

Computer Questions And Answers

1. A series of instructions that tells a computer what to do and how to do it is called a–

- A) program
- B) command
- C) user response
- D) processor
- E) None of these

Ans: A

2. Market Expansion means–

- A) hiring more staff
- B) firing more staff
- C) buying more products
- D) buying more companies
- E) growth in sales through existing and new products

Ans: E

3. Effective marketing helps in–

- A) developing new products
- B) creating a competitive environment
- C) building demand for products
- D) All of these
- E) None of these

Ans : D

4. Which part of the computer displays the work done?

- A) RAM
- B) Printer

- C) Monitor
- D) ROM
- E) None of these

Ans: C

5. 'Customisation' means–

- A) Tailor-made products for each customer
- B) Customers selling goods
- C) Tailor-made products for each staff
- D) A selling process
- E) None of these

Ans: A

6. A 'Call' in Marketing language means–

- A) Calling on a salesperson
- B) Calling on a customer
- C) Making a phone-call
- D) Telemarketing
- E) None of these

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Ans: B

7. Computers manipulate data in many ways, and this manipulation is called–

- A) upgrading
- B) processing
- C) batching
- D) utilizing
- E) None of these

Ans: B

8. A Marketing Survey is required for–

- A) deciding marketing strategies
- B) deciding Product strategies
- C) deciding pricing strategies
- D) All of these
- E) None of these

Ans: D

9. Market Plan is a–

- A) selling process
- B) year-end budget
- C) calendar
- D) business document for marketing strategies
- E) All of these

Ans: D

10. “ATM” stands for–

- A) Anywhere Marketing
- B) Any Time Marketing
- C) Any Time Money
- D) Automated Teller Machine
- E) Automatic Timely Machine

Ans: D

11. “USP” in Marketing means–

- A) Useful Sales Procedures
- B) Useful Selling Propositions
- C) Useful Sales Persons
- D) Used Sales Plans
- E) Unique Selling Propositions

Ans: E

12. 'A Target Group' means–

- A) a group of salesmen targeting the customers
- B) likely buyers
- C) group of products
- D) group of companies
- E) all of these

Ans: B

13. Which of the following can only have sequential access ?

- A) Disk
- B) Tape
- C) CD – ROM
- D) DVD – ROM
- E) None of these

Ans: B

- D) sending a package
- E) None of these

Ans: A

15. Items such as names and addresses are considered

- A) information
- B) input
- C) records
- D) data
- E) None of these

Ans: D

16. One who designs, writes, tests and maintains computer programs is called a

- A) User
- B) Programmer
- C) Designer
- D) Operator
- E) None of these

Ans: B

17. Ctrl shift and Alt are called keys.

- A) modifier
- B) function
- C) alphanumeric
- D) adjustment
- E) None of these

Ans: E

18. Which key is used in combination with another key to perform a specific task ?

- A) function
- B) space bar
- C) arrow
- D) control
- E) None of these

Ans: D

19. Physical components that make up your computer are known as—

- A) Operating Systems
- B) Software
- C) Hardware
- D) Web Browsers
- E) None of these

Ans: C

20. Computers use the number system to store data and perform calculations.

- A) binary
- B) octal
- C) decimal
- D) hexadecimal
- E) None of these

Ans: A

21. The main directory of a disk is called the directory.

- A) root
- B) sub

- C) folder
- D) network
- E) None of these

Ans: A

22. Marketing is a–

- A) one day effort
- B) team effort
- C) one man effort
- D) All of these
- E) None of these

Ans: B

23. Service Marketing is the same as–

- A) Transaction Marketing
- B) Relationship Marketing
- C) Internal Marketing
- D) Outdoor Marketing
- E) All of these

Ans: E

24. Marketing is influenced by–

- A) product demand
- B) public taste
- C) buyer behaviour
- D) brand image
- E) All of these

Ans: E

25. HNI means—

- A) High income Individual
- B) Honest Marketing Staff
- C) High Networth Individual
- D) Honest Neutral Individual
- E) None of these

Ans: C

26. Which one of the following would not be considered as a form of secondary storage?

- A) Floppy Disk
- B) Optical Disk
- C) RAM
- D) Flash Drive
- E) Hard Disk

Ans: C

27. The Processor is an example of computer—

- A) Software
- B) Output Unit
- C) Storage
- D) Program
- E) Hardware

Ans: E

28. A hexadecimal number is a number to the base—

- A) 2
- B) 20
- C) 16
- D) 4
- E) 8

Ans : C

29. Java in computer programming is a—

- A) Compiler
- B) Hardware Device Driver
- C) Low-level Language
- D) High-level Language
- E) Programming Mid-level Language

Ans: D

30. Which of the following is not a binary number?

- A) 01010
- B) 11111
- C) 31121
- D) 00000
- E) 110110

Ans: C

31. What does the acronym WAN stand for?

- A) Widest Area Network
- B) Wild Area Network
- C) Wide Area Networking
- D) Wide Area. Network

E) Wider Area Network

Ans: D

32. FTP is an acronym for—

- A) File Transaction Protocol
- B) File Truncation Protocol
- C) File Translation Protocol
- D) File Transfer Protocol
- E) File Transmission Protocol

Ans: D

33. Connections to the Internet using a phone line and a modem are called..... connections.

- A) Digital
- B) Dial-up
- C) Broadband
- D) Dish
- E) Both (B) and (C)

Ans: B

35. Documents converted to..... can be published to the web.

- A) A doc file
- B) HTTP
- C) machine language
- D) HTML
- E) None of these

Ans: B