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Direction (1-10): Read the following passage carefully and answer the questions given below. Certain words are printed in bold to help you locate them while answering some of these.

Blogs. Digital photo and video sharing. Podcasts. Rip/Mix/Burn. Tagging. Vlogs. Wikis. These buzzwords point to a fundamental social change fueled by cheap personal computers (PCs) and servers, the Internet and its local wired/wireless feeder networks, and powerful, low-cost software. Citizens have morphed from passive media consumers to digital-media producers and publishers. Libraries and scholars have their own set of buzzwords: digital libraries, digital presses, e-prints, institutional repositories, and open-access (OA) journals, to name a few. They **connote** the same kind of change: a democratization of publishing and media production using digital technology. It appears that we are on the brink of an exciting new era of Internet innovation: a kind of digital utopia. Gary Flake of Microsoft has provided one striking vision of what could be (with a commercial twist) in a presentation entitled "How I Learned to Stop Worrying and Love the Imminent Internet Singularity," and there are many other visions of possible future Internet advances.1 When did this metamorphosis begin? It depends on who you ask. Let's say the late 1980s, when the Internet began to get serious traction and an early flowering of non-commercial digital publishing occurred. In the subsequent twenty-odd years, publishing and media production went from being highly centralized, capital-intensive analog activities with limited and well-defined distribution channels, to being diffuse, relatively low-cost digital activities with the global Internet as their distribution medium. Not to say that print and conventional media are dead, of course, but it is clear that their era of **dominance is waning**. The future is digital. Nor is it to say that entertainment companies (e.g., film, music, radio, and television companies) and information companies (e.g., book, database, and serial publishers) have **ceded** the digital-content battlefield to the upstarts. Quite the contrary. High-quality, thousand-page-per-volume scientific journals and Hollywood blockbusters cannot be produced for pennies, even with digital wizardry. Information and entertainment companies still have an important role to play, and, even if they didn't, they hold the copyrights to a significant chunk of our cultural heritage. Entertainment and information companies have understood for some time that they must adapt to the digital environment or die, but this change has not always been easy, especially when it involves **concocting** and embracing new business models. Nonetheless, they intend to thrive and prosper—and to do whatever it takes to succeed. As they should, since they have an obligation to their shareholders to do so. The thing about the future is that it is rooted in the past. Culture, even digital culture, builds on what has gone before. Unconstrained access to past works helps determine the richness of future works. Inversely,

when past works are inaccessible except to a privileged minority, future works are impoverished. This brings us to a second trend that stands in opposition to the first. Put simply, it is the view that intellectual works are property; that this property should be protected with the full force of civil and criminal law; that creators have perpetual, transferable property rights; and that contracts, rather than copyright law, should govern the use of intellectual works.

1. Which of the following has been one of the consequences of the availability of cheap and powerful digital technology?
 - i. Publishing and media production is no more a privilege of the few
 - ii. It has brought print and conventional media to an end
 - iii. The quality of the content of publishing and media production has severely deteriorated

A. Only (i)
B. Only (i) and (ii)
C. All (i), (ii) and (iii)
D. Only (i) and (iii)
E. Only (ii)
2. An important factor bolstering the position of entertainment and information companies against the digital content is-
 - A. the inaccessibility of digital content by millions of people
 - B. the issues of intellectual rights with respect to digital content
 - C. the high cost attached with the high quality journals, Hollywood blockbusters etc
 - D. the vulnerability of the distribution medium i.e the global internet
 - E. All of the above
3. According to the passage, the richness of future works can be ensured by:-
 - A. the implementation of perpetual, transferrable property rights
 - B. learning from the past as the future is rooted in it
 - C. preserving our digital heritage
 - D. democratization of publishing and media production
 - E. enabling access to past works without constraints
4. What is the motive of the author behind writing this passage?
 - A. To highlight the plight of entertainment and information companies caused by the advent of digital technology
 - B. To show how digital utopia can be achieved
 - C. To analyse the impact of digital technology on conventional media in the light of copyright laws
 - D. To examine the conflicting situation of intellectual property rights and universal accessibility
 - E. None of these

5. Which of the following statements can be inferred from the given passage?
- The inseparability of the past and the future works has worked out in the favour of conventional media
 - The digital technology has empowered the citizens by enabling their active participation in it
 - Print and conventional media had enjoyed monopoly before the arrival of digital technology
- A. Only (i) B. Only (i) and (ii)
 C. Only (i) and (iii) D. All (i), (ii) and (iii)
 E. Only (ii) and (iii)
6. Which of the following is most similar in meaning to the word 'concocting' given in bold as used in the passage?
- A. Faking B. Pretending
 C. Devising D. Manipulating
 E. Uncovering
7. Which of the following is most similar in meaning to the word 'ceded' given in bold as used in the passage?
- A. Conveyed B. Acquired
 C. Contended D. Relinquished
 E. Accepted
8. Which of the following is most similar in meaning to the word 'connote' given in bold as used in the passage?
- A. Provoke B. Predicate
 C. Infer D. Instigate
 E. Demand
9. Which of the following is most opposite in meaning to the word 'dominance' given in bold as used in the passage?
- A. Hegemony B. Primacy
 C. Subjugation D. Precedence
 E. Subservience
10. Which of the following is most opposite in meaning to the word 'waning' given in bold as used in the passage?
- A. Ebbing B. Receding
 C. Dwindling D. Accentuating
 E. Eroding

Direction (11-20): Read the following passage carefully and answer the given questions. Certain words/phrases are given in bold to help you locate them while answering some of the questions.

The World Bank's agreement with the India-led International Solar Alliance (ISA) to help it mobilise a trillion dollars in investments by 2030 and its billion-dollar programme to support Indian initiatives for expanded solar generation are significant steps in the global transition to a clean energy pathway. While the cost of solar power has been declining, one of the biggest obstacles to a scale-up in developing countries has been the high cost of finance for photovoltaic projects. That problem can be addressed by the ISA through the World Bank partnership, as the agreement will help develop financing instruments, reduce hedging costs and currency risks, and enable technology transfer. India has raised its **ambitions** five-fold

since the time it launched the National Solar Mission, and the target now is an installed capacity of 100 gigawatts by 2022 out of a total of 175 GW from all renewables. Strong policy support is also necessary to improve domestic manufacture of solar cells and panels, which has remained unattractive because cheap imports are available. India's efforts have also suffered a setback, with the adverse WTO ruling against the **stipulation** of a prescribed level of domestic content for solar projects. Developing a strong solar manufacturing industry is essential for sustained economic growth, and to connect those who never had the boon of electricity.

Support from the World Bank for large-scale and rooftop solar deployments, innovative and hybrid technologies, and storage and transmission lines presents an opportunity for India to go the German way and achieve *energiewende*, or energy transition. For instance, the \$625-million grid-connected rooftop solar fund could help strengthen State-level programmes for net **metering**. A transparent regime that enables individuals and communities to plug into the grid without bureaucratic **hurdles** would unlock small-scale private investment. There are several pointers from Germany's experience as a leading solar- and wind-powered nation to prepare for a major ramping up of these green sources. Arguably, the strength and reliability of a power grid capable of handling more power than is available are fundamental to induct higher levels of renewable power. The emphasis here must also be on improving transmission lines: the World Bank programme promises to provide the necessary linkage to solar-rich States. Making power grids intelligent to analyse and give priority to use the output of renewables, accurately forecast the weather to plan next day generation, and viability mechanisms for conventional coal-based plants are other aspects that need attention. Innovation in battery technology is a potential gold mine for the solar alliance and for India to **exploit**.

11. Which among the following is **FALSE** according to the passage given above?
- A. the World Bank programme promises to provide the necessary linkage to solar-rich States
 B. Innovation in battery technology is a potential gold mine for the solar alliance and for India to exploit
 C. The \$652-million grid-connected rooftop solar fund could help strengthen State-level programmes for net metering.
 D. Both A and C
 E. None of the above
12. As the cost of solar power declined, what proved to be one of the biggest obstacles for a scale-up in developing countries?
- A. necessary to improve domestic manufacture of solar cells and panels
 B. Innovation in battery technology
 C. the high cost of finance for photovoltaic projects
 D. Both A and C
 E. All of the above

13. According to the passage, what is essential for sustained economic growth and to connect those who have never had electricity?
- Develop a strong solar manufacturing industry
 - Making power grids intelligent to analyse and give priority to use the output of renewables
 - viability mechanisms for conventional coal-based plants are other aspects that need attention
 - both A and C
 - All of the above
14. How according to the passage will the World Bank's agreement with the India-led International Solar Alliance (ISA) help?
- develop financing instruments
 - reduce hedging costs and currency risks
 - and enable technology transfer
 - Only A and C
 - All the above
15. Which of the following would be a suitable title of the passage?
- World Bank and International Solar Alliance (ISA)
 - the solar alliance
 - The World Bank's agreement with the India-led International Solar Alliance (ISA)
 - Sunny times for solar
 - solar energy programme
16. Which among the following is MOST SIMILAR in meaning to the word "ambition"?
- apathy
 - diffidence
 - agitation
 - complacency
 - aspirations
17. Which among the following is MOST OPPOSITE in meaning to the word "hurdles"?
- opening
 - quixotic
 - traverse
 - snag
 - hedge
18. Which among the following is MOST SIMILAR in meaning to the word "stipulation"?
- dearth
 - implication
 - clause
 - provocation
 - request
19. Which among the following is **MOST OPPOSITE** in meaning to the word "metering"?
- measuring
 - Appraising
 - quantifying
 - guessing
 - provoking
20. Which among the following is **MOST SIMILAR in meaning** to the word "exploit"?
- adventure
 - reward
 - treasure
 - honor
 - esteem

Direction (21-25): Which of the following among (A), (B), (C), (D) and (E) given below the sentence should replace the set of words printed in **bold** in the sentence to make it grammatically correct?

21. Consumers struggling financially will clearly put cost first, **restricting purchases, shopping at several supermarkets for low prices and avoid impulse buying**

A. restricting purchases, shopping at several supermarkets for low prices and avoid impulse buying

B. restricting purchases, shop at several supermarkets for low prices and avoiding impulse buying

C. restricting on purchases, shopping at several supermarkets for low prices and avoiding of impulse buying

D. restricting purchases, shopping at several supermarkets for low prices and avoiding impulse buying

E. restricting purchases, having shopped at several supermarkets for low prices and avoiding impulse buying

22. The government has banned the current 1000 and 500 Rs notes **to put a check on** corruption and illegal use of fake currency to fund terrorism.

A. to stop

B. to delay

C. to ban

D. to put an end

E. No error

23. After the fee hike that happened a month ago, all the parents have been complaining that these **exorbitant prices are costing them arms and two legs.**

A. exorbitant prices are costing them an arm and a leg.

B. exorbitant prices are costing them their arms and legs.

C. exorbitant prices are costing them the selling of an arm and a leg.

D. exorbitant prices are costing them arms and a leg.

E. No correction required.

24. A regulatory body was expected to come up and **work towards facilitating smooth transfer of power in the country after the democratically elected faction staked its claim** to take over governance from the military.

A. work towards facilitate smooth transfer of power in the country after the democratically elected faction staked its claim

B. work towards facilitating smooth transfer of power in the country after the democratically elected faction staked its claim

C. work towards facilitating smooth transferring to power in the country after the democratically elected faction staked its claim

D. work by facilitating smooth transfer of power in the country after the democratically elected faction staked its claim

E. work towards facilitating smooth transfer of power in the country during the democratically elected faction staked its claim

25. The trees **shed his leaves every time autumn approaches but a healthy tree always gets** its leaves back in the spring, which explains the point that fighting spirit is enough to keep one afloat.

- A. Has shed their leaves every time autumn approaches but a healthy tree always gets
 B. shed their leaves every time autumn approaching but a healthy tree always gets
 C. have shed their leaves every time autumn approached but a healthy tree always gets
 D. shed its leaves every time autumn approaches but a healthy tree always get
 E. shed their leaves every time autumn approaches but a healthy tree always gets

Directions (26-35): Two statements with blanks have been given. These statements are followed by five alternatives. Choose the one which fits into the set of statements.

26. i. A lucky accident had ordained that the Austrian army should _____ the previous year on the very fields where the French had now to be fought.
 ii. During the seasonal sales at the mall, it is often impossible to _____ one's shopping cart through the crowded store aisles.
 A. Shove
 B. Promenade
 C. Amble
 D. Proceed
 E. Manoeuvre
27. (i) It was a/an _____ error on the part of the rescue diver to be so lethargic.
 (ii) Life gives you a number of moments to commit _____ mistakes, but how you handle and overcome them is a test of character.
 A. Unpredictable
 B. Negligible
 C. Silly
 D. Blatant
 E. Wonderful
28. (i). There was a lot of _____ over the quality of the goods received by the importer.
 (ii). The question was referred for arbitration to the emperor of Austria, whose award published in 1880, upheld the _____ of the Indians.
 A. Contention
 B. Discussion
 C. Upheaval
 D. Ruling
 E. Verdict
29. (i). The terms of most industrial issues were _____ between the investment banking firm and the corporation issuing the securities
 (ii). By the end of the day, the rangers had _____ only half the distance through the dense dark forest.
 A. Decided
 B. Agreed upon
 C. Negotiated
 D. Worked
 E. Discovered
30. (i) A troubled student and his PhD guide _____ a way for websites to reduce the incidence of spam which troubled internet users in the 2000s.
 (ii) One of the biggest drawbacks of concrete is that it often develops cracks and scientists have now _____ self-healing concrete.
 A. Create
 B. Devised
 C. Develop
 D. Thought
 E. invent

31. (i) The state museum building was _____ after the finishing touches were aglow in sunlight delighting the audience.
 (ii) Their 50th anniversary was a special occasion for the entire family as it came in the light of the newly resolved issues and it turned out to be a _____ affair.
 A. Enamored
 B. Splendid
 C. Reverberating
 D. Incongruous
 E. Surprising
32. (i). It is hard to believe the _____ of operations involved in this activity.
 (ii). The map is drawn to a _____ of 1 inch to 50 km.
 A. Magnitude
 B. size
 C. Scale
 D. Proportion
 E. Significance
33. (i) Governments in these countries should create education systems since _____ good schools the bulk of people entering the world force will not have the skills they need.
 (ii) We cannot process colour, details of rapid changes in our surroundings _____ the cone shaped cells packed around the centre of the retina.
 A. Lack
 B. missing
 C. deficient
 D. without
 E. absence
34. (i). The new born baby found _____ outside the city hospital last week was adopted by the mayor.
 (ii). The political party has _____ its policy of minority appeasement after its recent defeat in the general elections.
 A. Left
 B. Abandoned
 C. Sited
 D. Rescued
 E. Located
35. (i) The federal budget unable to do so with its current constraints, the whole purpose of devolution could be defeated by the potential for near- _____ of service delivery to the common citizen.
 (ii) Most of the schools having been partially damaged, including the _____ of boundary walls, classroom damage, furniture, etc
 A. dead
 B. collapse
 C. dropping
 D. smashing
 E. slipping

Direction (36-40): Rearrange the following six sentences (A), (B), (C), (D), (E) and (F) in a proper sequence to form a meaningful paragraph: then answer the questions that follow.

- A) Financial conditions in global markets are favourable at the moment, but a significant tightening could put pressure on both private sector and government finances—which could then affect growth prospects in these economies.
 B) It is now working on a new fiscal framework aimed at reducing both the fiscal deficit and the debt stock in the coming years.

66. Who among the following belongs to Kolkata?
 A. S B. R
 C. P D. V
 E. None of these
67. How many persons are there between T and Q?
 A. One B. Two
 C. Three D. Four
 E. None of these
68. Who among the following lives on the topmost floor?
 A. The one who belongs to Jaipur
 B. The one who belongs to Pune
 C. The one who belongs to Delhi
 D. The one who belongs to Mumbai
 E. None of these
69. Which of the following combinations is/are true?
 A. Floor no. 2- S- Mumbai
 B. Floor no. 5- U- Patna
 C. Floor no. 1- R-Kolkata
 D. Floor no. 8- T- Jaipur
 E. None of these
70. P belongs to which of the following city?
 A. Delhi B. Mumbai
 C. Jaipur D. Pune
 E. None of these

Directions (71-75): Study the following information and answer the question given.

In a certain code language, 'increase money in market' is written as 'xo ki bc to', 'value in market loss' is written as 'wo to le ki', 'making increase loss now' is written as 'pu le xo na', 'now the market decrease' is written as 'bo ki co pu'.

71. Which of the following does 'wo' stand for?
 A. loss B. in
 C. value D. market
 E. either in or loss
72. What is the code for 'making'?
 A. na B. pu
 C. le D. xo
 E. cannot be determined
73. Which of the following is the code for 'decrease'?
 A. pu B. ki
 C. co D. bo
 E. either co or bo
74. Which of the following can be the code for 'the increase you value'?
 A. bo co xo wo
 B. wo wiz xo bc
 C. wo xo wi bu
 D. yo jo vo wi
 E. None of these
75. 'to na ki bc' is a code for which of the following?
 A. value increase in market
 B. now value increase money
 C. the decrease in market
 D. making money in market
 E. None of These

Direction (76-80): Read the following information carefully and answer the question given below:

A family of eight people P, Q, R, S, T, U, V & W are sitting around a square table in such a way that each of the female is sitting between two males and vice versa. Four persons are sitting at the middle of each side of the table and facing towards the center of the table. All the mothers present in that family facing their own respective daughters. P is the sister of Q. W is the son in law of S. W is sitting 3rd to the left of S. U is sitting 3rd to the right of R. R is the wife of U. R is the mother of Q. Grandmother of Q is sitting to his first left. Granddaughter of T is sitting to his first right. Only S is sitting between U & Q. Mother of U is sitting to his first right and father is sitting to his 2nd left.

76. Who is the daughter of T?
 A. V B. P
 C. S D. Q
 E. None of these
77. Who is sitting at first right of the wife of U?
 A. W B. Q
 C. U D. P
 E. None of these
78. Which of the following persons are sitting between W and S?
 A. P, R B. Q, P
 C. Q, R D. V, T
 E. None of these
79. What is position of the daughter of U with respect to U?
 A. 1st left B. 2nd right
 C. 3rd left D. 2nd right
 E. None of these
80. Which of the following is not correct according to their position in the table?
 A. Q, R, T B. S, U, P
 C. W, P, T D. Q, U, W
 E. None of these

Direction (81-85): Study the following information and answer the questions:

When a word and number arrangement machine is given an input line of words and numbers, it arranges them following a particular rule. The following is an illustration of input and its rearrangement.

Input: clean 26 alarm 11 receive income 37 92 mouth 49 unfortunate 70

Step I: 26 clean alarm 11 receive income 37 92 mouth unfortunate 70 49

Step II: 70 26 clean alarm 11 receive income 92 mouth unfortunate 49 37

Step III: 92 70 26 clean alarm receive income mouth unfortunate 49 37 11

Step IV: clean 92 70 26 alarm receive income mouth 49 37 11 unfortunate

Step V: mouth clean 92 70 26 alarm receive 49 37 11 unfortunate income

Step VI: receive mouth clean 92 70 26 49 37 11
unfortunate income alarm

And Step VI is the last step of the above arrangement as the intended arrangement is obtained. As per the rules followed in the given steps find out the appropriate steps for the given input.

Input: enough 57 plum 12 67 sense other 44
amount 71 hill 98

81. Which element is fourth to the right of the one which is ninth from the right end in step III of given arrangement?
A. other B. 44
C. amount D. sense
E. None of these
82. Which element exactly between 'enough' and 'sense' in Step IV?
A. amount B. Plum
C. 67 D. 12
E. None of these
83. How many steps required for this arrangement?
A. Six B. Five
C. Seven D. Four
E. None of these
84. Which of the following is Step V?
A. hill 98 44 12 enough plum sense amount 71 67 57 other
B. sense plum hill 98 44 12 71 67 57 other enough amount
C. 12 enough 57 plum 67 sense other 44 amount hill 98 71
D. plum hill 98 44 12 sense amount 71 67 57 other enough
E. None of these
85. Which of the following fifth from the left of '67' in the last step?
A. 98 B. hill
C. plum D. None
E. None of these

Direction (86-90): Study the following information and answer the questions:

Ten people are sitting in two parallel lines having five persons each, such that there is an equal distance between adjacent persons. Q, R, S, T and U are sitting in the south facing row while V, W, X, Y and Z are sitting in the north facing row. Thus, each person is opposite exactly one other person. Each of them likes Different colors viz- Red, Pink, Black, White, Blue, Yellow, Brown, Orange, Grey and Green but not necessarily in the same order.

- a. Z, who likes Red, is second to the right of Y.
b. V sits exactly opposite the person who likes Yellow.
c. The person who likes Grey does not sit at any of the extreme ends.
d. T sits third to the right of R, who is at one of the ends.
e. The person who likes Blue faces north and sits exactly opposite to the person who likes Brown.

f. The person who likes White is second to the left of Q.

g. W, who sits at one of the ends, sits exactly opposite to the person who likes Black.

h. The person who likes Pink sits exactly opposite to Q, who is second to the left of U.

i. Neither S nor T likes Yellow.

j. The one who likes Red is to the immediate left of the one who likes Green.

86. Who sits second to the left of V?
A. Y B. W
C. Z D. X
E. None of these
87. Who among the following likes Blue?
A. W B. V
C. Y D. Q
E. None of these
88. In the given arrangement if 'W' is related to 'T', 'V' is related to 'S' then the same way who among the following is related to 'R'?
A. Z B. Y
C. U D. Can't be determined
E. None of these
89. How many people live between U and T?
A. Two B. Three
C. One D. None
E. Four
90. The person who is exactly opposite to the person who is to the immediate right of Q likes which color?
A. Pink B. Blue
C. Brown D. Red
E. None of these

Direction (91-95): Each of the questions below consists of a question and two statements numbered I and II given below it. You have to decide whether the data provided in the statements are sufficient to answer the question. Read both the statements and give answer.

91. How is 'healthy' coded in the language?
I. In that code language 'eat and drink healthy' is written as 'seta pa me' and 'drink hot beverages' is written as 'ta nu fa'.
II. In that code language 'eat hot meal daily' is written as 'fa me la du' and 'cold and hot' is written as 'pa fa ga'.
A. If the data in Statement I alone are sufficient to answer the question, while the data in statement II alone are not sufficient to answer the question.
B. If the data in Statement II alone are sufficient to answer the question, while the data in statement I alone are not sufficient to answer the question.
C. If the data in either Statement I alone or statement II alone are sufficient to answer the question.
D. If the data in both the Statements I and II together are not sufficient to answer the question.
E. If the data in both the Statements I and II are together necessary to answer the question.

92. A is the mother of C. How is C related to D?
 I. D is the only daughter of A.
 II. D is the sister of C
 A. if the data in statement I alone are sufficient to answer the question, while the data in statement II alone are not sufficient to answer the question.
 B. if the data in statement II alone are sufficient to answer the question, while the data in statement I alone are not sufficient to answer the question.
 C. if the data in statement I alone or in statement II alone are sufficient to answer the question.
 D. if the data even in both statements I and II together are not sufficient to answer the question.
 E. if the data in both statements I and II together are necessary to answer the question.
93. Tower 'P' is in which direction with respect to tower 'Q'?
 I. P is to the west of H, which is to the South of Q.
 II. F is to the west of Q and to the North of P.
 A. The data in Statement I alone are sufficient to answer the question, while the data in Statement II alone are not sufficient to answer the question.
 B. The data in Statement II alone are sufficient to answer the question, while the data in Statement I alone are not sufficient to answer the question.
 C. The data in Statement I alone or in Statement II alone are sufficient to answer the question.
 D. The data in both the Statements I and II are not sufficient to answer the question.
 E. The data in both the Statements I and II together are necessary to answer the question.
94. Who reached the station first among L, M, J, T and R. if no two persons reached together?
 I. M reached only after J and T.
 II. L reached before R.
 A. The data in Statement I alone are sufficient to answer the question, while the data in Statement II alone are not sufficient to answer the question.
 B. The data in Statement II alone are sufficient to answer the question, while the data in Statement I alone are not sufficient to answer the question.
 C. The data in Statement 1 alone or in Statement II alone are sufficient to answer the question.
 D. The data in both the Statements I and II are not sufficient to answer the question.
 E. The data in both the Statements I and II together are necessary to answer the question.
95. On which day of the same week is Neha's birthday? (Monday being the first day of the week)
I. Ramesh correctly remembers that Neha's birthday is on a day after Tuesday, but before Friday of the same week.
II. Kiran correctly remembers that Neha's birthday is on a day after Monday, But before Thursday of the same week.
 A. The data in Statement I alone are sufficient to answer the question, while the data in statement II alone are not sufficient to answer the question.
 B. The data in Statement II alone are sufficient to answer the question, while the data in Statement I alone are not sufficient to answer the question.
 C. The data in either Statement I alone or Statement II alone are sufficient to answer the question.
 D. The data in both the Statements I and II are not sufficient to answer the question.
 E. The data in both the Statements I and II are together necessary to answer the question.
96. **Direction:** In each of the following question, two statements are given. They may either be independent causes, independent effects or bear a cause and effect relationship that is unique to each other. Read both the statements carefully and mark:
Statements:
 I. Rural household have more surplus money than semi urban household even though the monthly income is the same.
 II. Semi urban households have to spend more money for basic accommodation, water electricity etc.
 A. Statement I is the cause and statement II is its effect.
 B. Statement II is the cause and statement I is its effect.
 C. Both the statements I and II are independent causes.
 D. Both the statements I and II are effects of independent causes.
 E. Both the statements I and II are effects of some common cause
97. In the question below there is a statement followed by two conclusions numbered I and II. You have to assume everything in the statement to be true. Then consider the 2 conclusions together and decide which of them follows beyond a reasonable doubt from the information given in the statement.
Statement: Lenovo launched a new laptop and students can buy it for a special offer price.
Conclusions:
 I. Only students can buy the new laptop
 II. Lenovo wants to offer affordable laptops to students.
 A. Only conclusion I follows
 B. Only conclusion II follows
 C. Both conclusion I and II follows
 D. Neither conclusion I nor II follows
98. **Direction:** In the given question, a statement is given with some assumptions as options. An assumption is something supposed or taken for granted. You have to consider the statement and the following assumptions and decide which of the assumptions is implicit in the statement.
Statement:
 The school, which used to provide free breakfast to ensure that the students receive at least one proper meal a day, stopped the facility from January as the Charity Society which used to fund the breakfast withdrew the support due to drop in donations.
 Which of the following is an assumption implicit in the above statement?
 A. The students may not receive any proper meal in a day from January
 B. In future the donation to the Charity Society may further decrease.
 C. The donations received by the Charity Society are used for social welfare.

D. The families either do not have the ability to provide proper meal to their children or ignorant of what a proper meal is.
E. None of these.

99. **Direction:** In the questions below, a statement is given followed by two arguments. Choose the most appropriate option depending on which argument strengthens the given statement.

Statement- Study of Politics should be made compulsory in school

Arguments:

I. Yes, an informed electorate is the key to strong democracy

II. No, politics and education should not be mixed as it will affect education

- A. If only argument I is strong
B. If only argument II is strong
C. If either I or II is strong
D. If neither I nor II is strong
E. If both I and II Argument is strong.
100. **Direction:** In each question below is given a statement followed by two courses of action numbered I and II. You have to assume everything in the statement to be true and on the basis of the information given in the statement. Decide which of the suggested courses of action logically follow(s) for pursuing. Give answer:
Indian railway does not provide services and thus results in lot of hardship and inconveniences.

Course of Action-

I. Passenger should immediately complain to rail minister on his twitter handle.

II. Register a complain to prime minister grievance redressal sale.

- A. If only course of action I follow
B. If only course of action II follows
C. If both the course of action follows
D. if neither course of action follows
E. Data inadequate
101. What will come in place of the '?' in the given series.
3.5, 4, 5, 8, 20, ?
A. 60 B. 70
C. 80 D. 90
E. None of these
102. What will come in place of the '?' in the given series.
88, 86, 95, 67, 132, ?
A. 6 B. 17
C. 9 D. 24
E. 29
103. What will come in place of the '?' in the given series.
3, 4, 9, 28, 113, ?
A. 540 B. 566
C. 587 D. 592
E. None of these
104. What will come in place of the '?' in the given series.
500, 491, 478, 449, 384, ?
A. 200 B. 206
C. 211 D. 255
E. 237

105. What will come in place of the '?' in the given series.

9, 5, 6, 10.5, 23, ?

- A. 160 B. 165
C. 170 D. 175
E. 180

Direction (106-110): Study the following information and answer the question given below.

The table shows the number of the ticket of 5 movies sold in 6 different cities of India (in thousands).

	DANGAL	AIRLIFT	SULTAN	NEERJA	M.S. DHONI
DELHI	18	16	22	19	21
MUMBAI	24	21	18	17	12
HYDERABAD	20	14	25	28	15
AHMEDABAD	23	11	28	23	32
BANGALORE	16	15	24	22	28
MANALI	13	18	20	14	21

106. The Maharashtra government imposed an additional 8% on number of movie tickets priced between INR 251 and INR 350 if and only if the number of tickets are more than 10000. However, tickets costing between INR 1 and INR 250 will see no fresh levy. The government has also allowed theatre owners to collect INR 11 as service charges on the tickets. 45% of the sold Dangal tickets in Mumbai ranged between INR 1 to 250. How much revenue was generated by the theatre and government on movie Dangal in Mumbai?
A. INR 1056 B. INR 254000
C. INR 263944 D. INR 265056
E. None of these
107. If the number of tickets of film Neerja sold in these six cities is 75% of the total tickets of film Neerja sold in India and the total number of ticket sold over the globe except India is 36% of the total number of ticket sold over the globe. Find the total number of tickets sold over the globe?
A. 256250 B. 455555
C. 228000 D. 328500
E. 252500
108. 7% of the total sold Airlift tickets of Manali were sold by one multiplex. If the cost of tickets for movie Airlift is 120 for children and 250 for adults. INR 274050 was collected in total for movie Airlift by the multiplex. How many tickets of each type were sold?
A. 450, 550 B. 335, 925
C. 315, 945 D. 435, 565
E. None of these
109. Anita buys 2 sultan tickets, 1 Dangal ticket and 3 Neerja tickets for a total of INR 1500. Gunjan buys 1 sultan ticket, 2 Dangal ticket and 2 Neerja tickets for INR 1225. Khushboo buys 2 sultan tickets, 3 Dangal tickets and 1 Neerja tickets for INR 1200. How much movie did Sultan collect from Bangalore if the price of the ticket is same all over India?
A. INR 48,00,000 B. INR 30,00,000
C. INR 84,00,000 D. INR 34,00,000
E. INR 40,00,000

110. A theatre box office in Ahmedabad sold an average of 65 tickets per customers of M.S. Dhoni. The theatre holds 15% share in the total M.S. Dhoni tickets sold in Ahmedabad. In the daytime, the average number sold per customer was 76, and in the evening, the average number sold was 60. If there are no other customers, then the number of tickets sold in the night is what percentage of total M.S. Dhoni tickets sold in Hyderabad?
- A. 20.5% B. 21%
C. 20% D. 22%
E. Cannot be determined

111. **Directions:** What value should come in place of question mark (?) in the following question?
68% of 595-45% of 372=?
- A. 257.5 B. 237.2
C. 265.4 D. 237.6
E. 279.2

112. **Direction:** What approximate value should come in place of the question mark (?) in the following equation (Note: You are not expected to calculate the exact value)?

$$\frac{49.84}{\sqrt{5.2}} \times 18.12 = 62.21 \times \sqrt{7}$$

- A. 34 B. 26
C. 90 D. 64
E. 104
113. **Direction:** What value should come in place of the question mark (?) in the following question?

$$\frac{(\?)^{\frac{9}{4}}}{324} = \frac{(\?)^{\frac{1}{4}}}{9}$$

- A. 27 B. (36)²
C. 6 D. 36
E. $\sqrt{6}$

114. **Direction:** What approximate value should come in place of the question mark (?) in the following equation (Note: You are not expected to calculate the exact value)?
71% of 259 - 63.21 = ? - 5% of 910
- A. 50 B. 164
C. 310 D. 288
E. 950

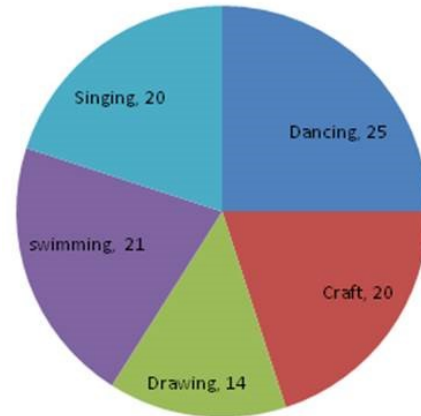
115. **Direction:** What value should come in place of the question mark (?) in the following question?

$$2\frac{3}{7} - 2\frac{1}{4} - 1\frac{1}{4} + 1\frac{1}{28} = ?$$

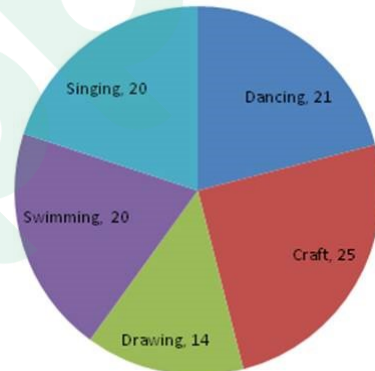
- A. $\frac{1}{7}$ B. $1\frac{1}{7}$
C. $1\frac{1}{14}$ D. $\frac{2}{7}$
E. None of these

Direction (116-120): Study the pie-chart carefully to answer the following questions

Percentage of students enrolled in different activities in a school (Total student = 4000)



Percentage break up of girls enrolled in these activities (total number of girls = 2500)



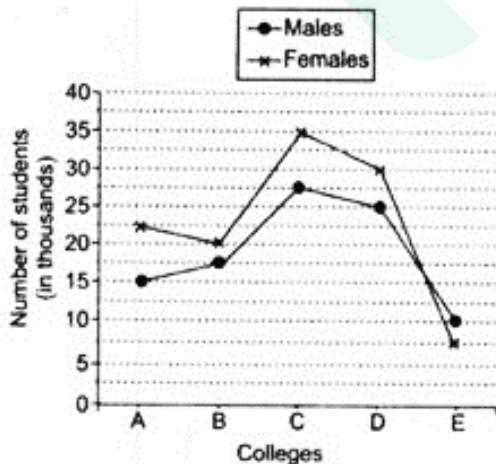
116. What is the approximate percentage of boys in the school?
- A. 52% B. 56%
C. 35% D. 40%
E. 38%
117. How many boys are enrolled in Singing and Craft together?
- A. 475 B. 520
C. 640 D. 810
E. None of these
118. What is the total number of girls enrolled in Swimming and Drawing together?
- A. 800 B. 850
C. 840 D. 920
E. None of these
119. Number of girls enrolled in Dancing is what per cent of total number of students in the school (rounded off to two digits after decimal)
- A. 16.25% B. 14.25%
C. 13.12% D. 9.65%
E. None of these
120. What is the respective ratio of number of girls enrolled in Swimming to the number of boys enrolled in Swimming?
- A. 3:4 B. 7:9
C. 17:25 D. 25:17
E. None of these

Direction (121-125): In the following question, two equations I and II are given. Solve the equations and give your answer accordingly:

121. I. $5X^2 + 28X + 15 = 0$
 II. $6Y^2 + 35Y + 25 = 0$
 A. If $X > Y$ B. If $Y > X$
 C. If $X \geq Y$ D. If $Y \geq X$
 E. If $x = y$ or a relationship between x and y cannot be established.
122. I. $12x^2 + 82x + 140 = 0$
 II. $16y^2 + 48y + 32 = 0$
 A. $x > y$ B. $x \geq y$
 C. $x < y$ D. $x \leq y$
 E. $x = y$ or the relationship cannot be established
123. I. $4X^2 - 48X + 143 = 0$
 II. $4Y^2 - 52Y + 165 = 0$
 A. If $X > Y$ B. If $Y > X$
 C. If $X \geq Y$ D. If $Y \geq X$
 E. If $x = y$ or a relationship between x and y cannot be established.
124. I. $X^2 + 4X = 21$
 II. $Y^2 - 6Y + 8 = 0$
 A. $X > Y$ B. $Y > X$
 C. $X \geq Y$ D. $Y \geq X$
 E. $x = y$ or a relationship between x and y cannot be established.
125. I. $\frac{8}{\sqrt{x}} + \frac{6}{\sqrt{x}} = \sqrt{x}$
 II. $y^2 - (14^{5/2} / y^{1/2}) = 0$
 A. $x > y$ B. $x \geq y$
 C. $x < y$ D. $x \leq y$
 E. $x = y$ or the relationship cannot be established

Directions (126-130): Study the following graph carefully and answer the questions below it.

Number of Students (Males and Females) Passed Out from Various Colleges in a Year. (Number in thousands)



126. What is the average number of students (Males and Females) passed out from all the colleges together?
 A. 38000 B. 48000
 C. 42000 D. 51000
 E. None of these

127. The number of females passed out from college C is approximately what per cent the total number of females passed out from all the colleges together?
 A. 28 B. 30
 C. 36 D. 25
 E. 40
128. What is the difference between the total number of students passing out from college A and the total number of students passing out from college E?
 A. 20500 B. 21000
 C. 10500 D. 10000
 E. None of these
129. What is the respective ratio of the total number of males to the total number of females passed out from all the colleges together?
 A. 19 : 23 B. 18 : 25
 C. 23 : 19 D. 25 : 18
 E. None of these
130. The number of males passing out from colleges A and B together is what per cent of the number of females passing out from colleges C and D together?
 A. 45 B. 40
 C. 35 D. 50
 E. None of these

Directions (131-135): Each of the questions below consists of a question and two statements numbered I and II given below it. You have to decide whether the data provided in the statements are sufficient to answer the questions.

131. In a class of 180 students, how many girls scored over 70% in the Chemistry test?
 I. Exactly 15 boys scored over 70% in the test.
 II. $2/3^{rd}$ of the class scored over 70% in the test.
 A. If the data in **statement I alone are sufficient** to answer the question, while the data in statement II alone are not sufficient to answer the question.
 B. If the data in **statement II alone are sufficient** to answer the question, while the data in statement I alone are not sufficient to answer the question.
 C. If the **data either in statement I alone or in statement II alone are sufficient** to answer the question.
 D. If the data in **both the statements I and II together are not sufficient** to answer the question.
 E. If the data in **both the statements I and II together are necessary** to answer the question.
132. What is the speed of the stream?
 (I) The ratio of speed in upstream to the speed in downstream is 2 : 3
 (II) The distance travelled in upstream in 2 hours by a man is more than distance travelled by him in downstream in 1 hour by 4km.
 A. The data in Statement I alone are sufficient to answer the question, while the data in statement II alone are not sufficient to answer the question.
 B. The data in statement II alone are sufficient to answer the question, while the data in statement I alone are not sufficient to answer the question.

- C. The data either in statement I alone or in statement II alone are sufficient to answer the question.
 D. The data even in both the statements I and II together II alone not sufficient to answer the question.
 E. The data in both the statements I and II together are necessary to answer the question.
133. What is 4th consecutive even number in a given series of even real numbers?
 I. The sum of first two numbers is 34.
 II. The sum of last two numbers is 42.
 A. If the data in **statement I alone are sufficient** to answer the question, while the data in statement II alone are not sufficient to answer the question.
 B. If the data in **statement II alone are sufficient** to answer the question, while the data in statement I alone are not sufficient to answer the question.
 C. If the **data either in statement I alone or in statement II alone are sufficient** to answer the question.
 D. If the data in **both the statements I and II together are not sufficient** to answer the question.
 E. If the data in **both the statements I and II together are necessary** to answer the question.
134. The marks obtained by Rohit in English in his class-X final exams?
 (I). Rohit scored 42 marks in Chemistry which was 50% of the marks that he got in Hindi which is twice as much as mark obtained in English
 (II). Rohit's marks in English were 17% of the total marks he got in all the subjects together.
 A. Data given in statement 1 alone are sufficient to answer the question whereas the data given in statement 2 alone are not sufficient to answer the question.
 B. Data given in statement 2 alone are sufficient to answer the question whereas the data given in statement 1 alone are not sufficient to answer the question.
 C. Data in either statement 1 alone or in statement 2 alone are sufficient to answer the question.
 D. Data in both the statement 1 and 2 not sufficient to answer the question.
 E. Data given in both the statement 1 and 2 are necessary to answer the question.
135. What is the ratio of the total number of girls to the total number of boys in a college?
 A). There are 2000 students in the college out of which 40% are girls.
 B). The ratio of the total number of boys to the total number of girls in the last year was 5 : 5.
 A. The Statement A alone is sufficient to answer the question, but the Statement B alone is not sufficient.
 B. The statements B alone is sufficient to answer the questions. But the Statements A alone is not sufficient.
 C. Both Statements A and B together are needed to answer the question.
 D. Either the statement A alone or statement B alone is sufficient to answer the questions.
 E. You cannot get the answer from the statements A and B together, but need even more data.
136. Five years ago, A age was $\frac{1}{3}$ of B's age at that time. The ratio of B's age six years hence to A's age twelve years hence will be 7:4. What will be the ratio between A's age three years ago and B's age three years after?
 A. 17:31
 B. 17:58
 C. 17:53
 D. 3:4
 E. 4:5
137. C.P. of two books is same. One sold at 15% profit and the other for Rs.4800 more than the first. If the net profit is 20% then find the C.P. of each book?
 A. Rs.48000
 B. Rs.480
 C. Rs.4800
 D. Rs.38000
 E. Rs.3800
138. Two boats are traveling towards each other in a stream. They both can travel at 30 kmph in still water. If they are 300 km apart how long will it take them to cross each other if the speed of the stream is 5kmph?
 A. 4 hours
 B. 5 hours
 C. 6 hours
 D. 4.5 hours
 E. 5.5 hours
139. Three type of Rice mixed together. Their volumes are in the proportion 5, 4 and 3 respectively and the weight of equal volumes are in proportion of 6, 5 and 4 respectively. What is the weight of the rice of the first type if the weight of the mixture is 248 kg?
 A. 120 kg
 B. 119 kg
 C. 110 kg
 D. 118 kg
 E. 108 kg
140. Rakesh adds 12% of his salary in PPF. $\frac{3}{8}$ of the remaining salary is spent in clothes. Difference between PPF and clothes expenses is Rs 10500. Remaining in house rent and others. If house rent expenses is Rs 1500 less than expenses in others, then what is the house rent expense?
 A. 17000
 B. 10000
 C. 9000
 D. 13000
 E. None of these
141. X, Y and Z invested Rs. 14000 in total in a business. X invested Rs. 3120 more than Y and Z invested Rs. 1720 less than Y. The total profit was Rs. 35000. Find the share of Z.
 A. Rs. 8100
 B. Rs. 6200
 C. Rs. 7280
 D. Rs. 7040
 E. Rs. 6800
142. A sum of Rs.5500 is invested in two parts in simple interest such that interest of one part at 6% for 4 years is equal to the interest of another at 10% for 2 years. Find the sum invested at 6% interest.
 A. Rs. 1500
 B. Rs. 1700
 C. Rs. 3240
 D. Rs. 2350
 E. Rs. 2500

143. One ball is picked up randomly from a bag containing 8 yellow, 7 blue and 6 black balls. What is the probability that it is neither yellow nor black?
 A. 3/4 B. 4/7
 C. 2/9 D. 1/3
 E. None of the above
144. A certain work is completed by A and B together in 10 days. If A had worked at twice the speed and B had worked at half his speed it would have taken them 8 days to finish the work. Find the time in which B can alone finish the work.
 A. 20 days B. 24 days
 C. 30 days D. 32 days
 E. None of these
145. The ratio of the radii of two right circular cylinder is 4:7. The ratio of heights of cylinders is 5:2. What is the ratio of the volume of cylinder?
 A. 40:49 B. 8:7
 C. 9:7 D. 17:7
 E. 13:7
146. The length of the two trains are 60 m and 90 m are running at the speed of 58 km/hr and 50km/hr respectively on parallel tracks in opposite direction. In how many seconds will they pass each other?
 A. 10 B. 8
 C. 5 D. 3
 E. None of these
147. A tap can fill a tank in 16 hours whereas another tap can empty the tank in 8 hours. If in a three fourth filled tank both the taps are opened, then how long will it take to empty the tank in this scenario?
 A. 6 hours B. 8 hours
 C. 10 hours D. 12 hours
 E. 14 hours
148. The cost price of goods is 20% below the marked price. He sold half he stock at the marked price. One quarter at a discount of 10% on the marked price and rest at a discount of 30% on the marked price. His total gain is :
 A. 7.5% B. 9%
 C. 10.5% D. 12.5%
 E. 17.25%
149. The difference between Simple Interest and Compound Interest at the rate of 12% on the same amount for 3 years is Rs. 112.32. What is the principal amount if interest is compounded annually?
 A. Rs. 25000 B. Rs. 2500
 C. Rs. 50000 D. Rs. 5000
 E. Rs. 2000
150. A man is 40% more efficient than a woman, and a child is 40% less efficient than a woman. 3 men, 5 women, and 4 children work for 7 days to complete a job. How many days will 2 men, 7 women and 3 children take to complete the same job?
 A. 4.5 days B. 5.5 days
 C. 6.5 days D. 7 days
 E. None of the above
151. Which of the following factors may influence behaviour of consumers in banking industry?
 A. Safety B. Location
 C. Range of services D. Interest Rate
 E. All of these
152. Which of the following option cannot be classified as Pure Tangible Good?
 A. Computer B. Salon
 C. Notebook D. Shoes
 E. None of these
153. Which of the following may be required to be adjusted in Product Mix to achieve sales goals?
 A. Diversification
 B. Market penetration
 C. Product development
 D. Market development
 E. All of these
154. Which of the following is not a main sub-system of Marketing Information System?
 A. Internal Reporting system
 B. Marketing Intelligence system
 C. Marketing Infiltration System
 D. Marketing Research system
 E. All of the above are subsystem of Marketing Information System
155. Which law states that consumer satisfaction with a product is not measurable in absolute terms?
 A. Marshall Law B. Hobbes Model
 C. Maslow's Law D. Freudian Law
 E. Pareto's Law
156. Which of the following is characterized as "promoting awareness about difference between own product with competitors' products"?
 A. Market diversification B. Product segmentation
 C. Market segmentation D. Product differentiation
 E. None of these
157. Which of the following is part of Long Term Marketing Plan?
 A. Capital expansion B. Product development
 C. Strategic alliances D. Both A and B
 E. None of these
158. Which of the following does not describe Marketing Applications of Marshallian Model?
 A. Lower the price of the product, higher will be the sale of the product
 B. Lower the price of an alternate product, lower will be the sale of the product
 C. Higher the real income, lower will be the sale of the product, provided it is not an 'inferior' product
 D. Lower the price of complementary products, higher will be the sale of the product.
 E. None of the above
159. Which of the following macro factors affect the operation of banking companies in India?
 A. Deregulation of Interest rates
 B. Deregulation of Foreign exchange rate
 C. Implementation of Technology
 D. Liberalization in Branch licensing
 E. All of the above
160. Which of the following is a characteristic of Services?
 A. Intangibility B. Inseparability
 C. Perishability D. Heterogeneity
 E. All of these

161. Which one of the following defines the objective of marketing research?
- Spreading awareness
 - Creating Market
 - Decreasing Risk involved
 - Assessment of the market
 - Determination of the market
162. Who among the following described Strategic Marketing as "the link between society's needs and its pattern of industrial response"?
- Peter Drucker
 - Michael Porter
 - Philip Kotler
 - Paul Graham
 - Naresk K. Malhotra
163. Displays, live shows, exhibitions, coupons, etc. are examples of _____.
- Advertising
 - Personal selling
 - Sales promotion
 - Cross Selling
 - Person to Person communication
164. Which among the following statement is/are incorrect?
- Selling focuses on short terms goals
 - Selling focuses on customers' needs
 - Marketing focuses on long term goals
 - Marketing focuses on customers' needs
- I & II
 - I & III
 - II & III
 - I, III & IV
 - All of above
165. Which of the following represent the process of Marketing Management, where Consumption & Production occur simultaneously?
- Coalition
 - Symbiosis
 - Servuction
 - Value Addition
 - None of these
166. In which type of banking are bank branches backed up by a nearby, larger core branch?
- Service Banking
 - Core Banking
 - Hub and Spoke Banking
 - Bancassurance Banking
 - Collateral Banking
167. Which of the following represent the intermittent operation in delivery of services?
- Bank Branches
 - ATMs
 - Educational Institutions
 - Consultancy for projects
 - All of these
168. What is the term for a product doing everything potentially feasible to hold and attract the customers?
- General Product
 - Hot Product
 - Expected Product
 - Augmented Product
 - Potential Product
169. Which of the following factors does not influence the price of services?
- Structure of the market
 - Type of the organization
 - Aggressive advertising
 - Price charged by competitors
 - Lifecycle stage of the service
170. Which among the following statements is/are true about Product and Services?
- Ownership is not transferrable in a service
 - Service is measurable
 - Innovation in Good and Services can be patented.
- I & II
 - I only
 - III only
 - I & III
 - All of the above
171. 'Moments of Truth' be reduced by which of the following?
- Automated Teller Machines
 - Web Check-in
 - Snacks vending machines
 - Both A and C
 - All of the above
172. Which of the following is an element of promotional mix?
- Personal selling
 - Sales promotion
 - Futures trading
 - Both A and B
 - All of the above
173. Market can be defined in terms of _____.
- Target Customers
 - Price
 - Product
 - Both B and C
 - All of these
174. What is 'Moments of Truth' in marketing?
- Interaction between Customers and employees
 - A situation where the customer figures out that a product is sub-standard
 - Inconsistency between a product and its advertisement
 - A situation where the manufacturer of a product realises that it is bound to fail in the market
 - A situation where the price of a Good surprises the customer
175. Marketing concept that describes that "customers, if left alone will not buy enough of the products of a company"?
- Production concept
 - Selling concept
 - Product concept
 - Integrated Marketing concept
 - Societal Marketing concept
176. Which of the following is not an objective of pricing?
- Profit
 - Market share
 - Satisfaction
 - Survival
 - Product quality
177. Which of the following options depict the features of banking during 1969-1991?
- Liberalization of Bank Licensing Process
 - Bouquet of both traditional & modern products
 - Deregulation of Interest rates & exchange rates
 - Not very sensitive to risk management
 - All of these
178. Which of the following function(s) is/ are served by bank branches?
- Cross Selling
 - Providing inputs for future marketing activities
 - Providing inputs for strategic decisions
 - Providing inputs on product development
 - All of these

179. Which of the following does not qualify to be a criterion for segmentation of market?
 A. Segmentation should be measurable
 B. Segmentation should be meaningful
 C. Segmentation should be qualitative and sustainable
 D. Segmentation should be useful
 E. Segmentation should be reachable
180. Which of the following habit-related goals are tried to be achieved by marketers?
 A. Habit acquisition B. Habit breaking
 C. Habit reinforcement D. Both A and C
 E. All three
181. Pavlov Learning Model not based on _____.
 A. Imposition B. Cue
 C. Response D. Reinforcement
 E. Drive
182. According to Bill Gates, which of the following is not included in desirable qualities of employees?
 A. Genuine interest in customers
 B. Knowing customers' needs
 C. Desire to maximize profits
 D. Maintaining long-term approach skill development and motivation
 E. Generating specific knowledge while having broad perspective
183. Which is the fifth and the most' important tool among the 7 Marketing Mix Tools in the Services Industry?
 A. Product B. People
 C. Price D. Promotion
 E. None of these
184. On which of the following fundamental premises is the Integrated Marketing Concept not based?
 A. Target Market
 B. Customer Satisfaction
 C. Profitability
 D. Inter-departmental coordination
 E. Customer Needs
185. Which of the following is not a stage of Product Development?
 A. Idea generation B. Screening the ideas
 C. Business analysis D. Discarding ideas
 E. None of these
186. In reference to Benefit Segmentation, which group try to be modern and up-to-date in all its activities are known as
 A. Status Seeker B. Inner-Directed
 C. Hedonist D. Rational
 E. Swinger
187. Apart from the 4 Ps there are 3 other Ps in Services marketing. Which among the following is one of those 3 Ps?
 A. Package B. Patent
 C. Process D. Payment
 E. Penetration
188. Which of the following is an essential aspect of sales promotion?
 A. Product differentiation
 B. Market information
 C. Ensuring availability of every good to every customer
 D. Idea generation
 E. All of these
189. Volume segmentation depends on which among the following?
 A. Purchase Occasion B. Product Features
 C. Consumption Rate D. User Status
 E. Laggards
190. Which of the following market is formed on geographical basis?
 A. Wholesale Market
 B. Share Market
 C. Foreign Exchange Market
 D. Futures Markets
 E. Derivatives Market
191. Which of the following is one of the stages of Market Research?
 A. Collation B. Whistle blowing
 C. Legal Filing D. Derivation
 E. None of these
192. Which of the following is/are a method of qualitative research?
 A. Survey of questionnaire
 B. Compiling and tabulating data
 C. Sampling
 D. Projective technique
 E. All of these
193. Which of the following is the most common method for pricing?
 A. Full cost pricing B. Marginal cost pricing
 C. Going rate pricing D. Promotional pricing
 E. Competitive Pricing
194. According to Service Quality Model, which of the following is identified as a gap in Quality Service
 A. Difference between Management's perception about Consumer expectation and the actual service specifications
 B. Difference between Quality of Services specified & Actual Service delivered
 C. Difference between the Actual consumer expectation and perceived consumer expectation by management
 D. Both A and C
 E. All of these
195. Which of the following is/are major uses of market research?
 A. Sales & Market research
 B. Business & Corporate Re-search
 C. Promotion related research
 D. Product Research
 E. All of these
196. Bank X offers a Royalty card with an Overdraft facility of Rs. 25000 which allows withdrawal at over 1000 Merchant outlets /ATMs all over India. The Customer gets reward benefits on purchases of over Rs. 1000. If the consumer purchases more than Rs. 15.000 worth at one time and pays the Overdraft before the month end, she will become eligible for participating in the monthly Gold coin lottery which is conducted by a few of the merchants. What is the augmented product in this Royalty card?
 A. Overdraft facility
 B. ATM withdrawal
 C. Reward Points
 D. Payment at Merchant establishments
 E. The card itself

197. The fundamental reason behind packaging of products is?
- A. Sales Growth
 - B. Branding
 - C. Protection of the product
 - D. Value addition
 - E. Aesthetic of products
198. According to Abraham Maslow's Need Hierarchy Theory, which of the following needs does not belong to the fourth level?
- A. Self confidence
 - B. Self respect
 - C. Power and Control
 - D. Belongingness
 - E. Appreciation and applause

199. Who among the following has mostly worked in the area of Service Marketing Model and has given Services Marketing Model?
- A. Christian Grönroos
 - B. Philip Kotler
 - C. Michael Porter
 - D. Guy Kawasaki
 - E. Reid Hoffman
200. Which of the following is not one of the Four Ps of Marketing?
- A. Product
 - B. Place
 - C. Promotion
 - D. Patience
 - E. All of these are 4 Ps of marketing

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