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SBI SO Question Paper

1. One of the following is not included in the 7Ps of marketing. Find the same
 - a. Product
 - b. Price
 - c. Production**
 - d. Promotion
 - e. None of these
2. Home Loans can be best canvassed among
 - a. Builders
 - b. Flat Owners
 - c. Land developers
 - d. Agriculturists
 - e. Individuals wanting to buy a flat or house**
3. CRM (Customer Relationship Management) is
 - a. A pre-sales activity
 - b. A tool for lead generation
 - c. AN on going daily activity
 - d. The task of a DSA
 - e. All of the above**
4. One of the following is not involved in the Growth Strategies of a Company
 - a. Horizontal Integration
 - b. Vertical Integration
 - c. Diversification
 - d. Intensification
 - e. None of the above**

5. SME Means

- a. Selling and Marketing Establishment
- b. Selling and Managing Employee
- c. Sales and Marketing Entity
- d. Small and Medium Enterprises**
- e. None of the above

6. A successful 'Blue Ocean Strategy' required

- a. Effective communication
- b. Innovative skills
- c. Motivation
- d. All of the above**
- e. None of the above

7. Bancassurance can be sold to

- a. All banks
- b. All insurance companies
- c. Insurance agents
- d. All existing and prospective bank customers**
- e. All of the above

8. Data mining means analyzing the data stored with

- a. The DSA
- b. The front-office staff
- c. The back-office staff
- d. The customers
- e. None of these**

9. Find the correct statement

- a. Marketing is redundant in monopolistic companies
- b. Performance of sales person depends on the amount of incentives paid
- c. Marketing is influenced by peer performance**
- d. An increase in market share indicates fall in business volume
- e. A mission statement is part of the Company's prospectus

10. Storing same data in many places is called
- Iteration
 - Concurrency
 - Redundancy**
 - Enumeration
 - None of these
11. Which of the following is the first step in the "Transaction Processing Cycle", which captures business data through various modes such as optical scanning or at an electronic commerce website?
- Document and report generation
 - Database maintenance
 - Transaction processing
 - Data entry**
 - None of the above
12. Cross-selling is the basic function of
- All employers
 - All employees
 - All sales persons**
 - Planning department
 - All of those
13. Cross-selling is not effective for which one of the following products?
- Debit cards
 - Savings accounts
 - Internet banking
 - Pension loans**
 - Personal loans
14. The target group for SME loan is
- All businessmen
 - All professionals
 - All SSIs**
 - All of these
 - None of these

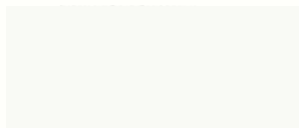
1. Market research is useful for
 - a. **Deciding proper marketing strategies**
 - b. Deciding the selling price
 - c. Choosing the right products
 - d. Choosing the sales persons
 - e. All of these
2. A call means
 - a. Shout out to somebody
 - b. Profession or business
 - c. Visiting friends
 - d. **Visiting prospective customers**
 - e. After-sales service
3. Conversion means
 - a. Meeting a prospective client
 - b. Interacting with a prospective client
 - c. Converting an employer into an employee
 - d. Converting a seller into a buyer
 - e. **Converting a prospective client into a buyer**
4. Customization means
 - a. Acquiring more customers
 - b. Regulating customers
 - c. **Special products to suit each customer**
 - d. More products per customer
 - e. All of these
5. Modern styles of marketing include
 - a. Digital marketing
 - b. Tele-marketing
 - c. E-commerce
 - d. E-mails solicitation
 - e. **All of**

6. E-marketing is the same as
- Virtual marketing
 - Digital marketing
 - Real-time marketing
 - All of these**
 - None of these
7. Value-added services means
- Costlier products
 - Larger number of products
 - Additional services**
 - At par service
 - None of these
8. Aggressive marketing is necessitated due to
- Globalization
 - Increased competition
 - Increased production**
 - Increased job opportunities
 - All of these
9. Efficient marketing style requires
- Proper planning
 - Good communication skills
 - Team work
 - Knowledge of products
 - All of these**
10. The performance of a salesperson depends on
- Salary paid
 - Sales incentives paid
 - Size of the sales team
 - Ability and willingness of the salesperson**
 - Team leader's aggressiveness
11. The sole aim of marketing is to
- Increase sales**
 - Increase the number of employees
 - Increase profits
 - Increase production
 - All of these

12. Lead generation means
- Tips for selling tactics
 - Tips for better production
 - Generating leaders
 - Likely sources for prospective clients**
 - All of these
13. Marketing plan helps in
- Better lead generation**
 - Better systems
 - Better results
 - Improved balance sheet
 - Better customer service
14. Find the true statement
- Marketing is a waste of the employees time
 - Marketing is not required in India due to its vast population
 - Marketing involves additional work
 - Marketing involves team work**
 - Marketing is not required today due to IT advancement
15. Sources of sales leads are _____
- Data mining
 - Market research
 - Media outlets
 - Promotional programs
 - All of these**
16. Promotion in marketing means _____
- Elevation from one grade to another
 - Passing an examination
 - Selling the products through various means
 - Selling the products in specific areas**
 - None of these
17. The main aim of successful marketing is _____
- To increase the sale
 - To increase the profit
 - To increase the output of sellers
 - All of these**
 - None of these

18. Market Research is needed for
- a. Checking the market area
 - b. Checking the right product to be sold
 - c. **Making proper marketing decisions**
 - d. Deciding right time to sell
 - e. All of these
19. If marketing is done effectively which of the following is not required ?
- a. Advertisement
 - b. **Publicity**
 - c. Market research
 - d. Market segmentation
 - e. None of these
20. Sales forecasting involves
- a. Sales planning
 - b. Sales pricing
 - c. Distribution channels
 - d. Consumer tastes
 - e. **All of these**

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