- 1. 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) 2. Market Expansion means-(A) hiring more staff (B) firing more staff (C) buying more products (D) buying more companies (E) growth in sales through existing and new products (Ans : E) 3. 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) 4. Which part of the computer displays the work done? (A) RAM (B) Printer (C) Monitor (D) ROM (E) None of these (Ans : C) 5. 'Customisation' means-(A) Tailor-made products for each customer (B) Customers selling goods (C) Tailor-made products for each staff (D) A selling process (E) None of these (Ans: A) 6. A 'Call' in Marketing language means-(A) Calling on a salesperson (B) Calling on a customer (C) Making a phone-call (D) Telemarketing (E) None of these (Ans : B) 7. Computers manipulate data in many ways, and this manipulation is called-(A) upgrading (B) processing (C) batching (D) utilizing (E) None of these (Ans : B) 8. A Marketing Survey is required for-(A) deciding marketing strategies (B) deciding Product strategies (C) deciding pricing strategies (D) All of these (E) None of these (Ans: D) 9. Market Plan is a-(A) selling process (B) year-end budget (C) calendar (D) business document for marketing strategies (E) All of these (Ans : D) 10. "ATM" stands for-(A) Anywhere Marketing (B) Any Time Marketing (C) Any Time Money (D) Automated Teller Machine (E) Automatic Timely Machine (Ans : D) 11. "USP" in Marketing means-(A) Useful Sales Procedures (B) Useful Selling Propositions (C) Useful Sales Persons (D) Used Sales Plans (E) Unique Selling Propositions (Ans: E)
 - 12. 'A Target Group' means—(A) a group of salesmen targeting the customers (B) likely buyers

(C) group of products (D) group of companies (E) all of these (Ans : B) 13. Which of the following can only have sequential access? (A) Disk (B) Tape (C) CD - ROM (D) DVD - ROM (E) None of these (Ans : B) 14. Sending an E-mail is similar to-(A) writing a letter (B) drawing a picture (C) talking on the phone (D) sending a package (E) None of these (Ans : A) 15. Items such as names and addresses are considered (A) information (B) input (C) records (D) data (E) None of these (Ans : D) 16. One who designs, writes, tests and maintains computer programs is called a (A) User (B) Programmer (C) Designer (D) Operator (E) None of these (Ans : B) 17. Ctrl shift and Alt are called keys. (A) modifier (B) function (C) alphanumeric (D) adjustment (E) None of these (Ans : E) 18. Which key is used in combination with another key to perform a specific task? (A) function (B) space bar (C) arrow (D) control (E) None of these (Ans : D) 19. Physical components that make up your computer are known as-(A) Operating Systems (B) Software (C) Hardware (D) Web Browsers (E) None of these (Ans : C) 20. Computers use the number system to store data and perform calculations. (A) binary (B) octal (C) decimal (D) hexadecimal (E) None of these (Ans: A) 21. The main directory of a disk is called the directory. (A) root (B) sub (C) folder (D) network (E) None of these (Ans : A) 22. Marketing is a-(A) one day effort (B) team effort (C) one man effort (D) All of these (E) None of these (Ans : B) 23. Service Marketing is the same as-(A) Transaction Marketing (B) Relationship Marketing (C) Internal Marketing (D) Outdoor Marketing (E) All of these (Ans : E) 24. Marketing is influenced by-(A) product demand (B) public taste (C) buyer behaviour (D) brand image (E) All of these (Ans : E)

25. HNI means-

- (A) High income Individual (B) Honest Marketing Staff (C) High Networth Individual
- (D) Honest Neutral Individual (E) None of these (Ans : C)
- 2. 1. Which one of the following would not be considered as a form of secondary storage?
 - (a) Floppy Disk (b) Optical Disk (c) RAM (d) Flash Drive (e) Hard Disk (Ans : c)
 - The Processor is an example of computer—
 - (a) Software (b) Output Unit (c) Storage (d) Program (e) Hardware (Ans: e)
 - 3. A hexadecimal number is a number to the base-
 - (a) 2 (b) 20 (c) 16 (d) 4 (e) 8 (Ans : c)
 - 4. Java in computer programming is a-
 - (a) Compiler (b) Hardware Device Driver (c) Low-level Language
 - (d) High-level Language (e) Programming Mid-level Language (Ans : d)
 - 5. Which of the following is not a binary number?
 - (a) 01010 (b) 11111 (c) 31121 (d) 00000 (e) 110110 (Ans : c)
 - 6. What does the acronym WAN stand for?
 - (a) Widest Area Network (b) Wild Area Network (c) Wide Area Networking
 - (d) Wide Area. Network (e) Wider Area Network (Ans : d)
 - 7. FTP is an acronym for-
 - (a) File Transaction Protocol (b) File Truncation Protocol (c) File Translation Protocol
 - (d) File Transfer Protocol (e) File Transmission Protocol (Ans : d)
 - 8. Connections to the Internet using a phone line and a modem are called..... connections.
 - (a) Digital (b) Dial-up (c) Broadband (d) Dish (e) Both (b) and (c) (Ans : b)
 - 9. Documents converted to..... can be published to the web.
 - (a) A doc file (b) HTTP (c) machine language (d) HTML (e) None of these (Ans : b)
 - 10. What is extension of Microsoft Word document?
 - (a) txt (b) doc (c) ppt (d) xls (e) psd (Ans : b)
 - 11. Outlook Express is a(n)-
 - (a) protocol (b) Search Engine (c) Browser (d) Network (e) E-mail Client (Ans: e)
 - 12. Printers and screens in computer system are common form of-
 - (a) Processing device (b) Computation units (c) Input units
 - (d) Storage units (e) Output units (Ans: e)
 - 13. LSI in chip technology stands for-
 - (a) Large-Scale Internet (b) Low-Scale Integration (c) Low-Scale Internet
 - (d) Local-Scale Integration (e) Large-Scale Integration (Ans: e)
 - 14. Ctrl + n in MS word is used to-
 - (a) Save document (b) Start Paragraph (c) Open new document
 - (d) Close document (e) Open a saved document (Ans : c)

- 15. Connections to other documents or to other locations within a website is known as-
- (a) Hyper connects (b) Plug-ins (c) Hyperlinks (d) Filters (e) Bots (Ans : c)
- 16. Checking whether a program functions correctly and then correcting errors, it is known as-
- (a) Error-proofing a program (b) Default error-checking (c) De-erroring
- (d) Debugging (e) Decoding (Ans : d)
- 17. Single-word reference to viruses, worms etc. is-
- (a) harmware (b) virus (c) phish (d) malware (e) killer war (Ans : d)
- 18. Converting the computer language of 1's and 0's to characters, that can be understood is known as.....
- (a) Selecting (b) Creating clip-art (c) Decoding (d) Generating (e) Highlighting (Ans : c)
- 19. Storage that returns its data after the power is turned off is referred' to as-
- (a) Sequential storage (b) Direct storage (c) Non-destructive storage
- (d) Non-volatile storage (e) Volatile storage (Ans : d)
- 20. A compiler in computing means-
- (a) A programmer. (b) A person who compiles source program. (c) Keypunch operator
- (d) A gaming software (e) A program which translates source program into object program (Ans: e)
- 21. What is Windows Vista?
- (a) Processor (b) Output Device (c) Storage Device
- (d) Input Device (e) Operating System (Ans : e)
- 22. Which of the following is not an operating system used in computer?
- (a) Windows 95 (b) Windows 2000 (c) MS-DOS
- (d) Windows 3.1 (e) Windows 98 (Ans : d)
- 23. "DTP" is a computer abbreviation usually means-
- (a) Digital Transmission Protocol (b) Desktop Publishing (c) Document Type Processing
- (d) Document Transfer Processing (e) Data Type Programming (Ans: b)
- 24. Which of the following is equivalent roughly to 1 billion bytes?
- (a) One kilobyte (b) One Terabyte (c) One Gigabyte
- (d) One Megabyte (e) One Megabit (Ans : c)
- 25. The ALU and Control unit, jointly is known as-
- (a) RAM (b) CPU (c) PC (d) EPROM (e) ROM (Ans: b)
- 26. The..... port resembles a standard phone jack.
- (a) Fire wire (b) modem (c) peripheral (d) serial (e) None of these (Ans: b)
- 27. The ALU performs..... operations.
- (a) arithmetic (b) ASCII (c) algorithm-based (d) logarithm-based (e) None of above (Ans: a)

- 28. A group of related records in a database is called a(n)-
- (a) object (b) memo (c) table (d) record (e) None of these (Ans : c)
- 29. What is the generation of computers which are built with microprocessors?
- (a) third (b) fourth (e) first (d) second (e) prior to first (Ans : b)
- 30. The digital telecommunication term ISDN is an abbreviation for
- (a) Internet Services Data Network (b) International Services Digital Network
- (c) Integrated Services Digital Network (d) Interactive Standard Dynamic Networks
- (e) Integrated Standard Digital Networks (Ans : c)
- 31. How to specify cell range from A10 to A 25 in MS Excel?
- (a) (A10-A25) (b) (A10 to A25) (c) (A10 : A25) (d) (A10 . A25) (e) (A10 A25) (Ans : c)
- 32. If you change Windows 98 operating system to Windows XP, then it is known as-
- (a) Update (b) Patch (c) Pull down (d) Push up (e) Upgrade (Ans : e)
- 33. ALU and control unit of most of the computers are combined and are embedded on a single.
- (a) Monochip (b) Control unit (c) Microprocessor (d) ALU (e) Microfilm (Ans : c)
- 34. QWERTY is used with reference to-
- (a) Printer (b) Monitor (c) Keyboard (d) Mouse (e) Joystick (Ans : c)
- 35. Where does most data go first with' in a computer memory hierarchy?
- (a) RAM (b) ROM (e) BIOS (d) CACHE (e) None of these (Ans: a)
- 36. A result of a computer virus can not lead to-
- (a) Disk Crash (b) Mother Board Crash (c) Corruption of program
- (d) Deletion of files (e) None of above (Ans : b)
- 37. Which of the following extensions suggest that the file is a backup copy-
- (a) Bak (b) Bas (c) Com (d) Txt (e) None of these (Ans : a)
- 38. Which of the following storage media provides sequential access only?
- (a) Floppy disk (b) Magnetic disk (c) Magnetic tape (d) Optical disk (e) None of above (Ans: a)
- 39. The.... becomes different shapes depending on the task you are performing.
- (a) Active tab (b) Insertion point (c) Mouse pointer (d) Ribbon (e) None of above (Ans : c)
- 40. A file extension is separated from the main file name with a(n)-
- (a) question mark (b) exclamation mark (c) underscore (d) period (e) None of above (Ans: e)