

# APTITUDE

**Directions (1-5):** Fill in each of the numbered blanks in the following passage with the most suitable word out of the alternative given against each number. (1) her monumental reputation the Mona Lisa was a (2) thirty-one inches by twenty one inches. smaller even than the poster of her sold in the Louvre Gift shop. She hung on the north west wall of the salledes Etats (3) a two inch-thick pane of protective Plexiglas. Painted on a popular wood panel her (4) mistfilled a atmosphere was attributed to Da Vinci's mastery of the Sfumato style. In which forms appear to(5) in to one another.

1. Find out the appropriate word? b) Unlikely to a) Despite d) None of the above c) Even with 2. Find out the appropriate word? b) Mere a) Oily d) None of the above c) Just Find out the appropriate word? 3. a) In b) On c) Behind d) None of the above 4. Find out the appropriate word? a) Ethereal b) Curious c) Pictorial d) None of the above 5. Find out the appropriate word? a) Get duplicated b) Evaporate c) Constituted d) None of the above **Directions (6-11):** Choose the right 'parts of speech' of the words given in the questions below. 6. Degauss a) Noun b) Adjective

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c) Verb

# d) None of the above

d) None of the above

d) None of the above

- 7. Culvert
  a) Noun
  b) Adjective
  c) Verb
  d) None of the above
- 8. Plumosea) Nounc) Verb
- 9. Maraud a) Noun
  - c) Verb
- 10. Halcyon a) Noun
  - c) Verb

b) Adjectived) None of the above

adem

b) Adjective

b) Adjective

11. Shard a) Noun c) Verb

b) Adjective d) None of the above

Directions (12-20): Read the passage and answer the questions:

The last one in the long procession of silent men and women was a little wizened old man. Even he carried a load of two baskets, slung on a pole on his shoulder. the same load of a folded quilt. a cauldron. But there was only one cauldron. In the other basket it seemed there was a quilt, extremely ragged and patched but clean still. Al though the load was light. It was too much for the old man. It was evident that in usual times he would be beyond the age of work and was perhaps unaccustomed to such labour in recent years. His breath whistled as he staggered along and he strained his eyes to watch those who were ahead. of him lest he be left behind. and his old wrinkled face was set in as sort of gasping agony

Suddenly he could go no more He set his burden down with gentleness and sank upon the ground. his head sunk between his knees. his eyes closed, panting desperately. Starved as he was. a little blood rose in dark patches on his cheeks. A vendor selling hot noodles set his stand near. and shouted his trade cry. and the light from the stand fell on the old man's drooping figure. A man passing stopped and muttered. looked as him. 'I swear I can give no more this day if I am to feed my own even nothing but noodles-but here is this old man. He brought out of he ragged girdle a bit of silver coin, and after a moment's hesllation and muttering. he added to it a copper penny.

The Best Coaching Institute For TNPSC, Bank, SSC, Police Exam, TET Exam, Railways Exams **8939 144 344** 2 **www.weshineacademy.com**  There, old father'. he said with a sort of bitter heartiness. 'let me see you eat noodles'. The old man lifted his head slowly. He said, Sir I did not beg of you. Sir, we have good land and we have never been starving like this before. having such good land. But this year the river rose and men starve even on good land at such times. Sir, we now, have no seed left. We have eaten our seed'. Take it said the man, and he dropped the money into the old man's apron and went on his way sighing.

The vendor prepared his bowl of noodles and called out. 'How many will you eat, old man? The old man said. 'One small bowl is enough

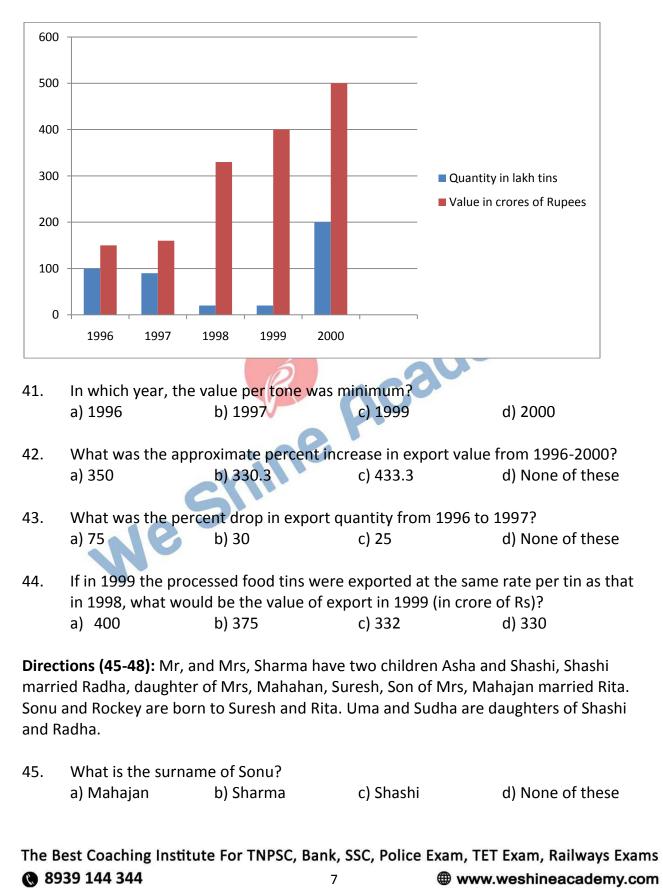
Then the old man rose with great effort and took the bowl between his shaking hand and he went to the other basket. He pulled a side the quilt until one could see the shrunken face of a small boy lying with his eyes fast closed. The old man lifted his head so that his mouth could touch the edge of the little bowl. he began to swallow feebly until the hot mixture was finished. The old man kept inurmuring to him 'There my heart ...... there. my child......'. Your grandson? Said the yendor. Yes, the son of my only son. Both my son and his wife were drowned as they worked on our land when our dikes broke. 'But you have the silver bit' cried the vendor. astonished to see that the old man ordered on more. The old man shook his head. That is for seed .The best I can do for this grandson of mine to buy a little seed for the land ....... Yea even. I die and others must plant it the land must be put to seed.

12.	Meaning of Cauldro a) Narrow necked e b) Large kettle for b c) Metallic pot for c d) Metallic box to c	arthen pot oiling or heating li arrying water arry clothes	quid	
13.	The background of a) France	b) New York	c) China	d) England
14.	Meaning of stagger a) To reel from side c) To bend the body	to side b) T	o walk unsteadily None of the above	
15.	The passer by was: a) Very rich	b) Not quite rich	c) Very poor	d) Unkind
16.	The old man straine a) He was afraid of b) It was getting dat c) His eye sight was	being left behind rk	2:	
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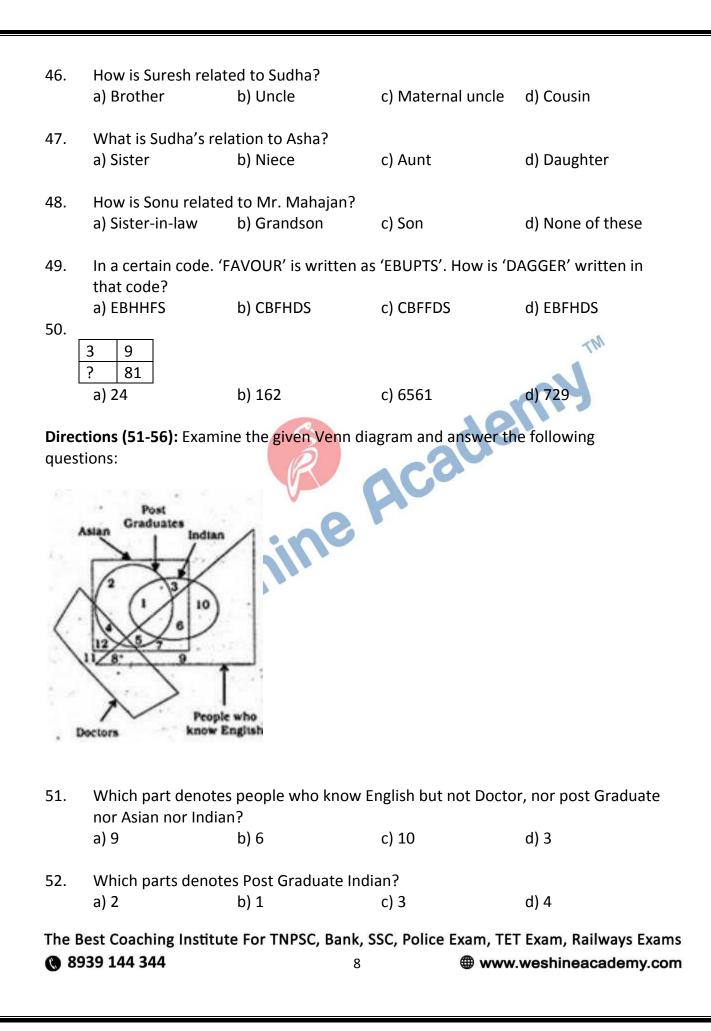
	d) It was too hot
17.	The men and women in the procession were silent because:a) They carried much loadsb) They were busy walkingc) They were tiredd) They were frightened
18.	The old man hesitated to take the silver coin because a) He did not understand why the man was giving him a coin b) He was surprised c) It was below his dignity to take alms d) He had enough money
19.	Meaning of panting a) Dizziness b) Slow breathing c) Rapid breathing d) Lay down straight
20.	Find the mis-match. a) unaccustomed – not used to b) agony- hungry c) desperately- without both ering about anything d) drooping –bent
21.	<ul> <li>A, B, and C enter into a partnership. A invests some money at the beginning. B invests double the amount after 6 months and C invests three the amount after 8 months. If the annual profit be Rs.27000 C's share its:</li> <li>a) Rs.9000 b) Rs.11250 c) Rs. 10,800 d) Rs. 8625</li> </ul>
22.	A is twice as good a workman as B and together they finish a piece of work in 14 days. The number of days taken by A alone to finish the work is: a) 11 b) 21 c) 28 d) 42
23.	Each boy contributed rupees equal to the number of girls and each girl contributed rupees equal to the number of boys in a class of 60 students. If the total amount thus collected is Rs. 1600. how many boys are there in the class? a) 30 b) 25 c) 50 d) Data Inadequate
24.	(x % of y + y % of x ) is: a) x % of y b) y % of x c) 2% of xy d) xy % of 3
25.	The barrels contain a mixture of ethanol and gasoline. The content of the ethanol is 60% in the first barrel and 30% in the second barrel. In what ratio must the
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	mixtures from the containing 50% etl		barrels be taken to	form a mixture
	a) 1:2	b) 2:1	c) 2:3	d) 3:2
26.	•	M denote the large	rees are integers and st of these 6 angles. <sup>-</sup> c) 175 degree	
	_		, C	
27.	•		disk into a maximum lines divide a circulaı c) 10	•
28.	exchange rate in 1 and 400 respective	990 was 1m. 0.6n th ely with 1990 as a ba	re denoted by m and le price level in 2006 lise of 100. The excha consideration is 1 m: c) 1.6n	in M and N are 150 nge rate in 2006 based
29.	The age of Mr. Bha	agal in 2002 was 1/9	0 of his birth year, W	hat is his age in 2006?
	a) 30	b) 28	c) 26	d) 22
the s	quare of the speed a	nd Rs. 64 per hour f		tank is proportional to bh. Other costs amount a constant speed.
30.	The must economi	cal speed for this jo	urney is:	
		b) 30 kmph		d) 40 kmph
31.	The total cost for t	he journey at this m	ost economical spee	d is:
	a) Rs.6000	b) Rs.8000	c) Rs.10000	d) Rs.11000
32.	Surf Blue detergen	it. The rest were uns e and those who we	sure. If the difference	nereas 60% opted for e between those who low many respondents
	a) 1800	b) 1440	c) 3600	d) Data Inadequate
33.			by a municipal corpo ners favoured it whil	
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				operty owners. What is the he one favouring the
	a) 0.80	b) 0.52	c) 0.40	d) Data Inadequate
34.		revolutions will the		aller wheel of diameter ake when the Larger one
	a) 18	b) 20	c) 25	d) 30
35.	discount. He the	bought a car and got n sold it at 20% profi on the original price	t on his purchase	price, what per centage
	a) 24%	b) 12%	c) 5%	d) 17% 🔨
36.	and breadth is in		increase the leng	ts length is reduced by 5m oth by 2m and breadth by f the rectangle is: d) 18.5m
37.	do not prefer fish		and 10 do not pre	. In this party,50 persons fer either chicken or fish. iickem. d) 10
38.		9 and that of failed		. If the average of passed he number of candidates
	a) 100	b) 110	c) 120	d) 80
39.	then the number to P then the nur	of students is each	room is same. If 2	ts are sent from P to Q. 0 students are sent from Q in Q. The number of
	a) 60.40	b) 70.50	c) 80.60	d) 100.80
40.		vo digits is K times th the digits is the sum b) 10+k	•	, then the number formed iplied by: d) k-1
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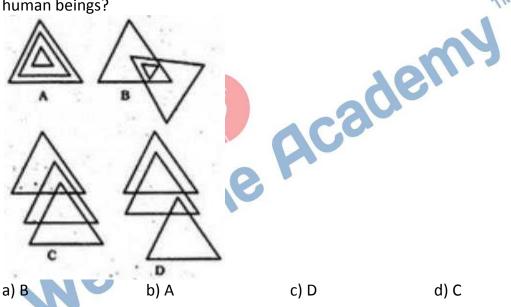


Directions(41-44): Study the following graph and answer the questions.

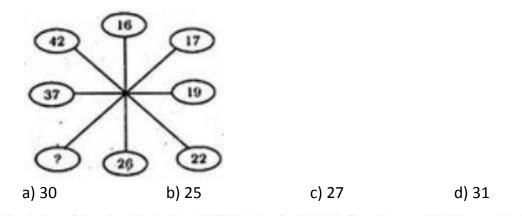


53.	Which part denote a) 10	es only Indian who ki b) 9	nows English? c) 3	d) 6
54.	Which part shows a) 9	Doctors who know E b) 12	English? c) 4	d) 8
55.	Which part denote a) 1	es only Asian Post Gr b) 4	aduates? c) 2	d) 5
56.	Which part denote a) 5	es Asian Post Gradua b) 7	tes who know Englisl c) 4	h? d) 1

57. Which of the following combination of figures best represent males, fathers, human beings?

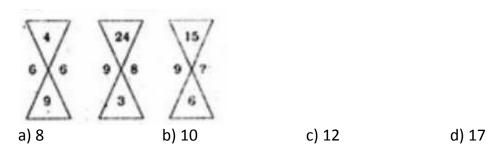


**Directions(58-59):** In the following questions find out the missing number: 58.



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How many meaningful words can be formed by using any two letters of the word 60. NOT?

a) One c) Three d) Four b) Two

Directions(61-64): A company launches eight products Q, R, S, T, U, V, W, Y, and Z in one of the four metros of India. The products were launched one after the other over the period of 6 months in 2006. The order in which the products were launched is eAcad

consistent with the following conditions:

V is launched before both Y and Q

Q gets launched after Z

- T gets launched before V but after R
- S gets launched after V

R gets launched before W

Which one of the following could be true? 61. a) Y is the second product to be launched b) R is the third product to be launched c) Q is the fourth product to be launched d) S is the fifth product to be launched

62. If Z is the seventh product to be launched, then which one of the following could be true?

a) W is the fifth product to be launched

- b) T is the fourth product to be launched
- c) R is the second product to be launched
- d) V is the 6<sup>th</sup> product to be launched
- If Q is the 5<sup>th</sup> product to be launched then each of the following could be true 63. except:

a) Z is the first product to be launched

b) T is the 2<sup>nd</sup> product to be launched

The Best Coaching Institute For TNPSC, Bank, SSC, Police Exam, TET Exam, Railways Exams 8939 144 344 10 www.weshineacademy.com c) V is the 3<sup>rd</sup> product to be launched d) W is the 4<sup>th</sup> product to be launched

- 64. If S is the fifth product to be launched, which of the following is correct? a) Q is the second product to be launched
  - b) V is the seventh product to be launched
  - c) T is the sixth product to be launched
  - d) None of these

**Directions(65-69):** In each question below are given two statements followed by two conclusions numbered I and II. You have to take the two given statements to be at variance for commonly known facts and then decide which of the given conclusions logically follows from the two given statements. Read both the statements and give answer as: Academ

- a) If only conclusion I follows
- b) If only conclusion II follows
- c) If either I or II follows
- d) If neighter I nor II follows

#### 65. Statements:

I. Some Art works are paintings. II. All paintings are Master pieces. **Conclusions:** I. All Master pieces are paintings II. Some Master pieces are Art works

### 66. Statements:

I. Some men are Genius. II. No brother is Genius. **Conclusions:** I. Some brothers are men. II. Some brothers are not men.

#### 67. Statements:

I. All pants are skirts. II. No shirt is a skirt. **Conclusions:** 

I. Some skirts are pants.

II. All shirts are pants.

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# 68. Statements:

I. All planes are Tyres.
 II. All Tyres are engines.
 Conclusions:
 I. No Engine is a plane
 II. No tyre is a plane

# 69. Statements:

I. Some cartoons are funny.
 II. Some cartoons are silly
 Conclusions:
 I. All funny are cartoons
 II. Some silly are cartoons

**Directions(70-77):** Follow the given Instructions:

Each item has a question followed by two statements. Mark (1) If the question can be answered by statement I alone. Mark (2) If the question can be answered with the help of II alone. Mark (3) If the question can be answered with the help of both the statements but not with the help of either statements itself. Mark (4) If the question cannot be answered with the help of both the statements.

- 70. The average of three quotations for a particular item is Rs. 12O. Is the highest quotation less than or equal to Rs. 139?
  I. The lowest quotation is of Rs.90
  II. One of the quotation is Rs. 125
- 71. How many people read both Economic Times and Financial Express?
  I. Out of 300 readers 200 read Financial Express, 220 read Economic Times and 50 read Indian Express.

II. Out of total 300 readers 220 read Economic Times, 200 reads Financial Express and 50 read Neither.

72. A bus started from bus stop P. developed engine trouble and reached bus stop Q. 40 minutes late. What is the distance between the bus stops P and Q?
I. The engine trouble developed after travelling 40 kms from bus stop P and the speed reduced to <sup>1</sup>/<sub>4</sub>th of the original speed.

II. The engine trouble developed after travelling 40kms from bus stop P in 2 hours and the speed reduced to  $\frac{1}{4}$  th of the original speed.

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- 73. What is the value of prime number x?I. X+Y is a two digit number > 50.II. Y is a two digit number.
- 74. What is the Time difference in Nairobi and Mumbai?
  I. The departure time at Nairobi is exactly 6 P.M. local time and the arrival time in Mumbai is next day 3 AM local time.
  II. Flight time is six hours.
- 75. Sujata is the eldest daughter. what is the current age of her father?I. Current age of sujata is 25 years and current age of her sister Sangeeta is 20 years.

II. Sangeeta's current age is  $\frac{1}{3}$  rd of father's age five years before.

76. Alka has two sisters and one brother. How many sisters does Sandhya have?I. Aklka and Sandhya are sisters.I. Sandhya has one brother

II. Sandhya has one brother.

- 77. Madhav likes car x because its cost Rs. 5,00,000 is cheapest in C segment and Raghav likes car Y because its cost Rs.7,00,000 is highest in C segment. Which vechile will be selected by Keshav?
  - I. Keshav is looking for a car which is average representation of C segment.

II. Keshav, s budget is around Rs. 5,50,000.

**Directions (76-80):** Refer to the following table. Given below are the win loss histories of four tennis players in three set matches and number of matches played.

	Р	Q	R	S
Won 2-0	23	18	10	16
Won 2-1	13	16	13	14
Won 0-2	8	13	16	13
Lost 1-2	6	8	20	17

- 78. If a win carries an award of Rs. 15000 and a loss of Rs.1000 which is the largest difference in prize money earned among the four?
  a) Rs.7000 b) Rs.14000 c) Rs.5000 d) Rs.9000
- 79. As in the case above, what is the lowest average prize money won per match by any player?

a) Rs.1135 b) Rs.1300 c) Rs.1195 d) Rs. 1150

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80.	As in the case above. what is the highest average prize money won per match by any player?			
	a) Rs. 1495	b) Rs.1360	c) Rs.1460	d) Rs. 1410
81.	The universal recij a) O	pient blood group i b) AB	s: c) A	d) B
82.	Which one of the a) China	following is not a n b) USA	uclear power? c) Japan	d) UK
83.	Speed of sound is	maximum in:		
	a) Water	b) Air	c) Steel	d) Vacuum
84.	Which acid is usec a) Nitric acid	l in lead storage ba b) Sulphuric acid	c) Hydrochloric	cacid d) None of these
85.	Why do fighter plances fly at great heights? a) to escape from birds b) to cross the sound barrier c) to overcome gravitational force d) to escape detection by radar.			
86.	Dialysis is used to a) Lungs	perform the function b) Heart	on of: c) Liver	d) Kidneys
87.	Who among the fo Committee?	ollowing was the ch	airman of the Cons	stitution Drafting
	a) Dr.Ambedkar	-	Dr. Rajendra Prasad	k
	c) Sardar Patel	d)	Motilal Nehru	
88.	Who among the for paraliament?	bllowing decides th	e cancellation of th	e election of a person to
	a) Election Commi	•	Supreme Court	
	c) The Parliament	d)	None of these	
89.	Indian Constitutio			
	a) Unitary State	,	Federal State	
	c) Quasi State	d)	Union of States	
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90.	The gas used in So a) Oxygen	da Water is: b) Ammonia	c) Carbon Dioxide	d) Sulphur Dioxide
91.	Who is the current a) Mansoor Ali Kha c) Aamir Khan	•	aif Ali Khan alman Khan	
92.	During the debate raisting the issue o a) Mr. Pranab Muk c) Mr. Lal Krishna A	f Corruption? herjee b) N	Lokpal Bill, who salute ⁄Ir. Manmohan Singh mt. Sushma Swaraj	d Anna Hazare for
93.	with Insider Tradin	g in stock Market?	vas settled in USA was	TM
	a) Rajat Gupta	b) Vikram Pandit	c) Rajiv Goel	d) Roomy Khan
94.	Who married princ England?	e willian recently a	nd may become the n	ext Queen of
	a) Kate Middleton	b) Rosie pose	c) Jecca Craig	d) Olivia Hunt
95.	2011 series from Ir	ndian side?	recently concluded in	-
	a) R Ashwin	b) Ravindra Jadej	a c) Vinay Kumar	d) Suresh Raina
96.		bowlers could not g ir b) S	nd ODI 2011 series, the get out even once. Wh uresh Raina 8. Ashwin	
97.	Budha Intenationa	l Circuit is related v	vith which sport?	
	a) Cricket	b) Foot ball	c) FI Car Race	d) Tennis
98.	Which is the highe a) Rock Star c) Slumdog Million	b) F	in Bollywood as claim A. One Jausam	ed recently?
99.	at Dharamasala?		the recently conclude	ed Tibet Film Festival
	a) Mother c) Prayers Answere	•	he Sun Beaten path eaving fear Behind	
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100.	Who is elected as the interim Prime Minister of Libya?		
	a) Ali Tarhouni	b) Mahmoud Jibril	
	c) Abdel Rahim Al-kib	d) Saif- Al- Islam Gaddafi	

### **PROFESSIONAL KNOWLEDGE**

- 101. Niche marketing can be done for: a) Readymade garments b) Ballpoint pens c) Diamond jewellery d) Golf Clubs
- 102. Word-of-mouth marketing is:
  - a) Triggered by the company
  - b) Unpaid advertising
  - adem c) Used by the company to influence behavior
  - d) None of these
- 103. CRM is a short form of:
  - a) Customer Relationship Management
  - b) Company Resource Marketing
  - c) Consumer Reaching Marketing
  - d) Customer Relationship Marketing
- 104. Five stage model of the consumer buying process does not include:
  - b) Post-purchase behavior
  - c) Evaluation of alternatives d) Product perception
- 105. Segmentation of consumer markets is based on
  - a) Consumer Characteristics
    - c) Consumer challenges

a) Problem recognition

- b) Consumer responses
- d) Both (1) and (2)
- 106. The stages of the product life cycle in chronological order is: a) Introduction, growth, maturity, decline b) Introduction, growth, maturity, stagnation, decline

  - c) Introduction, maturity, decline
  - d) Introduction, maturity, stagnation, decline
- 107. The key to competitive advantage is differentiation.
  - a) Position b) Product
  - c) Conformance d) Customer Consulting

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108.	<ul> <li> consists of a few companies p</li> <li>a) Monopolistic Competition</li> <li>c) Oligopoly</li> </ul>	producing essentially the s b) Pure Competition d) Pure monopoly	ame commodity.
109.	Which of the following is not a 'm a) Counterfeiter b) Adapter	arket follower' strategy? c) Initiator	d) Cloner
110.	<ul> <li> is registering, trafficking ,or u</li> <li>profit from the goodwill of a trade</li> <li>a) Email marketing</li> <li>d) Web scraping</li> </ul>	•	
111.	The following is the biggest limita a) It forces consumer to buy the t b) It sells gloss and dreams to pro- c) It tells consumers about the arr d) All of the above	hings he does not need. spective buyers.	arket.
112.	The client of an advertising agenc a) Customer b) Major	y is called: c) Corporate	d) Account
113.	Under the barter scheme a) Firms can offer products and se cheap advertising services. b) Firms buy products from marke c) Cost discounting is the key issue d) None of these	et and supply products to	
114.	If the objective is then price the largest possible number of po a) Market penetration c) product enhancement	tential consumers. b) Niche Marketing	etitively to appeal to
115.	<ul> <li> include medical specialist a</li> <li>a) Speciality services</li> <li>c) Primary services</li> </ul>	nd legal advisors. b) Speciality products d) Secondary services	
116.	The represents our expecta the lead time. a) Recorder point	ations of the general need b) Safety stock quantity	for the item during
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	c) Recordering policy	d) Recordering cycle		
117.	is the principle of organiz	ation of a region around se	everal political, social	
	or financial centres.			
	a) Ethnocentrism	b) Polycentrism		
	c) Marketing expansion	d) Gobal marketing		
118.	Material culture is divided into tw	wo parts:		
	a) Language, Aesthetics	b) Technology, Economics	5	
	c) Education Religion	d) Attitudes, Values		
119.	Identify the group name, whose	mission statement is:		
	a) Reliance	b) Tata		
	c) Bharti enterprises	d) Kotak Mahindra	TW	
120.	is the latest-buzzword in c			
	a) Service quality	b) Service sector 🔪 🦱		
	c) Service industry	d) All of the above		
121.	Relatively large, low-cost, low-ma	argin high-volume, self-serv	vice operations etc.	
	a) Super market	b) Discount store		
	c) Department store	d) Convenience store		
122.	Distribution mix refers to:			
	a) Selection of different distribut	ion channels like Distributio	on-Wholesaler-	
	Retailers – Consumer etc.			
	b) Selection of sales promotion to	echniques, Advertising, Sale	es-promotion,	
	personal selling etc.			
	c) Selection of pre-sales during sa	ales after sales service etc.		
	d) All of the above			
123.	Products under the brand name	'Enfield' are		
129.	a) Motor Cycles b) Television		d) All of the above	
			dy fail of the above	
124.	N= S/P (1+ T) indicates the:			
	a) Work load method	b) Sales potential method	1	
	c) Incremental method	d) Sales budget		
		, 0		
125.	'Dividend Yield' is the ratio betwe	een		
	a) Dividend per share, market pri	ice per share		
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		TO A MAN		

- b) Total debt, total equity c) Market price per share, earnings per share d) None of these 126. A bank expects fall in price of a security if it sells it in the market. What is the risk that the bank is facing? a) Market risk b) Operational risk c) Asset liquidation risk d) Market liquidity risk
- 127. When a company acquires a supplier through an acquisition strategy, this is referred to as
  - a) Vertical marketing system
- b) Forward Integration
- c) Horizontal Integration
- d) Backward Integration
- 128. Charles Revson of Revlon observed: 'In the factory. we make cosmetics: in the store, .
  - a) we make profits c) we implement ads
- b) we challenge competitiors d) we sell hope
- 129. Mohan Sawhney has proposed the concept of to describe a cluster of complementary products and services that are closely related in the minds of consumers but are spread across a diverse set of industries. a) metamarket b) vertical integration
  - c) horizontal integration
- d) Betamarket
- 130. A tobacco company advertises its line of music cds. It is a type of:
  - a) Substitute advertising
- b) Surrogate advertising
- c) Out door advertising
- d) none of these
- 131. You watch a movie and find out that a particular brand crops up in it very often. It is an example of:
  - a) Surrogate advertising
  - c) Covert advertising
- b) Broadcast advertising
- d) none of these

- 132. What is a logo?
  - a) Pictorial representation of what the company stands for
  - b) Graphic or emblem used by a company to trigger instant company
  - c) The short form of the name of the company
  - d) All kinds of advertisements used by the company

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133. Diffusion of Innovations is a theory that seeks to explain how, why, and at what rate new ideas and technology spread through cultures. The adopters of these innovations are categorized in five categories. Which of the following is incorrect? a) Early adopters b) Early majority c) Late adopters d) Late majority 134. Database marketing is: a) Direct form of marketing b) Indirect form of marketing c) Most efficient form of advertising d) None of these 135. Segmentation is: a) A method to divide the market in to efficient in to different groups according to age only b) A method used to understand consumer behavior c) A method used to divide the market in different individual groups of similar Needs or wants d) None of these 136. B2B means: a) Buyer to brand b) Business to business d) none of these c) Business to buyer 137. Who started the first Hypermarket? a) Walmart b) Carrefour c) Casino d) the dolla store 138. The first step of sales process is: a) Lead generation b) Convincing the buyer c) Selling the product d) showing a product 139. Core competence of a company helps it to: a) Maintain an edge over its competitors b) Position its product better c) Price its product better d) All of these 140. Laggards are: The Best Coaching Institute For TNPSC, Bank, SSC, Police Exam, TET Exam, Railways Exams

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	a) Individuals who do not accept an innovation b) Individuals who are the last to accept an innovation c) Individuals seeking innovations d) None of these		
141.	Consumer research takes place a a) Before purchase c) During the purchase	t this stage b) After purchase d) All of these	
142.	SWOT analysis does not contain t a) Strength c) Opportunity	this. b) Weakness d) Talent	
143.	This is not direct marketing: a) Door to door selling c) Telemarketing	b) Internet marketing d) None of these b) Product	
144.	Trademark is the legal work of: a) Brand c) Patent	b) Product d) None of these	
145.	Which of the following is not an a a) Consistency in brand image b) Ability to leverage good ideas c) Uniformity of marketing practi d) None of these	quickly and efficiently	
146.	The four Ps of Marketing do not i a) Product c) Profit	nclude this b) Price d) Promotion	
147.	Porter's Five Force Model include a) Bargaining power of customer b) Advertising c) Threat of substitute product d) Bargaining power of suppliers	25:	
148.	The Letter T in PEST stands for: a) Treats	b) Technological	
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c) Teacher

## d) Table

- 149. Brad Loyalty is defined by Kotler In for behavioral pattern. Which of the following is not one of thema) Hard Core Loyalsb) Shifters
  - a) Hard Core Loyals c) Semi Loyals

d) Shifting Loyals

-W

150. Marketing does not involve which of the following?a) Sellingb) Promotingc) Advertisingd) None of these

### **ANSWERS**

					-				
1. a	2. b	3. c	4. a	5. a	6. c	7. a	8. b	9. c	10. c
11. a	12. b	13. c	14. b 🚽	15. c	16. a	17. c	18. a	19. c	20. b
21. a	22. b	23. d	24. c	25. b	26. d	27. a	28. a	29. c	30. d
31. b	32. a	33. b	34. c	35. a	36. c	37. a	38. a	39. d	40. c
41. a	42. d	43. c	44. d	45. a	46. c	47. b	48. d	49. b	50. c
51. a	52. b	53. a	54. d	55. c	56. a	57. a	58. d	59. b	60. c
61. d	62. a	63. d	64. d	65. b	66. d	67. a	68. d	69. d	70. c
71. b	72. b	73. d	74. c	75. c	76. a	77. c	78. a	79. c	80. b
81. b	82. d	83. c	84. b	85. d	86. d	87. a	88. a	89. d	90. c
91. d	92. b	93. a	94. a	95. b	96. c	97. c	98. b	99. c	100. c
101. c	102. b	103. a	104. d	105. d	106. b	107. b	108. c	109. c	110. b
111. a	112. a	113. b	114. a	115. d	116. a	117. b	118. b	119. a	120. a
121. a	122. a	123. a	124. b	125. a	126. d	127. d	128. d	129. a	130. b
131. c	132. b	133. c	134. a	135. c	136. b	137. b	138. a	139. a	140. b
141. d	142. d	143. d	144. a	145. d	146. c	147. b	148. b	149. c	150. d

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