

Life Insurance Corporations

Assistant Administrative Officer

APTITUDE

Directions (1-5) : Fill in each of the numbered blanks in the following passage with the most suitable word out of the alternative given against each number.

(1) her monumental reputation the Mona Lisa was a (2) thirty-one inches by twenty one inches, smaller even than the poster of her sold in the Louvre Gift shop. She hung on the north west wall of the Salle des Etats (3) a two inch-thick pane of protective plexiglas. Painted on a popular wood panel her (4) mist-filled atmosphere was attributed to Da Vinci's mastery of the sfumato style, in which forms appear to (5) in to one another.

- (1) Despite
(2) Unlikely to
(3) Even with
(4) None of the above
- (1) Only
(2) Mere
(3) Just
(4) None of the above
- (1) In
(2) On
(3) Behind
(4) None of the above
- (1) Ethereal
(2) Curious
(3) Pictorial
(4) None of the above
- (1) Get duplicated
(2) Evaporate
(3) Constituted
(4) None of the above

Directions (6-11) : Choose the right 'parts of speech' of the words given in the questions below.

- Degauss
(1) Noun (2) Adjective
(3) Verb
(4) None of the above

- Culvert
(1) Noun
(2) Adjective
(3) Verb
(4) None of the above
- Plumose
(1) Noun
(2) Adjective
(3) Verb
(4) None of the above
- Maraud
(1) Noun
(2) Adjective
(3) Verb
(4) None of the above
- Halcyon
(1) Noun
(2) Adjective
(3) Verb
(4) None of the above
- Shard
(1) Noun
(2) Adjective
(3) Verb
(4) None of the above

Directions (12-20) : Read the passage and answer the questions :

The last one in this long procession of silent men and women was a little wizened old man. Even he carried a load of two baskets, slung on a pole on his shoulder, the same load of a folded quilt, a cauldron. But there was only one cauldron. In the other basket it seemed there was a quilt, extremely ragged and patched but clean still. Although the load was light, it was too much for the old man. It was evident that in usual times he would be beyond the age of work and was perhaps unaccustomed to such labour in recent years. His breath whistled as he staggered along and he strained his eyes to watch those who were ahead, of him lest he be left behind, and his old wrinkled face

was set in as sort of gasping agony

Suddenly he could go no more. He set his burden down with great gentleness and sank upon the ground, his head sunk between his knees, his eyes closed, panting desperately. Starved as he was, a little blood rose in dark patches on his cheeks. A vendor selling hot noodles set his stand near, and shouted his trade cry, and the light from the stand fell on the old man's drooping figure. A man passing stopped and muttered, looked at him. 'I swear I can give no more this day if I am to feed my own even nothing but noodles— but here is this old man. He brought out of his ragged girdle a bit of silver coin, and after a moment's hesitation and muttering, he added to it a copper penny.

'There, old father', he said with a sort of bitter heartiness, 'let me see you eat noodles.' The old man lifted his head slowly. He said: 'Sir, I did not beg of you. Sir, we have good land and we have never been starving like this before, having such good land. But this year the river rose and men starve even on good land at such times. Sir, we now, have no seed left. We have eaten our seed.' 'Take it', said the man, and he dropped the money into the old man's apron and went on his way, sighing.

The vendor prepared his bowl of noodles and called out, 'How many will you eat, old man?' The old man said, 'One small bowl is enough'

Then the old man rose with great effort and took the bowl between his shaking hand and he went to the other basket. He pulled aside the quilt until one could see the shrunken face of a small boy lying with his eyes fast closed. The old man lifted his head so that his mouth could touch the edge of the

little bowl, he began to swallow feebly until the hot mixture was finished. The old man kept in murmuring to him "There my heartthere, my child....." "Your grandson?" Said the vendor. "Yes, the son of my only son. Both my son and his wife were drowned as they worked on our land when our dikes broke." "But you have the silver bit!" cried the vendor, astonished to see that the old man ordered on more. The old man shook his head. "That is for seed" "The best I can do for this grandson of mine to buy a little seed for the land.....Yea, even, I die and others must plant it, the land must be put to seed".

12. Meaning of Cauldron

- (1) Narrow necked earthen pot
- (2) Large kettle for boiling or heating liquid
- (3) Metallic pot for carrying water
- (4) Metallic box to carry clothes

13. The background of the episode is

- (1) France
- (2) New York
- (3) China
- (4) England

14. Meaning of stagger

- (1) To reel from side to side
- (2) To walk unsteadily
- (3) To bend the body
- (4) None of the above

15. The passer by was :

- (1) Very rich
- (2) Not quite rich
- (3) Very poor
- (4) Unkind

16. The old man 'strained his eyes' because :

- (1) He was afraid of being left behind
- (2) It was getting dark
- (3) His eye sight was very poor
- (4) It was too hot

17. The men and women in the procession were silent because :

- (1) They carried much loads
- (2) They were busy walking
- (3) They were tired
- (4) They were frightened

18. The old man hesitated to take the silver coin because

- (1) He did not understand why the man was giving him a coin
- (2) He was surprised
- (3) It was below his dignity to take alms
- (4) He had enough money

19. Meaning of panting

- (1) Dizziness
- (2) Slow breathing
- (3) Rapid breathing
- (4) Lay down straight

20. Find the mis-match.

- (1) unaccustomed- not used to
- (2) agony-hungry
- (3) desperately-without both- ering about anything
- (4) drooping-bent

21. A, B and C enter into a partnership. A invests some money at the beginning, B invests double the amount after 6 months and C invests thrice the amount after 8 months. If the annual profit be Rs. 27000 C's share is:

- (1) Rs. 9000
- (2) Rs. 11250
- (3) Rs. 10,800
- (4) Rs. 8625

22. A is twice as good a workman as B and together they finish a piece of work in 14 days. The number of days taken by A alone to finish the work is :

- (1) 11
- (2) 21
- (3) 28
- (4) 42

23. Each boy contributed rupees equal to the number of girls and each girl contributed rupees equal to the number of boys in a class of 60 students. If the total amount thus collected is Rs. 1600, how many boys are there in the class?

- (1) 30
- (2) 25
- (3) 50
- (4) Data Inadequate

24. $x\%$ of $y + y\%$ of x is :

- (1) $x\%$ of y
- (2) $y\%$ of x
- (3) 2% of xy
- (4) $xy\%$ of 3

25. Two barrels contain a mixture of ethanol and gasoline. The content of the ethanol is 60% in the first barrel and 30% in the second barrel. In what ratio must the mixtures from the first and the second barrels be taken to form a mixture containing 50% ethanol?

- (1) 1:2
- (2) 2:1
- (3) 2:3
- (4) 3:2

26. The angles of a convex hexagon in degrees are integers and in arithmetic progression. L and M denote the largest of these 6 angles. Then the maximum value that M can take is :

- (1) 125 degree
- (2) 150 degree
- (3) 175 degree
- (4) 179 degree

27. Two straight lines can divide a circular disk into a maximum of 4 parts. Likewise into how many parts can four straight lines divide a circular disk ?

- (1) 8
- (2) 9
- (3) 10
- (4) 11

28. The currencies in countries M and N are denoted by m and n respectively. The exchange rate in 1990 was 1m, 0.6n the price level in 2006 in M and N are 150 and 400 respectively with 1990 as a base of 100. The exchange rate in 2006 based solely on the purchasing power parity consideration is 1 m :

- (1) 0.225 n
- (2) 0.625 n
- (3) 1.6 n
- (4) 3.6 n

29. The age of Mr. Bhagat in 2002 was $\frac{1}{90}$ of his birth year. What is his age in 2006 ?

- (1) 30
- (2) 28
- (3) 26
- (4) 22

Directions (30-31): The cost of fuel running the engine of an army tank is proportional to the square of the speed and Rs. 64 per hour for a speed of 16 kmph. Other costs amount to Rs. 400 per hour. The tank has to make a journey of 400 km at a constant speed.

30. The most economical speed for this journey is :

- (1) 20 kmph
(2) 30 kmph
(3) 35 kmph
(4) 40 kmph

31. The total cost for the journey at this most economical speed is :

- (1) Rs. 6000 (2) Rs. 8000
(3) Rs. 10000 (4) Rs. 11000

32. In a market research project, 20% opted for Nirma detergent whereas 60% opted for Surf Blue detergent. The rest were unsure. If the difference between those who opted for Surf Blue and those who were uncertain is 720. How many respondents were covered in the survey?

- (1) 1800
(2) 1440
(3) 900
(4) Data Inadequate

33. A property tax increase was proposed by a municipal corporation and it was observed that 40% of the property owners favoured it while 80% of the non-owners of property favoured it. If 70% of voters are property owners, what is the probability that a voter selected at random would be the one favouring the increase?

- (1) 0.80
(2) 0.52
(3) 0.40
(4) Data Inadequate

34. A toothed wheel of diameter 50 cm is attached to a smaller wheel of diameter 30 cm. How many revolutions will the smaller wheel make when the larger one makes 15 revolutions?

- (1) 18 (2) 20
(3) 25 (4) 30

35. Prof. Chatterjee bought a car and got 15% of its original price as a dealer's discount. He then sold it at 20% profit on his purchase price. What per-

centage profit did he get on the original price?

- (1) 2% (2) 12%
(3) 5% (4) 17%

36. The area of a rectangle gets reduced by 9 sq. metre if its length is reduced by 5m and breadth is increased by 3m. If we increase the length by 2m and breadth by 3m, the area is increased by 67sq. metre. The length of the rectangle is:

- (1) 9m (2) 15.6m
(3) 17m (4) 18.5m

37. A dinner party is to be fixed for a group of 100 persons. In this party, 50 persons do not prefer fish, 60 prefer chicken and 10 do not prefer either chicken or fish. Find the number of people who prefer both fish and chicken.

- (1) 20 (2) 30
(3) 40 (4) 10

38. The average of marks obtained in 120 students was 35. If the average of passed candidates was 39 and that of failed candidates is 15, the number of candidates who passed the examination is :

- (1) 100 (2) 110
(3) 120 (4) 80

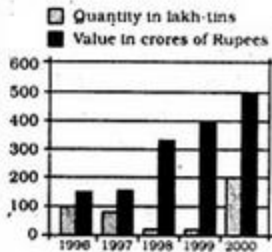
39. There are two examination halls, P and Q. If 10 students are sent from P to Q, then the number of students in each room is same. If 20 students are sent from Q to P then the number of students in P is double of that in Q. The number of students in P and Q respectively are :

- (1) 60,40
(2) 70,50
(3) 80,60
(4) 100,80

40. If a number of two digits is k times the sum of its digits, then the number formed by interchanging the digits is the sum of the digits multiplied by:

- (1) $9 + k$ (2) $10 + k$
(3) $11 - k$ (4) $k - 1$

Directions (41-44): Study the following graph and answer the questions.



41. In which year, the value per tonne was minimum?

- (1) 1996 (2) 1997
(3) 1999 (4) 2000

42. What was the approximate percent increase in export value from 1996-2000?

- (1) 350
(2) 330.3
(3) 433.3
(4) None of these

43. What was the percent drop in export quantity from 1996 to 1997?

- (1) 75
(2) 30
(3) 25

(4) None of these

44. If in 1999, the processed food tins were exported at the same rate per tin as that in 1998, what would be the value of export in 1999 (in crore of Rs.)?

- (1) 400 (2) 375
(3) 352 (4) 330

Directions (45-48): Mr. and Mrs. Sharma have two children Asha and Shashi. Shashi married Radha, daughter of Mrs. Mahajan. Suresh, Son of Mrs. Mahajan married Rita, Sonu and Rocky are born to Suresh and Rita. Uma and Sudha are daughters of Shashi and Radha.

45. What is the surname of Sonu?

- (1) Mahajan
(2) Sharma
(3) Shashi

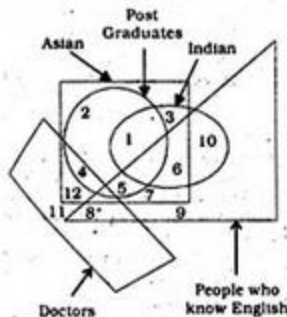
- (4) None of these
46. How is Suresh related to Sudha?
 (1) Brother
 (2) Uncle
 (3) Maternal uncle
 (4) Cousin
47. What is Sudha's relation to Asha?
 (1) Sister
 (2) Niece
 (3) Aunt
 (4) Daughter
48. How is Sonu related to Mr. Mahajan?
 (1) Sister-in-law
 (2) Grandson
 (3) Son
 (4) None of these
49. In a certain code, 'FAVOUR' is written as 'EBUPTS'. How is 'DAGGER' written in that code?
 (1) EBHHFS
 (2) CBFHDS
 (3) CBFHDS
 (4) EBFHDS

50.

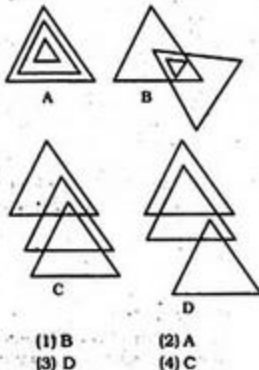
3	9
?	81

- (1) 24
 (2) 162
 (3) 6561
 (4) 729

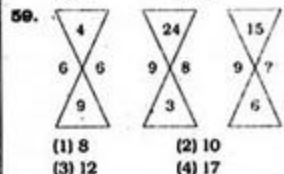
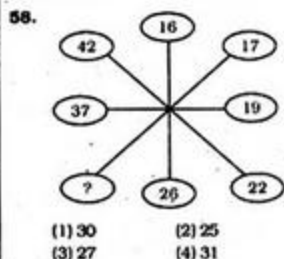
Directions (51-56): Examine the given Venn diagram and answer the following questions:



51. Which part denotes people who know English but not Doctor, nor Post Graduate nor Asian nor Indian?
 (1) 9
 (2) 6
 (3) 10
 (4) 3
52. Which parts denotes Post Graduate Indian?
 (1) 2
 (2) 1
 (3) 3
 (4) 4
53. Which part denotes only Indian who knows English?
 (1) 10
 (2) 9
 (3) 3
 (4) 6
54. Which part shows Doctors who know English?
 (1) 9
 (2) 12
 (3) 4
 (4) 8
55. Which part denotes only Asian Post Graduates?
 (1) 1
 (2) 4
 (3) 2
 (4) 5
56. Which part denotes Asian Post Graduates who know English?
 (1) 5
 (2) 7
 (3) 4
 (4) 1
57. Which of the following combination of figures best represent males, fathers, human beings?
 (1) A
 (2) B
 (3) C
 (4) D



Directions (58-59): In the following questions find out the missing number:



60. How many meaningful words can be formed by using any two letters of the word NOT?
 (1) One
 (2) Two
 (3) Three
 (4) Four

Directions (61-64): A company launches eight products- Q, R, S, T, U, V, W, Y, and Z in one of the four metros of India. The products were launched one after the other over the period of 6 months in 2006. The order in which the products were launched is consistent with the following conditions:

- V is launched before both Y and Q
- Q gets launched after Z
- T gets launched before V but after R

- S gets launched after V
- R gets launched before W

61. Which one of the following could be true?
 (1) Y is the second product to be launched
 (2) R is the third product to be launched
 (3) Q is the fourth product to be launched
 (4) S is the fifth product to be launched

62. If Z is the seventh product to be launched, then which one of the following could be true?

- (1) W is the fifth product to be launched
- (2) T is the fourth product to be launched
- (3) R is the second product to be launched
- (4) V is the 6th product to be launched

63. If Q is the 5th product to be launched then each of the following could be true except :

- (1) Z is the first product to be launched
- (2) T is the 2nd product to be launched
- (3) V is the 3rd product to be launched
- (4) W is the 4th product to be launched

64. If S is the fifth product to be launched, which of the following is correct?

- (1) Q is the second product to be launched
- (2) V is the seventh product to be launched
- (3) T is the sixth product to be launched
- (4) None of these

Directions (65-69) : In each question below are given two statements followed by two conclusions numbered I and II. You have to take the two given statements to be true even if they seem to be at variance for commonly known facts and then decide which of the given conclusions logically follows from the two given statements. Read both the statements and give answer as :

- (1) If only Conclusion I follows
- (2) If only Conclusion II follows
- (3) If either I or II follows
- (4) If neither I nor II follows

65. **Statements :**

- I. Some Art works are paintings.
- II. All paintings are Master pieces.

Conclusions :

- I. All Master pieces are paintings
- II. Some Master pieces are Art works.

66. **Statements :**

- I. Some men are Genius.
- II. No brother is Genius.

Conclusions :

- I. Some brothers are men.
- II. Some brothers are not men.

67. **Statements :**

- I. All pants are skirts.
- II. No shirt is a skirt.

Conclusions :

- I. Some skirts are pants.
- II. All shirts are pants.

68. **Statements :**

- I. All Planes are Tyres.
- II. All Tyres are engines.

Conclusions :

- I. No Engine is a plane
- II. No tyre is a plane

69. **Statements :**

- I. Some cartoons are funny.
- II. Some cartoons are silly

Conclusions :

- I. All funny are cartoons
- II. Some silly are cartoons

Directions (70-77) :

Follow the given instructions : Each item has a question followed by two statements.

Mark (1) if the question can be answered by statement I alone.

Mark (2) if the question can be answered with the help of II alone.

Mark (3) if the question can be answered with the help of both the statements but not with the help of either statement itself.

Mark (4) if the question cannot be answered with the help of both the statements.

70. The average of three quotations for a particular item is Rs.120. Is the highest quotation less than or equal to Rs. 139?

- I. The lowest quotation is of Rs.90.
- II. One of the quotation is Rs. 125.

71. How many people, read both Economic Times and Financial Express?

- I. Out of 300 readers, 200 read Financial Express, 220 read Economic Times and 50 read Indian Express.
- II. Out of total 300 readers 220 read Economic Times, 200 reads Financial Express and 50 read Neither.

72. A bus started from bus stop P, developed engine trouble and reached bus stop Q, 40 minutes late. What is the distance between the bus stops P and Q?

I. The engine trouble developed after travelling 40 kms from bus stop P and the

speed reduced to $\frac{1}{4}$ th of the original speed.

II. The engine trouble developed after traveling 40 kms from bus stop P in 2 hours and the speed reduced to

$\frac{1}{4}$ th of the original speed.

73. What is the value of prime number x?

I. $x + y$ is a two digit number > 50 .

II. y is a two digit number.

74. What is the Time difference in Nairobi and Mumbai ?

I. The departure time at Nairobi is exactly 6 P.M. local time and the arrival time in Mumbai is next day 3 AM local time.

II. Flight time is six hours.

75. Sujata is the eldest daughter. What is the current age of her father ?

I. Current age of Sujata is 25 years and current age of her sister Sangeeta is 20 years.

II. Sangeeta's current age is $\frac{1}{3}$ rd of father's age five years before.

76. Alka has two sisters and one brother. How many sisters does Sandhya have ?

I. Alka and Sandhya are Sisters.

II. Sandhya has one brother.

77. Madhav likes car X because its cost Rs. 5,00,000 is cheapest in C segment and Raghav likes car Y because its cost Rs.7,00,000 is highest in C segment. Which vehicle will be selected by Keshav?

1. Keshav is looking for a car which is average representation of C segment.
- II. Keshav's budget is around Rs. 5,50,000.

Directions (78-80) : Refer to the following table. Given below are the win loss histories of four tennis players in three set matches and number of matches played.

	P	Q	R	S
Won 2-0	23	18	10	16
Won 2-1	13	16	13	14
Lost 0-2	8	13	16	13
Lost 1-2	6	8	20	17

78. If a win carries an award of Rs. 1500 and a loss of Rs. 1000 which is the largest difference in prize money earned among the four ?
 (1) Rs. 7000
 (2) Rs. 14000
 (3) Rs. 5000
 (4) Rs. 9000
79. As in the case above, what is the lowest average prize money won per match by any player ?
 (1) Rs. 1135 (2) Rs. 1300
 (3) Rs. 1195 (4) Rs. 1150
80. As in the case above, what is the highest average prize money won per match by any player ?
 (1) Rs. 1495 (2) Rs. 1360
 (3) Rs. 1460 (4) Rs. 1410
81. The universal recipient blood group is :
 (1) O (2) AB
 (3) A (4) B
82. Which one of the following is not a nuclear power ?
 (1) China (2) USA
 (3) Japan (4) UK
83. Speed of sound is maximum in :
 (1) Water (2) Air
 (3) Steel (4) Vacuum
84. Which acid is used in lead storage batteries ?
 (1) Nitric acid
 (2) Sulphuric acid
 (3) Hydrochloric acid
 (4) None of these

85. Why do fighter planes fly at great heights?
 (1) to escape from birds
 (2) to cross the sound barrier
 (3) to overcome gravitational force
 (4) to escape detection by radar
86. Dialysis is used to perform the function of:
 (1) Lungs (2) Heart
 (3) Liver (4) Kidneys
87. Who among the following was the Chairman of the Constitution Drafting Committee?
 (1) Dr. Ambedkar
 (2) Dr. Rajendra Prasad
 (3) Sardar Patel
 (4) Motilal Nehru
88. Who among the following decides the cancellation of the election of a person to Parliament?
 (1) Election Commission
 (2) Supreme Court
 (3) The Parliament
 (4) None of these
89. Indian Constitution calls India a:
 (1) Unitary State
 (2) Federal State
 (3) Quasi State
 (4) Union of States
90. The gas used in Soda Water is:
 (1) Oxygen
 (2) Ammonia
 (3) Carbon Dioxide
 (4) Sulphur Dioxide
91. Who is the current Nawab of Pataudi?
 (1) Mansoor Ali Khan
 (2) Saif Ali Khan
 (3) Aamir Khan
 (4) Salman Khan
92. During the debate in parliament over Lokpal Bill, who saluted Anna Hazare for raising the issue of Corruption?
 (1) Mr. Pranab Mukherjee
 (2) Mr. Manmohan Singh
 (3) Mr. Lal Krishna Advani
 (4) Smt. Sushma Swaraj
93. Which Indian CEO of McKinsey who was settled in USA

was criminally charged with Insider Trading in Stock Market?

- (1) Rajat Gupta
 (2) Vikram Pandit
 (3) Rajiv Goel
 (4) Roomy Khan
94. Who married Prince William recently and may become the next Queen of England?
 (1) Kate Middleton
 (2) Rosie Pose
 (3) Jecca Craig
 (4) Olivia Hunt
95. Who is the highest wicket taker in the recently concluded India-England ODI 2011 series from Indian side?
 (1) R Ashwin
 (2) Ravindra Jadeja
 (3) Vinay Kumar
 (4) Suresh Raina
96. In the recently concluded India-England ODI 2011 Series, there was one player whom the English bowlers could not get out even once. Who was he?
 (1) Gautam Gambhir
 (2) Suresh Raina
 (3) M.S. Dhoni
 (4) R. Ashwin
97. Budha International Circuit is related with which sport?
 (1) Cricket (2) Football
 (3) F1 Car Race
 (4) Tennis
98. Which is the highest budgeted movie in Bollywood as claimed recently?
 (1) Rock Star (2) RA. One
 (3) Slumdog Millionaire
 (4) Mausam
99. Which film won the best film award in the recently concluded Tibet Film Festival at Dharamasala?
 (1) Mother
 (2) The Sun Beaten Path
 (3) Prayers Answered
 (4) Leaving Fear Behind
100. Who is elected as the Interim Prime Minister of Libya?
 (1) Ali Tarhouni
 (2) Mahmoud Jibri
 (3) Abdel Rahim Al-Kib
 (4) Saif Al-Islam Gaddafi

PROFESSIONAL KNOWLEDGE

101. Niche marketing can be done for:
- (1) Readymade garments
 - (2) Ballpoint pens
 - (3) Diamond jewellery
 - (4) Golf Clubs
102. Word-of-mouth marketing is:
- (1) Triggered by the company
 - (2) Unpaid advertising
 - (3) Used by the company to influence behaviour
 - (4) None of these
103. CRM is a short form of:
- (1) Customer Relationship Management
 - (2) Company Resource Marketing
 - (3) Consumer Reaching Marketing
 - (4) Customer Relationship Marketing
104. Five stage model of the consumer buying process does not include:
- (1) Problem recognition
 - (2) Post-purchase behaviour
 - (3) Evaluation of alternatives
 - (4) Product perception
105. Segmentation of consumer markets is based on
- (1) Consumer characteristics
 - (2) Consumer responses
 - (3) Consumer challenges
 - (4) Both (1) and (2)
106. The stages of the product life cycle in chronological order is:
- (1) Introduction, growth, maturity, decline
 - (2) Introduction, growth, maturity, stagnation, decline
 - (3) Introduction, maturity, decline
 - (4) Introduction, maturity, stagnation, decline
107. The key to competitive advantage is ____ differentiation.
- (1) Position
 - (2) Product
 - (3) Conformance
 - (4) Customer Consulting
108. ____ consists of a few companies producing essentially the same commodity.
- (1) Monopolistic competition
 - (2) Pure competition
 - (3) Oligopoly
 - (4) Pure monopoly
109. Which of the following is not a "market follower" strategy?
- (1) Counterfeiter
 - (2) Adapter
 - (3) Initiator
 - (4) Cloner
110. ____ is registering, trafficking in, or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.
- (1) Email marketing
 - (2) Cyber squatting
 - (3) Web scraping
 - (4) Web spidering
111. The following is the biggest limitation of advertising :
- (1) It forces consumer to buy the things he does not need.
 - (2) It sells gloss and dreams to prospective buyers.
 - (3) It tells consumers about the arrival of new products in market.
 - (4) All of the above
112. The client of an advertising agency is called :
- (1) Customer
 - (2) Major
 - (3) Corporate
 - (4) Account
113. Under the barter scheme
- (1) Firms can offer products and services to advertising firms if the latter offer cheap advertising services.
 - (2) Firms buy products from market and supply products to the same market.
 - (3) Cost discounting is the key issue
 - (4) None of these
114. If the objective is ____ then prices must be set very competitively to appeal to the largest possible number of potential consumers.
- (1) Market penetration
 - (2) Niche Marketing
 - (3) Price enhancement
 - (4) None of these
115. ____ include medical specialists and legal advisors.
- (1) Speciality services
 - (2) Speciality products
 - (3) Primary services
 - (4) Secondary services
116. The ____ represents our expectations of the general need for the item during the lead time.
- (1) Reorder point
 - (2) Safety stock quantity
 - (3) Reordering policy
 - (4) Reordering cycle
117. ____ is the principle of organization of a region around several political, social or financial centres.
- (1) Ethnocentrism
 - (2) Polycentrism
 - (3) Marketing expansion
 - (4) Global marketing
118. Material culture is divided into two parts :
- (1) Language, Aesthetics
 - (2) Technology, Economics
 - (3) Education Religion
 - (4) Attitudes, Values
119. Identify the group name, whose mission statement is : "To become a major player in the global chemical business and simultaneously growth in other growth industries like infrastructure"
- (1) Reliance
 - (2) Tata
 - (3) Bharti enterprises
 - (4) Kotak Mahindra
120. ____ is the latest buzzword in corporate boardrooms.
- (1) Service quality
 - (2) Service sector
 - (3) Service industry
 - (4) All of the above
121. Relatively large, low-cost, low-margin high-volume, self-service operations etc.

- (1) Super market
 (2) Discount store
 (3) Department store
 (4) Convenience store
122. Distribution mix refers to:
 (1) Selection of different distribution channels like Distribution - Wholesaler - Retailers - Consumer etc.
 (2) Selection of sales promotion techniques, Advertising, Sales - promotion, personal selling etc.
 (3) Selection of pre-sales during sales after sales service etc.
 (4) All of the above
123. Products under the brand name "Enfield" are:
 (1) Motor Cycles
 (2) Television
 (3) Gensets
 (4) All of the above
124. $N = S/P(1 + T)$ indicates the:
 (1) Work load method
 (2) Sales potential method
 (3) Incremental method
 (4) Sales budget
125. "Dividend Yield" is the ratio between
 (1) Dividend per share, market price per share
 (2) Total debt, total equity
 (3) Market price per share, earnings per share
 (4) None of these
126. A bank expects fall in price of a security if it sells it in the market. What is the risk that the bank is facing?
 (1) Market risk
 (2) Operational risk
 (3) Asset Liquidation risk
 (4) Market liquidity risk
127. When a company acquires a supplier through an acquisition strategy, this is referred to as
 (1) Vertical marketing system
 (2) Forward integration
 (3) Horizontal integration
 (4) Backward integration
128. Charles Revson of Revlon observed: "In the factory, we make cosmetics; in the store, _____."
 (1) we make profits
 (2) we challenge competitors
 (3) we implement ads
 (4) we sell hope
129. Mohan Sawhney has proposed the concept of _____ to describe a cluster of complementary products and services that are closely related in the minds of consumers but are spread across a diverse set of industries.
 (1) metamarket
 (2) vertical integration
 (3) horizontal integration
 (4) Betamarket
130. A tobacco company advertises its line of music cds. It is a type of:
 (1) Substitute advertising
 (2) Surrogate advertising
 (3) Out-door advertising
 (4) None of these
131. You watch a movie and find out that a particular brand crops up in it very often. It is an example of:
 (1) Surrogate advertising
 (2) Broadcast advertising
 (3) Covert advertising
 (4) None of these
132. What is a logo?
 (1) Pictorial representation of what the company stands for
 (2) Graphic or emblem used by a company to trigger instant recall
 (3) The short form of the name of the company
 (4) All kinds of advertisements used by the company
133. Diffusion of Innovations is a theory that seeks to explain how, why, and at what rate new ideas and technology spread through cultures. The adopters of these innovations are categorised in five categories. Which of the following is incorrect?
 (1) Early adopters
 (2) Early majority
 (3) Late adopters
 (4) Late majority
134. Database marketing is:
 (1) Direct form of marketing
 (2) Indirect form of marketing
 (3) Most efficient form of advertising
 (4) None of these
135. Segmentation is:
 (1) A method to divide the market in to different groups according to age only
 (2) A method to understand consumer behaviour
 (3) A method used to divide the market in different individual groups of similar needs or wants
 (4) None of these
136. B2B means:
 (1) Buyer to brand
 (2) Business to business
 (3) Business to buyer
 (4) None of these
137. Who started the first Hypermarket?
 (1) Walmart
 (2) Carrefour
 (3) Casino
 (4) The dolla store
138. The first step of sales process is:
 (1) Lead generation
 (2) Convincing the buyer
 (3) Selling the product
 (4) Showing a product
139. Core competence of a company helps it to:
 (1) Maintain an edge over its competitors
 (2) Position its product better
 (3) Price its product better
 (4) All of these
140. Laggards are:
 (1) Individuals who do not accept an innovation
 (2) Individuals who are the last to accept an innovation
 (3) Individuals seeking innovations
 (4) None of these

141. Consumer research takes place at this stage.

- (1) Before purchase
- (2) After purchase
- (3) During the purchase
- (4) All of these

142. SWOT analysis does not contain this.

- (1) Strength
- (2) Weakness
- (3) Opportunity
- (4) Talent

143. This is not direct marketing:

- (1) Door to door selling
- (2) Internet marketing
- (3) Telemarketing
- (4) None of these

144. Trademark is the legal word of:

- (1) Brand (2) Product
- (3) Patent
- (4) None of these

145. Which of the following is not an advantage of world marketing?

- (1) Consistency in brand image
- (2) Ability to leverage good ideas quickly and efficiently
- (3) Uniformity of marketing practices
- (4) None of these

146. The four Ps of Marketing do not include this

- (1) Product (2) Price
- (3) Profit (4) Promotion

147. Porter's Five Force Model includes:

- (1) Bargaining power of customer
- (2) Advertising
- (3) Threat of substitute product
- (4) Bargaining power of suppliers

148. The Letter T in PEST stands for:

- (1) Treats
- (2) Technological
- (3) Teacher
- (4) Table

149. Brad Loyalty is defined by Kotler in for behaviour pattern. Which of the following is not one of them.

- (1) Hard Core Loyals
- (2) Shifters
- (3) Semi Loyals
- (4) Shifting Loyals

150. Marketing does not involve which of the following?

- (1) Selling
- (2) Promoting
- (3) Advertising
- (4) None of these

ANSWERS

1.(1)	2.(2)	3.(3)	4.(1)
5.(1)	6.(3)	7.(1)	8.(2)
9.(3)	10.(3)	11.(1)	12.(2)
13.(3)	14.(2)	15.(3)	16.(1)
17.(3)	18.(1)	19.(3)	20.(2)
21.(1)	22.(2)	23.(4)	24.(3)
25.(2)	26.(4)	27.(1)	28.(1)
29.(3)	30.(4)	31.(2)	32.(1)
33.(2)	34.(3)	35.(1)	36.(3)
37.(1)	38.(1)	39.(4)	40.(3)
41.(1)	42.(4)	43.(3)	44.(4)
45.(1)	46.(3)	47.(2)	48.(4)
49.(2)	50.(3)	51.(1)	52.(2)
53.(1)	54.(4)	55.(3)	56.(1)
57.(1)	58.(4)	59.(2)	60.(3)
61.(4)	62.(1)	63.(4)	64.(4)
65.(2)	66.(4)	67.(1)	68.(4)
69.(4)	70.(3)	71.(2)	72.(2)
73.(4)	74.(3)	75.(3)	76.(1)
77.(3)	78.(1)	79.(3)	80.(2)
81.(2)	82.(4)	83.(3)	84.(2)
85.(4)	86.(4)	87.(1)	88.(1)
89.(4)	90.(3)	91.(4)	92.(2)
93.(1)	94.(1)	95.(2)	96.(3)
97.(3)	98.(2)	99.(3)	100.(3)
101.(3)	102.(2)	103.(1)	104.(4)
105.(4)	106.(2)	107.(2)	108.(3)
109.(3)	110.(2)	111.(1)	112.(1)
113.(2)	114.(1)	115.(4)	116.(1)
117.(2)	118.(2)	119.(1)	120.(1)
121.(1)	122.(1)	123.(1)	124.(2)
125.(1)	126.(4)	127.(4)	128.(4)
129.(1)	130.(2)	131.(3)	132.(2)
133.(3)	134.(1)	135.(3)	136.(2)
137.(2)	138.(1)	139.(1)	140.(2)
141.(4)	142.(4)	143.(4)	144.(1)
145.(4)	146.(3)	147.(2)	148.(2)
149.(3)	150.(4)		

EXPLANATIONS

6. (3) The word **Degauss (Verb)** means : to decrease or eliminate an unwanted magnetic field.

7. (1) The word **Culvert (Noun)** means : a tunnel that carries a river or a pipe for water under a road.

8. (2) The word **Plumose (Adjective)** means : like a feather.

9. (3) The word **Maraud (Verb)** means : to go around a place in search of things to steal or people to attack.

10. (3) The word **Halcyon (Adjective)** means : peaceful and happy.

11. (1) The word **Shard (Noun)** means : a piece of broken glass, metal etc.

12. (2) The word **Cauldron (Noun)** means : a large deep pot for boiling liquids or cooking food over a fire.

14. (2) The word **Stagger (Verb)** means : to walk with weak unsteady steps as if you are about to fall; totter.

19. (3) The word **Pant (Verb)** means : to breathe quickly with short breaths, usually with your mouth open.

20. (2) The word **Agony (Noun)** means : extreme physical or mental pain.

21. (1) Ratio of profit
 $= x \times 12 : 2x \times 6 : 3x \times 4$
 $= 1 : 1 : 1$

\therefore C's share $= \frac{1}{3} \times 27000$
 $=$ Rs. 9000

22. (2) If time taken by B be 2x days, then time taken by A = x days.

$$\therefore \frac{1}{x} + \frac{1}{2x} = \frac{1}{14}$$

$$\Rightarrow \frac{2+1}{2x} = \frac{1}{14} \Rightarrow \frac{3}{x} = \frac{1}{7}$$

$$\Rightarrow x = 3 \times 7 = 21 \text{ days}$$

23. (4) If the number of boys = x then number of girls = 60 - x