Question Booklet & Answer Key for the Recruitment Test of Assistant Sales Officer held on 11.8.2013

(1) ਅੱਧਕ ਦੀ ਵਰਤੋਂ ਵਾਲਾ ਠੀਕ ਸ਼ਬਦ ਜੋੜ ਚੁਣੋ :
    (A) ਤਕੜੀ   (B) ਤੱਕੜੀ   (C) ਤਕੱੜੀ   (D) ਤੱਕੱੜੀ

(2) ਹੇਠ ਲਿਖਿਆਂ ਵਿੱਚੋਂ ਸਹੀ ਸਮਾਸੀ ਸ਼ਬਦ ਚੁਣੋ :
    (A) ਅੰਨ-ਰੋਟੀ   (B) ਅੰਨ-ਜੰਨੂ   (C) ਅੰਨ-ਪਾਣੀ   (D) ਅੰਨ-ਸਬਜੀ

(3) ਭਾਵ-ਵਾਚਕ ਨਾਂਵ ਚੁਣੋ:
    (A) ਸਕੂਲ, ਮਕਾਨ   (B) ਗ਼ਮੀ, ਖ਼ੁਸ਼ੀ   (C) ਅਸੀਂ, ਤੁਸੀਂ   (D) ਸੈਨਾ, ਜਲੂਸ

(4) ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ ਦੀਆਂ ਕਿੰਨੀਆਂ ਕਿਸਮਾਂ ਹੁੰਦੀਆਂ ਹਨ:
    (A) ਪੰਜ   (B) ਛੇ   (C) ਸੱਤ   (D) ਅੱਠ

(5) 'ਇਹ ਉਸ ਦੀਆਂ ਪੁਸਤਕਾਂ ਹਨ' ਵਾਕ ਵਿੱਚ ਸੰਬੰਧਕ ਕਿਹੜਾ ਹੈ:
    (A) ਇਹ   (B) ਉਸ   (C) ਦੀਆਂ   (D) ਪੁਸਤਕਾਂ

(6) ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਲਿਖਣ ਲਈ ਢੁਕਵੀਂ ਲਿੱਪੀ ਕਿਹੜੀ ਹੈ :
    (A) ਗੁਰਮੁਖੀ   (B) ਮਲਵਈ   (C) ਫਾਰਸੀ   (D) ਦੇਵਨਾਗਰੀ

(7) 'ਉਹ ਘਰ ਗਿਆ ਤੇ ਉਸਨੇ ਰੋਟੀ ਖਾਧੀ' ਹੇਠ ਲਿਖਿਆਂ ਵਿੱਚੋਂ ਵਾਕ ਦੀ ਕਿਹੜੀ ਕਿਸਮ ਹੈ:
    (A) ਸਾਧਾਰਨ   (B) ਮਿਸ਼ਰਤ   (C) ਸੰਯੁਕਤ   (D) ਵਿਸਮਕ

(8) 'ਹੱਥੀਂ ਛਾਵਾਂ ਕਰਨੀਆਂ' ਦਾ ਕੀ ਅਰਥ ਹੈ :
    (A) ਬੇਇਜਤੀ ਕਰਨੀ   (B) ਆਦਰ ਮਾਣ ਕਰਨਾ
    (C) ਗਰਮੀ ਤੋਂ ਬਚਾਉਂਣਾ   (D) ਛਾਂ ਕਰ ਦੇਣੀ

(9) 'ਉੱਜੜੇ ਬਾਗਾਂ ਦੇ ....' ਅਖਾਣ ਪੂਰਾ ਕਰੋ :
    (A) ਮਾਲੀ ਨਿਕੰਮੇ   (B) ਫਲ ਮਿੱਠੇ   (C) ਅਮਰੂਦ ਕੌੜੇ   (D) ਗਾਲੜੂ ਪਟਵਾਰੀ

(10) 'ਉਪਾਧੀ' ਕੀ ਹੈ :
    (A) ਭਾਸ਼ਾ   (B) ਲਿੱਪੀ   (C) ਇਲਾਕਾ   (D) ਉਪ-ਭਾਸ਼ਾ

Directions(Q.No 11-15):- Out of the four given options, choose the underlined part, in each of the following sentences, that has an error:-

11 . <u>Do not forget</u>   <u>him</u>   <u>whom brought</u>   <u>this movement so far</u>.
       A   B   C   D

12. <u>The applicant,</u> <u>being a householder,</u> <u>he is entitled</u> <u>to a vote</u>.
       A   B   C   D

13. <u>Whom</u>   <u>did</u>   <u>you think</u>   <u>was there</u>?
     A   B   C   D

14. <u>I was</u>   <u>the man</u>   <u>whom they</u>   <u>thought was dead</u>.
    A   B   C   D

15. <u>The student,</u>   <u>who you thought so highly of,</u>   <u>has failed</u>   <u>to win the first prize</u>.
       A   B   C   D

Directions (Q.No. 16-20):- Out of the four given choices, choose the correct synonym of the words given below:-

16. Bleary
    (A) Blurry   (B) Bright   (C) Brittle   (D) Clear

17. Brusque
    (A) Shock   (B) Curt   (C) Abrupt   (D) Blunder

18. Collate
(A) Conciliate   (B) Select   (C) Gather   (D) Cancel

19. Dilettante
(A) Cruel   (B) Dangerous   (C) Amateur   (D) Expert

20. Impecunious
(A) Poor   (B) Rich   (C) Determined   (D) Irrelevant

21. Which Sikh Guru started Langar (common dining) system?
A) Guru Amar Das   B) Guru Ram Das   C) Guru Arjan Dev   D) Guru Angad Dev

22. Who is known as Punjab's "Bearded Mother Teressa"?
A) Partap Singh Kairon   B) Master Tara Singh
C) Bhagat Puran Singh   D) Baba Balbir Singh Seechewal

23. Which Sikh personality has the distinction of coronating the successors of Guru Nanak upto 6ᵗʰ Guru?
A) Bhai Gurudas   B) Baba Srichand   C) Bhai Mardana   D) Baba Buddha

24. Nawab Kapur Singh conferred the title of 'Sultan-ul-qaum' on
A) Ranjit Singh   B) Jassa Singh Ramgarihia
C) Jassa Singh Ahluwalia   D) Banda Bahadur

25. Before 1962, Punjab Agriculture University (PAU) was known as
A) Institute of agricultural research and extension   B) College of agriculture
C) Institute of agricultural education   D) Centre for agricultural research

26. Arrange the following important events in the history of Punjab in chronological order
1. Jallianwala Bagh Incident   2. Kamagata Maru Incident
3. The Ghadar Movement   4. Battle of Saraghari
A) 4, 3, 2, 1   B) 1, 2, 3, 4   C) 2, 3, 4, 1   D) 3, 4, 2, 1

27. What is correct about Singh Sabha?
A) it was founded in 1907 at Lahore
B) it aimed at protecting the interests of Sikhs through education and literature
C) it prescribed a social code of conduct for Sikhs
D) it was aimed at protecting the honour of Sikh woman and children

28. Which Guru was called 'Bala Pritam'?
A) Guru Harkrishan Sahib   B) Guru Amar Das Ji
C) Guru Teg Bahadur Ji   D) Guru Arjan Dev Ji

29. Which of the following is not correct?
A) Punjab covers 1.5% of geographical area of country
B) Punjab houses India's second largest tractor population
C) Punjab has the highest per hectare fertilizer consumption
D) main source of irrigation in Punjab are canals and tubewells

30. Punjab produces
A) 2% of world's cotton, 2% of wheat and 1% of rice
B) 5% of world's cotton, 5% of wheat and 2% of rice
C) 3% of world's cotton, 3% of wheat and 1% of rice
D) 1% of world's cotton, 3% of wheat and 6% of rice

31. Which country is the largest consumer of coal, accounting for almost half of world's consumption?
A) India   B) USA   C) China   D) Russia

32. Which of the following is correct with respect to Commodity Transaction Tax (CTT)?
A) it comes to effect from July 1, 2013
B) its rate is 0.01% on transaction of various non-agricultural commodities
C) it is on futures trading and not on spot trading
D) all of the above

33. Which is world's largest desert?
A) Arabian Desert, Asia   B) The Sahara, Africa
C) The Gobi, Asia   D) Australian Desert, Australia

34. National Housing Bank is subsidiary of
A) RBI   B) NABARD   C) UTI   D) LIC

35. Project 'Sanskalp' is associated with
A) illiteracy   B) polio   C) poverty   D) AIDS/HIV

36. 'Mahatma' was added before Gandhiji's name during
A) Rowlatt Satyagraha   B) Amritsar Session of INC in 1919
C) Champaran Satyagraha   D) initial stage of Khalafat movement

37. 'Prosperity 2000' programme was launched with the help of
A) World Bank   B) International Finance Commission
C) World Health Organization   D) IMF

38. The 'stones' formed in human kidney consist mostly of
A) calcium oxalate   B) calcium   C) sodium oxalate   D) magnesium sulphate

39. The office of Lokpal and Lokayukta in India is based on which one of the following?
A) Parliamentary commissioner of U.K.   B) Ombudsman in Scandinavia
C) Procurator General of Russia   D) Council of State in France

40. 'Epsom' is associated with
A) Polo   B) Water Polo   C) Table Tennis   D) Horse riding

41. Complete the series   14, 19, 26, 35, 46, ____
A) 59   B) 49   C) 51   D) 58

42. In a certain language, MOTHER is written as ONHURF. How will ANSWER be written in that code?
A) NBXSSE   B) NBWRRF   C) MAVSPE   D) NBWTRF

Read the following information given below and answer Q.Nos.43-44
Rani and Shreshtha are a married couple having two daughters, Medha and Deepti. Deepti is married to Anurag who is the son of Garima and Tarun. Nidhi is the daughter of Anurag. Komal who is Anurag's sister, is married to Harshit and has two sons, Aman and Prem. Prem is the grandson of Garima and Tarun.

43. What is the relationship between Aman and Nidhi?
A) cousins   B) husband-wife   C) father-daughter   D) uncle-niece

44. Which of the following is true?
   A) Tarun is Deepti's maternal uncle   B) Aman is son of Medha
   C) Garima is Harshit's mother-in-law   D) Nidhi is the cousin of Komal

Read the following information and answer Q.Nos.45-46
1) There are 7 books one each on Psychology, Hindi, English, Sociology, Economics, Education and Accountancy, lying one above other
2) Sociology is on the top of all books
3) Accountancy is immediately below Education which is immediately below Sociology
4) Economics is immediately above Psychology but in the middle
5) Hindi is immediately below Psychology

45. Economics is between which of the following books?
   A) Accountancy and Education   B) Psychology and Hindi
   C) English and Psychology   D) Psychology and Sociology

46. Which three books are between Accountancy and Hindi?
   A) English, Economics and Psychology   B) Economics, Psychology and Education
   C) Economics, Psychology and Hindi   D) cannot be determined

47. The needle of a damaged compass which was showing correct direction North is now showing East. If Ram is going towards West as per damaged compass, then towards which direction is he actually going?
   A) West   B) East   C) North   D) South

48. In the following series, how many pairs of successive number have a difference of two
   6 4 1 2 2 8 7 4 2 1 5 3 8 6 2 1 7 1 4 1 3 2 8 6
   A) 5   B) 6   C) 7   D) 8

49. If Atul finds that he is 12th from the right in a line of boys and 4th from the left. How many boys should be added to the line so that there are 28 boys in the line?
   A) 12   B) 13   C) 14   D) 15

50. Replace the question mark with one of the options given below:

24	144	384
6	36	?
2	12	32
1	6	16

   A) 80   B) 85   C) 91   D) 96

51. The maximum number of students among whom 1001 pens and 910 pencils can be distributed in such a way that each student gets the same number pens and the same number of pencils, is
   A) 91   B) 910   C) 101   D) 19

52. Some students planned a picnic. The budget for food was ₹ 500. But, 5 of them failed to go and thus cost of food for each student increased by ₹ 5. How many students attended the picnic?
   A) 15   B) 20   C) 25   D) 30

53. $$\frac{x^2-(y-z)^2}{(x+z)^2-y^2}+\frac{y^2-(x-z)^2}{(x+y)^2-z^2}+\frac{z^2-(x-y)^2}{(y+z)^2-x^2}=?$$
   A) -1   B) 0   C) 1   D) 2

54. The average of 4 positive integers is 72.5. The highest integer is 117 and lowest integer is 15. The difference between the remaining two integers is 12. Which is higher of these 2 remaining integers?
   A) 85　　　　　　　B) 70　　　　　　　C) 73　　　　　　　D) 75

55. A circular garden has a circumference of 440 m. There is a 7 m wide border inside the garden along its periphery. The area of border is
   A) 2918 m^2　　　B) 2921 m^2　　　C) 2924 m^2　　　D) 2926 m^2

56. A shopkeeper sells a badminton racket whose marked price is ₹30, at a discount of 15% and gives a shuttle cock costing ₹1.50 free with each racket. Even then he makes a profit of 20%. His cost price per racket is
   A) ₹19.75　　　　B) ₹20　　　　　C) ₹21　　　　　D) ₹21.25

57. A, B, C enter into partnership and their capitals are in the proportion $\frac{1}{3} : \frac{1}{4} : \frac{1}{5}$. A withdraws half his capital at the end of 4 months. Out of a total annual profit of ₹8470, A's share is
   A) ₹2520　　　　B) ₹2800　　　　C) ₹3150　　　　D) ₹4120

58. A fast train takes 3 hours less than the slow train for a journey of 600 km. If the speed of the slow train is 10 km/hour less than the fast train, the speed of the slow train is
   A) 40 km/hr　　　B) 30 km/hr　　　C) 35 km/hr　　　D) 45 km/hr

59. The difference between compound and simple interest at the same rate on ₹5000 for 2 years is ₹72. The rate of interest per annum is
   A) 6%　　　　　B) 8%　　　　　C) 10%　　　D) 12%

60. A leak in the bottom of a tank can empty the full tank in 6 hours. An inlet pipe fills water at the rate of 4 litre per minute. When the tank is full, the inlet is opened and due to leak, the tank in emptied in 8 hours. The capacity of the tank is
   A) 5260 litres　　B) 5760 litres　　C) 5846 litres　　D) 6970 litres

61 If you want a logo to appear on every slide at a fix location in a presentation prepared using MS-PowerPoint, you should include it on the:
   A) slide template.　B) slide master　　C) slide document.　D) slide file.

62 Suppose cell A1:A4 contain the following property values for four homes: Rs. 100000, Rs. 200000, Rs. 300000, Rs. 400000 respectively. Cell B1:B4 contain the following sales commissions on each of the corresponding property values: Rs. 7000, Rs. 14000, Rs. 21000, Rs. 28000. Then value of SUMIF(A1:A4,">160000",B1:B4) equals
   A) 63000　　　　B) 900000　　　C) 1000000　　　D) None of these

63 In MS-Word, Crtl+J key combination is used for
   A) Align Text to both left and right margins by adding spaces between words
   B) Align Text to left margin by adding spaces between words
   C) Align Text to right margin by adding spaces between words
   D) Non of the Above

64 Which of the following is not a font style in MS-Word?
   A) Bold　　　　　B) Italics　　　　C) Regular　　　　D) Superscript

65 Portrait and Landscape in MS-Office are
   A) Page Layout　　B) Paper Size　　C) Page Orientation　D) All of above

66.   Today, marketing must be understood in terms of making a sale and _____.
        A. satisfying customer needs   B. understanding customer value
        C. customers' self images   D. brilliant advertising

67. You are preparing a combination of products, services, information, and experiences to a market to satisfy needs and wants. What are you preparing?
     A. value proposition   B. demand satisfaction
     C. tactical plan   D. marketing offer

68.   Some major firms are moving away from managing only product profitability and moving toward customer equity management. The key here is _____.
      A. managing customer expectations   B. managing customer satisfaction
      C. managing customer profitability   D. managing customer needs

69. You are assigned the task at work of determining the ways that e-mail ads can track customer responses. Choose the item below that is <u>not</u> correct.
     A. how many people open the message   B. who clicks through to the Web site
     C. what they do when they get there   D. accumulate their mailing addresses

70. Juanita Petino operates a dress shop in a suburban mall. Her research budget is very small, and thus she utilizes low-cost or no-cost methods to gather research data. One method that works very well for her is to change the themes in her local newspaper and radio advertising and watch the results. Juanita is using _____ to gather data for marketing decisions.
     A. informal surveys   B. experiments   C. guess work   D. logic-directed research

71. Marketers are always trying to spot _____ in order to discover new products that might be wanted.
     A. lifestyles   B. cultural shifts   C. groups   D. dissonance

72. _____ are people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others.
     A. Opinion leaders   B. Habitual buyers   C. Charismatic personalities   D. Perceptionists

73. When a buyer and supplier create a long-term agreement of supply of products as needed at agreed prices for a set time period, they have created a _____.
     A. blanket contract   B. negotiable instrument
     C. binding purchase order   D. locked-in sale

74. The Internet has made it easy for sellers to put their purchasing requests online and invite suppliers to bid for the business through what is called _____.
     A. online buying   B. bidding   C. Internet trading   D. reverse auctions

75. As a business consultant, what type of segmentation would you suggest to marketers who cater to people of certain social classes, lifestyles, and personality characteristics?
     A. behavioral   B. gender   C. psychographic   D. age and life-cycle

76. When firms use symbols, colors, or characters to convey their personalities, they are using this type of differentiation.
     A. image   B. people   C. company   D. reputation

77. Product planners need to think about products and services on three levels. Each level adds more customer value. The most basic level is the _____, which addresses the question, "What is the buyer really buying?"
     A. actual product   B. augmented product C. core benefit   D. co-branding

78. _____ are those products purchased for further processing or for use in conducting a business.
   A. Unsought products
   B. Specialty products
   C. Shopping products
   D. Industrial products

79. What do we call a detailed version of a new idea stated in meaningful consumer
   terms?
   A. product idea   B. product concept   C. product image   D. product proposal

80.   The PLC concept can be applied by marketers as a useful framework for describing
   how _____.
   A. to forecast product performance   B. to develop marketing strategies
   C. products and markets work   D. the PLC curve will shape up

81. Big Mike's Health Food Store sells nutritional energy-producing foods. The price of the products
   sold varies according to individual customer accounts and situations. For example, long-time
   customers receive discounts. This strategy is an example of _____.
   A. price elasticity   B. cost-plus pricing   C. dynamic pricing   D. value pricing

82. Swatch surveyed the market and identified an unserved segment of watch buyers. Using these results,
   they created a watch at a price consumers were willing to pay. The unorthodox order of this
   marketing mix decision is an example of _____.
   A. competition-based pricing   B. cost-plus pricing
   C. target costing   D. value-based pricing

83. What is the important type of value pricing that Wal-Mart uses?
   A. competition-based pricing   B. EDLP   C. cost-plus pricing   D. break-even pricing

84. The more _____ the demand, the higher the company can set its price.
   A. elastic   B. external   C. internal   D. inelastic

85. The price of an executive is a _____, the price of a salesperson is a _____, and the price of a worker
   is a _____.
   A. commission; wage; salary   B. wage; commission; salary
   C. salary; wage; commission   D. salary; commission; wage

86. Valeo Fashions has just introduced a new line of fashion dresses for teens. They
   will enter the market initially at high prices in a _____ pricing strategy.
   A. market-penetration   B. market-skimming
   C. competitive market   D. psychological

87. When Kodak sets the general price range of its cameras low and its related film high it is practicing
   _____.
   A. market-penetration pricing   B. market-skimming pricing
   C. product line pricing   D. captive-product pricing

88. When suppliers, distributors, and customers partner with each other to improve the performance of
   the entire system, they are participating in a _____.
   A. value delivery network   B. channel of distribution
   C. supply chain   D. demand chain

89. Which type of product might require a more direct marketing channel to avoid delays and too much
   handling?
   A. lower-priced products   B. perishable products
   C. higher-priced products   D. products in their maturity or decline stage

90. Chewing gum is stocked in many outlets in the same market or community; in fact, it is placed in as many outlets as possible. This is an example of _____ distribution.
    A. exclusive   B. selective   C. multichannel   D. intensive

91. Match these intermodal transportation combinations: 1. rail and truck, 2. water and truck, 3. water and rail.
    A. fishyback; airtruck; trainship   B. piggyback; airtruck; fishyback
    C. trainship; fishyback; piggyback   D. piggyback; fishyback; trainship

92. Stores that have low markups on higher volume are called _____.
    A. category killer stores   B. specialty stores
    C. merchant stores   D. discount stores

93. There are six stages that consumers normally pass through on their way to making a purchase. These include awareness, knowledge, liking, preference, conviction, and purchase. What is the name of these stages?
    A. personal readiness   B. buyer readiness
    C. objective readiness   D. purchase direct readiness

94. Advertising appeals should have three characteristics. Which is <u>not</u> one of these characteristics?
    A. They should be meaningful.   B. They must be believable.
    C. They all must show lifestyle.   D. They should also be distinctive

95. There are major steps in media selection. Which is <u>not</u> one of these steps?
    A. deciding on reach, frequency, and impact   B. choosing among major media types
    C. selecting specific media vehicles   D. deciding on format elements

96. A growing trend for many companies is to use a group of people from sales, marketing, engineering, finance, technical support, and even upper management to service large, complex accounts. This approach is called _____.
    A. department selling   B. multiple selling
    C. team selling   D. management-controlled selling

97. Most companies will compete with _____ rather than _____.
    A. distant competitors; close competitors   B. close competitors; distant competitors
    C. benchmarkers; distant competitors   D. market challengers; POP

98. A(n) _____ means selling largely the same products and using the same marketing approaches worldwide.
    A. adapting marketing mix   B. global marketing mix
    C. standardized marketing mix   D. exporting marketing mix

99. Hilton uses this arrangement in its hotels around the world. This helps others learn how to run their hotels. The domestic firm exports services rather than products. This type of joint venture is known as _____.
    A. contract manufacturing   B. licensing   C. management contracting   D. joint ownership

100. At the second level of sustaining the environment, companies can minimize not just pollution from production, but all environmental impacts throughout the full product life cycle. What is this practice called?
    A. design for environment   B. product stewardship
    C. corporate accountability   D. social responsibility

*****

Answer- Key
Code: 9
(Asstt. Sales Officer)

Q.	Ans.	Q.	Ans.	Q.	Ans.	Q.	Ans.
1	B	26	A	51	A	76	A
2	C	27	B	52	B	77	C
3	B	28	A	53	C	78	D
4	D	29	B	54	A	79	B
5	C	30	A	55	D	80	C
6	A	31	C	56	B	81	C
7	C	32	D	57	B	82	C
8	B	33	B	58	A	83	B
9	D	34	A	59	D	84	D
10	D	35	D	60	B	85	D
11	C	36	C	61	B	86	B
12	C	37	C	62	A	87	D
13	A	38	A	63	A	88	A
14	C	39	B	64	D	89	B
15	B	40	D	65	C	90	C
16	A	41	A	66	A	91	D
17	B	42	D	67	D	92	D
18	C	43	A	68	C	93	B
19	C	44	D	69	D	94	C
20	A	45	C	70	B	95	D
21	D	46	A	71	B	96	C
22	C	47	C	72	A	97	B
23	D	48	B	73	A	98	C
24	C	49	B	74	D	99	C
25	B	50	D	75	C	100	B