

1. A prospect means

- a) any customer who walks into the bank
- b) an employee of the bank
- c) a customer who is likely to be interested in bank's product or service
- d) a depositor of the bank'
- e) a borrower of the bank

2. A lead means

- a) a prospect who is more likely to avail of the Bank's product
- b) a political leader
- c) a religious leader
- d) a bank chairman
- e) None of these

3. Innovation means

- a) Compensation
- b) inspiration
- c) additional perquisites
- d) implementing new ideas or new methods
- e) None of these

4. A Call means

- a) calling on friends
- b) calling on bank employees
- c) calling on prospective customers
- d) to make telephone calls
- e) calling on relatives

5. The Traditional Marketing style involves

- a) Telemarketing
- b) Digital Marketing
- c) Indirect Marketing
- d) Direct Marketing
- e) All of these

6. Modern Method of Marketing include

- a) Publicity on the net
- b) Advertisement on the net
- c) Soliciting business through e-mails
- d) Tele marketing
- e) All of these

7. A true marketing requires

- a) Command and other mindset
- b) Control Mindset

- c) Passive mindset
- d) Active mindset
- e) None of these

8. Which of the following sentences is true?

- a) Marketing is not required in a Buyers' Market
- b) Marketing is not required in a Sellers's market
- c) Marketing is not required due to competition
- d) Marketing is not required due to liberalization
- e) Marketing is not required due to globalisation

9. For effective marketing the salesmen should have which of these qualities?

- a) Creativity
- b) Team spirit
- c) Motivation
- d) Effective communication skills
- e) All of these

10. Market information means

- a) Knowledge of shops and bazaars
- b) Knowledge of shopping malls
- c) Knowledge of customer profile and product mix
- d) knowledge of various languages
- e) None of these

11. 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

12. Which of the following statement is true

- a) Marketing makes the company to go into loss due to higher expenses
- b) Marketing is not required in profit making companies
- c) Marketing sharpens the minds of the employees
- d) Marketing is a time bound seasonal function
- e) Marketing is a waste of time

13. Marketing plan helps in

- a) better lead generation
- b) better systems
- c) better results
- d) improved balance sheet
- e) better customer service

14. 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

15. Motivation means

- a) Inspiring employees to perform better
- b) Better communication skills
- c) Sales Coaching
- d) Market Research
- e) None of these

16. In a Selling Process in today's world?

- a) Only standard products are sold
- b) No customization required
- c) the seller need not have product knowledge
- d) the seller should aim at customer satisfaction
- e) only quantum of sales matters

17. Find the true statement

- a) Marketing is a waste of the employees' time
- b) Marketing is not required in India due to its vast population
- c) Marketing involves additional work
- d) Marketing involves team work
- e) Marketing is not required today due to IT advancement

18. A Target market is

- a) entire country
- b) entire city
- c) entire globe
- d) that which consists of customers who need the identified product
- e) all of these

19. Sales forecasting involves

- a) Sales Planning
- b) Sales Pricing
- c) Distribution Channels
- d) Consumer tastes
- e) All of these

20. Which of the following product is being sold under the brand name ZODIAC

- a) Shirts

- b) Ties
- c) Both A and B
- d) Liberty

21. SWIFT – cars are being manufactured by

- a) DCM
- b) Maruti
- c) Premier Automobiles
- d) Hyundai

22. With you all the way is the slogan of

- a) Vodafone
- b) SBI
- c) ICICI
- d) Raymonds

23. Which company used the slogan “The complete Man”

- a) DCM
- b) GRASIM
- c) RAYMONDS
- d) VIMAL

24. Which brand uses the slogan “Made for each other” for its cigarettes?

- a) Cavenders
- b) Four Square
- c) Red & White
- d) Wills

25. Cross Selling means

- a) Identifying customer needs
- b) matching the products to customer needs
- c) convincing the customers of product benefits
- d) responding to questions and objections of customers
- e) all of these