

174. The XKL company wants to adopt the marketing concept. To be consistent with this move, it should adopt which of the following philosophies?
- (1) The customer is always right
 - (2) Making money is our business
 - (3) Sell, sell, sell
 - (4) Keep prices low
 - (5) Focus on today
175. Which of the following is an example of a problem that may arise in the implementation of the marketing concept?
- (1) By satisfying one segment in society, a firm contributes to the dissatisfaction of other segments.
 - (2) Consumers do not understand what the marketing concept is.
 - (3) Dealers do not support the marketing concept
 - (4) A product may fit the needs too many segments.
 - (5) None of these
176. All of the following are marketing management tasks EXCEPT—
- (1) marketing planning
 - (2) organizing marketing activities
 - (3) co-ordinating marketing activities
 - (4) project development and analysis
 - (5) marketing control
177. Parents Against Drunk Drivers is a group that acts to change attitudes and laws about driving under the influence of alcohol. This group primarily markets—
- (1) goods
 - (2) ideas
 - (3) services
 - (4) political messages
 - (5) None of these
178. The marketing concept is a philosophy that states that an organization should try to satisfy customers' needs and at the same time—
- (1) increase market share
 - (2) increase sales
 - (3) achieve the organization goals
 - (4) always produce high
 - (5) quality products
179. SBI implements a programme of calling its current cardholders to find out what, if any, changes they would like to see in the services provided. The firm is exhibiting characteristics associated with which of the following?
- (1) production
 - (2) sales
 - (3) marketing
 - (4) social
 - (5) None of these
180. Sony is aiming its Cool Cam camera at teenagers. Teenagers are song's—
- (1) audience
 - (2) target audience
 - (3) segmentation
 - (4) target market
 - (5) focus group
181. Easily relocatable language is :
- (1) Machine language
 - (2) Assembly language
 - (3) High level language
 - (4) Medium level language
 - (5) None of these
182. A compiler is a translating program which :
- (1) Translates instruction of a high level language into machine language
 - (2) Translates entire source program into machine language program
 - (3) It is not involved in program's execution
 - (4) All of these
 - (5) None of these
183. CD-ROM is a
- (1) Semiconductor memory
 - (2) Memory register
 - (3) Magnetic memory
 - (4) All of these
 - (5) None of these
184. A name or number used to identify a storage location devices?
- (1) A byte
 - (2) A record
 - (3) An address
 - (4) All of these
 - (5) None of these
185. Which of the following is a secondary memory device?
- (1) Keyboard
 - (2) Disk
 - (3) ALU
 - (4) All of these
 - (5) None of these

186. The difference between memory and storage is the memory is ... and storage is ...
 (1) Temporary, permanent (2) Permanent, temporary
 (3) Slow, fast (4) All of these
 (5) None of these
187. The octal equivalent of 111010 is :
 (1) 81 (2) 72
 (3) 71 (4) All of these
 (5) None of these
188. The first electronic computer in the world was :
 (1) UNIVAC
 (2) EDVAC
 (3) ENIAC
 (4) All of these
 (5) None of these
189. An integrated circuit is :
 (1) A complicated circuit
 (2) An integrating device
 (3) Much costlier than a single transistor
 (4) Fabricated on a tiny silicon chip
 (5) None of these
190. Most important advantage of an IC is its :
 (1) Easy replacement in case of circuit failure
 (2) Extremely high reliability
 (3) Reduced cost
 (4) Lower power consumption
 (5) None of these
191. In the third generation of computers:
 (1) Distributed data processing first became popular
 (2) An operating system was first developed
 (3) High-level procedural languages were first used
 (4) On-line, real time systems first became popular
 (5) None of these
192. A characteristic of card systems is:
 (1) Slowness in processing data
 (2) Using cards as records of transactions
 (3) Needing a larger DP staff
 (4) All of these
 (5) None of these
193. A digital computer did not score over an analog computer in terms of :
 (1) Speed
 (2) Accuracy
 (3) Cost
 (4) Memory
 (5) None of these
194. Which of the following are the two main components of the CPU?
 (1) Control unit and registers
 (2) Registers and main memory
 (3) Control Unit and ALU
 (4) ALU and bus
 (5) None of these
195. Which of the following file organization is most efficient for a file with a high degree of file activity?
 (1) Sequential
 (2) ISAM
 (3) VSAM
 (4) B-Tree Index
 (5) None of these
196. The two basic types of record-access methods are :
 (1) Sequential and random
 (2) Sequential and indexed
 (3) Direct and immediate
 (4) On-line and real time
 (5) None of these
197. The memory which is programmed at the time it is manufactured :
 (1) POM
 (2) RAM
 (3) PROM
 (4) EPROM
 (5) None of these
198. Registers, which are partially visible to users and used to hold conditional, are known as :
 (1) PC
 (2) Memory address registers
 (3) General purpose register
 (4) Flags
 (5) None of these
199. One of the main feature that distinguish micro-processors from micro-computers is :
 (1) Words are usually larger in microprocessors
 (2) Words are shorter in microprocessors
 (3) Microprocessor does not contain I/O devices
 (4) Exactly the same as the machine cycle time
 (5) None of these
200. The least significant bit of the binary number, which is equivalent to any odd decimal number, is :
 (1) 0 (2) 1
 (3) 1 or 0 (4) 3
 (5) None of these