

• Question No. 1

A sandy soil contains:

**Options :**

1. 100% of sand particle
2. 85% of sand particle
3. More than 60% of sand particle
4. Less than 60% of sand particle
- 5.

Answer : More than 60% of sand particle

• Question No. 2

Soil structure refers to:

**Options :**

1. Geometry of soil particle
2. Size of soil particle
3. Photograph of soil particle
4. Arrangement of soil particle
- 5.

Answer : Arrangement of soil particle

• Question No. 3

Which of the following does not influence the soil structure:

**Options :**

1. Adsorve cation
2. Organic matter

3. Soil micro-organism
4. Base exchange
- 5.

Answer : Base exchange

• Question No. 4

Water requirement of crops is the amount of water needed for:

**Options :**

1. Evaporation and transpiration of water from soil and crops
2. Transpiration ratio of crops
3. To meet the metabolic activities of crops
4. To meet consumptive use demand Losses from field including conveyance
- 5.

Answer : To meet consumptive use demand Losses from field including conveyance

• Question No. 5

The most critical stage for water for potato crop is:

**Options :**

1. At sowing time
2. After earthing
3. In the beginning of tuberization
4. At maturity of tubers
- 5.

Answer : In the beginning of tuberization

• Question No. 6

Which one is not a symptom of poor drainage:

**Options :**

1. Yellowing of plants
2. Shallow and stunted roots
3. Poor plant growth
4. Lowering of water table
- 5.

Answer : Lowering of water table

• Question No. 7

One m<sup>3</sup>/s water is equal to:

**Options :**

1. 100 Lts.
2. 1000 Lts.
3. 10 Lts.
4. 10,000 Lts.
- 5.

Answer : 1000 Lts.

• Question No. 8

$Q=0.138 h^2 \sqrt{h}$  is a formula to calculate:

**Options :**

1. Duty of water
2. Discharge of water through 90° notch
3. Discharge of water from culaba
4. Discharge of water from open channel
- 5.

Answer : Discharge of water through 90° notch

- Question No. 9

Indicate the percentage of nitrogen in D. A. P:

**Options :**

1. 15%
2. 18%
3. 32%
4. 46%
- 5.

Answer : 18%

- Question No. 10

Botanical name of jowar is:

**Options :**

1. Sorghum sudanance
2. Hordium vulgare
3. Sorghum bicolor
4. Sorghum vulgare
- 5.

Answer : Sorghum bicolor

- Question No. 11

Cotton belongs to the family:

**Options :**

1. Malvaceae
2. Solanace
3. Tiliaceae

4. Compositae

5.

Answer : Malvaceae

• Question No. 12

The seed rate for true potato seed should be:

**Options :**

1. 15–20 quintal per ha

2. 4–5 quintal per ha

3. 10–12 quintal per ha

4. 100–125 gms per ha

5.

Answer : 100–125 gms per ha

• Question No. 13

Which of the following is not a variety of bajra:

**Options :**

1. Pusa 3

2. W c c 75

3. Composite 3

4. B. L. 54

5.

Answer : B. L. 54

• Question No. 14

Maize is a monoicous plant in which male flower emerges:

**Options :**

1. With female flower
2. A week before emergence of female flower
3. A week after emergence of female flower
4. None of these
- 5.

Answer : A week before emergence of female flower

• Question No. 15

Pegging down in ground nut is the process of:

**Options :**

1. Elongation of style
2. Elongation of areal roots
3. Development of Brace roots
4. Pressing pegs in soil to support the plant
- 5.

Answer : Elongation of style

• Question No. 16

Topping is a practice done in:

**Options :**

1. Sugarcane
2. Gram
3. Tobacco
4. Cotton
- 5.

Answer : Tobacco

- Question No. 17

'Mehsana' breed belongs to the species:

**Options :**

1. Goat
2. Cow
3. Sheep
4. Buffalo
- 5.

Answer : Buffalo

- Question No. 18

Which of the following animal has longest gestation period:

**Options :**

1. Cow
2. Buffalo
3. Goat
4. Sheep
- 5.

Answer : Buffalo

- Question No. 19

Umran is a variety of:

**Options :**

1. Bottle gourd
2. Brinjal
3. Ber

4. Banana

5.

Answer : Ber

- Question No. 20

The edible part of Knol Khol is:

**Options :**

1. Root

2. Stem

3. Leaf

4. Flower

5.

Answer : Stem

- Question No. 21

'Pusa Naveen' is a variety of:

**Options :**

1. Bottle gourd

2. Sponge gourd

3. Bitter gourd

4. Musk-melon

5.

Answer : Bottle gourd

- Question No. 22

Chilli is grown under:



**Options :**

1. Tropical and sub-tropical climate
2. Tropical and temperate climate
3. Temperate and sub-tropical climate
4. Under all the climates
- 5.

Answer : Tropical and sub-tropical climate

• Question No. 23

'Pusa Nasdar' and 'Pusa Chikni' are the varieties of:

**Options :**

1. Sponge gourd
2. Bottle gourd
3. Bitter gourd
4. Musk melon
- 5.

Answer : Sponge gourd

• Question No. 24

Carrot belongs to the family:

**Options :**

1. Solanaceae
2. Umbelliferae
3. Cruciferae
4. Compositae
- 5.

Answer : Umbelliferae

- Question No. 25

Tomato originated in:

**Options :**

1. France
2. China
3. India
4. Mexico
- 5.

Answer : Mexico

- Question No. 26

'Arka Navneet' is a variety of:

**Options :**

1. Tomato
2. Brinjal
3. Turnip
4. Cauli Flower
- 5.

Answer : Brinjal

- Question No. 27

Sowing time of pea is:

**Options :**

1. August – September
2. October – November
3. December – January

4. February – March

5.

Answer : October – November

• Question No. 28

The family water melon is:

**Options :**

1. Cruciferae

2. Malvaceae

3. Leguminosae

4. Cucurbitaceae

5.

Answer : Cucurbitaceae

• Question No. 29

Where sellers combine several products in the same package is known as \_\_\_\_\_

**Options :**

1. Psychological Pricing

2. Captive Product Pricing

3. Product Bundle Pricing

4. Promotional Pricing

5.

Answer : Promotional Pricing

• Question No. 30

Which of the following information forms available to the marketing manager can usually be accessed more quickly and cheaply than other information sources?

**Options :**

1. Marketing intelligence
2. Marketing research
3. Customer profiles
4. Internal databases
- 5.

Answer : Internal databases

• Question No. 31

Which of the following are possible pricing objectives

**Options :**

1. To maximise profits
2. To achieve a target market share
3. To match the competition, rather than lead the market
4. All of these.
- 5.

Answer : All of these.

• Question No. 32

All of the following are considered to be drawbacks of local marketing EXCEPT:

**Options :**

1. it can drive up manufacturing and marketing costs by reducing economies of scale.
2. it can create logistical problems when the company tries to meet varied requirements
3. it can attract unwanted competition.
4. it can dilute the brand's overall image.
- 5.

Answer : it can attract unwanted competition.

- Question No. 33

\_\_\_\_\_ has contractual authority to sell a manufacturer's entire output.

**Options :**

1. Selling agents
2. Rack jobbers
3. Manufacturer's agents
4. Purchasing agents
- 5.

Answer : Selling agents

- Question No. 34

When there is a large potential market for a product, the firm will adopt.

**Options :**

1. Skimming price policy
2. Penetration price policy.
3. Premium price policy.
4. None of these.
- 5.

Answer : Premium price policy.

- Question No. 35

When a firm sets a very low price for one or more of its products with the intention of driving its competitors out of business.

**Options :**

1. Predatory Pricing
2. Economy Pricing

3. Psychological Pricing
4. Penetration Pricing
- 5.

Answer : Predatory Pricing

• Question No. 36

\_\_\_\_\_ consists of dividing a market into distinct groups of buyers on the basis of needs, characteristics, or behavior who might require separate products or marketing mixes.

**Options :**

1. Product differentiation
2. Market segmentation
3. Market targeting
4. Market positioning
- 5.

Answer : Market segmentation

• Question No. 37

The strategy of using as many outlets as possible is called

**Options :**

1. Intensive distribution
2. Cohesive distribution
3. Wide distribution
4. All of these
- 5.

Answer : Intensive distribution

• Question No. 38

The biggest or greatest amount of involvement in a foreign market comes through which of the following?

**Options :**

1. Exporting
2. Joint venturing
3. Licensing
4. Direct investment
- 5.

Answer : Direct investment

- Question No. 39

Sellers that handle their own exports are engaged in:

**Options :**

1. direct exporting.
2. indirect exporting.
3. licensing.
4. contract manufacturing
- 5.

Answer : direct exporting.

- Question No. 40

Marketers of successful 21st-century brands must excel at \_\_\_\_\_ the design and implementation of marketing activities and programs to build, measure, and manage brands to maximize their value.

**Options :**

1. promotional planning
2. brand personification
3. strategic brand management
4. brand awareness

5.

Answer : strategic brand management

• Question No. 41

A branch and subsidiary are

**Options :**

1. Different to each other
2. Similar to each other
3. All
4. None
- 5.

Answer : Different to each other

• Question No. 42

International dimension of marketing includes

**Options :**

1. Domestic marketing
2. Foreign marketing
3. International trade
4. All
- 5.

Answer : All

• Question No. 43

VAT is a/an

**Options :**



1. Income tax
2. Sales Tax
3. Custom Duty
4. Travel Tax
- 5.

Answer : Sales Tax

• Question No. 44

The most common form of price discrimination in international trade is

**Options :**

1. Non-tariff barriers.
2. Voluntary Export Restraints.
3. Dumping.
4. Preferential trade arrangements.
- 5.

Answer : Dumping.

• Question No. 45

IBRD (International Bank for Reconstruction and Development) also known as

**Options :**

1. Exim Bank
2. World Bank
3. International Monetary fund
4. International Bank
- 5.

Answer : World Bank

- Question No. 46

Key controllable factors in global marketing are:

**Options :**

1. Government policy and legislation.
2. Social and technical changes.
3. Marketing activities and plans.
4. All of the above.
- 5.

Answer : Marketing activities and plans.

- Question No. 47

The typical method of retail operation used by supermarkets and catalog showrooms is called:

**Options :**

1. Self service retailing.
2. Limited service retailing.
3. Full service retailing.
4. Service merchandiser.
- 5.

Answer : Self service retailing.

- Question No. 48

Which is the right sequence of stages of Internationalization?

**Options :**

1. Domestic, Transnational, Global, International, Multinational
2. Domestic, International, Multinational, Global, Transnational
3. Domestic, Multinational, International, Transnational, Global

4. Domestic, International, Transnational, Multinational, Global
- 5.

Answer : Domestic, International, Multinational, Global, Transnational

• Question No. 49

Globalization refers to:

**Options :**

1. Lower incomes worldwide
2. Less foreign trade and investment
3. Global warming and their effects
4. A more integrated and interdependent world
- 5.

Answer : A more integrated and interdependent world

• Question No. 50

Which concept holds that consumers will not buy enough of organizations product unless it takes large scale selling and promotion effort?

**Options :**

1. Marketing.
2. Selling.
3. Production.
4. Product.
- 5.

Answer : Selling.

• Question No. 51

If a government uses barriers to foreign products such as biases against a foreign company's bids, or product standards that go against a foreign company's product features, the government is using:

**Options :**

1. protectionism.
2. exchange controls.
3. exchange facilitators.
4. nontariff trade barriers.
- 5.

Answer : nontariff trade barriers.

- Question No. 52

Which of the following is NOT an element of the marketing mix?

**Options :**

1. Distribution.
2. Product.
3. Target market.
4. Pricing.
- 5.

Answer : Target market.

- Question No. 53

A company is practicing \_\_\_\_\_ if it focuses on sub segments with distinctive traits that may seek a special combination of benefits.

**Options :**

1. micromarketing
2. niche marketing
3. mass marketing

4. segment marketing

5.

Answer : niche marketing

• Question No. 54

\_\_\_\_\_ is the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products.

**Options :**

1. The promotion mix
2. Integrated international affairs
3. Integrated marketing communications
4. Integrated demand characteristics
- 5.

Answer : Integrated marketing communications

• Question No. 55

A company faces several major decisions in international marketing. The first of these decisions is often:

**Options :**

1. deciding whether to go international.
2. looking at the global marketing environment.
3. deciding which markets to enter.
4. deciding how to enter markets
- 5.

Answer : looking at the global marketing environment.

• Question No. 56

Two main components of sales promotion are \_\_\_\_\_.

**Options :**

1. Trade promotion and consumer promotion.
2. marketing promotion and sales promotion.
3. Consumer promotion and marketing promotion.
4. none.
- 5.

Answer : Consumer promotion and marketing promotion.

• Question No. 57

MIS stands for\_\_\_\_\_.

**Options :**

1. Marketing Information System.
2. Management information System.
3. Management interface system.
4. Market Interface system.
- 5.

Answer : Management information System.

• Question No. 58

A \_\_\_\_\_ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

**Options :**

1. push strategy
2. pull strategy
3. blocking strategy
4. integrated strategy
- 5.

Answer : push strategy

- Question No. 59

Which of these is a merit of commodity approach ?

**Options :**

1. It is a simple method to adopt.
2. It is a concrete method
3. It give concrete results.
4. All the above
- 5.

Answer : It give concrete results.

- Question No. 60

Business buyers is one who buys goods and services for \_\_\_\_\_ purposes.

**Options :**

1. For making other goods and services.
2. For reselling.
3. For use as consumables.
4. All of the above
- 5.

Answer : For making other goods and services.

- Question No. 61

\_\_\_\_\_ is the general term for a buying and selling process that is supported by electronic means.

**Options :**

1. Internet commerce

2. Web commerce
3. Computer commerce
4. Electronic commerce
- 5.

Answer : Electronic commerce

- Question No. 62

\_\_\_\_\_ marking decisions in research objectives.

**Options :**

1. Preliminary exploration.
2. Formal investigation
3. Project planning.
4. Informal investigation.
- 5.

Answer : Preliminary exploration.

- Question No. 63

Diversification is best described as \_\_\_\_\_.

**Options :**

1. Existing products in new markets.
2. Existing products in existing markets.
3. New products for new markets
4. New products for existing markets.
- 5.

Answer : New products for new markets

- Question No. 64



Which of the following refers to process element of the marketing mix?

**Options :**

1. Training and development of the staff.
2. Making the sales outlet look attractive.
3. Deciding the Capacity of customers that one sales person can handle.
4. Giving rewards for good members of the staff.
- 5.

Answer : Making the sales outlet look attractive.

- Question No. 65

Market Targeting is a process of \_\_\_\_\_.

**Options :**

1. Subdividing the customers in the market to groups having similar needs
2. Placing the product in the collective mind set of the customers.
3. Choosing the market segments that the firm hopes to offer its products or services.
4. Offering one product to all the markets.
- 5.

Answer : Placing the product in the collective mind set of the customers.

- Question No. 66

Distribution in a service may refer to\_\_\_\_\_.

**Options :**

1. Storage, handling and movement of goods from manufacturer to consumer.
2. Point at which the service is delivered.
3. Point at which service is promoted and communicated.
4. None of the above.
- 5.

Answer : Point at which the service is delivered.

- Question No. 67

Marketing research data is gathered by \_\_\_\_\_.

**Options :**

1. Observation.
2. In depth interviews.
3. Controlled experiment.
4. All the above
- 5.

Answer : All the above

- Question No. 68

Strategic marketing planning establishes the\_\_\_\_\_.

**Options :**

1. Resource base provided by the firm s strategy.
2. Economic impact of additional sales.
3. Tactical plans that must be implemented by the entire organization
4. Basis for any marketing strategy.
- 5.

Answer : Economic impact of additional sales.

- Question No. 69

When a company identifies the parts of the market it can serve best and most profitably, it is practicing \_\_\_\_\_.

**Options :**

1. Segmenting.

2. Concentrated marketing.
3. Differentiation.
4. Mass marketing.
- 5.

Answer : Segmenting.

• Question No. 70

When a market's annual growth rate falls to less than 10 percent, the \_\_\_\_\_ becomes a \_\_\_\_\_ if it still has the largest relative market share:

Options :

1. Question mark; star
2. Cash cow; dog
3. Star; cash cow
4. Cash cow; star
- 5.

Answer : Star; cash cow

• Question No. 71

The 'Pulitzer Prize' is associated with:

Options :

1. Environmental protections
2. Civil Aviation
3. Journalism
4. Health Research
- 5.

Answer : Journalism

- Question No. 72

The latitude difference between India & Pakistan for their Standard time is:

**Options :**

1.  $7^\circ$
2.  $7.5^\circ$
3.  $8^\circ$
4.  $8.5^\circ$
- 5.

Answer :  $7.5^\circ$

- Question No. 73

In case of reflection it is well known that when a mirror turned through an angle the reflected ray turns through:

**Options :**

1. Same angle
2. Twice the angle
3. Thrice the angle
4. Half the angle
- 5.

Answer : Twice the angle

- Question No. 74

Which Article of the constitution of India restricts courts not to inquire into proceedings of Parliament:

**Options :**

1. Article 122
2. Article 120
3. Article 123

4. Article 119

5.

Answer : Article 122

- Question No. 75

To which ocean the Panama Canal joins the Atlantic Ocean?

**Options :**

1. Pacific Ocean

2. Indian Ocean

3. Arctic Ocean

4. Caspian Sea

5.

Answer : Pacific Ocean

- Question No. 76

How many countries are members of the SAARC organization?

**Options :**

1. 10

2. 9

3. 8

4. None of these

5.

Answer : 8

- Question No. 77

One of the following player is not in the list of Arjuna Awards 2015:

**Options :**

1. Rohit Sharma
2. Shushil Kumar
3. Sreejesh PR
4. Jitu Rai
- 5.

Answer : Shushil Kumar

• Question No. 78

The BRICS Bank would have its headquarter in?

**Options :**

1. India
2. Russia
3. China
4. South Africa
- 5.

Answer : China

• Question No. 79

An article is sold at a certain price. By selling it at  $\frac{2}{3}$  of the price one loses 10%. The gain percent at original price is:

**Options :**

1.  $33\frac{1}{3}\%$
2. 35%
3. 40%
4. 20%
- 5.

Answer : 35%

• Question No. 80

Mr. John is travelling on his cycle and has calculated to reach point A at 2 pm, if he travels at 10 kmph. He will reach there at 12 noon if he travels at 15 kmph. At what speed must he travel to reach A at 1 pm?

**Options :**

1. 8 kmph
2. 11 kmph
3. 12 kmph
4. 14 kmph
- 5.

Answer : 12 kmph

• Question No. 81

An aeroplane covers a certain distance at a speed of 240 kmph in 5 hours. To cover the same distance in  $1\frac{2}{3}$  hours, it must travel at a speed of:

**Options :**

1. 300 kmph
2. 360 kmph
3. 600 kmph
4. 720 kmph
- 5.

Answer : 720 kmph

• Question No. 82

P can complete a work in 12 days working 8 hours a day, Q can complete the same work in 8 days working 10 hours a day. If both P and Q work together, working 8 hours a day, in how many days can they complete the work?

**Options :**

1. 5(5/11)
2. 5(6/11)
3. 6(5/11)
4. 6(6/11)
- 5.

Answer : 6(6/11)

• Question No. 83

A 7 metres wide road runs outside around a circular park, whose circumference is 176 metres. The area of the road is:

Options :

1. 1580 m<sup>2</sup>
2. 1468 m<sup>2</sup>
3. 1386 m<sup>2</sup>
4. None of these
- 5.

Answer : 1386 m<sup>2</sup>

• Question No. 84

If the word 'STOVE' can be written as 'FNBLK', then how can the word 'VOTES' be written in that code?

Options :

1. BNLKF
2. KFLBN
3. LBNKF
4. NBLKF
- 5.

Answer : LBNKF



- Question No. 85

In what time ₹ 8,000 will amount to ₹ 9,261 at 10% per annum compound interest, when the interest is compounded half yearly?

**Options :**

1. 2 years
2. 3(1/2) years
3. 1(1/2) years
4. 2(1/2) years
- 5.

Answer : 1(1/2) years

- Question No. 86

In a group of 36 persons, a total of 16 take cold drink while 9 take only cold drink not green coconut drink. How many persons in this group take only green coconut drink but not cold drink. (Every person take drink either cold drink or green coconut or both):

**Options :**

1. 27
2. 25
3. 20
4. 22
- 5.

Answer : 20

- Question No. 87

In a classroom, there are 5 rows, and 5 children Akshay, Vineet, Sujeet, Guddu and Mangal are seated one behind the other in 5 separate rows as follows:

Akshay is sitting behind sujeet but in front of Vineet. Sujeet is sitting behind Mangal. Guddu is sitting in front of Mangal. The order in which they are sitting from the first row to the last is.

**Options :**

1. Mangal, Sujeet, Guddu, Akshay, Vineet
2. Sujeet, Mangal, Guddu, Akshay, Vineet
3. Vineet, Guddu, Mangal, Sujeet, Akshay
4. Guddu, Mangal, Sujeet, Akshay, Vineet
- 5.

Answer : Guddu, Mangal, Sujeet, Akshay, Vineet

Direction:

**Read the instructions carefully and answer the question based on them.**

- Question No. 88

If C = 24 and HOT = 38, then FEAR = ?

**Options :**

1. 68
2. 55
3. 78
4. 46
- 5.

Answer : 78

- Question No. 89

Complete the series by replacing the question mark (?).

Q331T, U442X, Y553A, ?

**Options :**

1. Z662C
2. B664C
3. B661C
4. C664C
- 5.

Answer : C664C

• Question No. 90

Vasant says, "I have as many sisters as brother". Vaishali say, "Each of us sisters has only half as many sisters as brothers". Assuming that Vasant and Vaishali are brother and sister, how many brothers and sisters are there in the family?

Options :

1. 8 brothers and 6 sisters
2. 6 brothers and 5 sisters
3. 5 brothers and 4 sisters
4. 4 brothers and 3 sisters
- 5.

Answer : 4 brothers and 3 sisters

Direction:

**Read the instructions carefully and answer the question based on them.**

• Question No. 91

If  $16 \square 27 = 43$  and  $23 \square 39 = 56$  then what will be the value of  $25 \square 48 = ?$

Options :

1. 53
2. 55
3. 67
4. 77

5.

Answer : 77

• Question No. 92

If colour is called music, music is called engine, engine is called car, car is called caravan, caravan is called tent and tent is called igloo, then where do soldiers on battlefield live in?

**Options :**

1. Car
2. Caravan
3. Tent
4. Igloo
- 5.

Answer : Igloo

• Question No. 93

**Complete the series.**

1 A 2 Z 3 B 4 Y 5 C 6 ?

**Options :**

1. X
2. U
3. W
4. T
- 5.

Answer : X

• Question No. 94

Solve the equation on the basis of the given system.

a = 5 (34) 15, b = 14 (45) 56, c = 9 (?) 45:

**Options :**

1. 56
2. 65
3. 34
4. 45
- 5.

Answer : 56

- Question No. 95

Fill in the gap with suitable preposition:

It's five minutes \_\_\_ 10 o'clock.

**Options :**

1. to
2. of
3. from
4. till
- 5.

Answer : to

- Question No. 96

Fill in the gap with suitable preposition:

Ram died \_\_\_ fatigue.

**Options :**

1. of
2. from

3. for

4. in

5.

Answer : from

• Question No. 97

The correct passive voice of the following sentence will be:

Would you have tolerated such humiliation?

**Options :**

1. Would such humiliation have been tolerated by you?

2. Would such humiliation having been tolerated by you?

3. Would you have been tolerated such a humiliation?

4. How would you have been tolerated such a humiliation?

5.

Answer : Would such humiliation have been tolerated by you?

• Question No. 98

In the following questions, a word is followed by four choices. Select the choice that is nearly most opposite in meaning to the given word.

TRANSIENT

**Options :**

1. Materialistic

2. Permanent

3. Steady

4. Worthless

5.

Answer : Permanent

- Question No. 99

Choose the word from among the four options which is nearest in meaning to the given word.

PREDICT

**Options :**

1. Analyse
2. Foretell
3. Explain
4. Describe
- 5.

Answer : Foretell

- Question No. 100

Choose the word from among the four options which is nearest in meaning to the given word.

AVARICIOUS

**Options :**

1. Jealous
2. Wealthy
3. Envious
4. Greedy
- 5.

Answer : Greedy

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