

## Insights Team - Media Analyst - Diagnostic Test

The main purpose of this test is to gauge the applicants' reading comprehension, thought composition and analysis skills. Please follow the instructions on each number carefully.

Name (as it appears on resume)	Larry Miguel R. Cueva	Test Date (mm-dd-yy)	07-07-25
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## 1: Read PASSAGE 1 and answer the questions below. Encircle the letter of your choice.

- 1. The primary purpose of the author is to
  - A. correct misconceptions about the piranha
  - B. illustrate the importance of piranhas in rainforest ecology
  - C. describe two different species of piranhas
  - D. instruct the reader on what to say if someone describes the piranha as "deadly"
- 2. In paragraph 1, the author most likely uses the old-fashioned expression "woe betide" to
  - A. highlight the danger posed by piranhas
  - B. suggest that the reputation of the piranha is well-deserved
  - C. emphasize the sarcastic tone
  - D. indicate that the passage was written in the 19th century
- 3. In paragraph 1, the author uses hyperbole—characterized by the use of exaggeration for effect—to describe the piranha. The author most likely uses hyperbole to
  - A. frame an argument that is supported in a later paragraph
  - B. create ambiguity so the reader cannot be sure which position the writer supports
  - C. juxtapose the myth of the piranha with the truth about the fish
  - D. evoke vivid images of nature television shows in the reader's mind
- 4. As used in paragraph 2, which is the best definition for unique?
  - A. irreplaceable
  - B. important
  - C. individual
  - D. unusual
- 5. As used in paragraph 2, which is the best synonym for **notorious**?
  - A. celebrated
  - B. disreputable
  - C. notable
  - D. renowned
- 2: Read PASSAGE 2 and answer the questions below. Encircle the letter of your choice.

- 6. The author's primary purpose is to
  - A. warn investors attempting to take advantage of market lows
  - B. outline the dangers involved in investing during a recession
  - C. advise investors to take caution in a volatile market
  - D. recommend that investors retreat from the market in the long term
  - E. reprimand investors interested in capitalizing on fragile market conditions
- 7. As used in the passage, which is the best synonym for **imminent**?
  - A. possible
  - B. feasible
  - C. plausible
  - D. impending
  - E. diminishing
- 8. As used in the passage, which is the best antonym for wary?
  - A. confident
  - B. unconscious
  - C. strong
  - D. ready
  - E. reckless
- 9. This passage would most likely serve as
  - A. the introduction to an essay
  - B. the conclusion to a report
  - C. the supporting evidence in a report
  - D. a quick summary presented to eager investors
  - E. an advisory notice posted in places of business
- 10. The author apparently believes that
  - A. the market will decline in the short term
  - B. now is definitely not a good time to invest
  - C. although the market is currently down, tomorrow prices will likely hit a record high
  - D. most investors are incapable of making good decisions, with current market conditions
  - E. it is certain that the economy will see another recession in upcoming months
- 3: Read PASSAGE 3 and answer the questions below. Encircle the letter of your choice. On questions 9-10 please limit your response to 2-3 sentences.
  - 1. The tone of the author can best be described as
    - A. pleading
    - B. argumentative
    - C. compassionate
    - D. emphatic
    - E. empathetic
  - 2. In paragraph 3, the author finds starvation and dehydration induced euthanasia is to be **"more insidious"** because euthanasia is legally considered to be a criminal act
    - A. the public's attitude toward euthanasia is becoming more positive

	B. it often involves those who cannot protest			
	C. the patient has asked to die with dignity			
	D. its perpetrators are viewed as kindly caregivers.			
3.	As used in paragraph 3, what is the best synonym for insidious?			
	A. mischievous			
	B. treacherous			
	C. seductive			
	D. apparent			
	E. cumulative			
4.	The author maintains that death by withholding care is			
	A. largely confined to hospitals			
	B. largely confined to the terminally ill			
	C. often requested by family members			
	D. approved by living wills			
	E. difficult to prove if prosecuted			
5.	As used in paragraph 7, which is the best definition of <b>abridged</b> ?			
	A. trimmed			
	( B. curtailed			
	C. lengthened			
	D. extended			
	E. compressed			
6.	Using the passage as a guide, it can be inferred that the author would find euthanasia less objectionable in cases in which			
	I. the patient's death is imminent			
	II. the patient has left instructions in a living will not to provide care			
	III. the patient refuses to accept nourishment			
	A. I only			
	B. II only			
	C. I and II only			
	D. II and III only			
	E. I, II and III			
7.	The main idea of paragraph 7 is that			
	A. lawyers will be unable to prosecute or defend caregivers			
	B. no comprehensive right or wrong definition of euthanasia will exist			
	C. using a subjective standard will make the decision to end an individual's life arbitrary			
	D. no boundary will exist between euthanasia and care omission			
	E. 'quality of life' will no longer be able to be rigidly defined			
8.	In the final paragraph the author writes, "Despite the ravages of their diseases, they are still our fellow human beings and			
	deserve our care and respect." The main purpose of this statement is to			
	A. prove a previous argument			

B. illustrate an example

C. gainsay a later statementD. object to a larger ideaE. justify an earlier statement

- 9. If this passage is aimed towards the government, what is/are the sentiment/s of the writer?

  It can be inferred from the compassion the author holds for people who are euthanized and sometimes wrongfully so that the author feels compelled to bring light to the matter of euthanasia and its immoral practices to a larger body of people: the government. The author already emphasizes his compassion towards this group of people by thinking of them as still human beings that ought to "fight" until their death and should be given the chance to fight until their death perhaps even in a noble manner by standing firm and courageously amid their seemingly incurable disease. And so the writer calls for a plea towards those in government to create laws that protect these individuals and their basic right to life.
- 10. If this passage is aimed towards the hospitals, what is/are the sentiment/s of the writer?

  The author has said that hospitals and the people working in them are the main medium in which family members or even third party members ask their patients to be euthanized, meaning they are directly the perpetrators of the act. The author calls for the individuals in direct contact with a seemingly incapacitated patient to take accountability even if other members of the patient's family have ordered the act to be done. I think this is because every individual has their own agency and capability to be responsible and it simply cannot be taken as a reason that workers in a hospital did such acts because they were following the whim/orders of other individuals, namely a patient's family. The sentiment of the writer is a plea for accountability in the individuals directly responsible for their patients.

4: Refer to CHART A. In 3-5 bullet points, explain the relationship between the dominant topics in absolute value and percentage share.

- There is a positive correlation between absolute value and percentage share of an industry ad by volume, meaning the
  higher the absolute value the higher the percentage share and the lower the absolute value that lower the percentage
  share
- Top 5 industries in terms of highest absolute value and percentage share are Media Publisher, Flnancial Services,
   Automatives, Toiletries, and Apparel & Jewellery
- The industries in terms of lowest absolute value and percentage share are Milk, NGO, Government, Associations, Real Estate, and Salons and Beauty Centers to name a few
- It can be inferred that the top industries with highest absolute value and percentage share can afford more paid advertisements for their products/services, indicating higher capita and even financial health
- It can also be inferred that the bottom industries with lowest absolute value and percentage share can barely afford paid advertisements for their products/services, indicating a positive correlation with lower capita

5: Refer to CHART B. In 3-5 bullet points, explain the relationship between the peso earnings per month and the full 12 month volume performance.

- It may seem that at first glance there is a positive correlation with the amount of articles produced and the revenue/value earned (in peso) each month e.g. in the month of may there were 90 articles produced which earned a record high of 19.21m php, however in the months of September, December, and January when similar number of articles were produced the earnings significantly decreased to 13m in the month of September then to approximately 2m in the month of December and January.
- Conversely in February the number of articles produced were merely 60% that of the number that earned the highest revenue which was 90, but still managed to earn revenue that seconded the previous high which was 18.35m php.
- There may be no positive correlation to be had with the number of articles written and the revenue earned per month, meaning higher articles produced does not equal more earnings.
- It does seemingly follow a cyclical movement pattern as in the first few months after the start of a new year e.g. January, February, March, April, and May the revenue tends to spike. Case on point in april 2013 the revenue was in the low range of 2.79m and quickly shot up to the record high of 19.21m php, and another in january 2014 where the revenue was again the low range of 2.29m slightly lower than the previous low, but then quickly shot up to 18.35m. This is irregardless of the number of articles produced referring to the 3rd point

Thank you!