

**Bank of Baroda Probationary Officers Exam., 2010**

**(Held on 30-5-2010)**

**Marketing Aptitude(Based on Memory)**

1. Market the means-
  - A. Share market
  - B. Sensex
  - C. Market price of shares
  - D. Market Fluctuations
  - E. **Share of business among peers**
  
2. Marketing is influenced by-
  - A. Public taste
  - B. **Buyer behaviour**
  - C. Product demand
  - D. Brand image
  - E. All of these
  
3. Marketing skills are tested by-
  - A. Buying more
  - B. **Selling More**
  - C. Paying more
  - D. Talking more
  - E. All of these
  
4. Service marketing involves-
  - A. **Transaction marketing**
  - B. Internal marketing
  - C. Relationship marketing
  - D. Outdoor marketing
  - E. Only A and B
  
5. Marketing of services is resorted to in-
  - A. Manufacturing concerns
  - B. Hotels

- C. Airlines business
- D. Only A and B
- E. **Only B and C**

6. A true marketing mindset requires-

- A. **Active mindset**
- B. Passive mindset
- C. Control mindset
- D. Command mindset
- E. Inert mindset

7. ADSA is useful for-

- A. Boosting telemarketing
- B. Boosting digital marketing
- C. Boosting door-to-door campaigns
- D. Strengthening Internal Marketing
- E. **Strengthening Indirect Marketing**

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

9. Market Information denotes-

- A. Knowledge of Industries
- B. Knowledge of peers
- C. Knowledge of households
- D. **Knowledge of customer's needs**
- E. All of these

10. 'Customisation' means-

- A. Adding more customers

- B. Customers selling goods
- C. Unhappy customer
- D. **Tailor-made products for each customer**
- E. All of these

11. Target groups can be identified by... Find the incorrect answer.

- A. **Data Mining**
- B. Data Warehousing
- C. Market Survey
- D. Market Research
- E. Market Segmentation

12. Proper identification of target group helps in-

- A. **Better lead generation**
- B. More calls per day
- C. More Profile
- D. All of these
- E. None of these

13. Generation of sales leads presupposes-

- A. Personal and Professional contacts
- B. Profile fitting
- C. Data Mining
- D. **All of these**
- E. None of these

14. Lead generation is followed by-

- A. Personal Calls
- B. Presentation
- C. Product designs
- D. **Market segmentation**
- E. None of these

15. Market segmentation involves-

- A. **Dividing the salesmen into homogeneous groups**
- B. Dividing the employees into talent groups
- C. Dividing the products
- D. Measuring the service level
- E. None of these

16. Market segmentation can be resorted to by way of-

- A. Segmenting geographically
- B. Segmenting by age
- C. Segmenting by income
- D. Only A and B
- E. **All A, B and C**

17. Market segmentation is useful for-

- A. Targeting existing clients
- B. **Identifying prospects**
- C. Preferential marketing
- D. Internal marketing
- E. All of these

18. Find the correct statement-

- A. Leads are better than Prospects
- B. **Leads are same as Prospects**
- C. Leads are easier to convert than Prospects
- D. Prospects are easier to convert than Leads
- E. None of these

19. The most important stage in a sales process is-

- A. **Generating sales leads**
- B. Clinching the sale
- C. Sales Presentation
- D. Sales meeting
- E. All of these

20. Effective selling involves.. Find the incorrect answer.

- A. Good physical appearance
- B. Good communication skills
- C. Good negotiation skills
- D. Sympathetic approach
- E. **Aggressiveness**

21. Efficiency in selling skills is determined by-

- A. Number of leads generated
- B. Number of Prospects met
- C. Number of conversions made
- D. **All of these**
- E. None of these

22. 'Push' Style of selling is effective because-

- A. 'Push' is the only style of selling
- B. It motivates the sales person
- C. It 'pushes' the customers to buy the products
- D. **It helps in quicker conversion**
- E. 'Push' Style can never be effective

23. Sales forecasting involves study of-

- A. **Sales Planning**
- B. Proper selling price
- C. Distribution outlets
- D. Consumer needs demands
- E. All of these

24. 'Benchmark' connotes-

- A. Bank counters
- B. ATMs
- C. **Standard value for comparison**
- D. Evaluation
- E. All of these

25. 'USP' in marketing language means-

- A. Unique Selling Plan
- B. Unique Selling Proposition
- C. Unique Selling Person
- D. Unique Selling Procedure
- E. **None of these**

26. The USP of a Savings Bank Accounts is-

- A. Low EMI
- B. **Low rate of interest**
- C. Liquidity
- D. High Yields
- E. There is no USP for SB Accounts

27. The USP of a Current Deposit Account is-

- A. Flexi operations
- B. High rate of interest
- C. **Liquidity**
- D. Restricted balance
- E. None of these

28. The USP of a Personal Loan is-

- A. Available only to businessmen
- B. Available only to salaried persons
- C. Available to professionals
- D. **Easy EMIs**
- E. None of these

29. Marketing Channels means-

- A. Delivery time
- B. Delivery place
- C. Delivery period
- D. Purchase outlets

E. **Delivery outlets**

30. Marketing channels for banks are-

- A. Bank branches and ATMs
- B. **Bank branches and back office set ups**
- C. ATMs and Back-office set ups
- D. Only A and B
- E. Only A and C

31. Internet Banking means-

- A. **Marketing on the net**
- B. Surfing on the net
- C. Phishing
- D. Banking on the net
- E. None of these

32. Marketing of Internet Banking can be focused among.....Find the wrong option.

- A. All existing customers
- B. All Corporates
- C. All outsourced agencies
- D. **All NRIs**
- E. None of these

33. CRM means-

- A. A Charitable and Religious Movement
- B. Customers' meet
- C. Customers' reactions
- D. **Customers Relationship Management**
- E. Critical Reaction Means

34. CRM is useful for the study of.....Find the wrong answer.

- A. Customer needs
- B. **Customer's information**
- C. Customer profile

- D. Customer threats
- E. Customer satisfaction levels

35. Good customer service helps to boost-

- A. Customer Retention
- B. Better image
- C. Consumer loyalty
- D. Higher sales
- E. **All of these**

36. Cross-Selling means and includes-

- A. Selling to HNIs
- B. Selling to NRIs
- C. Conversion of Prospects
- D. **Selling additional products to existing customers**
- E. All of these

37. Cross-selling yields good results in the case of one of the following products-

- A. Dabit Cards
- B. SDV Lockers
- C. Personal Loans
- D. **All of these**
- E. None of these

38. Incentives are paid to sales person in order to-

- A. Distribute profile
- B. Improve performance of the sales persons
- C. **Achieve targets of the sales persons**
- D. Impress the sales persons
- E. All of these

39. The performance of a sales person is directly linked to-

- A. The Performance of a sales person is directly linked to-
- B. **Profile level of the company**



- C. Ability of the sales person
- D. All of these
- E. None of these

40. Study of marketing environment means-

- A. **Study of economic, political cultural and technical environment**
- B. Study of the company's markets, potentials and competition
- C. Study of current developing trends
- D. Study of employees' potential
- E. Study of sales persons' potential

41. A Marketing Plan should includes.....Find the wrong option

- A. Financial date of the Company
- B. Mission statement
- C. Products details
- D. **Advertising and sales-promotion steps**
- E. None of these

42. A good marketing plan will include which one of the following?

- A. Ambitious targets
- B. Contentious approach
- C. Production details
- D. **Focussed marketing programmes**
- E. None of these

43. A marketing plan for sale of gold coins in banks should include-

- A. Description of all banking products
- B. Technological advancements
- C. Marketing budget for sale of Third Party products
- D. All of these
- E. **None of these**

44. The frame work of 4'P' should fit into one of the below Marketing Objectives-

- A. Costs and Profile

- B. Sales
- C. **Market share**
- D. All of these
- E. None of these

45. Pricing strategy for Retail Loans involves-

- A. **Promotional costs**
- B. Break-even analysis at various prices
- C. Financial needs
- D. Public Relationship
- E. All of these

46. Market Research is a sine quonon for—

- A. Deciding the market area
- B. Deciding the right product to be sold
- C. Making proper market decisions
- D. Deciding the right time to sell
- E. **All of these**

47. Market Research is the function of-

- A. DSAs
- B. Customers
- C. All Bank staff
- D. PROs
- E. **None of these**

48. Market share analysis helps to track-

- A. Annual fluctuation rate of market share
- B. Relative share
- C. Segment share in the concerned segment
- D. **All of these**
- E. None of these

49. Consumer analysis deals with-

- A. Knowledge level of sales persons
- B. Knowledge level of employees
- C. **Nature of the buying decision**
- D. Corporate objectives
- E. Only A and B

50. SWOT analysis is the analysis of-

- A. Strengths, Weaknesses, Occupation and Threats
- B. **Strengths, Weaknesses, Opportunities and Threats**
- C. Sales Weaknesses, Occupation and Threats
- D. Strengths, Weaknesses, Occupation and Tests
- E. None of these

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