

QUESTION PAPER AND KEY

Recruitment Test held on 10.4.2011 (Evening Session)

**POST:
ASSISTANT SALES OFFICER
AND
DEPUTY GENERAL MANAGER**

StudySite.org

(English Version)

- Q.1. 'ਭੜਾਈ' ਸ਼ਬਦ ਦਾ ਸ਼ੁੱਧ ਰੂਪ ਕੀ ਹੈ:
(A) ਪਢਾਈ (B) ਪੜਾਈ (C) ਪਠਾਈ (D) ਭਡਾਈ
- Q.2. 'ਅਧਿਆਪਕ ਪੜ੍ਹਾ ਰਿਹਾ ਹੈ', ਵਾਕ ਵਿੱਚ ਨਾਂਵ ਕਿਹੜਾ ਹੈ:
(A) ਪੜ੍ਹਾ (B) ਹੈ (C) ਰਿਹਾ (D) ਅਧਿਆਪਕ
- Q.3. 'ਮਿਠਾਸ' ਸ਼ਬਦ ਨਾਮ ਦੀ ਕਿਹੜੀ ਕਿਸਮ ਹੈ :
(A) ਭਾਵ-ਵਾਚਕ ਨਾਂਵ (B) ਇਕੱਠ-ਵਾਚਕ ਨਾਂਵ (C) ਵਸਤੂ-ਵਾਚਕ ਨਾਂਵ (D) ਸੰਖਿਆ-ਵਾਚਕ ਨਾਂਵ
- Q.4. 'ਚਕੋਰ' ਸ਼ਬਦ ਦਾ ਇਸਤਰੀ ਲਿੰਗ ਹੈ:
(A) ਚਕੋਰੀ (B) ਚੰਦੀ (C) ਚਕੋਰਨੀ (D) ਪਿਆਰੀ
- Q.5. 'ਖੱਡ' ਸ਼ਬਦ ਦਾ ਬਹੁ-ਵਚਨ ਕੀ ਹੈ :
(A) ਖੱਡਿਆਂ (B) ਖੱਡੇ (C) ਖੱਡੀਆਂ (D) ਖੱਡਾਂ
- Q.6. ਕਾਰਕ ਕਿੰਨੇ ਕਿਸਮ ਦੇ ਹਨ :
(A) ਪੰਜ (B) ਅੱਠ (C) ਅਠੱਤੀ (D) ਤਿੰਨ
- Q.7. ਪੁਰਖ-ਵਾਚਕ ਪੜਨਾਂਵ ਦੀਆਂ ਕਿਸਮਾਂ ਹੁੰਦੀਆਂ ਹਨ:
(A) ਤਿੰਨ (B) ਚਾਰ (C) ਪੰਜ (D) ਛੇ
- Q.8. ਅੱਖਰਾਂ ਦੇ ਸਮੂਹ ਨੂੰ ਕਿਹਾ ਜਾਂਦਾ ਹੈ:
(A) ਬੋਲੀ (B) ਭਾਸ਼ਾ (C) ਲਿੱਪੀ (D) ਮਾਤਰਾ
- Q.9. ਉਹ ਥਾਂ ਜਿੱਥੋਂ ਚੰਦ੍ਰ ਪਾਸਿਆਂ ਵੱਲ ਰਸਤੇ ਨਿਕਲਦੇ ਹੋਣ :
(A) ਦੋਰਾਹਾ (B) ਤ੍ਰੈਕਾਲੀ (C) ਬਰਸਤਾ (D) ਚੁਰਸਤਾ
- Q.10. ਪੁਆਧੀ ਕੀ ਹੈ :
(A) ਭਾਸ਼ਾ (B) ਉਪ-ਭਾਸ਼ਾ (C) ਲਿੱਪੀ (D) ਵਰਣਮਾਲਾ
- Q.11. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਜਨਮਦਾਤੀ ਹੈ:
(A) ਪਾਲੀ (B) ਬ੍ਰਹਮੀ (C) ਖਰੋਸ਼ਠੀ (D) ਸੰਸਕ੍ਰਿਤ
- Q.12. ਪੰਜਾਬ ਸ਼ਬਦ ਸੂਚਕ ਹੈ:
(A) ਪਹਾੜਾਂ ਦੀ ਧਰਤੀ (B) ਪੰਜ ਨਦੀਆਂ (C) ਪੰਜ ਦਰਿਆ (D) ਸੱਤ ਦਰਿਆ
- Q.13. 'ਭੰਡੀ ਹੋਣੀ' ਦਾ ਅਰਥ ਹੈ :
(A) ਚੜ੍ਹਾਈ ਹੋਣੀ (B) ਬਦਨਾਮੀ ਹੋਣੀ (C) ਖੁਸ਼ੀ ਹੋਣੀ (D) ਗ਼ਮੀ ਹੋਣੀ

Directions (Qs. 14- 18):- In these questions, out of the four, choose the one which expresses the right meaning of the given word/ expression:-

- Q.14. Epicurean
(A) One who is gloomy (B) One who is quiet
(C) One who is given to pleasures of life (D) One who is always happy
- Q.15. One having strange habits
(A) Deteriorate (B) Degenerate (C) Eccentric (D) Casual
- Q.16. When day and nights are equal in length
(A) Solstice (B) Eclipse (C) Perigee (D) Equinox

- Q.17. Having a double meaning:-
 (A) Suspect (B) Silly (C) Equivocal (D) Pun
- Q.18. A place for keeping dogs:
 (A) Pen (B) Den (C) Lair (D) Kennel

Directions (Qs.19-22):- In these questions, sentences are given with blanks to be filled in with appropriate and suitable word(s). Four alternatives are given. Choose the correct alternative out of four and select your answer.

- Q.19. Ramesh is satisfied _____ his performance.
 (A) at (B) without (C) for (D) with
- Q.20. Most of the people like to work for organizations that take interest in their personal and _____ growth.
 (A) Social (B) Physical (C) Financial (D) Professional
- Q.21. Shiva, along with the members of the family of his friend, _____ a movie.
 (A) was watching (B) were watching (C) have been watching (D) watch
- Q.22. Chintu met _____ an accident in Delhi.
 (A) by (B) with (C) off (D) under

Directions (Qs 23-25) :- In these questions, four alternatives are given for the underlined idiom/ phrase. Choose the alternative which best expresses the meaning of the underlined idiom/ phrase.

- Q. 23. The story of the plane crash, as narrated by one of the survivors, made my flesh creep.
 (A) Thrilled me (B) Cautioned me (C) Excited me (D) Frightened me
- Q.24. She has resigned her job and burnt her boats so far as government service is concerned.
 (A) Felt dejected (B) Blasted his hopes
 (C) Ruined himself (D) Left no means of retreat
- Q.25. Hari cannot hold a candle to his elder brother:-
 (A) Is not as good as (B) Not as clever as
 (C) Cannot be compared to (D) Duller than
- Q.26. The unknown value in the equation $\sqrt{?} \times 7 \times 18 - 4 = 122$ is
 (A) 14 (B) 7 (C) 6 (D) none of these
- Q.27. When the price of T. V. was reduced by 20%, the sale increased by 80%. What was the net effect on sale value in rupees?
 (A) 60% more (B) 44% less (C) 44% more (D) 40% more
- Q.28. If volume of a sphere is 36π then its surface area will be
 (A) 18π (B) 6π (C) 12π (D) 36π
- Q.29. Which of the following is true?
 (A) 0.6 is an irrational number (B) 2 is a rational number
 (C) $\sqrt{4}$ is an irrational number (D) $-1/6$ is an irrational number
- Q.30. $x^2 + 7x + 12 = 0$ implies:
 (A) $x = -4$ or $x = -3$ (B) $x = 6$ or $x = -2$ (C) $x = 4$ or $x = 3$ (D) $x = 6$ or $x = 2$
- Q.31. What is the area, in square feet, of the triangle whose sides have lengths equal to 10, 6 and 8 feet?
 (A) 480 (B) 48 (C) 24 (D) 38
- Q.32. Mohan and Sohan can do a job in 12 days. Sohan alone can finish it in 28 days. In how many days can Mohan alone finish the work?
 (A) 18 (B) 21 (C) 12 (D) none of these
- Q.33. The number of integers from 1 to 1000, which are neither divisible by 2 nor by 5 are.
 (A) 400 (B) 600 (C) 900 (D) 300

- Q.34. The average of three numbers is V. If one of the numbers is Z and another is Y, what is the remaining number?
 (A) $V - Z - Y$ (B) $Z/V - 3 - Y$ (C) $Z/3 - V - Y$ (D) $3V - Z - Y$
- Q.35. What will be the remainder if $(x^{97} - 1)$ is divided by $x + 1$.
 (A) 96 (B) -2 (C) 0 (D) 2
- Q.36. When was Amul, the dairy co-operative movement in India, got formalized in India?
 (A) 1936 (B) 1946 (C) 1956 (D) 1966
- Q.37. The Ashok Chakra is the peace time equivalent of the:
 (A) Maha Vir Chakra (B) Param Vir Chakra
 (C) Param Vishisht Seva Medal (D) Vir Chakra
- Q.38. Which of the following National Highway (NH) does not pass through Punjab?
 (A) NH 20 (B) NH 21 (C) NH 22 (D) NH 23
- Q.39. Which 'victory-dance' is recognisable by the swaying movements of the head?
 (A) Dankara (B) Julli (C) Luddi (D) Sammi
- Q.40. When did 'Markfed' began it's operations?
 (A) 1948 (B) 1954 (C) 1966 (D) 1974
- Q.41. Which of the following statements about Punjab is most near to the fact?
 (A) India's 22% wheat and 9% of rice is produced by Punjab
 (B) India's 32% wheat and 19% of rice is produced by Punjab
 (C) India's 22% wheat and 19% of rice is produced by Punjab
 (D) India's 32% wheat and 9% of rice is produced by Punjab
- Q. 42. The BRIC countries are :
 (A) Brazil, Russia, India and Canada (B) Brazil, Russia, India and China
 (C) Britain, Russia, India and Canada (D) Britain, Russia, India and China
- Q.43. The 'National Girl Child Day' is observed on:
 (A) January 23 (B) January 24 (C) January 25 (D) January 26
- Q.44. When was the Pre-Conception and Pre-Natal Diagnostic Techniques (Prohibition of Sex Selection) Act (PCPNDT Act) brought into force?
 (A) 1988 (B) 1994 (C) 1998 (D) 2004
- Q.45. Who was the chief guest at the 2011 Republic Day parade at Rajpath?
 (A) President of France (B) President of Indonesian
 (C) President of Russia (D) President of Saudi Arabia
- Q.46. Who was the first ever Sikh to become the chief of Singapore Army?
 (A) Chanchal Singh (B) Kashmira Singh Gill
 (C) Mancharan Singh Gill (D) Ravinder Singh
- Q.47. Which state has won maximum Gold medals in the recently concluded National Games?
 (A) Haryana (B) Jharkhand (C) Manipur (D) Punjab
- Q.48. Who are the key persons in the present Election Commision of India?
 (A) Dr. S.Y. Quraishi , S. V.Ganpath and H.S. Brahmdev
 (B) Dr. S.Y. Quraishi ,V.S.Sampath and H.S. Brahma
 (C) Dr. Wajahat Habibullah, S. V.Ganpath and G.S. Brahma
 (D) Dr. Wajahat Habibullah, V.S.Sampath and G.S. Brahmdev
- Q.49. Who is the President of International Hockey Federation?
 (A) Ali bin Al Hussein (B) Haroon Lorgat
 (C) Leandro Negro (D) Sepp Blatter

- Q.50. Who is the head of Indian Council of Cultural Relations?**
 (A) Dr. Karan Singh (B) Dr Manmohan Singh
 (C) Dr. Wajahat Habibullah (D) Dr. S.Y. Quraishi
- Q.51. What is Per capita income (during 2009-10) in India?**
 (A) Rs.50,605 (B) Rs.46,492 (C) Rs.40,605 (D) Rs.36,492
- Q.52. Montek Singh Ahluwalia was recently honoured with Padma Vibhushan for:**
 (A) Civil Services (B) Public Affairs
 (C) Science and Engineering (D) Trade and Industry
- Q.53. Which state houses the Vikram Sarabhai Space Center?**
 (A) Andhra Pradesh (B) Karnataka (C) Kerala (D) Tamil Nadu
- Q.54. The proposed 'Jaitapur' nuclear power project is in the district:**
 (A) Kaira (B) Kota (C) Ratnagiri (D) Rawatbhata
- Q.55. Which country did India replace from the Asia region in the UN Security Council?**
 (A) Japan (B) Pakistan (C) South Korea (D) The Philippines
- Q.56. Area-wise India lies between:**
 (A) Argentina and Kazakhstan (B) Australia and Argentina
 (C) Brazil and Australia (D) Brazil and Kazakhstan
- Q.57. The Rod Laver Arena and Hisense Arena are associated with:**
 (A) Australian Open (B) French Open (C) US Open (D) Wimbledon
- Q.58. Rose and Krishnapuram are the varieties of:**
 (A) Onion (B) Potato (C) Rice (D) Wheat
- Q.59. The Bir Bhadson Wildlife Sanctuary, one of the largest Protected Areas of Punjab, is in:**
 (A) Ferozepur (B) Gurdaspur (C) Kapurthala (D) Patiala
- Q.60. When did ISRO successfully launch its first lunar probe Chandrayaan-1?**
 (A) 2006 (B) 2007 (C) 2008 (D) 2009
- Q.61. Which one of the following vitamins is not "fat soluble"?**
 (A) Vitamin A (B) Vitamin C (C) Vitamin D (D) Vitamin E
- Q.62. In whose memory is "Chambilyal mela" held at Indo-Pak international Border?**
 (A) Dileep Singh Manhas (B) Dyal Singh Majithia
 (C) Sagicha Singh Minhas (D) Sukhdev Singh Majeethia
- Q.63. The source of Sutlej is near:**
 (A) Lake Bhimtal (B) Lake Rakshastal (C) Mithankot (D) Panjnad
- Q.64. Which Article of Indian Constitution imposes on every citizen to 'develop the scientific temper, humanism and the spirit of inquiry and reform'?**
 (A) Article 41 A (B) Article 46 A (C) Article 51 A (D) Article 56 A
- Q.65. Who is the Registrar General and Census Commissioner of India?**
 (A) C. Chandramauli (B) C.B Bhawe (C) Nandan Nilekani (D) Wajahat Habibullah
- Q.66. Which is the National Tree of India?**
 (A) Ashoka tree (B) Banyan tree (C) Pipal tree (D) Sagwan tree
- Q.67. Who is the Governor of Reserve Bank of India?**
 (A) D. Subbarao (B) K. Madhava Rao (C) Montek Singh (D) Y.V. Reddy
- Q.68. The BSE Sensex or Bombay Stock Exchange Sensitive Index consists of:**
 (A) 10 traded stocks (B) 30 traded stocks
 (C) 50 traded stocks (D) 100 traded stocks

- Q.69. Which of the following is the first surface-to-surface missile in India?
 (A) Agni (B) Nag (C) Prithvi (D) Trishul
- Q.70. When was Project Tiger launched in India?
 (A) April 1, 1963 (B) April 1, 1973 (C) April 1, 1983 (D) April 1, 1993
- Q.71. Arrange the states (1- Assam, 2- Kerala, 3 -Tamil Nadu, and 4 -West Bengal) in the descending order of their Assembly strength.
 (A) 4, 3, 2, 1 (B) 4, 3, 1, 2 (C) 3, 4, 2, 1 (D) 3, 4, 1, 2
- Q.72. Arrange the states: 1-Haryana, 2- Himachal Pradesh, 3- Punjab and 4- Rajasthan, in the descending order of the area.
 (A) 2, 4, 1, 3 (B) 4, 2, 1, 3 (C) 4, 3, 2, 1 (D) 4, 2, 3, 1
- Q.73. Match List I (Person) with List II (Country)
 List I List II
 1-Darren Sammy a-Ireland
 2-Elton Chigumbura b-West Indies
 3-William Porterfield c-Zimbabwe
 (A) 1-b, 2-c, 3-a (B) 1-c, 2-b, 3-a (C) 1-b, 2-a, 3-c (D) 1-a, 2-b, 3-c
- Q.74. Which of the following statement(s) is(are) true?
 1-Doaba lies between Ravi and Sutlej.
 2-Majha region is also celebrated as the 'Cradle of Sikhism'
 3-Malwa area makes up majority of the Punjab region
 (A) 1 and 2 (B) 2 and 3 (C) 3 and 1 (D) 1, 2, and 3
- Q.75. Match List I (Factory) with List II (Place)
 List I List II
 1-Integral Coach Factory a-Kapurthala
 2-Rail Coach Factory b-Lucknow
 c-Perambur
 (A) 1-a, 2-b (B) 1-a, 2-c (C) 1-c, 2-b (D) 1-c, 2-a
- Q.76. How many zeros are there from 1 to 200?
 (A) 20 (B) 21 (C) 30 (D) 31
- Q.77. If BURNER is coded as CASOIS then how will ALIMENT be coded?
 (A) BKJLFMU (B) EKOLIMS (C) EMONIOU (D) BRJSFTU
- Q.78. Find the missing number
 3 4 5
 8 7 6
 9 * 7
 11 9 3
 (A) 8 (B) 10 (C) 12 (D) 14
- Q.79. Which number should replace the question mark?
- | | | | |
|----|----|---|---|
| 17 | 8 | 5 | 5 |
| 13 | 7 | 5 | 4 |
| 6 | 12 | 6 | 3 |
| 10 | 6 | 4 | ? |
- (A) 4 (B) 5 (C) 6 (D) 7

- Q.80. What comes next in the series 403, 296, 198, 109, ... ?
 (A) 29 (B) 58 (C) -4 (D) 98
- Q.81. What percent is 5% of 3%?
 (A) 1.6% (B) 6.1% (C) 60% (D) None of the above
- Q.82. In an office 65 files are placed one over the other. JK's file is 33rd from the top. If the last file is given the first position then on this basis what is the position of JK's file?
 (A) 32nd (B) 33rd (C) 34th (D) Data inadequate
- Q.83. If 'a' means '-', 'b' means '+', 'c' means '-' and 'd' means 'x'. then—
 11 b 15 c 8 a 4 d 5 = ?
 (A) 36 (B) -16 (C) 26 (D) 16
- Q.84. Mr X is facing south. Which one of the following turns will make him face back to South?
 (A) Left, Left, Right, Right, Right, Left, Left, Left, Left, Right
 (B) Left, Right, Right, Left, Left, Left, Left, Right, Right, Right
 (C) Right, Left, Left, Left, Left, Right, Right, Left, Left, Right
 (D) Right, Left, Left, Right, Right, Left, Right, Left, Right, Right
- Q.85. How many 3 digit numbers have digits in increasing order?
 (A) 28 (B) 42 (C) 84 (D) 168
- Q.86. The officials Ajit, Balwinder and Charan are assigned some cases. On some day, Ajit distributes to Balwinder and Charan as many cases as they had. After a month Balwinder gave as many cases to Ajit and Charan as many as they have. After a month Charan did the same thing. At the end of this transaction each one of them had 24. Find the cases each originally had?
 (A) 39, 21, 12 (B) 36, 24, 12 (C) 42, 16, 14 (D) 32, 22, 18
- Q.87. If $\frac{1}{3}$ rd of a work is completed on the 1st day and $\frac{3}{4}$ th of the remaining on the second day, then how much work is left at the end of the second day?
 (A) $\frac{1}{6}$ th (B) $\frac{1}{12}$ th (C) $\frac{1}{8}$ th (D) $\frac{1}{9}$ th
- Q.88. A family is having one grandfather, one grandmother, two mothers, two fathers, one mother-in-law, one father-in-law, four children, three grandchildren, one brother, two sisters, two sons, two daughters and one daughter-in-law. How many (minimum) members are there in the family?
 (A) 5 (B) 7 (C) 9 (D) 11
- Q.89. As many as 100 cases were examined by three examiners. While 40 were cleared by the First examiner, 39 were cleared by the Second and 48 by the Third. Further, it was found that while 9 were cleared by first two examiners only, 19 were not cleared by first two only. If 19 were cleared by all the three examiners, how many cases were cleared by at least two examiners?
 (A) 28 (B) 38 (C) Data inconsistent (D) Data inadequate
- Q.90. Six friends go out for dinner. In how many ways they can sit around a round table to have dinner?
 (A) 60 (B) 120 (C) 144 (D) 720
- Q.91. If in a language '1' is written as '1', '2' as '10' and '3' as '11', then '4' will be written as:
 (A) 110 (B) 100 (C) 111 (D) 101
- Q.92. If three coins are tossed simultaneously, in how many ways at least two heads can occur?
 (A) 2 (B) 3 (C) 4 (D) 5
- Q.93. Driving uphill a bus driver drives at the speed of 15 km/hr and takes rest for 15 minutes after an hour of drive. In how much time the driver will cover the distance of 150 kms?
 (A) 11 hours and 30 minutes (B) 12 hours and 15 minutes
 (C) 12 hours and 30 minutes (D) 13 hours

- Q.94. If in an arithmetic progression, the sum of 3rd and 15th elements is equal to the sum of 6th, 11th and 13th elements in the same series then which element of the progression should be zero?
 (A) 1st (B) 9th (C) 12th (D) None of the above
- Q.95. If January 1 is Saturday, then which month, in a non-leap year, will also have Saturday on its first date?
 (A) April (B) August (C) May (D) October
- Q.96. The present ages of Sukhi and Amrinder are in the ratio of 5 : 4 respectively. After three years, the ratio of their ages will become 11 : 9 respectively. What is the present age of Amrinder?
 (A) 24 (B) 27 (C) 40 (D) Cannot be determined
- Q.97. The average age of employees working in an office is 30 years. If next year, ten workers retire, then to compute the average age in the next year, which of the following two statements is/are must?
 I. Retirement age is 60 years.
 II. There are 50 employees in the department.
 (A) I alone sufficient (B) II alone sufficient
 (C) Both I & II are not sufficient to answer (D) Both I & II are necessary to answer
- Q.98. In an office there are 39 persons who can complete a job in 12 days, working 5 hours a day. In how many days will 30 persons, working 6 hours a day, complete the job?
 (A) 10 (B) 13 (C) 14 (D) 15
- Q.99. In what ratio must a shopkeeper mix two varieties of potatoes costing Rs.15 and Rs.20 per kg respectively so that he could sell the same at Rs.16.50 kg?
 (A) 3 : 7 (B) 5 : 7 (C) 7 : 3 (D) 7 : 5
- Q.100. A train and a car start from a point X. The train can travel 50% faster than the car. Both reach a point Y 75 kms away from X at the same time. If on the way, the train stops for about 12.5 minutes at the stations, then what is the speed of the car?
 (A) 100 kmph (B) 110 kmph (C) 120 kmph (D) 130 kmph
- Q.101. If we want to select all text in Microsoft word, we will use shortcut key:
 (A) CTRL + S (B) CTRL + C (C) CTRL + A (D) CTRL + V
- Q.102. Selecting text means, selecting
 (A) A word (B) A complete line (C) An entire sentence (D) Any of the above
- Q.103. The header and footer can be added by choosing header and footer option from _____ Menu.
 (A) File (B) Insert (C) Page Layout (D) View
- Q.104. You can edit an embedded organization chart object by
 (A) Clicking edit object
 (B) Double clicking the organization chart object
 (C) Right clicking the chart object, then clicking edit MS-Organization Chart object
 (D) B and C both
- Q.105. Which of the following is not a way to cut text?
 (A) Select the text and press the delete button
 (B) Select the text and select Edit, Cut from the menu
 (C) Select the text and click the Cut button on the toolbar
 (D) Select the text and press Ctrl + X
- Q.106. The slide that is used to introduce a topic and set the tone for the presentation is called the
 (A) Table slide (B) Graph slide (C) Bullet slide (D) Title slide
- Q.107. The advantage of using a spreadsheet is:
 (A) Calculations can be done automatically
 (B) Changing data automatically updates calculations
 (C) More flexibility
 (D) All of the above

- Q.108 Which of these will select all the cells in a document?**
 (A) Clicking three times with the right mouse button in the spreadsheet
 (B) Using the Edit -copy button
 (C) Pressing Ctrl + A on the keyboard
 (D) Pressing Ctrl + S on the keyboard
- Q.109 This type of software contains rows and columns.**
 (A) Drawing (B) Spreadsheet (C) Database (D) Word processing
- Q.110 How are data organized in a spreadsheet?**
 (A) Lines and spaces (B) Layers and planes
 (C) Rows and columns (D) Height and width
- Q.111. Frederick Taylor and Frank and Lillian Gilbreth were advocates of an approach to management involving the use of scientific method, known as:**
 (A) The quantitative approach (B) Management science.
 (C) Scientific management (D) The contingency approach.
- Q.112. The Behavioral approach to management focused on:**
 (A) The worker (B) The manager (C) The owner (D) The competitor
- Q.113. Which of the following is the most common type of departmentalization?**
 (A) Customer/Market Departmentalization (B) Function Departmentalization
 (C) Geography Departmentalization (D) Process Departmentalization
- Q.114. What kind of training program is most appropriate for a simple task?**
 (A) On-the-job training (B) Vestibule training
 (C) Laboratory training (D) Job rotation
- Q.115. According to Abraham Maslow, the most elevated type of need is _____.**
 (A) Self-actualization (B) Physiological (C) Esteem (D) Safety
- Q.116. What is the suitable Rabi maize variety?**
 (A) Sharadmani (B) Azad Uttam (C) Naveen (D) Ganga — 5
- Q.117. Which does not match in relation to Cotton?**
 (A) C-520 — Diploid (B) G-27 — Diploid
 (C) Vikas — American (D) Ranivan — American
- Q.118. Which Sorghum variety is not multicut?**
 (A) Pusa Chari-2 (B) M.P. Chari-2 (C) M.P. Chari (D) U.P. Chari-1
- Q.119. For many companies, the "80/20 rule" refers to**
 (A) 80 percent of the sales come from 20 percent of the customers.
 (B) 80 percent of the costs are from production and 20 percent of the costs are from selling.
 (C) 80 percent of revenues cover costs and 20 percent cover profits.
 (D) A salesperson should spend 80 percent of their time in face-to-face selling and 20% in indirect selling.
- Q.120. Which is one of the reasons that personal selling can be more effective than advertising in complex selling situations?**
 (A) personal selling can probe customers to learn more about their problems.
 (B) personal selling is cheaper on a per contact basis.
 (C) personal selling can reach more customers within a given period of time.
 (D) personal selling can deal with inelastic demand.
- Q.121. The law that states "as price increases, given that other factors are constant, the customer demand for the product will decrease" is referred to as:**
 (A) the Robinson-Patman Act (1936) (B) the law of demand.
 (C) the law of diminishing returns (D) the Sherman Anti-Trust Act (1890).

- Q.122. The four Ps of the marketing mix are:**
(A) promotion, placement, package, position
(B) planning, practicing, potential, publicity
(C) preparation, prospecting, planning, and pricing
(D) product, price, place, and promotion
- Q.123. A niche market for an agricultural product:**
(A) is a specific place, position, or role in a marketplace that is already established
(B) is profitable.
(C) does not have any competition from other products.
(D) is open only to the first producer that discovers the demand.
- Q.124. If the permeability of the subsoil is rapid, the subsoil texture is most likely classified as**
(A) Coarse (B) Medium (C) Fine (D) Clayey
- Q.125. The demand for which of the following products is likely to be the most elastic?**
(A) Milk (B) Bread (C) Salt (D) Pork
- Q.126. Which of the following is part of a farm combine?**
(A) Beater (B) Conditioner (C) Seed plate (D) Furrow opener
- Q.127. Which of the following is the most probable effect of tariffs or quotas on domestic prices and domestic production?**
(A) Both prices and production increase.
(B) Both prices and production decrease
(C) Prices decrease, but the impact on production is indeterminate
(D) Prices decrease, and production increases
- Q.128. In the relationship marketing firms focus on _____ relationships with _____.**
(A) Short term; customers and suppliers
(B) Long term; customers and suppliers
(C) Short term; customers
(D) Long term; customers
- Q.129. Newsletters, catalogues, and invitations to organisation-sponsored events are most closely associated with the marketing mix activity of:**
(A) Pricing (B) Distribution (C) Product development (D) Promotion
- Q.130. Which one of the following is not a part of external marketing environment?**
(A) Political (B) Product (C) Legal (D) Socio-cultural
- Q.131. A company decides to reduce the price of the product due to reduced level of personal disposable income. Company is responding to**
(A) Political Environment (B) Economic Environment
(C) Legal Environment (D) Competitor Environment
- Q.132. Product differentiation to perform environmental liability is known as**
(A) Social Branding (B) Eco-branding
(C) Promotional Branding (D) Aggressive Branding
- Q.133. Which is not an element of Porter's five force model?**
(A) Threat of Substitutes (B) Threat of Suppliers
(C) Threat from Government (D) Power of Buyers
- Q.134. In BCG matrix high market share with high rate of market growth include**
(A) Cows (B) Achievers (C) Stars (D) Strivers
- Q.135. Which is not included in the functions of sales management?**
(A) Sales Planning (B) Dividend Decision
(C) Distribution Decision (D) Recruitment of Sales Personnel

- Q.136. Which one of the following is not so essential for effective selling?**
 (A) Knowledge of Product (B) Knowledge of Competitor
 (C) Knowledge of Customer (D) Knowledge of Market Rate of Interest
- Q.137. Which is not a basic type of selling?**
 (A) Trade Selling (B) Missionary Selling
 (C) Technical Selling (D) Budgetary Selling
- Q.138. In AIDAS theory of selling the term D implies for**
 (A) Demand (B) Desire (C) Depth (D) Demography
- Q.139. Which method is not used to determine the size of sales force?**
 (A) Work load method (B) Sales potential method
 (C) Incremental method (D) Comparative study method
- Q.140. Discount offered by manufacturer to trade channel partner is known as**
 (A) Cash discount (B) Seasonal discount
 (C) Trade discount (D) Promotional allowance
- Q.141. Sales Organisation Structure based upon principle of specialization is known as**
 (A) Line sales organization (B) Functional sales organisation
 (C) Line and Staff sales organization (D) Committee sales organisation
- Q.142. Which of the following is the final phase in the product development process?**
 (A) building a prototype (B) test marketing
 (C) business analysis (D) commercialization
- Q.143. What type of utility does a bag of rice acquire for the consumer upon purchase?**
 (A) Ownership (B) Place (C) Position (D) Form
- Q.144. Which phase of the product life cycle is considered to be the most critical?**
 (A) Maturity (B) Decline (C) Introduction (D) Ascendancy
- Q.145. What is another name for the practice of introducing a new product at a high price for a brief period, in the hopes of recouping production costs?**
 (A) market penetration pricing (B) market-skimming pricing
 (C) price lining (D) quantity discounts
- Q.146. Principle of 'Unity of Command' means?**
 (A) Unity of directions (B) To receive orders from one officer only
 (C) A fixed place for every person (D) Proper delegation to subordinates
- Q.147. Principle of scalar chain was given by:**
 (A) Henry Fayol (B) Gibbson (C) William Ouchi (D) Maslow
- Q.148. Which is not an important Generic Competitive Strategies?**
 (A) Overall cost leadership (B) Differential
 (C) Focus (D) Direction
- Q.149. Scientific Management does not include**
 (A) Scientific task setting (B) Planning task setting
 (C) Standardization of tools (D) Scalar Chain
- Q.150. Which is not a primary function of management?**
 (A) Planning (B) Organisation
 (C) Commercialization (D) Controlling

Key (Code: 3.1)**Post: Assistant Sales Officer / Deputy General Manager (KTH)**

Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.
1	B	31	C	61	B	91	B	121	B
2	D	32	B	62	A	92	C	122	D
3	A	33	A	63	B	93	B	123	A
4	C	34	D	64	C	94	C	124	A
5	D	35	B	65	A	95	D	125	D
6	B	36	B	66	B	96	A	126	A
7	A	37	B	67	A	97	D	127	A
8	C	38	D	68	B	98	B	128	B
9	D	39	C	69	A,C	99	C	129	D
10	B	40	B	70	B	100	C	130	B
11	D	41	A	71	A	101	C	131	B
12	C	42	B	72	D	102	D	132	B
13	B	43	B	73	A	103	B	133	C
14	C	44	B	74	B	104	D	134	C
15	C	45	B	75	D	105	A	135	B
16	D	46	C	76	D	106	D	136	D
17	D	47	C	77	C	107	D	137	D
18	D	48	B	78	B	108	C	138	B
19	D	49	C	79	A	109	B	139	D
20	D	50	A	80	A	110	C	140	C
21	A	51	B	81	D	111	C	141	B
22	B	52	B	82	B	112	A	142	D
23	D	53	C	83	D	113	B	143	A
24	D	54	C	84	B	114	A	144	C
25	A	55	A	85	C	115	A	145	B
26	B	56	B	86	A	116	A	146	B
27	C	57	A	87	A	117	D	147	A
28	D	58	A	88	B	118	B	148	D
29	B	59	D	89	B	119	A	149	D
30	A	60	C	90	B	120	A	150	C