

# BANK OF BARODA

Probationary Officer (PO) Exam 13-03-2011

Bank of Baroda P.O (13-03-2011)

## TEST V MARKETING APTITUDE

- Q.226. Marketing persons need \_\_\_\_
- (1) Innovative skills
  - (2) Laborious attitude
  - (3) Fighting nature
  - (4) Quality of imitating others
  - (5) Sympathetic approach
- Q.227. Communication skills in the case of a DSA means \_\_\_\_
- (1) Oratory excellence
  - (2) Delivering long speeches
  - (3) Loquacious
  - (4) Ability to convince the customer with the right choice of words
  - (5) Ability to talk very fast
- Q.228. A 'Prospect' means \_\_\_\_
- (1) a rude person
  - (2) a polite person
  - (3) a likely buyer
  - (4) a religious head
  - (5) a team leader
- Q.229. Social marketing refers to \_\_\_\_
- (1) Share market prices
  - (2) Marketing by the entire society
  - (3) Internet Marketing
  - (4) Marketing for a social cause
  - (5) Society bye-laws
- Q.230. A 'Call' means \_\_\_\_
- (1) to call out of someone
  - (2) a profession
  - (3) a Speech
  - (4) a new product
  - (5) a sales person visiting a likely buyer
- Q.231. Effective Selling Skills depends on \_\_\_\_
- (1) Knowledge level of competitors
  - (2) Information about marketing staff
  - (3) Information regarding Share market
  - (4) Knowledge of related markets
  - (5) Information regarding political leaders

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- Q.232. Modern styles of marketing include \_\_\_\_\_  
Find the **wrong** answer.
- (1) Digital marketing
  - (2) Tele- marketing
  - (3) Door to door marketing
  - (4) e-mail solicitation
  - (5) All of the above
- Q.233. A DSA means \_\_\_\_\_
- (1) Detective Service Agency
  - (2) Direct Selling Agent
  - (3) Direct Supplying Agent
  - (4) Distribution & Sales Agency
  - (5) Disciplined Sales Agent
- Q.234. Incentives are paid to sales persons \_\_\_\_\_
- (1) for missing the targets
  - (2) for surpassing the targets
  - (3) for identifying leads
  - (4) for designing products
  - (5) for travelling
- Q.235. Online Marketing is useful for \_\_\_\_\_
- (1) Selling Old Products
  - (2) Sending e-mail
  - (3) Increased production
  - (4) Increased job opportunities
  - (5) Increased expenses
- Q.236. Service Marketing is the same as \_\_\_\_\_
- (1) Internet marketing
  - (2) Telemarketing
  - (3) Internal Marketing
  - (4) Relationship Marketing
  - (5) Marketing done by service class employees
- Q.237. 'Push' marketing style Requires \_\_\_\_\_
- (1) Proper planning
  - (2) Good pushing strength
  - (3) Team work
  - (4) Ability to identify the products
  - (5) Aggressive marketing
- Q.238. The Securities Market is governed by the rules which are framed by \_\_\_\_
- (1) IRDA
  - (2) SEBI
  - (3) AMFI
  - (4) NSE
  - (5) BSE
- Q.239. Planning for Retirement Saving is a type of \_\_\_\_\_
- (1) Banking Option
  - (2) Stock Market Option
  - (3) Branding
  - (4) Financial Planning
  - (5) Mutual Fund Benefit
- Q.240. Absence of a proper Financial Planning can lead to \_\_\_\_\_
- (1) Balanced investment in Mutual Fund
  - (2) Overspending and Debt problems
  - (3) Inadequate exposure to share market
  - (4) Capital gains
  - (5) Planned Future
- Q.241. One of the following is not included in the 7 P's of Marketing. Find the same \_\_\_\_
- (1) Product
  - (2) Price
  - (3) Production
  - (4) Promotion
  - (5) People
- Q.242. "SIP" on Mutual Fund business means \_\_\_\_\_
- (1) Salaried Individuals and Plans
  - (2) Systemised Insurance Plans
  - (3) Systemised MF Plans
  - (4) Systematic Investment Plans
  - (5) None of the above
- Q.243. Mutual Fund business from existing bank customers can be mobilized by \_\_\_\_\_
- (1) Outdoor marketing
  - (2) Telemarketing
  - (3) Cross-selling
  - (4) Internal marketing
  - (5) All of the above

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- Q.244. Conversion means \_\_\_\_\_
- (1) Grouping of prospective clients
  - (2) Interacting with a prospective client
  - (3) Converting a seller to a buyer
  - (4) Converting a prospect into a buyer
  - (5) Converting an employer into an employee
- Q.245. Market Segmentation means \_\_\_\_\_
- (1) Territory allocation
  - (2) Market Space
  - (3) Market place
  - (4) Dividing the target group as per their needs
  - (5) Sales persons' groups
- Q.246. Marketing Opportunities means \_\_\_\_\_
- (1) Availability of sales persons
  - (2) Availability of data
  - (3) Melas
  - (4) Scope for marketing
  - (5) Evaluation of performance
- Q.247. Market Research is useful for \_\_\_\_\_
- (1) Deciding proper marketing strategies
  - (2) Deciding the sales persons
  - (3) Choosing old products
  - (4) Recruitment of staff
  - (5) Payment of bonus
- Q.248. The main target group for SIP Schemes are \_\_\_\_\_
- (1) All HNIs
  - (2) All NRIs
  - (3) All salaried persons
  - (4) All agriculturists
  - (5) All students
- Q.249. Innovation in marketing is same as \_\_\_\_\_
- (1) Motivation
  - (2) Inspiration
  - (3) Aspiration
  - (4) Creativity
  - (5) Team work
- Q.250. Buyer Resistance' means \_\_\_\_\_
- (1) Buyer's interest in the product being sold
  - (2) Buyer fighting with the seller
  - (3) Buyer's hesitation in buying the product
  - (4) Buyer becoming a seller
  - (5) Buyer buying the product
- Q.251. Bulk Savings Accounts can be mobilized by means of \_\_\_\_\_
- (1) Door to door canvassing
  - (2) Making cold calls
  - (3) e-mail solicitation
  - (4) Contacting all employees of an institution
  - (5) Writing letters
- Q.252. Diversification in marketing means \_\_\_\_\_
- (1) Marketing to different countries
  - (2) Marketing in many companies
  - (3) Marketing of the same product by many, diverse persons
  - (4) Marketing of new, diverse product
  - (5) All of the above
- Q.253. One of the following is **not** a pre-sales activity. Find the same \_\_\_\_\_
- (1) Lead generation
  - (2) Product design
  - (3) Sales presentation
  - (4) After-sales service
  - (5) Scanning the Yellow Pages
- Q.254. Corporate Loans are given to \_\_\_\_\_
- (1) Individuals
  - (2) Blind persons
  - (3) Schools & Colleges
  - (4) Proprietary concerns
  - (5) Limited Companies
- Q.255. Financial Inclusion needs canvassing the Accounts of \_\_\_\_\_
- (1) Financial Institutions
  - (2) NRIs
  - (3) HNIs
  - (4) Housewives
  - (5) Persons from the weaker sections

- Q.256. Value added services means \_\_\_\_\_  
(1) Costlier products  
(2) More number of product  
(3) Additional services  
(4) At per services  
(5) New products
- Q.257. The USP of a Current Account is \_\_\_\_\_  
(1) High minimum balance  
(2) No restrictions on transactions  
(3) No interest payable  
(4) Restricted deposits  
(5) Any number of account
- Q.258. Situation Analysis is useful for \_\_\_\_\_  
(1) SWOT Analysis  
(2) Analysis of Sales persons' performances  
(3) Analysis of capital markets  
(4) Staff placement  
(5) Area allocation
- Q.259. RTGS facility can be best canvassed among \_\_\_\_\_  
(1) Inter-state trader  
(2) Tailors (3) Carpenters  
(4) Politicians (5) Film stars
- Q.260. 'USP' of a product connotes \_\_\_\_\_  
(1) High selling features of a product  
(2) Drawbacks of a product  
(3) New additions to a product  
(4) Efficient staff  
(5) Large organization
- Q.261. CRM (Customer Relationship Management) is \_\_\_\_\_  
(1) a pre-sales activities  
(2) a tool for lead generation  
(3) an ongoing daily activity  
(4) the task of a DSA  
(5) customer complaints
- Q.262. Recurring accounts can best be canvassed among \_\_\_\_\_  
(1) Farmers (2) Traders  
(3) Salaried persons  
(4) Minors (5) Students
- Q.263. ELSS means \_\_\_\_\_  
(1) Entry Load Shares Scheme  
(2) Entry load Starting Shares  
(3) Equity Linked Savings Scheme  
(4) Equity Linked Shares Sold  
(5) Employee Level Salary Scheme
- Q.264. Society and Trusts are the target groups for opening \_\_\_\_\_  
(1) Current Accounts  
(2) Savings Accounts  
(3) Car loan Accounts  
(4) Corporate Loan Accounts  
(5) Education Loan Accounts
- Q.265. De-mat account are useful for \_\_\_\_\_  
(1) Online trading of shares  
(2) Locker operations  
(3) ATMs  
(4) Quick sanction of loans  
(5) Export transactions
- Q.266. Home Loans are basically \_\_\_\_\_  
(1) Short term finance  
(2) Loans given to minors  
(3) Long term loans  
(4) Loans given for boosting profits  
(5) Loans given more to industries
- Q.267. What does the term HUF means ?  
(1) Hindu Undivided Family  
(2) Hindu Single Family  
(3) Heavy Facilities  
(4) Hindered Remittances  
(5) Term is used for failed transactions
- Q.268. EMI can be a marketing too if \_\_\_\_\_  
(1) EMI is increasing  
(2) It is very high  
(3) It is very low  
(4) EMI has no impact on marketing  
(5) EMI is a flat rate

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- Q.269. Channel Finance can be considered only among \_\_\_\_\_
- (1) Supply-chain distributors
  - (2) Chain snatchers
  - (3) NRIs
  - (4) Pensioners
  - (5) House wives
- Q.270. Direct Marketing is useful for \_\_\_\_\_
- (1) Designing Products
  - (2) Sending e-mails
  - (3) Increased production
  - (4) Increased job opportunities
  - (5) None of these
- Q.271. The pricing strategy for credit cards depends on \_\_\_\_\_
- (1) Competition
  - (2) Customer's Income
  - (3) Customer Relations
  - (4) Customer awareness
  - (5) Customers usage
- Q.272. Offsite Marketing means \_\_\_\_\_
- (1) Sales persons
  - (2) Marketing in the Production Department
  - (3) ATM's
  - (4) Marketing inside the Branch
  - (5) Marketing function outside the Branch
- Q.273. One of the following has good scope for \_\_\_\_\_
- (1) Salaried persons
  - (2) Doctors
  - (3) Public servants
  - (4) Insurance agents
  - (5) Loss making companies
- Q.274. Rural bank Marketing has good scope for \_\_\_\_\_
- (1) Industrial loans
  - (2) Corporate loans
  - (3) NRI loans
  - (4) Tractor agents
  - (5) All to the above
- Q.275. ASBA accounts are a type of \_\_\_\_\_
- (1) Loan accounts
  - (2) Credit card facilities
  - (3) Savings accounts
  - (4) Export-Import remittances
  - (5) Internet Banking