**SAMPLE PAPER COMMERCIAL ASSISTANT**

**ENGLISH**

**Each of the following questions consists of a sentence with all or part of the sentence underlined. Following the requirements of standard written English*,* select (A) if the original is best; otherwise choose the best phrase from the options.**

1. **Neither the boys nor their teacher are responsible for causing the situation.**
2. **Neither the boys nor their teacher are**
3. **Neither the boys nor their teacher is**
4. **Neither the boys or their teacher are**
5. **Neither the boys or their teacher is**
6. **Neither the boys nor their teacher is**

**Complete the sentences by choosing the most appropriate option, from the given lettered choices (A to D) below each.**

1. **Earthquakes cause vibrations to pass \_\_\_\_\_ around the earth in wave form.**
2. **through**
3. **through the**
4. **through an**
5. **through and**

**GENERAL KNOWLEDGE & IQ**

1. **The microscope is used to study:**
2. **distant objects**
3. **new objects**
4. **large objects**
5. **small and near objects**
6. **\_\_\_\_\_\_\_\_ is the largest desert of the world.**
7. **Sahara**
8. **Takla Makan**
9. **Gobi**
10. **Kalahari**
11. **Atacama**
12. **Benazir Bhutto International Airport is situated in:**
13. **Lahore**
14. **Islamabad**
15. **Karachi**
16. **Faisalabad**
17. **Gwadar**
18. **Javed will be 6-times as old in 50-years as he is now. What is the present age of Javed?**
19. **10 years**
20. **12 years**
21. **15 years**
22. **20 years**
23. **If “BOY” is coded as 539 and “GIRL” is coded as 8627. Then how would you encode “GLORY”?**
24. **23879**
25. **98732**
26. **86932**
27. **87329**
28. **Continue the following series:**

**7, 9, 18, 20, 40, 42, 84, \_\_\_\_.**

1. **86**
2. **172**
3. **90**
4. **92**

**SUBJECT**

1. **What do companies call a set of benefits that they promise to consumers to satisfy their needs?**
2. **market offering**
3. **value proposition**
4. **demand satisfaction**
5. **need proposition**
6. **evoked set**
7. **Needs and wants are being satisfied through exchange. Which of the following is occurring at this point?**
8. **Selling**
9. **Customer service**
10. **Marketing**
11. **Transaction pricing**
12. **Satisfaction**
13. **A strategic business has three characteristics, which of the following is one of those characteristics?**
14. **it is a collection of unrelated businesses**
15. **it has no defined set of competitors**
16. **it is a simple business or a collection of businesses that can be planned separately**
17. **it should not have a manager who is responsible for planning and profit performance**
18. **Which of following is not a Financial Intermediary?**
19. **Commercial Bank**
20. **Leasing Companies**
21. **Insurance Companies**
22. **Mutual Funds**
23. **Saving Institutions**
24. **Privileged Placement of securities means:**
25. **issuing new share to preference shareholders**
26. **issuing securities with out underwriting**
27. **issuing existing securities to privileged shareholders**
28. **issue of right share to existing shareholders**
29. **issue of share at discount price**
30. **What is the proper order of a typical life cycle?**
31. **Introduction , growth , maturity ,decline**
32. **Introduction , maturity, growth, decline**
33. **Introduction , growth , decline, maturity**
34. **Introduction , growth , maturity**
35. **The positive relationship between high prices and high advertising held most strongly late in the product life cycle for\_\_\_\_\_\_\_\_\_\_\_.**
36. **Market followers**
37. **Market leaders**
38. **Market flankers**
39. **Guerrilla marketers**

**ANSWER KEY**

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| --- | --- |
| **Q #.** | **Right Choice** |
| **1** | **B** |
| **2** | **D** |
| **3** | **D** |
| **4** | **A** |
| **5** | **B** |
| **6** | **A** |
| **7** | **D** |
| **8** | **A** |
| **9** | **A** |
| **10** | **C** |
| **11** | **C** |
| **12** | **B** |
| **13** | **D** |
| **14** | **A** |
| **15** | **B** |