Computer Literacy Module -2

Th	e desktop contains small grap	hics called		
	a) windows	b) logos	c) icons	
	d) pictures	e) None of these		
2.	Which key is used in comb	ination with another key to pe	rform a specific task?	
2.	a) Function	b) Control	c) Arrow	
	d) Space Bar	e) None of these	c) / 1110 W	
	a) space bar			
3.	Extension of a word file in			
	a) .doc	b) .docx	c) .docxs	
	d) All the above	e) None of these		
4.	What is Outlook Express?			
	a) Scheduler	b) E-mail client	c) Address Book	
	d) All the above		·) · · · · · · · · · · · · · · · · · ·	
5.	In which of the following t	·	in a network and each device has $(n - 1)$	
	parts for cables?			
	a) Mesh	b) Star	c) Ring	
	d) Bus	e) None of these		
6.	Which of the following items is not used in local area network (LAN)?			
	a) Computer	b) Modem	c) Printer	
	d) Cable	e) Connector	,	
	, ,			
7.	When sending an e-mail, the	ne line describes th	ne content of the message?	
	a) To	b) CC	c) Contents	
	d) BCC	e) Subject		
8.	What is the keyboard shortcut for creating chart from the selected cell range?			
0.	a) F2	b) F4	c) F8	
	d) F10	e) F11	0)10	
	u) 1 10			
9.	The power of a spreadsheet lies in its			
	a) Cells	b) Formulas	c) Labels	
	d) Worksheets	e) Rows and Coloumns		
10	IP address consists of how n	nany hits?		
10.	a) 16 bits	b) 8 bits	c) 30 bits	
	d) 36 bits	e) None of these		
	u) 50 bits	c) None of these		
11.	Any data or instruction enter	red into the memory of a comp	puter is considered as	
	a) Storage	b) Output	c) Input	
	d) Information	e) None of these		
12	In Excel, contains one or more worksheets.			
14.	a) Template	b) Workbook	c) Active cell	
	d) Label	e) None of these	c) 110010 com	

13. What do we call a blinkinga) CPUd) Boot	indicator that shows you whereb) Cursore) None of these	e your next action will happen? c) Tool bar		
14. Applications are often refera) Data filed) The operating system	b) executable files	c) System software		
15. Who among the following it a) Dennis Ritchied) Bill Gates				
16. Which of the following refea) LANd) USB	ers to a small, single-site netwo b) DSL e) CPU	ork? c) RAM		
17. Which of the following moa) Control keyd) Mouse	ves the cursor one space to the b) Space bar e) None of these	right to put spaces in between words? c) Printer		
18. Which of the following is a make corrections as necessaa) Spreadsheetd) Word processor	ry? b) Personal writer	c) Word printer		
19. User- programmable termir called	nals that combine VDT hardwa	re with built-in-microprocessor is/are		
a) Kips d) Intelligent terminals	b) PC e) None of these	c) Mainframe		
20. The storage capacity of a diala) Cylinderd) Surface	isk system depends on the bits b) Hum e) None of these	per inch of track and the tracks per inch of c) Cluster		
 21. Cross-selling covers 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 				
 22. A prospect means a) Any customer who walks into the bank b) An employee of a 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 				
23. The advantages of telephona) Relatively low cost per inb) Good for reaching importc) Securing co-operation when	terview ant people who are inaccessibl	e		
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	d) All of thesee) Only (1) and (2)			
2	24. The best advertisement isa) Glow sign boardsd) Print Media	b) On internete) A satisfied customer	c) TV, Media	
2	25. Acid test of a brand isa) Brand preferenced) Brand loyalty	b) Brand awarenesse) Brand equity	c) Brand acceptability	
2	26. The creation of Utility "conc a) FE Clarkd) Peter F Drucker	cept was propounded by" b) Paul Mazur e) None of these	c) Richard Buskirk	
2	27. "The delivery of standard of a) Richard Buskirkd) Peter F Drucker	living" concept was propoundb) Paul Mazure) None of these	led by c) FE Clark	
	 28. "Middlemen are nothing but social parasites and the sooner they are eliminated the better for society." This statement is related to a) Advantages of middlemen b) Disadvantages caused to consumers due to middlemen c) Disadvantages caused to producers d) Disadvantages caused to government regulations e) None of these 			
1	29. A situation in which consuma) Irregular demandd) latent demand	er purchases are unplanned is b) Unwholesome buying e) None of these	called c) Impulse buying	
 30. The factor(s) which affect(s) product mix is/are a) Changes in market demand b) Production capacity c) Marketing capacity d) All the above e) None of these 				
	 B1. Credit cards are used for a) Cash withdrawls b) Purchase of air tickets c) Purchase of consumable ited d) All of these e) None of these 	ems from retail outlets		
	 32. ATMs are a) Branches of banks b) Manned counter of banks c) Unmanned cash dispense d) All of these e) None of these 	rs		

- 33. Marketing is successful when
 - a) **Demand exceeds supply**
 - b) Supply exceeds demand
 - c) Exports are heavy and costly
 - d) Salesmen are effectively trained
 - e) All the above situations
- 34. In Marketing, market penetration means
 - a) Entering likely purchasers houses
 - b) Entering stores and shops
 - c) Covering a wide area of the market
 - d) All the above
 - e) None of these
- 35. Innovation in marketing helps in
 - a) Designing new products
 - b) Improving marketing functions
 - c) Increasing sales
 - d) New methods for increasing prospects
 - e) All the above
- 36. Product mix means
 - a) Distributing a mix of products
 - b) Collecting ideas to sell better
 - c) Satisfying the customers
 - d) Bundle of products required by the customer
 - e) Various products designed by the company
- 37. Selling skills are judged by
 - a) Number of goods sold
 - b) Amount of profit earned
 - c) Number of customers converted
 - d) All the above
 - e) None of these
- 38. I understand marketing as
 - a) Only a process of selling
 - b) Meeting human and social needs profitable
 - c) Focusing on customers
 - d) Focusing only on producing goods/services
 - e) Only (2) and (3)
- 39. For a financial organization like bank, MIS means
 - a) Middle income scheme
 - b) Management information system
 - c) Management of information & science
 - d) Marketing information system
 - e) Only (2) and (4)
- 40. The balance sheet of an organization gives information regarding
 - a) Result of operations for a particular period
 - b) The financial position as on a particular date

- c) The operating efficie4ncy of the firmd) Financial position during a particular periode) The operating health of the firm

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	Answers:
1.	С
2.	В
3.	В
4.	В
5.	Ā
6.	В
7.	Ē
8.	Ē
9.	B
10.	E
11.	Ċ
12.	B
13.	B
14.	B
15.	A
16.	A
17.	В
18.	D
19.	D
20.	D
21.	E
22.	C
23.	Ē
24.	Ē
25.	D
26.	C
27.	B
28.	B
29.	Ċ
30.	D
31.	D
32.	С
33.	A
34.	
35.	C D
36.	E
37.	D
38.	Ē
39	B

39. B 40. В