

Computer Literacy Module -2

The desktop contains small graphics called

- a) windows
 - b) logos
 - c) **icons**
 - d) pictures
 - e) None of these
2. Which key is used in combination with another key to perform a specific task?
- a) Function
 - b) **Control**
 - c) Arrow
 - d) Space Bar
 - e) None of these
3. Extension of a word file in MS-Office-2007 is
- 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
 - e) None of these
5. In which of the following topologies, there are n devices 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 _____ line describes the 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?
- a) F2
 - b) F4
 - c) F8
 - d) F10
 - e) **F11**
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 many bits?
- a) 16 bits
 - b) 8 bits
 - c) 30 bits
 - d) 36 bits
 - e) **None of these**
11. 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
12. In Excel, _____ contains one or more worksheets.
- a) Template
 - b) **Workbook**
 - c) Active cell
 - d) Label
 - e) None of these

- d) All of these
e) **Only (1) and (2)**
24. The best advertisement is
a) Glow sign boards b) On internet c) TV, Media
d) Print Media e) **A satisfied customer**
25. Acid test of a brand is
a) Brand preference b) Brand awareness c) Brand acceptability
d) **Brand loyalty** e) Brand equity
26. The creation of Utility “concept was propounded by”
a) FE Clark b) Paul Mazur c) **Richard Buskirk**
d) Peter F Drucker e) None of these
27. “The delivery of standard of living” concept was propounded by
a) Richard Buskirk b) **Paul Mazur** c) FE Clark
d) Peter F Drucker e) None of these
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
29. A situation in which consumer purchases are unplanned is called
a) Irregular demand b) Unwholesome buying c) **Impulse buying**
d) latent demand e) None of these
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
31. Credit cards are used for
a) Cash withdrawals
b) Purchase of air tickets
c) Purchase of consumable items from retail outlets
d) **All of these**
e) None of these
32. ATMs are
a) Branches of banks
b) Manned counter of banks
c) **Unmanned cash dispensers**
d) All of these
e) None of these

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

- c) The operating efficiency of the firm
- d) Financial position during a particular period
- e) The operating health of the firm

Answers:

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