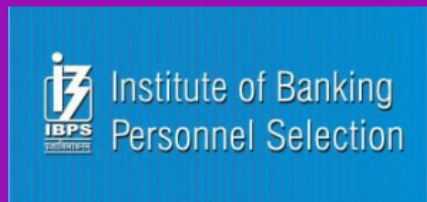


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**(1) Companies who form a \_\_\_\_\_ collect information on each customer's past transactions, demographics, psychographics, and media and distribution preferences.**

- [A] sales network
- [B] holistic union
- [C] marketing network
- [D] supply-chain network

**Answer : [C]**

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**(2) \_\_\_\_\_ provides the largest compilation of rural demographic data.**

- [A] NCAER
- [B] Census of India
- [C] ICDS
- [D] Panchayat Office

**Answer : [B]**

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**(3) Tenant farmer are \_\_\_\_\_ .**

- [A] Zamindars
- [B] Small peasants
- [C] Marginal farmers
- [D] Farmers who operate on rented lands

**Answer : [D]**

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**(4) Which point should be considered at the time of sales Planning ?**

- [A] Good Packing
- [B] Good Product Shape and Style
- [C] Trademark must be attractive
- [D] All of these

**Answer : [D]**

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**(5) \_\_\_\_\_ refers to marketing strategies under conditions of scarcity and during the period of shortage.**

- [A] E-commerce
- [B] De-marketing
- [C] Relationship marketing
- [D] None of these

**Answer : [B]**

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**(6) Which of the following is for an e-marketing tool?**

- [A] I-radio

[B] Mobile phone

[C] I-kiosks

[D] Cinema

**Answer : [D]**

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**(7) \_\_\_\_\_ includes debit cards, credit cards, smart cards etc.**

[A] E-branding

[B] E-cash

[C] E-mail

[D] none of these

**Answer : [B]**

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**(8) E-marketing is a part of \_\_\_\_\_ .**

[A] E-commerce

[B] E-cash

[C] E-payment

[D] E-mail

**Answer : [A]**

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**(9) Resources should be obtained at -**

[A] Minimum cost

[B] Maximum cost

[C] No cost no profit

[D] All of these

**Answer : [A]**

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**(10) A security tool to verify the authenticity of the message and claimed identity of the sender and to verify the message integrity is -**

[A] Encryption

[B] firewalls

[C] Digital certificate

[D] Digital signature

**Answer : [D]**

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**(11) Many companies congregate at the Ganges river for the \_\_\_\_\_ festival, where about 3 crore people, mostly from rural areas are expected to come over a span of one month.**

[A] Sonapur mela

[B] Kumbh mela

[C] Pushkar mela

[D] None of these

**Answer : [B]**

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**(12) The Planning, direction and control of all stages in the life of a product from the time of its creation to the time of its removal from the company's line of product is known as -**

[A] Product Pricing

[B] Product planning

[C] Wage

[D] Product Costing

**Answer : [B]**

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**(13) \_\_\_\_\_ includes the configuration of benefits, value, cost and satisfaction -**

[A] Demand

[B] Innovation

[C] Creativity

[D] Invention

**Answer : [D]**

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**(14) URL stands for**

[A] Uniform Read Locator

[B] Uniform Resource Locator

[C] Unicode Research Location

[D] United Research Locator

**Answer : [B]**

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**(15) To save an existing document with a different file name, click**

[A] save button on the standard toolbar

[B] save on the file menu

[C] save as button on the standard toolbar

[D] save as on the file menu

**Answer : [D]**

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**(16) The operating system is the most common type of ..... software.**

[A] communication

[B] application

[C] system

[D] word-processing

**Answer : [C]**

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**(17) CPU can directly understand this language**

- [A] C
- [B] Assembly
- [C] Machine language
- [D] Java

**Answer : [C]**

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**(18) Drum printer is an example of**

- [A] input
- [B] output
- [C] processing
- [D] storage

**Answer : [B]**

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**(19) A (n) ..... appearing on a web page opens another document when clicked.**

- [A] anchor
- [B] URL
- [C] hyperlink
- [D] reference

**Answer : [C]**

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**(20) Which of the following components is the most essential for the computer system to work?**

- [A] Input system
- [B] Output system
- [C] Storage system
- [D] CPU

**Answer : [D]**

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