

General Knowledge

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)
- (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)
2. 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 AreaNetworking

(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 newdocument
- (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) hardware (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) Key punch 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)

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 (c) 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)

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)

Reasoning

If P's father Q is paternal uncle of B and A's husband M is paternal uncle of P, then how is A related to B?

(a) Mother

(b) Cousin

(c) Grandmother

(d) Can't be determined

(e) None of these

2. Pointing to a woman in a photograph a man says: "She is the only daughter of my father's mother-in-law". How is the woman related to the man?

(a) Daughter

(b) Mother

(c) Daughter-in-law

(d) Mother-in-law

(e) None of these

3. Three men are going somewhere. If two of them are fathers and two of them are sons then how

is the eldest man related to the youngest man?

(a) Father

(b) Grandfather

(c) Son

(d) Grandson

(e) None of these

4. If 'A' is the mother of 'B' and 'C'; and 'D' is the husband of 'C', then what is 'A' to 'D'?

(a) Mother

(b) Son-in-law

(c) Mother-in-law

(d) Aunt

(e) Can't be determined

DIRECTIONS (Q. 5-7): Read the following information carefully and answer the questions given below it:

In a family, there are six members P, Q, R, S, T and U. P and Q are a married couple, P being the male

member. S is the only son of R, who is the brother of P. T is the sister of S. Q is the daughter-in-law of

U, whose husband has died.

5. How is U related to P?

- (a) Mother
- (b) Sister-in-law
- (c) Sister
- (d) Mother-in-law
- (e) None of these

Page 2 of 7

6. How is T related to R?

- (a) Sister
- (b) Daughter
- (c) Cousin
- (d) Aunt
- (e) Mother

7. How many male members are there in the family?

- (a) One
- (b) Two
- (c) Three
- (d) Four
- (e) Five

8. A family has three generations and six members. Following information about the family is known.

W is the mother of U.

V has only 1 daughter.

X is the sister of V.

S is T's husband.

T has a son V who is married. There
are two couples in the family.

How is U related to S?

- (a) Daughter
- (b) Son
- (c) Son-in-law
- (d) Granddaughter
- (e) Can't be determined

9. There are six persons A, B, C, D, E and F. C is the sister of F. B is the brother of E's husband.

D is the father of A and grandfather of F. There are two fathers, three brothers and a mother in
the group.

How is F related to E ?

- (a) Uncle
- (b) Husband
- (c) Daughter
- (d) Son
- (e) None of these

DIRECTIONS (Q.10-12): Read the following information carefully and answer the questions
given below:

'P ÷ Q' means 'P is son of Q'.

'P × Q' means 'P is sister of Q'.

'P + Q' means 'P is brother of Q'.

Page 3 of 7

'P - Q' means 'P is mother of Q'.

10. How is T related to S in the expression ' $T \times R + V - S$ ' ?

- (a) Sister
- (b) Mother
- (c) Aunt
- (d) Uncle
- (e) None of these

11. How is S related to V in the expression ' $T \times R - V \div S$ ' ?

- (a) Father
- (b) Sister-in-law
- (c) Daughter
- (d) Aunt
- (e) None of these

12. How is S related to T in the expression ' $T + R - V + S$ ' ?

- (a) Uncle
- (b) Nephew
- (c) Niece
- (d) Cannot be determined
- (d) None of these

DIRECTIONS (Q.13-15) : Read the following information to answer the question.

I. ' $P \times Q$ ' means 'P is brother of Q'

II. ' $P - Q$ ' means 'P is sister of Q'.

III. 'P + Q' means 'P is father of Q'.

IV. 'P ÷ Q' means 'P is mother of Q'.

13. Which of the following represents 'M is nephew of N' ?

- (a) $N - K + M$
- (b) $N \times K \div M$
- (c) $N \div K \times M - T$
- (d) $N - K + M \times T$
- (e) None of these

14. How is T related to D in the expression : $H + T \div R - D$?

- (a) Nephew
- (b) Niece
- (c) Daughter
- (d) Father
- (e) None of these

15. Which of the following represents F is daughter of W ?

- (a) $W \div R + F$
- (b) $W \times R \times F$
- (c) $W + R \times F - T$
- (d) $W + R - F + T$
- (e) None of these

DIRECTIONS (Q.16-18): Read the following information carefully to answer the questions that follow.

- (i) $X * Y$ indicates X is brother of Y
- (ii) $X + Y$ indicates X is daughter of Y
- (iii) $X - Y$ indicates X is husband of Y

16. If $A + B - C$ then:

- (a) C is the mother of A
- (b) C is sister in law of A
- (c) C is aunt of A
- (d) C is mother in law of A
- (e) None of these

17. If $A * B + C$ then:

- (a) A is brother of C
- (b) A is uncle of C
- (c) A is son of C
- (d) A is father of C
- (e) None of these

18. If $A + B * C$ then.

- (a) A is niece of C
- (b) A is daughter of C
- (c) A is cousin of C
- (d) A is daughter-in-law of C
- (e) None of these

DIRECTIONS (Q.19-20) : Read the following information to answer the questions that follow.

'P © Q' means 'Q is the brother of P'.

'P # Q' means 'P is the daughter of Q'.

'P = Q' means 'Q is the sister of P'.

'P £ Q' means 'P is the son of Q'.

'P«Q' means 'P is the father of Q'.

'P @ Q' means 'P is the mother of Q'.

19. Which of the following is a correct conclusion drawn from the expression 'Q £ N @ S © M = P'?

?

- (a) S is the brother of P
- (b) N has two sons and two daughters
- (c) S is the sister of Q
- (d) P is the sister of Q
- (e) None of these

20. Which of the following indicates that 'C is the paternal uncle of D'?

- (a) C£V#N@L©D
- (b) C£V£L@N©D
- (c) D£L£N@V©C
- (d) D£N#V@L©C
- (e) None of these

DIRECTIONS (Q.21-23): Read the following information carefully and answer the questions given

below:

Prashant Arora has three children — Sangeeta, Vimal and Ashish. Ashish married Monika, the eldest

daughter of Mr. and Mrs. Roy. The Roys married their youngest Daughter to the eldest son of Mr. and

Mrs. Sharma, and they had two children named Amit and Shashi. The Roys have two more children,

Roshan and Vandana, both elder to Veena. Sameer and Ajay are sons of Ashish and Monika. Rashmi is

the daughter of Amit.

21. What is the surname of Rashmi's father?

- (a) Sharma
- (b) Roy
- (c) Arora
- (d) None of these
- (e) Can't be determined

22. How is Sameer related to Monika's father?

- (a) Son-in-law
- (b) Grandson
- (c) Son
- (d) Nephew
- (e) None of these

23. How is Mrs.Roy related to Ashish?

- (a) Aunt
- (b) Mother-in-law
- (c) Mother
- (d) Grandmother
- (e) None of these

DIRECTIONS (Q.24-25) : Read the information given below and answer the question based on them.

There is family of six person A, B, C, D, E and F. They are Teacher, Doctor, Lawyer, Student, Businessman and Architect.

- (a) There are two married couples in the family.
- (b) B is the mother of E and F.
- (c) The Businessman is the grandfather of F, who is a teacher.
- (d) The doctor D is married to the Businessman.

(e) C, the lawyer is married to the lady Architect.

24. What is the profession of E?

(a) Doctor

(b) Teacher

(c) Businessman

(d) Student

(e) Can't be determined

25. Who are the two married couples in the family?

(a) EB and FC

(b) AD and BC

(c) EF and CB

(d) AD and FC

(e) None of these

ANSWERS :

1. (d) 2. (b) 3. (b) 4. (c) 5. (a) 6. (b) 7. (c) 8. (d) 9. (d)

10. (c) 11. (a) 12. (d) 13. (d) 14. (e) 15. (c) 16. (a) 17. (c) 18. (a)

19. (d) 20. (c) 21. (a) 22. (b) 23. (b) 24. (d) 25. (b)