

DFCCIL Executive Operating Station Master & Controller (10-11-2018)





Participant ID	<u> </u>
Participant Name	
Test Center Name	
Test Date	10/11/2018
Test Time	4:30 PM - 6:30 PM
Subject	Executive Operating (Station Master & Controller)

Section: General Knowledge

Q.1 Which international financial institution has approved a USD \$25 million forms for inflastructure projects in Modhya readoals?

Ans

✓ 1. New Development Bank

X 2. International Monetary Fund

X 3. Asian Development Bank

X 4. World Bank

Q.2 What is the total number of medals won by India at the Asian Games, 2018?

Ans 💢 1. 79

X 2. 59

3. 69

X 4. 49

Q.3 Who wrote the famous book 'A House for Mr Biswas'?

Ans 🧳 1. V S Naipaul

X 2. Vikram Seth

X 3. Arundhati Roy

X 4. Arvind Adiga

Q.4 Which state in India is the largest producer of diamonds?

Ans X 1. Odisha

X 2. Chhattisgarh

X 3. Jharkhand

4. Madhya Pradesh

Q.5 Who among the following won the 2018 US Open Men's Singles Championship?

Ans X 1. Juan Martin del Potro

2. Novak Djokovic

X 3. Andy Murray

Question ID: 2391305009

Status : Not Attempted and Marked For Review

Chosen Option : --

Question ID : 2391305006

Status : Answered

Chosen Option: 3

Question ID : 2391305002

Status : Answered

Chosen Option: 1

Question ID: 2391305000

Status: Answered

Chosen Option: 4

Question ID : 2391305011

Status: Answered

Chosen Option: 2



7	4. Roger Federer	
Ans	member of is elected for a period of 1. the Rajya Sabha; 5 years 2. the Rajya Sabha; 6 years	Question ID : 2391305004 Status : Answered Chosen Option : 2
	3. the Lok Sabha; 3 years4. the Lok Sabha; 4 years	
Ans >	1. Jhulan Goswami 2. Mithali Raj 3. Harmanpreet Kaur 4. Shikha Pandey	Question ID : 2391305005 Status : Answered Chosen Option : 1
Ans >	1. Article 42 2. Article 29 3. Article 18 4. Article 24	Question ID : 2391305003 Status : Not Attempted and Marked For Review Chosen Option :
Ans >	hich one of the following cities did the British East India Company set up its first factory? 1. Cochin 2. Kolkata 3. Calicut 4. Surat	Question ID : 2391305001 Status : Answered Chosen Option : 4
Ans >	1. ICGS Vikram 2. ICGS Samrat 3. ICGS Vijaya 4. ICGS Samarth	Question ID : 2391305008 Status : Not Answered Chosen Option :
Ans	humans, the sound is produced by the 1. epiglottis 2. larynx 3. trachea 4. vallecula	Question ID : 2391305010 Status : Answered Chosen Option : 2
Ans >	o has been renominated as Chairman of the Ethics Committee of Lok Sabha by the Speaker? 1. Nitin Gadkari 2. Shanta Kumar 3. Murli Manohar Joshi 4. Lal Krishna Advani	Question ID : 2391305007 Status : Not Answered Chosen Option :



Section : L	ogical reasoning	
Staten "Succe Assum I. Tho: II. Mo Ans	der the given statement and decide which of the given assumptions is (are) implicit. nent: essful people are happy in life." nptions se that are unhappy are not successful. st of the times success in one's endeavours gives happiness. 1. Only assumption I is implicit. 2. Only assumption II is implicit. 3. Both assumptions are NOT implicit. 4. Both assumptions are implicit.	Question ID : 2391305021 Status : Answered Chosen Option : 2
Ans X	ies participated in the Common Wealth Games. Mauritius ranked 38 th from the bottom. What is its rank from the top? 1. 33 rd 2. 35 th 3. 36 th 4. 34 th	Question ID : 2391305019 Status : Answered Chosen Option : 4
Ans X	ct the one which is different from the other three responses. 1. 69 2. 115 3. 47 4. 138	Question ID : 2391305012 Status : Answered Chosen Option : 3
Ans BEFC:	the option that is related to the third term in the same way as the second term is related to the first term. EDBF::VYZW:? 1. XYVZ 2. YXVZ 3. VYXZ 4. YXZV	Question ID : 2391305023 Status : Answered Chosen Option : 2
Ans k_m_ X	one set of letters when sequentially placed at the gaps in the given letter series will complete it? 1	Question ID : 2391305013 Status : Answered Chosen Option : 1
conclusi Stateme 1. All va 2. No fic Conclus I. No va: II. Some	uses are flowers. wer is a plant.	Question ID : 2391305015 Status : Answered Chosen Option : 1



	 3. Only conclusion II follows. 4. Neither conclusion follows. 	
Ans	the letters of the word FACETIOUS' are arranged alphabetically then which letter would be the third letter from the last? 1. O 2. S 3. T 4. U	Question ID : 2391305020 Status : Answered Chosen Option : 2
st 1. 2. Ans	onsider the given question and decide which of the following statements is/are sufficient to answer the question. In is the youngest among Reema, Usha and Naina? In it is the younger than Usha but older than Reema. Reema's younger than Usha but older than Reema. Reema's younger sister was born in the same year as Naina. In it is a sufficient and the same year as Naina. In it is a sufficient and the same year as Naina. In it is a sufficient and the same year as Naina. In it is a sufficient and the same year as Naina. In it is a sufficient and the same year as Naina. In it is a sufficient and the same year as Naina. In it is a sufficient and the same year as Naina. In it is a sufficient and the same year as Naina. In it is a sufficient to answer the question.	Question ID : 2391305018 Status : Answered Chosen Option : 2
Ans	rom the given alternatives, select the word which cannot be formed using the letters of the given word. ROSPERITY 1. PROPERTY 2. TOPPERS 3. REPORTS 4. PRIESTS	Question ID : 2391305016 Status : Answered Chosen Option : 4
Ans	run leaves his house and moves 30 km in northwest direction and then 30 km in southwest direction. Next, he moves km in southeast direction. Then he turns towards his home. In which direction is he moving? 1. Northeast 2. Northwest 3. Southwest 4. Southeast	Question ID : 2391305017 Status : Answered Chosen Option : 1
Ans q	yt92aup 2. Vt92aup 2. Vt92aup 3. Vt92aty 4. Vt92aty 4. Vt92aty 4. Vt92aty 4. Vt92aty	Question ID : 2391305022 Status : Answered Chosen Option : 2
	a row of students, Madhur is 8 th from the right and Sukam is 8 th from the left. When Madhur and Sukam interchange eir positions, Sukam becomes 16 th from the left. How many boys are there in the row? 1. 20 2. 25 3. 16 4. 23	Question ID : 2391305014 Status : Answered Chosen Option : 4



Section	Arith	metic	Δŀ	villit
Section	AHIII	meuc	AL	יווווו

Q.1 If A is 40 % more than B, C is 30 % less than D and D is 25 % less than A, then which of the following is true?

Ans \times 1. 21B = 20C

X 2. 200B = 147C

 \times 3. 20B = 21C

4 147B = 200C

Question ID: 2391305031

Status: Not Attempted and

Marked For Review

Chosen Option: --

If $\frac{\sqrt{3}-1}{\sqrt{3}+1} - \frac{5+2\sqrt{3}}{7+4\sqrt{3}} = a + b\sqrt{3}$, then the value of (a + b) is:

Ans X 1. 8

Question ID: 2391305026

Status: Answered

Chosen Option: 4

Q.3 Seven times a two-digit number is equal to four times the numbers obtained by reversing the order of its digits. If the difference between the digits of the given two digit number is 3, then the sum of digits of the number is:

Ans

X 1. 10

X 3. 12

X 4. 11

Question ID: 2391305027

Status: Not Attempted and Marked For Review

Chosen Option: --

Q.4 A can complete a piece of work in 15 days working 8 hours a day. B can complete the same work in 8 days working 10 hours a day. If A and B work together, working 6 hour a day, then the work will be completed in:

X 1 12 days

X 2. 6 days

X 3. 9 days

4 8 days

Question ID: 2391305047

Status: Not Attempted and

Marked For Review

Chosen Option: --

Two pipes A and B can fill an empty tank in 10 hours and 40 hours, respectively. If both the pipes are opened then it takes 1 hour, 20 minutes more to fill the tank, due to a leakage at the bottom. If the tank is full, how long will leakage Q.5 alone take to empty it?

Ans X 1. 28 hours

× 2. 27 hours

3. 56 hours

X 4. 54 hours

Question ID: 2391305045

Status: Not Attempted and

Marked For Review

Chosen Option: --

The value of $\frac{5.5 - [3 - 0.125 \{7 - 1.2 \div (3.5 - 1.5)\}]}{1.25 - [1 \div \{3 + (2 - 0.4 \times 2.5)\}]}$ lies between: Q.6

Ans

X 1. 3.6 and 3.8

2. 3.2 and 3.4

X 3. 3.4 and 3.6

X 4. 3 and 3.2

Question ID: 2391305025

Status: Not Attempted and

Marked For Review

Chosen Option : --

Q.7 A person makes a profit of 20 % after giving 20 % discount on the marked price of an article. The marked price is what percent above the cost price of the article?

Ans

Question ID: 2391305033

Status: Answered

Chosen Option: 2



A 450		
X	4	60
	₹.	E 31 1

Q.8 Let x be the least number which when divided by 15, 20, 25, 30 and 40, the remainders are 11, 16, 21, 26 and 36 respectively. When x is divided by the sum (15 + 20 + 25 + 30 + 40), then the remainder is:

Ans

X 1. 71

X 2. 81

3. 76

X 4. 86

Question ID: 2391305030 Status: Not Answered

Chosen Option : --

Q.9 In determining the HCF of two numbers by the method of long division, the last divisor is 63 and the successive quotients from the beginning to the end are 1, 3, 1 and 5, respectively. The sum of the two numbers is:

Ans

X 1. 3,402

2. 3,276

X 3. 3.150

X 4. 3,213

Question ID: 2391305029 Status: Not Answered

Chosen Option: --

Q.10 In a 90 litre solution, acid and water are in the ratio 2:1. To make the ratio of acid and water as 1:2, how many litre of water should be added to the solution?

Ans

X 1. 80

X 2. 75

3. 90

X 4. 120

Question ID: 2391305041

Status: Answered

Chosen Option: 3

Q.11 A is twice as fast as B and B is thrice as fast as C. All three together, with the help of D, finish a piece of work in 2 days.

D alone takes 12 days to complete the same work. B and C start the work and leave after 2 days. Remaining work will be finished by A in:

Ans

 \times 1. $2\frac{1}{2}$ days

X 2. 1 day

 \checkmark 3. $2\frac{2}{3}$ days

X 4. 2 days

Question ID: 2391305046

Status: Not Attempted and Marked For Review

Chosen Option: --

Q.12 A shopkeeper marks his goods 10 % above the cost price. He sells 40 % of goods at the marked price and the remaining at a discount of 20 %. What is his profit or loss on the whole?

Ans

1. Loss 3.2 %

X 2. Profit 3.4 %

X 3. Profit 3.4 %

X 4. Loss 3.4 %

Question ID: 2391305034

Status: Answered

Chosen Option: 1

Q.13 From a group of 12 men, if the two men of age 28 years and 32 years are replaced by two women, wherein both of them are of the same age. As a result, the average age of the group decreases by one year. What is the age of these women?

Ans

1. 24 years

X 2. 25 years

X 3. 24.5 years

X 4. 25.5 years

Question ID: 2391305038

Status: Answered

Chosen Option: 1

Q.14 The area of a triangular field with equal sides is equal to $3\sqrt{5}$ times the area of another triangular park whose sides are 50 m, 80 m and 120 m. what will be the cost of putting the fence around the field at the rate of ₹ 105 per metre?

Ans

X 1. ₹ 46,830

× 2. ₹ 47,460

Question ID: 2391305042

Status: Not Attempted and **Marked For Review**

Chosen Option: --



√ 3. ₹ 47.250

X 4 ₹ 46,935

Q.15 If (2x + 3y): (3x + 5y) = 18: 29, then $(4x^2 + 3y^2)$: $(3x^2 - y^2) = ?$

Question ID: 2391305040 Status: Not Answered

Chosen Option : --

Ans X 1. 36:59

X 2. 23:18

X 3. 27:58

4. 84 : 11

Q.16

The value of $\frac{2\frac{1}{3} \times \frac{3}{14} \circ f \cdot 5\frac{1}{2} \div 16\frac{1}{2}}{16\frac{1}{2} \div 5\frac{1}{2} - \frac{3}{14} \circ f \cdot 2\frac{1}{3}} \div \frac{\frac{1}{2} - \frac{1}{2} \times \frac{1}{2}}{\frac{1}{2} + \frac{1}{2} \circ f \cdot \frac{1}{2}}$ is:

Question ID: 2391305024

Status: Not Attempted and

Marked For Review

Chosen Option : --

Ans X 1. 5

X 2. 15

 \times 4. $\frac{1}{15}$

Q.17 The sale of an item increases by 20 % every week. If the difference between the sold quantity of the fourth week and the second week is 792, then the sold quantity for the third week is:

Ans X 1. 2.180

2. 2,160

X 3. 2,060

X 4. 2.040

Question ID: 2391305032

Status: Answered

Chosen Option: 2

Q.18 Å certain sum amounts to ₹ 73,205 in 4 years at 10 % p.a., interest being compounded yearly. What will be the simple interest on that sum for the same period and at the same rate?

Ans √ 1 ₹ 20.000

X 2. ₹ 19,600

X 3. ₹ 19.500

X 4. ₹ 18,800

Question ID: 2391305035

Status: Answered

Chosen Option: 1

Q.19 A fraction becomes $\frac{7}{9}$, if 5 is added to both the numerator and the denominator but when 3 is added to both the

numerator and the denominator, it becomes $\frac{6}{7}$. The sum of numerator and the denominator is:

X 1. 18 Ans

X 2. 21

X 3. 17

Question ID: 2391305028

Status: Not Answered

Chosen Option : --

Q.20 Walking \(\frac{3}{4} \) of his usual speed, Raghu is 45 minutes late to his office. What is his usual time to cover the distance to the office?

 \checkmark 1. $2\frac{1}{4}$ hours

× 2. 1 hour

X 3. 2 hours

Question ID: 2391305043

Status: Not Answered

Chosen Option: --



1		gradeop
	\times 4. 1 $\frac{1}{2}$ hours	
Q.21	There are three numbers. When the average of any two is added to the third number, the resulting numbers are 104, 111 and 115. What is the average of the given three numbers?	Question ID : 2391305037
Ans	× 1. 55.5	Status : Not Answered
	√ 2. 55	Chosen Option :
	× 3. 53.5	
	× 4. 53	
Q.22	Rekha borrowed a sum of ₹ 24,000 at 12 % p.a. compound interest, interest compounded yearly, for 3 years. At the end of first year, she repays a sum of ₹ 6,880 and at the end of second year, she repays ₹ 5,400. What amount should she pay	Question ID : 2391305036
Ans	at the end of third year to discharge the loan?	Status : Not Answered
71110	X 1. ₹ 19,180	Chosen Option :
	× 2. ₹ 18,860	
	√ 3. ₹ 19,040	
	× 4. ₹ 19,000	
	A train passes a pole in 15 seconds and a platform of length 350 m in 40 seconds. The length of the train is:	Question ID : 2391305044
Ans	X 1. 200 m	Status : Answered
	✓ 2. 210 m	Chosen Option : 2
	× 3. 180 m	
	× 4. 240 m	
Q.24	Three persons A, B and C spend 80 %, 85 % and 75 % of their salaries and the sum of their salaries is $\overline{\xi}$ 72,000 and their salarings are in the ratio 8:9:20, then salary of A is:	Question ID : 2391305039
Ans	√ 1. ₹ 16,000	Status : Not Answered
	× 2. ₹ 32,000	Chosen Option :
	× 3. ₹ 40,000	
	× 4. ₹ 24.000	
	4. ₹ 24,000	
Secti	on : General Science	
Q.1	Bee-keeping is also called as:	Question ID : 2391305063
Ans	X ¹. sericulture	Status : Answered
	× 2. pisciculture	Chosen Option : 3
	✓ 3. apiculture	
	E. S.	
	X 4. aquaculture	
	The common unit of measuring volume is litre (L), such that 1 L is equal to:	Question ID : 2391305048
Ans	× 1. 1 m ³	Status : Answered
	\times 2. 1 cm ³	Chosen Option : 1
	× 3. 1 mm ³	
	\checkmark 4. 1 dm ³	

Question ID : 2391305053

Status : Answered

Q.3 Which of the following plant tissues is a living tissue?

Ans



X 1 Sclerenchyma Chosen Option: 3 X 2. Tracheids X 3. Phloem fibres 4. Parenchyma Q.4 The process of improving the nutritional quality of food crops is termed as: Question ID: 2391305062 Ans X 1 bio-remediation Status: Not Answered Chosen Option : --2. biofortification X 3. bio-magnification X 4 phyto-remediation Q.5 In hydropower plants, which energy of water is utilised to generate electricity? Question ID: 2391305064 X 1. Kinetic energy Status: Answered Chosen Option: 1 X 2. Thermal energy 3. Potential energy X 4 Chemical energy Q.6 Which of the following food-products used in daily life is NOT a carbon compound? Question ID: 2391305065 Ans X 1. Mineral oil Status: Answered Chosen Option: 4 X 2. Ghee X 3. Table sugar ✓ 4 Salt Q.7 Which type of mirrors are used by dentists to see large images of patient's teeth? Question ID: 2391305070 Ans X 1. Plane Status: Answered X 2. Convex Chosen Option: 4 X 3. Diverging 4. Converging Q.8 Which is the most abundant gas in the earth's atmosphere? Question ID: 2391305049 Ans X 1. Carbon dioxide Status: Answered Chosen Option: 3 X 2. Oxygen 3. Nitrogen X 4 Hydrogen Q.9 What is the average velocity of a car that moved 80 km in 2 hours? Question ID: 2391305055 Ans X 1. 10 km/h Status: Answered Chosen Option: 4 X 2. 20 km/h X 3. 30 km/h 4 40 km/h Q.10 Which of the following elements is NOT present in baking powder?

Question ID: 2391305050



Ans X 1. Sodium Status: Answered Chosen Option: 2 2. Nitrogen X 3. Hydrogen X 4. Oxygen Q.11 The decrease in the power of accommodation of the eye with age is termed as: Question ID: 2391305069 Ans 🗸 1. presbyopia Status: Answered Chosen Option: 1 X 2. hypermetropia X 3. myopia X 4 astigmatism Q.12 Which of the following infectious agents causes malaria? Question ID: 2391305058 Ans X 1. Fungi Status: Answered Chosen Option: 3 X 2. Bacteria 3. Protozoa X 4. Virus Q.13 Which of the following is a biotic component of our biosphere? Question ID: 2391305060 Ans X 1. Sunlight Status: Answered Chosen Option: 4 X 2. Air √ 3. Microbes X 4. Soil Q.14 The alveoli in human beings are part of the system for Question ID: 2391305068 X 1 transportation Status: Answered Chosen Option: 2 2. respiration X 3. nutrition X 4 excretion Q.15 The nuclei of which of the following elements does NOT have a neutron? Question ID: 2391305051 1. Hydrogen (Protium) Status: Answered Chosen Option: 1 X 2. Carbon X 3. Oxygen X 4. Nitrogen Q.16 The modern periodic table is based on which of the following properties of an element? Question ID: 2391305067 X 1. Total subatomic particles Status: Answered Chosen Option: 4 X 2. Atomic size X 3. Atomic mass 4. Atomic number Q.17 The process of converting ammonia into nitrates is called:

Question ID: 2391305061

Ans X 1. nitrogen-fixation Status: Not Answere Chosen Option : --X 2. ammonification X 3. denitrification 4. nitrification Q.18 Which of the following solutions is NOT acidic? Question ID: 2391305066 Ans V 1. Blood Status: Answered Chosen Option: 2 X 2. Tap water X 3. Vinegar X 4. Lemon juice Q.19 Charles Darwin gave the idea of: Question ID: 2391305054 Status: Answered Ans X 1. biological classification Chosen Option: 4 × 2 cell as a unit of life X 3. gene 4. evolution Q.20 Which of the following of Newton's laws explains the recoiling of a gun when a bullet is fired? Question ID: 2391305056 Ans X 1. Law of gravitation Status: Answered Chosen Option: 2 √ 2. Third law of motion X 3. First law of motion × 4. Second law of motion Q.21 According to the law of gravitation: Question ID: 2391305057 Status: Answered Ans X 1. Chosen Option: 2 only the earth attracts the moon towards itself the earth and the moon, both attract each other only the moon attracts the earth towards itself X 4. there is no force of attraction between them Q.22 Which of the following is absent in an animal cell? Question ID: 2391305052 Status: Answered Ans X 1. Cell membrane Chosen Option: 4 X 2. Nucleus X 3. Mitochondria 4 Cell wall Q.23 The human immunodeficiency virus (HIV) invades and damages the: Question ID: 2391305059 √ 1. immune system Status: Answered Chosen Option: 1 2. digestive system

X 3. respiratory system



	× 4. nervous system	
	Which of the following is an instrument for measuring electric current? 1. Ammeter 2. Potentiometer 3. Voltmeter	Question ID : 2391305071 Status : Answered Chosen Option : 1
	X 4. Electric-meter	
Q.1	what is the total route length of Indian Railways as of 31st March 2017? 1. 57,368 km 2. 87,368 km 3. 77,368 km 4. 67,368 km	Question ID : 2391305075 Status : Answered Chosen Option : 4
Q.2 Ans	Which is the longest distance running train of the Indian Railways? 1. Navyug Express – Mangaluru to Jammu 2. Himsagar Express – Jammu Tawi to Kanyakumari 3. Vivek Express – Dibrugarh to Kanyakumari 4. Humsafar Express – Agartala to Bengaluru Cantonment	Question ID : 2391305080 Status : Answered Chosen Option : 3
Q.3 Ans	Which of the following is the biggest revenue earning commodity through freight traffic for Indian Railways? 1. Coal 2. Cement 3. Food grains 4. Fertiliser	Question ID : 2391305091 Status : Not Attempted and Marked For Review Chosen Option :
Q.4 Ans	What is the proposed train load under Dedicated Freight Corridor? 1. 12,000 tonnes 2. 13,000 tonnes 3. 11,000 tonnes 4. 10,000 tonnes	Question ID : 2391305094 Status : Answered Chosen Option : 3
Q.5 Ans	In which city is the National Rail Museum situated? *\times 1. Patna *\times 2. Bengaluru *\times 3. Lucknow *\times 4. New Delhi	Question ID : 2391305079 Status : Answered Chosen Option : 4
Q.6	In which year was the computer reservation system started by the Indian Railways?	Question ID : 2391305087

Status: Answered

Ans X 1. 1995



gradeup
Chosen Option : 4
Question ID : 2391305093
Status : Answered
Chosen Option : 3
Question ID : 2391305081 Status : Answered
Chosen Option : 1
Question ID : 2391305076
Status : Answered
Chosen Option : 4
Question ID : 2391305084
Status : Answered
Chosen Option : 4
Question ID : 2391305085
Status : Not Attempted and
Marked For Review Chosen Option :
Siloson Spasin
Question ID : 2391305089
Status : Answered
Chosen Option : 3
Question ID : 2391305072
Status : Answered
Chosen Option : 1

X 3. Patiala



X 4. Chittaranjan	
Q.14 Which of the following railway stations has the highest number of railway platforms in In Ans 1. New Delhi 2. Howrah 3. Chhatrapati Shivaji Terminus, Mumbai	Question ID : 2391305095 Status : Answered Chosen Option : 2
 4. Chennai Central Q.15 In which year was the first separate Railway Budget presented in India during the British per Ans 1. 1924 2. 1932 3. 1928 	Question ID : 2391305082 Status : Answered Chosen Option : 1
4. 1920Q.16 Which of the following railway stations has the world's longest railway platfor	rm? Question ID : 2391305092
 Ans 1. Gorakhpur 2. Bilaspur 3. Kharagpur 4. Coimbatore 	Status : Answered Chosen Option : 1
Q.17 How many zones are there in Indian Railways, excluding Metro Ra Ans	Question ID : 2391305078 Status : Answered Chosen Option : 3
Q.18 As of October 2018, who is the chairman of the Railway Boar Ans 1. AK Mittal 2. SN Agrawal 3. Girish Pillai 4. Ashwani Lohani	Question ID : 2391305073 Status : Answered Chosen Option : 4
 Q.19 In which city is the Rail Wheel Factory of the Indian Railways situate Ans 1. Varanasi 2. Hyderabad 3. Bengaluru 4. Chennai 	Question ID : 2391305077 Status : Answered Chosen Option : 3
Q.20 What is the total number of railway stations in India as of 31 st March 201 Ans	Question ID : 2391305074 Status : Answered Chosen Option : 4



Q.21 What is the normal advance reservation period for booking accommodation in trains of Indian Railways as of October 2018? Question ID: 2391305083 Ans 1 120 days Status: Answered Chosen Option: 1 × 2. 90 days X 3. 60 days X 4. 30 days Q.22 In which city is the National Academy of Indian Railways situated? Question ID: 2391305086 Ans √ ¹ Vadodara Status: Answered Chosen Option: 1 X 2. Secunderabad X 3. Jamalpur X 4. Pune Q.23 Where is the Integral Coach Factory of Indian Railways situated? Question ID: 2391305088 Ans X 1. Patiala Status: Answered Chosen Option: 4 X 2. Varanasi X 3. Bengaluru 4 Chennai Q.24 How much freight revenue was earned by Indian Railways during the financial year 2017-18? Question ID: 2391305090 Ans X 1. ₹ 1.32 lakh crore Status: Not Answered X 2. ₹ 1.22 lakh crore Chosen Option : --√ 3. ₹ 1.17 lakh crore X 4. ₹ 1.27 lakh crore Section: Economy & Marketing Q.1 Which is the quadrant with the largest positive cash flow in the BCG matrix? It is this quadrant that typically services Question ID: 2391305103 X 1 Star Quadrant Status: Not Answered Chosen Option: --2. Cow Quadrant X 3. Dog Quadrant X 4. Question Mark Quadrant Q.2 In digital marketing, the acronym CTR stands for: Question ID: 2391305104 Status: Not Answered X 1. Critical Timing Ratio Chosen Option : --X 2. Click- Through Revenue 3. Click-Through Rate X 4. Cost To Recall Q.3 How many types of consumer clusters are defined in the VALS framework, which divides consumers according to their buying motivation behavior? Question ID: 2391305098 Ans X 1. 6 Status: Answered Chosen Option: 2



	★ 4. 4	
Q.4 Ans	Which of these is an example of a G2C marketing drive? 1. Sale of government bonds to the general public 2. Donald Trump meeting Kim Jong-un 3. The decision of Brexit by the British Government 4. Demonetisation drive by the Government of India	Question ID : 2391305099 Status : Not Answered Chosen Option :
Q.5 Ans	Which of these companies uses the tagline 'Think Different'? 1. Apple 2. Amazon 3. Facebook 4. Google	Question ID : 2391305101 Status : Answered Chosen Option : 1
Q.6 Ans	Name the branding practice wherein several related products with the same brand name are advertised using the same advertisement. 1. Umbrella Branding 2. Ingredient Branding 3. Salience Branding 4. Co-Branding	Question ID : 2391305105 Status : Answered Chosen Option : 1
Q.7 Ans	In pricing, one new emerging model is Outcome Based Pricing Model. When pricing is done for the IT industry,, which of these will represent Outcome Based Pricing? 1. Availability of resources for testing 2. The number of billable hours 3. The number of persons deployed for the project 4. Increase in profitability for the client	Question ID : 2391305100 Status : Not Answered Chosen Option :
Q.8 Ans	In the advertisement communication of which of these product categories would the usage of 'Nostalgia' [sentimental and wistful thinking of the past] work effectively? 1. Curtain, bedsheet, pillow cover etc. 2. Pickle, chyawanprash, chilli powder etc. 3. Television, refrigerator, air conditioner etc. 4. Laptop, smartphone, e-reader etc.	Question ID : 2391305097 Status : Answered Chosen Option : 2
Q.9 Ans	Ariel, Tide and Gain are the detergent powders belonging to which major detergent company? 1. Procter & Gamble 2. Reckitt Benckiser 3. Unilever	Question ID : 2391305106 Status : Answered Chosen Option : 1

X 4. Henkel AG



The generic 'Value Chain Model' of dividing firm's activities into primary and secondary activities was proposed by which of these marketing / management thinkers? Question ID: 2391305096 Status: Not Answered Ans 1 Michael Porter Chosen Option : --X 2. Peter Drucker X 3. Philip Kotler X 4 CK Prahalad Q.11 In the social media space, which of these platforms is primarily focused on dissemination of images and small GIFs (Graphic Interchange Formats)? Question ID: 2391305102 Ans 1. Pinterest Status: Answered Chosen Option: 3 X 2. Twitter X 3. Tumblr X 4. Facebook Q.12 One of the following terms (check options) also means 'a small text file which is stored in the user's computer for recognition of user preferences'. Identify that term. Question ID: 2391305107 Ans X 1. Smoothie Status: Answered Chosen Option: 3 X 2. Choco 3. Cookie X 4. Toffee Section: Customer Relations Q.1 The process of introducing a gaming ambience to increase customer involvement and thereby sale is known by what name? It is an online marketing technique today. Question ID: 2391305111 Ans Gamification Status: Not Attempted and **Marked For Review** X 2. Games People Play Chosen Option: --X 3. Game Theory X 4. Gamesell Q.2 In CRM database management, both Factor Analysis and Cluster Analysis are which type of techniques? Question ID: 2391305114 1. Data Reduction Techniques Status: Answered Chosen Option: 2 2. Data Visualization Techniques 3. Data Generalization Techniques X 4. Data Transmission Techniques Q.3 In a CRM database, a set of information stored in a row of the database and pertaining to one customer is called: Question ID: 2391305113 Ans X 1. Cluster Status: Answered 2. Record Chosen Option: 2 X 3. Factor X 4 Flow **Q.4** In a CRM system, if the hypothetical retention rate is 1.0, then the survival rate at the end of the 3rd year is: Question ID: 2391305116 Ans X 1. 0.0 Status: Not Answered X 2. 0.25 Chosen Option : --3. 1.0 X 4. 0.5

The value that is obtained from a customer's positive word of mouth through which one can get additional customers is called:



gradeup Q.5 Question ID: 2391305110 Ans X 1. Customer Frequency Value Status: Answered Chosen Option: 4 X 2. Customer Life Time Value X 3. Customer Click Through Value 4. Customer Referral Value Q.6 The Dendrogram tool is a tool used in CRM in conjunction with which of these methodologies? Question ID: 2391305115 Ans X 1 Discriminant Analysis Status: Not Attempted and Marked For Review Cluster Analysis Chosen Option: --X 3. Regression X 4. Pareto Analysis Q.7 What is the name of the data visualization tool that depicts a logical arrangement of keywords within a textual content. The size of each word in the depiction usually indicates the frequency or importance of the word. Question ID: 2391305119 Ans X 1 Heat Map Status: Answered Chosen Option: 4 X 2. Meta Tag X 3. Dendrogram 4. Word Cloud Q.8 The 'Balanced Scorecard', a Strategic Planning and Management System, was developed by two management gurus.

One of them is a famous professor from Harvard Business School, Name the professor. Question ID: 2391305109 1 Robert Kaplan Status: Not Answered Chosen Option: --X 2. Srikant Datar X 3. Michael Porter X 4. Clayton M. Christensen Q.9 In a typical Sales Funnel, which of these segments would be the largest segment? Question ID: 2391305117 Ans X 1. People who have interest in purchasing Status: Answered Chosen Option: 2 People who have acted upon their purchase decision X 3. People who have decided to purchase 4 People who are aware of the product Q.10 In case of CRM, what does RF stand for in RFM model? Question ID: 2391305108 1. Recency Frequency Status: Not Attempted and **Marked For Review** X 2. Right Field Chosen Option: --X 3. Radio Frequency X 4 Recent Financials

Question ID: 2391305118

Chosen Option: 1

Status: Answered

Q.11 Name the Founder Chairman of one of the world's largest CRM companies, 'Salesforce.com'

Ans X 1. Jeff Bezos

2. Marc Benioff

X 3. Larry Page



X 4 Elon Musk

Q.12 In the context of CRM, what does the abbreviation SFA stand for?

Ans X 1. Sales Field Allocation

X 2. Sales Field Audit

X 3. Sales Frontend Audit

✓ 4. Sales Force Automation

Question ID: 2391305112 Status: Not Answered

Chosen Option : --



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