Computer Knowledge/Marketing Aptitude

**ALL THE BEST**

**Model Question Paper – Marketing Aptitude / Computer Knowledge**

1. A keyboard is this kind of device  
(A) Black  
(B) Input  
(C) Output  
(D) Word Processing  
(E) None of these  
Ans: (B)

2. IT stands for  
(A) Information Technology  
(B) Integrated Technology  
(C) Intelligent Technology  
(D) Interesting Technology  
(E) None of these  
Ans: (A)

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

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

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

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

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

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

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

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

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

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

13. Arithmetic Operations—  
(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  
Ans : (D)

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

15. Promotion in Marketing means—  
(A) passing an examination  
(B) elevation from one grade to another  
(C) selling the products through various means  
(D) selling the product in specific areas  
(E) None of these  
Ans : (C)

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

17. Sources of Sales Leads are—  
(A) Data Mining  
(B) Market Research  
(C) Media Outlets  
(D) Promotional Programs  
(E) All of these  
Ans : (E)

18. Any data or instruction entered into the memory of a computer is considered as—  
(A) storage  
(B) output  
(C) input  
(D) information  
(E) None of these  
Ans : (A)

19. Which part of the computer displays the work done ?  
(A) RAM  
(B) printer  
(C) monitor  
(D) ROM  
(E) None of these  
Ans : (C)

20. One of the methods for Market Monitoring is—  
(A) to watch TV serials  
(B) to discuss with other sales persons  
(C) to monitor media outlets  
(D) All of these  
(E) None of these  
Ans : (C)

21. Market Expansion means—  
(A) hiring more staff  
(B) firing more staff  
(C) buying more products  
(D) buying more companies  
(E) None of these  
Ans : (E)

22. A series of instructions that tells a computer what to do and how to do it is called a—  
(A) program  
(B) command  
(C) user response  
(D) processor  
(E) None of these  
Ans : (A)

23. Effective marketing helps in—  
(A) developing new products  
(B) creating a competitive environment  
(C) building demand for products  
(D) All of these  
(E) None of these  
Ans : (D)

24. Which is the part of a computer that one can touch and feel ?  
(A) Hardware  
(B) Software  
(C) Programs  
(D) Output  
(E) None of these  
Ans : (A)

25. A Call in Marketing means—  
(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  
Ans : (D)

26. Delivery Channel means—  
(A) maternity wards  
(B) handing over the products to the buyers  
(C) places where products are made available to the buyers  
(D) All of these  
(E) None of these  
Ans : (C)

27. Processing involves—  
(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  
Ans : (B)

28. One of the following is a target group for the marketing of Internet Banking.  
(A) All the customers  
(B) All the educated customers  
(C) All the computer educated customers  
(D) Only creditors  
(E) All of these  
Ans : (C)

29. Innovation mean—  
(A) Product Designing  
(B) New ideas  
(C) Impulse  
(D) Both (A) and (B)  
(E) None of these  
Ans : (D)

30. One of the following is a target group for the marketing of educational loan.  
(A) All the customers  
(B) Students  
(C) Only poor students  
(D) Students having promising educational track record  
(E) All of these  
Ans : (B)

31. Service after sale is not the function of—  
(A) Marketing staff  
(B) Seller  
(C) Director of the company  
(D) Employees of the company  
(E) All of the above are wrong  
Ans : (A)

32. If done through………the rural marketing would be more effective.  
(A) fairs  
(B) village fairs  
(C) door to door campaign  
(D) All of these  
(E) None of these  
Ans : (B)

33. Market Survey means—  
(A) Market Research  
(B) Market Planning  
(C) Marketing Strategies  
(D) Market Monitering  
(E) All of these  
Ans : (A)

34. ………can be done through digital Banking ?  
(A) Mobile phone  
(B) Internet  
(C) Telephone  
(D) All of these  
(E) None of these  
Ans : (A)

35. A good seller should have the following quality/qualities ?  
(A) Devotion to the work  
(B) Submissive  
(C) Sympathy  
(D) All of these  
(E) None of these  
Ans : (D)

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) All are wrong  
(E) All are correct  
Ans : (D)

37. Planned-cost service means—  
(A) Costly products  
(B) Extra profit on the same cost  
(C) Extra work by seller  
(D) All of these  
(E) None of these  
Ans : (B)

38. Internet marketing means—  
(A) Self-marketing  
(B) Core Groups monitering  
(C) Employees marketing  
(D) All of these  
(E) None of these  
Ans : (E)

39. The aim of successful marketing is—  
(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  
Ans : (D)

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

41. Memory, also called random access memory, or RAM……….  
(A) contains the electronic circuits that cause processing to occur  
(B) makes the information resulting from processing available for use  
(C) allows data, programs, commands, and user responses to be entered into a computer  
(D) consists of electronic components that store data  
(E) None of these  
Ans : (D)  
  
42. Correcting errors in a program is referred to as………  
(A) Debugging   
(B) bugging  
(C) rectifying  
(D) modifying  
(E) None of these  
Ans : (A)  
  
43. An assembler is used to translate a program written in………  
(A) a low level language  
(B) machine language  
(C) a high level language  
(D) assembly language  
(E) None of these  
Ans : (D)

44. The capability of the operating system to enable two or more than two programs to execute simultaneously in a single computer system by using a single processor is………  
(A) Multiprocessing   
(B) Multitasking  
(C) Multiprogramming   
(D) Multiexecution   
(E) None of these  
Ans : (B)  
  
45. The basic goal of computer process is to convert data into……  
(A) information  
(B) tables  
(C) files  
(D) graphs  
(E) None of these  
Ans : (A)  
  
46. A hard copy of a document is …  
(A) stored in the hard disk  
(B) stored on a floppy  
(C) stored on a CD  
(D) printed on the printer  
(E) None of these  
Ans : (D)  
  
47. Which of the following is **not** an output device?  
(A) Plotter   
(B) Printer  
(C) Scanner   
(D) Monitor   
(E) None of these  
Ans: (C)   
  
48. Which keys can be used together with other keys for special tasks?  
(A) Insert, Delete  
(B) Ctrl, Shift  
(C) Left Arrow, Right Arrow  
(D) Page up, Page Down  
(E) None of these  
Ans : (B)  
  
49. Which is the part of a computer that one can touch and feel ?  
(A) Programs  
(B) Software  
(C) Hardware  
(D) Output  
(E) None of these  
Ans : (C)  
  
50. Computers gather data, which means they allow users to…… data.  
(A) present  
(B) store  
(C) output  
(D) input  
(E) None of these  
Ans : (D)  
  
51. CPU stands for……  
(A) CD-run on memory  
(B) central processing unit  
(C) call powers up  
(D) create programs user  
(E) None of these  
Ans : (B)  
  
52. Moves the cursor one space to the right to puts spaces in between words……  
(A) control key  
(B) space bar  
(C) printer  
(D) mouse  
(E) None of these  
Ans : (B)  
  
53. Use this when you want to make all letters capital without having to use the shift key for each character………  
(A) shifter  
(B) upper case  
(C) caps lock key  
(D) icon  
(E) None of these  
Ans : (C)  
  
54. A device that reads the information contained on a disk and transfers it to the computer’s memory……  
(A) monitor  
(B) screen  
(C) keyboard  
(D) disk drive  
(E) None of these  
Ans : (D)  
  
55. Which of the following is **not** the major function of a computer ?  
(A) Processing data into information  
(B) Storing data or information  
(C) Gathering data  
(D) Analysing data or information  
(E) None of these  
Ans : (D)  
  
56. A disk on which you store information………  
(A) plate  
(B) data disk  
(C) paper disk  
(D) TV disk  
(E) None of these  
Ans : (B)  
  
57. Allows you to print……  
(A) ribbon   
(B) monitor  
(C) go now   
(D) Control-P  
(E) None of these  
Ans : (D)  
  
58. Easy to use……  
(A) user friendly  
(B) select  
(C) helpful  
(D) ever-ready  
(E) None of these  
Ans : (A)  
  
59. When your computer stops working suddenly, it is referred to as a……  
(A) crash  
(B) die  
(C) death  
(D) penalty  
(E) None of these  
Ans : (E)  
  
60. The smallest item of useful information a computer can handle…  
(A) bite  
(B) byte  
(C) bit  
(D) bait  
(E) None of these  
Ans : (C)  
  
61. Devices that let the computer communicate with you……  
(A) input  
(B) output  
(C) type  
(D) print  
(E) None of these  
Ans : (B)  
  
62. Devices that allow you to put information into the computer ……  
(A) input  
(B) output  
(C) type  
(D) print  
(E) None of these  
Ans : (A)  
  
63. Eight bits of data……  
(A) octabit  
(B) word  
(C) sentence  
(D) byte  
(E) None of these  
Ans : (D)  
  
64. The secret code that gives you access to some programs……  
(A) clue  
(B) cue  
(C) password  
(D) help  
(E) None of these  
Ans : (C)  
  
65. The different styles of lettering in a word processing program……  
(A) font  
(B) calligraphy  
(C) writing  
(D) manuscript  
(E) None of these  
Ans : (A)  
  
66. Any letter, number, or symbol found on the keyboard that you can type into the computer……  
(A) output  
(B) character  
(C) type  
(D) print  
(E) None of these  
Ans : (B)  
  
67. A symbol or question on the screen that prompts you to take action and tell the computer what to do next……  
(A) scanner  
(B) questionnaire  
(C) prompt and dialog box  
(D) information seeker  
(E) None of these  
Ans : (C)  
  
68. Choices are referred to as……  
(A) options  
(B) exit  
(C) boot  
(D) folder  
(E) None of these  
Ans : (A)  
  
69. Anything written on the screen ……  
(A) cursor  
(B) text  
(C) folder  
(D) boot  
(E) None of these  
Ans : (B)  
  
70. Lets you leave a screen or program……  
(A) boot  
(B) programs  
(C) exit  
(D) text  
(E) None of these  
Ans : (C)  
  
71. Instructions that tell the computer what to do. Another name for software……  
(A) programs  
(B) CPU  
(C) options  
(D) folder  
(E) None of these  
Ans : (A)  
  
72. A program which helps create written documents and lets you go back and make corrections as necessary……  
(A) spreadsheet  
(B) personal writer  
(C) word printer  
(D) word processor  
(E) None of these  
Ans : (D)  
  
73. A place that a user can create to store files……  
(A) cursor  
(B) text  
(C) folder  
(D) boot  
(E) None of these  
Ans : (C)  
  
74. Start or restart the computer……  
(A) exit  
(B) kick  
(C) boot  
(D) kick-start  
(E) None of these  
Ans : (C)  
  
75. A blinking indicator that shows you where your next action will happen……  
(A) CPU  
(B) cursor  
(C) tool bar  
(D) boot  
(E) None of these  
Ans : (B)  
  
76. Commands at the top of a screen such as : FILE-EDIT-FONT-TOOLS to operate and change things within programs……  
(A) menu bar  
(B) tool bar  
(C) user friendly  
(D) word processor  
(E) None of these  
Ans : (A)  
  
77. CD-ROM stands for……  
(A) central processing unit  
(B) CD-remote open mouse  
(C) CD-resize or minimize  
(D) CD-read only memory  
(E) None of these  
Ans : (D)  
  
78. To change written work already done……  
(A) file  
(B) edit  
(C) cut  
(D) close  
(E) None of these  
Ans : (B)  
  
79. A place in the computer system where data and programs are temporarily stored……  
(A) paste  
(B) open  
(C) memory  
(D) pocket  
(E) None of these  
Ans : (C)  
  
80. A key that will erase information from the computerÕs memory and characters on the screen……  
(A) edit  
(B) delete key  
(C) dummy out  
(D) trust key  
(E) None of these  
Ans : (B)  
  
81. To insert a copy of the clipboard contents, whatever was last cut or copied at the insertion point……  
(A) paste  
(B) stick in  
(C) fit in  
(D) push in  
(E) None of these  
Ans : (A)  
  
82. The command used to remove text or graphics from a document. The information is then stored on a clipboard so you can paste it.  
(A) chop  
(B) cut  
(C) clip  
(D) cart away  
(E) None of these  
Ans : (B)  
  
83. To exit the program without leaving the application……  
(A) file  
(B) edit  
(C) copy  
(D) close  
(E) None of these  
Ans : (D)  
  
84. A removable magnetic disc that holds information……  
(A) floppy disk  
(B) hard drive  
(C) monitor  
(D) portable  
(E) None of these  
Ans : (B)  
  
85. A command that saves what you are working on into the hard drive, or onto a disk……  
(A) view  
(B) hold  
(C) save  
(D) go  
(E) None of these  
Ans : (E)  
  
86. A command to get a file you worked on from the memory where it was stored……  
(A) close  
(B) delete  
(C) open  
(D) get it  
(E) None of these  
Ans : (C)  
  
87. To move down a page in a document……  
(A) jump  
(B) fly  
(C) wriggle  
(D) scroll  
(E) None of these  
Ans : (D)  
  
88. The primary device that a computer uses to store information……  
(A) TV  
(B) storehouse  
(C) desk  
(D) hard drive  
(E) None of these  
Ans : (D)  
  
89. Screen that comes on when you turn on your computer that shows all the icons……  
(A) desktop  
(B) face to face  
(C) viewer  
(D) view space  
(E) None of these  
Ans : (A)  
  
90. A program that works like a calculator for keeping track of money and making budgets……  
(A) calculator  
(B) spreadsheet  
(C) budgeter  
(D) financier  
(E) None of these  
Ans : (B)

91.Programs from the same developer, sold bundled together, that provide better integration and share common features, toolbars, and menus are known as………………….  
(A) Software suites  
(B) Integrated software packages  
(C) Software processing packages  
(D) Personal information managers  
(E) None of these

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

93. …………………. servers store and manage files for network users.  
(A) Authentication  
(B) Main  
(C) Web  
(D) File  
(E) None of these

94. All of the following are examples of real security and privacy risks except ………………….  
(A) Hackers  
(B) Spam  
(C) Viruses  
(D) Identity theft  
(E) None of these

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

96. The OSI model is divided into …………………. processes called layers.  
(A) Five  
(B) Six  
(C) Seven  
(D) Eight  
(E) None of these

97. System software is the set of programs that enables your computer’s hardware devices and …………………. software to work together.  
(A) Management  
(B) Processing  
(C) Utility  
(D) Application  
(E) None of these

98. …………………. are specially designed computer chips that reside inside other devices, such as your car or your electronic thermostat.

(A) Servers

(B) Embedded computers

(C) Robotic computers

(D) Mainframes

(E) None of these

99. The following are all mobile computing devices, except ………………….

(A) Notebook computers

(B) Cellular telephones

(C) Digital scanners

(D) Personal digital assistants

(E) None of these

100. In a ring topology, the computer in possession of the …………………. can transmit data.

(A) Packet

(B) Data

(C) Access method

(D) Token

(E) None of these

101. This part of the operating system manages the essential peripherals, such as the keyboard, screen, disk drives, and parallel and serial ports ………………….

(A) Basic input/output system

(B) Secondary input/output system

(C) Peripheral input/output system

(D) Marginal input/output system

(E) None of these

102. …………………. viruses are often transmitted by a floppy disk left in the floppy disk drive.

(A) Trojan horse

(B) Boot-sector

(C) Script

(D) Logic bomb

(E) None of these

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

(A) The platform

(B) Application software

(C) Operating system

(D) The motherboard

(E) None of these

104. Servers are computers that provide resources to other computers connected to a ………………….

(A) Mainframe

(B) Network

(C) Supercomputer

(D) Client

(E) None of these

105. A goal of data mining includes which of the following ?

(A) To explain some observed event or condition

(B) To confirm that data exist

(C) To analyze data for expected relationships

(D) To create a new data warehouse

(E) None of these

106. URL stands for ………………….

(A) Universal Research List

(B) Universal Resource List

(C) Uniform Resource Locator

(D) Uniform Research Locator

(E) None of these

107. A database management system (DBMS) is a………………….

(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

108. Which of the following is not a goal of transaction processing systems ?

(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

109. 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

(D) To provide TCP/IP

(E) None of these

110. When data changes in multiple lists and all lists are not updated, this causes ………………….

(A) Data redundancy

(B) Information overload

(C) Duplicate data

(D) Data inconsistency

(E) None of these

111. …………………. are words that a programming language has set aside for its own use.

(A) Control words

(B) Reserved words

(C) Control structures

(D) Reserved keys

(E) None of these

112. 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 as serious a problem

(D) Anti-virus software is effective in fighting viruses but not worms

(E) None of these

113. …………………. describe what is in database fields.

(A) Structures

(B) Field markers

(C) Field definitions

(D) Field names

(E) None of these

114 You must install …………………. on a network if you want to share a broadband internet connection.

(A) Router

(B) Modem

(C) Node

(D) Cable

(E) None of these

115. A goal of normalization is to………………….

(A) Minimize the number of relationships

(B) Minimize the number of entities

(C) Minimize the number of tables

(D) Minimize data redundancy

(E) None of these

Answers from 91 to 115 are displayed below,

91. (A)  92. (C) 93. (D) 94. (B) 95. (D) 96. (C) 97. (D)

98. (B) Embedded computers are specially designed computer chips that reside inside other devices, such as your car or your electronic thermostat in your home.

99. (C) 100. (D) 101. (A) 102. (B) 103. (C)

104. (B) 105. (A) 106. (C) 107. (D) 108. (E)

109. (A) 110. (D) 111. (B) 112. (A) 113. (D)

124. (A) 125. (D)