

QUESTION BOOKLET AND ANSWER KEY FOR RECRUITMENT TEST OF

Assistant Sales Officer	Code-C-9
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HELD ON 18 & 19 Feb. 2012

ENGLISH VERSION

1. ਦੁਆਬੀ ਕੀ ਹੈ ?
(A) ਭਾਸ਼ਾ (B) ਉਪ-ਭਾਸ਼ਾ (C) ਇਲਾਕਾ (D) ਵਿਆਕਰਣ
2. ਪ੍ਰਸ਼ਨਵਾਚਕ ਪੜਨਾਵ ਚੁਣੋ:
(A) ਕੀ/ਕਿਹੜਾ (B) ਉਹ (C) ਮੈਂ (D) ਤੂੰ
3. ਵਸਤਵਾਚਕ ਨਾਂਵ ਚੁਣੋ :
(A) ਹਵਾ (B) ਪੁਸਤਕ (C) ਢੇਰ (D) ਕੱਪੜਾ/ਪਾਣੀ/ਤੇਲ
4. ਵਿਸ਼ੇਸ਼ਨ ਕਿੰਨੇ ਪ੍ਰਕਾਰ ਦੇ ਹੁੰਦੇ ਹਨ :
(A) ਛੇ (B) ਚਾਰ (C) ਪੰਜ (D) ਅੱਠ
5. ਹੇਠ ਲਿਖਿਆਂ ਵਿਚੋਂ ਸਮਾਸੀ ਸ਼ਬਦ ਚੁਣੋ
(A) ਕਾਲਾ-ਸ਼ਾਹ (B) ਕਲੱਤਣ (C) ਕਾਲਖ (D) ਕਾਲਜ
6. 'ਹੱਥ ਮਲਨਾ' ਮੁਹਾਵਰੇ ਦੀ ਕਿਸ ਅਰਥ ਵਿਚ ਵਰਤੋਂ ਹੁੰਦੀ ਹੈ :
(A) ਹੱਥ ਗਰਮ ਕਰਨਾ (B) ਹੱਥ ਨੂੰ ਅਰਾਮ ਦੇਣਾ
(C) ਪਛਤਾਉਣਾ (D) ਥੱਪੜ ਮਾਰਨਾ
7. ਸੱਦੀ ਨਾ ਬੁਲਾਈ.....ਅਖਾਣ ਪੂਰੀ ਕਰੋ ?
(A) ਮੈਂ ਮੁੰਡੇ ਦੀ ਤਾਈ (B) ਮੈਂ ਲਾੜੇ ਦੀ ਭਰਜਾਈ
(C) ਮੈਂ ਲਾੜੇ ਦੀ ਭਾਬੀ (D) ਮੈਂ ਲਾੜੇ ਦੀ ਤਾਈ
8. ਹੇਠ ਲਿਖਿਆਂ ਵਿਚੋਂ ਸ਼ੁੱਧ ਸ਼ਬਦ ਚੁਣੋ :
(A) ਬੋਹਤ (B) ਬਹੁਤ (C) ਬੋੜ੍ਹ (D) ਬੋਹਤ
9. 'ਕੁਰੀਤੀ' ਸ਼ਬਦ ਵਿਚ ਮੂਲ ਸ਼ਬਦ ਕਿਹੜਾ ਹੈ :
(A) ਕੁ (B) ਗੀ (C) ਤੀ (D) ਗੀਤੀ
10. 'ਬੇ' ਅਗੇਤਰ ਲਾਕੇ ਸ਼ਬਦ ਬਣਾਓ :
(A) ਘਰ (B) ਬੇਘਰ (C) ਮੱਘਰ (D) ਘਰੇਲੂ

Directions Q.11-14- Choose the correct antonym of the given word:-

Q.11. Ephemeral

- (A) disposition (B) permanent (C) legal (D) disdainful.

Q. 12. Vigorous:-

- (A) strong (B) weak (C) critical (D) ruthless

Q. 13. Gratuitous:-

- (A) necessary (B) stainless (C) foul (D) strong

Q.14 Improvised :-

- (A) prepared (B) calculating (C) cunning (D) sane

Directions Q. 15-17 :- Mark the correct meaning of the italicized idioms/phrases used in the following sentences out of the four choices:-

Q.15. The soldiers were *true to their salt*.

- (A) helped each other (B) became partners
(C) fond of salt (D) were faithful to their employers.

Q. 16. Satish always *runs down* his opponents:-

- (A) ignores (B) deceives (C) disparages (D) excites

Q.17. He does his work by *fits and starts* .

- (A) regularly (B) clearly (C) irregularly (D) intensely

Directions Q.18-20:- Choose the correct form of the phrasal verb.

Q. 18. I warmed ____ him when he helped my mother.

- (A) to (B) of (C) with (D) about

Q.19. They washed ____ the food with cold drinks.

- (A) off (B) down (C) up (D) on

Q.20. Don't trot ____ excuses for your defeat.

- (A) out (B) with (C) for (D) about

21. Which country is the largest producer of wheat?

- A) Canada B) China C) India D) USA

22. How many districts share border with the district Ludhiana?

- A) 5 B) 6 C) 7 D) 8

23. Who built the Bhadurgarh Fort?

- A) Ala Singh B) Bhao Singh C) Saif Khan D) Shah Jahan

24. Which of the following scheme/program was earliest to be launched?

- A) Integrated Rural Development Programme
B) Jawahar Rozgar Yojna
C) Prime Minister's Rozgar Yojana
D) The Swarn Jayanti Rozgar Yojana

25. Who wrote 'Marhi Da Deeva' and 'Addh Chanini Raat'?

- A) Amrita Pritam B) Bhai Vir Singh C) Gurdial Singh D) Mohan Singh

26. When did India and Pakistan first exchange the lists of nuclear installations and facilities covered under the 'Agreement on the Prohibition of Attack against Nuclear Installations and Facilities'?

- A) January 1, 1990 B) January 1, 1992 C) January 1, 1994 D) January 1, 1996

27. Norman Borlaug, popularly called "the father of the Green Revolution", was born in:

- A) Norway B) Sweden C) UK D) US

28. What is the maximum strength of the Lok Sabha envisaged by the Constitution?

- A) 530 B) 545 C) 550 D) 552

29. **Where is Institute of Microbial Technology situated?**
 A) Chandigarh B) Hyderabad C) New Delhi D) Pune
30. **About what percent of Geographical Area of Punjab is under the Forest Cover?**
 A) 1.6% B) 3.3% C) 6.1% D) 13.3%
31. **When was New Delhi proclaimed as the capital of British Raj?**
 A) December 12, 1911 B) December 11, 1912
 C) December 14, 1913 D) December 13, 1914
32. **Where is Yelahanka Air Force Station situated?**
 A) Andhra Pradesh B) Gujarat C) Karnataka D) Maharashtra
33. **When was the Kyoto Protocol adopted?**
 A) 5 June 1992 B) 11 December 1997
 C) 16 February 2005 D) 16 July 2007
34. **India's independence day coincides with:**
 A) Australia Day B) Canada Day
 C) South Korea's independence day D) Sri Lanka's Independence Day
35. **Mullaperiyar dam has become a contentious issue between:**
 A) Andhra Pradesh and Tamil Nadu B) Karnataka and Tamil Nadu
 C) Kerala and Karnataka D) Tamil Nadu and Kerala
36. **Where is Valmiki National Park located?**
 A) Bihar B) Madhya Pradesh C) Orissa D) Uttar Pradesh
37. **Which traditional dance form originating from the tribal communities of Punjab is also said to be originally performed by Princess of Marwad to show excessive emotion at her separation from a Rajkumar of Rajasthan?**
 A) Jaago B) Jhumar C) Luddi D) Sammi
38. **As per provisional estimates what is population density of India?**
 A) 319 B) 328 C) 382 D) 391
39. **Match List I (Person) with List II (Field of reckoning)**

List I	List II
1-Dan Shechtman	a-Chemistry
2-Saul Perlmutter	b-Economics
3-Thomas J. Sargent	c-Physics

 A) 1-a, 2-b, 3-c B) 1-a, 2-c, 3-b C) 1-b, 2-c, 3-a D) 1-c, 2-a, 3-b
40. **Match List I (Person) with List II (Sport)**

List I	List II
1-Rajpal Singh	a-Hockey
2-Rakesh Kumar	b-Kabaddi
3-Ravinder Singh	c-Wrestling

 A) 1-a, 2-b, 3-c B) 1-b, 2-a, 3-c C) 1-a, 2-c, 3-b D) 1-c, 2-b, 3-a

41. Which of the following rational numbers has a terminating decimal expansion?
 A) $\frac{129}{2^2 5^7 7^5}$ B) $\frac{6}{15}$ C) $\frac{79}{210}$ D) $\frac{1475}{512}$
42. In any circle, ratio of the circumference to its diameter is
 A) a rational number B) an irrational number
 C) less than 3 D) more than 4
43. The number $7 \times 11 \times 13 + 13$ is
 A) Prime B) composite C) divisible by 7 D) divisible by 5
44. If two zeroes of a polynomial, $2x^4 - 3x^3 - 3x^2 + 6x - 2$, are $\sqrt{2}$ and $\frac{1}{2}$ then other two zeros are
 A) $-\sqrt{2}$ and -1 B) $-\sqrt{2}$ and $-\frac{1}{2}$ C) $-\sqrt{2}$ and 1 D) $-\frac{1}{2}$ and 1
45. The lines $x + 2y - 4 = 0$ and $2x + 4y - 12 = 0$ are
 A) Coinciding B) Intersecting C) not planar D) Parallel
46. The cost of 5 oranges and 3 apples is Rs 35 and the cost of 2 oranges and 4 apples is Rs 28. The total cost of an orange and an apple is Rs.
 A) 6 B) 12 C) 9 D) 18
47. Two numbers whose sum is 27 and product is 182 are
 A) 13, 14 B) 12, 15 C) 11, 16 D) none of these
48. Which of the following is an AP?
 A) $1, -1, -3, -5, \dots$ B) $4, 10, 16, 22, \dots$
 C) $-2, 2, -2, 2, -2, \dots$ D) $1, 1, 1, 2, 2, 2, 3, 3, 3, \dots$
49. Which term of the AP: 5, 11, 17, 23, ... is 301
 A) 66 B) 65 C) 60 D) none of these
50. Rs. 100 invested for 5 years at 6% per annum interest compounded annually will grow to:
 A) $100(1 + .06)^5$ B) $100[1 + (.06)(5)]$ C) $[100(1.06)]^5$ D) 106^5
51. Find the odd one out of, mk, qn, ur, yv
 A) mk B) qn C) ur D) yv
52. For the coded series : yvq, urm, ifa, nkf, khe, what could be included?
 A) zwr B) vqn C) rok D) kfb
53. Find the odd one out in the series: 31, 61, 91, 101, 131
 A) 61 B) 91 C) 101 D) 131
54. What should replace X in The following arrangement?

1	0	1	1
0	1	1	0
1	1	X	1
1	0	1	1

 A) 0 B) 1 C) 2 D) 3

55. What per cent of 5 is 15?
A) $15/5 \times 100$ B) $5/15 \times 100$ C) $5/15$ D) $15/5$
56. Following statements have been recorded on relationships: A is brother of B, C is daughter of B, E is father of B, D is sister of F, G is cousin of E. F is brother of C. Who is Uncle of F?
A) A B) B C) E D) G
57. In a cricket Test match, while playing against Australia, Sachin scored more runs than Sehwag, Dravid scored more runs than Dhoni, Gautam Gambhir scored more runs than Sachin and Rohit scored more runs than Dhoni. Who scored the least runs in the Test?
A) Dhoni B) Sehwag C) Data inadequate D) Data inconsistent
58. In a village 230 inhabitants could only speak Punjabi and not Hindi, and 160 could also speak both in Hindi and in Punjabi. While 28 inhabitants could neither speak in Hindi nor in Punjabi. If there are 375 inhabitants in the village and 258 could not speak in Hindi then how many could speak in Hindi?
A) 117 B) 160 C) Data inadequate D) Data inconsistent
59. Four coins are tossed simultaneously. In how many of the outcomes will the second coin turn up a head?
A) 4 B) 8 C) 12 D) 16
60. If December 25 is observed on Sunday, then the next 26th January will be observed on:
A) Thursday B) Wednesday C) Tuesday D) Friday
61. Theodore Levitt, claims that some advertising puffery is bound to occur and that it may even be desirable. People do not buy _____.
A) pure functionality B) logic C) emotionally D) features only
62. 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) environment accountability B) product stewardship
C) corporate accountability D) social responsibility
63. One type of industrial structure is _____. In this type of economy, manufacturing accounts for 10 to 20 percent of the country's economy. As manufacturing increases, the country needs more imports of raw textile materials, steel, and heavy machinery, and fewer imports of finished textiles, paper products, and automobiles.
A) industrial economies B) industrialization economies
C) materials exporting economies D) subsistence economies
64. Acceptable expense quotas are usually calculated as:
A) an aggregate across the whole department
B) a separate line for each account
C) a write-off in the company's expense line
D) a percentage of a salesperson's sales

65. **The relationship between a sales forecast and sales force quotas should be:**
A) a direct relationship, with quotas pegged to forecasts
B) a direct relationship, with quotas set 10% above forecasts
C) a direct relationship, with quotas set 5% below forecasts
D) no direct relationship, with forecasts used for informational purposes
66. **Actions that are used primarily to communicate shifts in corporate culture are called:**
A) symbolic actions
B) substantive actions
C) entropic actions
D) alignment actions
67. **Which of the following is an example of using social capital to help grow a company?**
A) The HR manager of a company hires new employees to staff a project that will increase revenue by 25%.
B) The CFO of a company increases the budget of the research and development department so they can create a product that will triple profits in 18 months.
C) The CTO of a company leads a software engineering team in developing an internal system that will cut corporate expenses by 12% in the first year alone.
D) The CEO of a company asks a friend in the automotive industry to cut a company-wide discount on corporately-leased vehicles that saves the company \$500,000 a year.
68. **The Libertine approach seems to make sense in a sales situation, EXCEPT that:**
A) it is difficult to choose actions that hurt no one involved in a situation
B) doing only what is accepted by society can limit a salesperson's actions
C) bribery and other forms of ethical breaches are not always discovered
D) two parties cannot always reconcile their needs, and a third party may need to intervene
69. **Which of the following would be LEAST likely to be regarded as "puffery"?**
A) "We serve the world's finest coffee."
B) "We have everything you need to deliver successful sales presentations."
C) "Our sneakers are worn by top competitive athletes."
D) "Our syrup provides the longest-lasting relief from flu symptoms."
70. **Marketers applying a positioning strategy want to**
A) make their product look as much like the market leader as possible.
B) emphasize a product's unique advantages and differentiate it from competitors' options.
C) make sure that they clearly outline the product's possible applications.
D) remember that they are talking to specific, known users of the product.
71. **Delmarre Keen is a marketing specialist who has recommended that one of her clients focus its efforts on profitably satisfying only one market segment. This strategy is called**
A) niche marketing.
B) one stop marketing.
C) undifferentiated marketing.
D) people marketing.
72. **The Roper Starch Worldwide study on lifestyle segmentation is based on the following global values segments EXCEPT:**
A) strivers
B) devout
C) power seekers
D) altruists

73. **Mindo Nachthaus** needs a forecasting method that is qualitative, inexpensive, and keeps the information in-house so that the competition will not get wind of what strategies might be in the making. Which of the following could he use?
- A) a Lambhorn permutation of the Geological Survey model
 - B) trend analysis combined with the Delphi technique
 - C) survey of sales force intentions and executive composite analysis
 - D) jury of executive opinion or sales force composite
74. A marketing research firm has set up a special store. Customers are told that they may be observed while shopping. The behavior of customers is observed in this setting and then the firm interprets their behavior based on an understanding of social and cultural characteristics of that setting. What type of research is this firm conducting?
- A) secondary data collection
 - B) interpretative research
 - C) a controlled experiment
 - D) a focus group
75. The indicator of how well a particular company is responding to current and expected factors in its external environment is characterized by the
- A) industry matrix.
 - B) total weighted score.
 - C) S.W.O.T. weighted score.
 - D) SFAS weighted score.
76. In order to move through a product's development stage, companies like **Motorola and Chrysler** are using
- A) concurrent engineering.
 - B) cross-functional work teams.
 - C) advisory committees.
 - D) task forces.
77. Which one of the following is NOT descriptive of the experience curve?
- A) Used to estimate the production cost of a product produced by newly introduced techniques or processes.
 - B) Used to estimate the production costs of a product never before made with the present techniques and process.
 - C) Simply a line showing the relationship between unit production costs and the number of consecutive units of production.
 - D) It is very useful because it is consistent within the industry for all involved organizations over time.
78. When a private speculator purchases the right to a valuable corporate brand name domain and then sells it to the company at an exorbitant price, this practice is referred to as
- A) cybersquatting.
 - B) cyberstealing.
 - C) cyberpatenting.
 - D) cybercopying.
79. Imagine you are a brand manager, and you have a variable, "brand" that is coded 1/0: 1 if the consumer bought your brand, 0 if they bought some competitor brand. Which of the following uses of this variable is improper:
- A) a regression using age, household size, and income to predict "brand"
 - B) a regression using "brand" to predict preference
 - C) a log linear model applied to a "brand" by gender cross-tab
 - D) a logit using age and income to predict "brand"

80. A product manager for an inexpensive shampoo product was concerned because of declining sales. The manager felt that in blind product testing there would be no difference or possibly even a preference by consumers for the inexpensive shampoo over the expensive brand name alternative. The product manager decides to test this hypothesis. If the inexpensive shampoo is given by π_I and the expensive shampoo by π_E , the correct hypotheses for this situation are
- A) $H_0: \pi_I = \pi_E$, $H_a: \pi_I > \pi_E$. B) $H_0: \pi_I = .50$, $H_a: \pi_I \neq .50$.
 C) $H_0: \pi_I < .50$, $H_a: \pi_I > .50$. D) $H_0: \pi_I = \pi_E$, $H_a: \pi_I \neq \pi_E$.
81. The controversial 1996 law that attempted to impose trade sanctions on Cuba is the
- A) Helms-Burton Act. B) Cuban Trade Restriction Act.
 C) Export Trading Act. D) North American Free Trade Agreement.
82. The following categories of ages are ____ and ____, but not ____:
- 18-24
 25-34
 35-44
 45-54
 55 and over
- A) closed-ended, exhaustive, mutually exhaustive
 B) open-ended, mutually exclusive, exhaustive
 C) closed-ended, mutually exclusive, exhaustive
 D) exhaustive, mutually exclusive, open-ended
83. Examples of alternative strategies that international marketers can choose from in selecting an appropriate product/promotion strategy are
- A) product adaptation and dual adaptation.
 B) promotion adaptation and direct exporting.
 C) countertrading and product invention.
 D) global marketing and multinational marketing.
84. The Mall of America near Minneapolis is one of the most dramatic conversions of stores into a(n) ____.
- A) merchant wholesaler B) off-price retailer
 C) factory outlet D) theater
85. Fairbault Engineering, Inc. has just completed a simulated test market for a new service it intends to offer clients on a regional basis. The owners have used standard and controlled test markets before and prefer the simulated approach. They will enjoy all of the following disadvantages except one. Please locate it.
- A) The cost is usually less.
 B) It can be run in eight weeks.
 C) The new service can be kept out of competition's view.
 D) They are extremely accurate and reliable.
86. The long-run average cost curve (LRAC) helps the producer understand which of the following?
- A) It shows how large a business should be, to be most efficient.
 B) It deals mainly with competitor's prices.
 C) It deals mainly with external factors.
 D) It deals mainly with economical factors.

87. The _____ method is simple to use and helps management think about the relationships between promotion spending, selling price, and profit per unit. It wrongly views sales as the cause of promotion rather than the result.
 A) percentage-of-sales B) affordable
 C) competitive-parity D) objective-and-task
88. Procter & Gamble always uses _____. They usually avoid _____ that might take attention away from the message.
 A) humor; negative tone B) cash refund offers; sales promotion
 C) positive tone; humor D) sales promotion; cash refund offers
89. The creative people must find the best style, tone, words, and format for executing the message. Here is an example of the execution style of _____. An ad for Mongoose mountain bikes shows a serious biker traversing remote and rugged but beautiful terrain and states, "There are places that are so awesome and so killer that you'd like to tell the whole world about them. But please, *don't.*"
 A) slice of life B) lifestyle C) fantasy D) scientific evidence
90. Intel's success has resulted from all of the following except _____.
 A) creating a continuous stream of leading-edge products
 B) intense customer loyalty
 C) delivering superior value through low prices
 D) developing state-of-the-art products
91. All of the following are questions that must be asked when building up and managing brand equity in a multinational setting **EXCEPT**:
 A) How do we strike a balance between a global brand that shuns cultural barriers and one that allows for local requirements?
 B) What aspects of service are too expensive to be included in the brand warranty?
 C) What aspects of brand policy can be adapted to global use?
 D) Which brands are destined to become "global" mega-brands?
92. According to David Aaker, all of the below are steps to develop an appropriate branding strategy **EXCEPT**:
 A) What is the cost of creating and maintaining awareness and associations for a local brand versus a global one?
 B) Are there significant economies of scale in the creation and running of a communication program globally?
 C) Are there any competitors with similar products in the market?
 D) Is it culturally and legally do-able to use the brand name, symbol, slogan across the different countries?
93. _____ affects a company's decision on where to source and market, based on the lower cost of labour and other resources in one country relative to another comparative advantage.
 A) relative advantages B) comparative advantages
 C) absolute advantages D) competitive advantages

94. In order to expand their exporting activities, many Japanese firms rely on giant general trading companies known as _____.
A) keiretsus B) chaebols C) sogonets D) sogoshoshas
95. When the exporter quotes a price for the goods, including charges for delivery of the goods alongside a vessel at a port (the seller covers all costs of unloading and wharfage at the shipment port and the buyer covers all other charges to get the goods to the buyer), this form of terms of shipment is called:
A) ex-works B) free alongside ship (FAS)
C) free on board (FOB) D) cost and freight (CFR)
96. A(n) _____ is a contract between the exporter and the shipper indicating that the shipper has accepted responsibility for the goods and will provide transportation in return for payment.
A) bill of disclosure B) term of sale
C) bill of lading D) transportation invoice
97. In Spanish, the word 'embarrassment' also has the meaning of 'pregnancy'. Obviously, this might present problems in advertising. This would be an example of which of the following types of translation errors?
A) simple carelessness B) idioms
C) local slang D) multiple-meaning words
98. Edward Hall identified five distinctive types of silent languages that are:
A) space, material possessions, friendship patterns, time, and travel
B) space, material possessions, friendship patterns, time, and technology
C) space, material possessions, friendship patterns, time, and agreements
D) space, material possessions, friendship patterns, time, and vacations
99. A term 'SRC' which was coined by J. A. Lee (cultural anthropologist) stands for:
A) strategic-reference criterion B) standard-reference criterion
C) simple-reference criterion D) self-reference criterion
100. Diffusion-based criteria could relate to three country traits which are:
A) speed of adoption, time of sales peak, and propensity to spend
B) speed of adoption, time of profit, and propensity to innovate
C) speed of adoption, time of sales peak, and propensity to innovate.
D) speed of manufacturing, time of sales peak, and propensity to innovate

KEY C-9							
Q.No.	Ans	Q.No.	Ans	Q.No.	Ans	Q.No.	Ans
1	B	26	B	51	A	76	B
2	A	27	D	52	A	77	D
3	D	28	D	53	B	78	A
4	C	29	A	54	C	79	A
5	A	30	B	55	A	80	C
6	C	31	A	56	A	81	A
7	D	32	C	57	C	82	C
8	B	33	B	58	D	83	A
9	D	34	C	59	B	84	D
10	B	35	D	60	A	85	D
11	B	36	A	61	A	86	A
12	B	37	D	62	B	87	A
13	A	38	C	63	B	88	C
14	A	39	B	64	D	89	B
15	D	40	A	65	D	90	C
16	C	41	D	66	A	91	B
17	C	42	B	67	D	92	C
18	A	43	B	68	A	93	B
19	B	44	C	69	D	94	D
20	A	45	D	70	B	95	B
21	B	46	C	71	A	96	C
22	C	47	A	72	C	97	D
23	C	48	B	73	D	98	C
24	A	49	D	74	B	99	D
25	C	50	A	75	B	100	C