadsheet         (5) None of these

Ans. (4)

39. Market penetration connotes____.

(1) Covering a wide area of the Market for sales  (2)  Entering the buyers' houses
(3) Entering the sellers' houses           (4)   Entering all shops and business houses
(5) All of these

Ans. (1)

40. The most common type of storage devices are_____.

(1) persistent        (2) optical          (3) magnetic           (4) flash            (5) None of these

Ans. (2)

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