

**Directions (1-10): Select the STARTERS/
CONNECTORS from the given options
which can be used to form a single
sentence from the two sentences given
below, implying the same meaning as
expressed in the statement sentences.**

Question 1:

I. The new AI model can generate human-like text with high accuracy.

II. Critics argue that it may spread misinformation if not regulated properly.

(i) While the new AI model can.....

(ii) Although the new AI model can generate.....

(iii) As well as critics argue that it....

(a) Both (i) and (iii)

(b) Only (ii)

(c) Both (i) and (ii)

(d) Only (iii)

(e) None of the above

Question 2:

I. The unexpected technical glitch in the system.

II. The entire examination process had to be rescheduled.

(i) Therefore the unexpected...

(ii) Also the entire examination.....

(iii) Owing to the unexpected technical.....

(a) Only (ii)

(b) Both (i) and (ii)

(c) Both (i) and (iii)

(d) Only (iii)

(e) None of the above

Question 3:

I. The benefits of regular exercise in reducing heart disease risk.

II. Many people still lead sedentary lifestyles.

(i) Because of the benefits of regular....

(ii) Despite the benefits of regular....

(iii) Even with the benefits of regular....

(a) Only (ii)

(b) Both (i) and (ii)

(c) Both (ii) and (iii)

(d) Only (iii)

(e) None of the above

Question 4:

I. The ongoing metro construction in the city centre.

II. The commuters have been experiencing severe traffic congestion during peak hours.

(i) Because of the ongoing metro

(ii) In addition to the commuters have been experiencing....

(iii) Similarly the commuters have been experiencing.....

(a) Both (i) and (ii)

(b) Only (ii)

(c) Only (iii)

(d) Only (i)

(e) None of the above

Question 5:

I. The candidate demonstrated exceptional communication skills during the interview.

II. The panel unanimously agreed to offer her the position without delay.

(i) Therefore, the panel unanimously.....

(ii) Since the candidate demonstrated.....

(iii) As the candidate demonstrated.....

(a) Both (i) and (iii)

(b) Only (ii)

(c) Only (iii)

(d) Only (i)

(e) None of the above

Question 6:

I. The city plans to expand its metro network.

II. Residents complain about construction disruptions.

(i) Also the city plans to expand.....

(ii) As the city plans to expand.....

(iii) Moreover residents complain.....

(a) Both (i) and (iii)

(b) Only (ii)

(c) Both (i) and (ii)

(d) Only (iii)

(e) None of the above

Question 7:

I. Artificial intelligence improves efficiency in workplaces.

II. It reduces human errors significantly.

(i) Likewise it reduces human errors...

(ii) Furthermore it reduces human errors...

(iii) Moreover it reduces human errors....

(a) Only (ii)

(b) Both (i) and (ii)

(c) Both (ii) and (iii)

(d) Only (iii)

(e) None of the above

Question 8:

I. The opposition party demanded an investigation into the corruption allegations.

II. The government refused to comment on the matter.

(i) While the opposition party demanded.....

(ii) Since the opposition party demanded.....

(iii) Although the opposition party demanded...

(a) Only (ii)

(b) Both (i) and (ii)

(c) Both (i) and (iii)

(d) Only (iii)

(e) None of the above

Question 9:

- I. Digital marketing increases brand visibility.
- II. It is cost-effective compared to traditional methods.

- (i) As well as it is cost-effective compared...
- (ii) However digital marketing increases.....
- (iii) in contrast it is cost-effective compared....

- (a) Both (i) and (ii)
- (b) Only (ii)
- (c) Only (iii)
- (d) Only (i)
- (e) None of the above

Question 10:

I. The team had trained extensively for the competition.

II. They were unable to secure the top position due to some unforeseen technical issues during the final round.

(i) Though the team had trained.....

(ii) Although the team had trained.....

(iii) Even though the team had trained.....

(a) Both (i) and (iii)

(b) Only (ii)

(c) Both (ii) and (iii)

(d) Both (i) and (ii)

(e) None of the above

Directions (11-15): In the question given below, three columns are given. Columns 1 and 3 contain different independent sentences, and Column 2 contains three connectors that may or may not join the given sentences in the other two columns. Mark the option which provides the correct sequence of joined sentences as your answer.

Column 1	Column 2	Column 3	Question 11:
A) The company failed to adapt to the rapidly changing market demands	1) as a result	D) it boosted their confidence and fostered a stronger sense of teamwork across different departments.	
B) In urban areas, people often have easy access to public transportation, healthcare facilities, and entertainment options	2) whereas	E) it suffered significant financial losses, forcing it to lay off a large portion of its workforce and restructure its business model entirely.	
C) The new training program significantly improved employees' technical skills, enabling them to handle complex tasks more efficiently	3) moreover	F) residents of rural communities may struggle with limited infrastructure and fewer educational opportunities.	

- (a) A1F, B3D and C2E
- (b) A3D, B1E and C2F
- (c) A2F, B3D and C1E
- (d) A1E, B2F and C3D
- (e) None of the above

Column 1	Column 2	Column 3	Question 12:
A) The project was progressing smoothly during the initial stages	1) because of	D) the severe weather warnings issued by the meteorological department, prioritizing the safety of students and staff above all else.	(a) A1D, B3F and C2E (b) A3D, B1E and C2F (c) A2E, B3F and C1D (d) A1E, B2D and C3F (e) None of the above
B) The city expanded its public transportation network to include new bus routes and cycling lanes	2) but	E) unforeseen technical challenges and communication breakdowns among the team members eventually led to significant delays.	
C) The school had to cancel all outdoor activities for the week	3) additionally	F) it introduced environmentally friendly initiatives such as electric buses and urban green spaces to enhance the quality of life for residents.	

Column 1	Column 2	Column 3	Question 13:
A) The town hosted its annual festival as planned	1) nevertheless	D) the heavy rains that threatened to wash out most of the outdoor activities.	
B) The research faced multiple delays due to equipment failures and funding shortages	2) furthermore	E) the team persevered and eventually published a groundbreaking study that advanced their field significantly.	
C) The novel explores themes of loss, identity, and resilience through richly developed characters	3) despite	F) its lyrical prose and intricate narrative structure make it a standout work in contemporary literature.	
			(a) A3F, B1D and C2E (b) A3D, B1E and C2F (c) A3F, B2D and C1E (d) A3E, B2F and C1D (e) None of the above

Column 1	Column 2	Column 3	Question 14:
A) He wanted to accept the job offer immediately because it promised exciting opportunities for growth	1) in the same vein	D) he hesitated, knowing that relocating to a new city would mean leaving behind his family and close friends.	
B) The company failed to diversify its product line, relying heavily on a single market segment	2) consequently	E) it committed to making its packaging fully recyclable by the end of the year.	
C) The company launched a new eco-friendly product line aimed at reducing plastic waste	3) but	F) when demand dropped unexpectedly, it experienced significant financial losses that threatened its long-term stability.	

Column 1	Column 2	Column 3	Question 15: (a) A3F, B1D and C2E (b) A2D, B1E and C3F (c) A2F, B3D and C1E (d) A1E, B3F and C2D (e) None of the above
A) The government introduced stricter regulations on industrial emissions to combat pollution	1) similarly	D) she had reservations about adjusting to a new culture and living far from her family. .	
B) She was excited about the opportunity to study abroad	2) moreover	E) she urged them to approach problems with an open mind and seek innovative solutions beyond conventional methods.	
C) The teacher emphasized the importance of critical thinking and encouraged students to question everything	3) although	F) it launched a nationwide awareness campaign to educate citizens about sustainable living practices and environmental conservation.	

Situation Analysis:

What is a Situation Analysis?

A Situation Analysis is a structured assessment of a particular problem or scenario within a business, project, or community. It helps in understanding the internal and external factors affecting the situation and provides actionable recommendations.

Step 1: Identify the Purpose of the Situation Analysis

Before you start writing, clarify:

What problem or issue are you analyzing?

Who is the audience for this analysis? (e.g., business owners, policymakers, school administrators)

What is the expected outcome? (e.g., decision-making, strategy development)

Example:

Tasty Bakery has seen a 22% drop in sales due to rising ingredient costs and competition from new bakeries. The purpose of this situation analysis is to find ways to regain customers and maintain profitability.

Step 2: Write the Executive Summary

The Executive Summary is a short paragraph that briefly outlines the situation, problem, and impact.

What to Include?

The business, project, or entity involved.

The key problem or challenge.

The consequences of the problem (e.g., financial loss, reduced engagement, operational inefficiency).

Example:

Tasty Bakery, a local business specializing in cakes and pastries, has experienced a 22% decline in sales over the last six months. The primary reasons include increasing competition from two newly opened bakeries and rising ingredient costs. Without strategic changes, the business may continue to lose customers and revenue.

Step 3: Describe the Current Situation

This section provides context by explaining what is currently happening.

What to Include?

The background of the business, project, or problem.

Any relevant trends or events leading to the current issue.

Data, if available, to support the problem statement.

Example:

Tasty Bakery has been serving the local community for five years and has built a loyal customer base. However, in the past six months, two competing bakeries have opened in the same area, offering lower prices and promotional discounts. Additionally, the cost of flour and sugar has increased by 15%, affecting profit margins. As a result, customer footfall has decreased, and revenue has dropped by 22%.

Step 4: Include a Strategic Question

This is the key addition required by your employer. The strategic question should encourage critical thinking and problem-solving.

How to Write the Question?

It should be open-ended (avoid simple yes/no questions).

It should address the core challenge.

It should encourage strategic decision-making.

Example:

Key Question: How can Tasty Bakery differentiate itself from competitors while maintaining profitability despite rising ingredient costs?

Step 5: Conduct an Internal Analysis (Strengths & Weaknesses)

The internal analysis focuses on factors within the organization that affect the situation.

What to Include?

Strengths (What is working well?)

Weaknesses (What needs improvement?)

Example:

Strengths:

Well-established reputation for high-quality baked goods.

Loyal customer base that appreciates the bakery's taste and freshness.

Weaknesses:

Limited online presence, making it harder to attract younger customers.

Outdated marketing strategies, leading to reduced brand awareness.

Step 6: Conduct an External Analysis (Opportunities & Threats)

The external analysis focuses on factors outside the organization that influence the situation.

What to Include?

Opportunities (External factors that could help improve the situation)

Threats (External risks or obstacles)

Example:

Opportunities:

Growing demand for healthier dessert options, including vegan and gluten-free products.

Potential to increase online orders through digital marketing.

Threats:

Competitors offering aggressive discounts and promotions.

Rising ingredient costs making price competition difficult.

Step 7: Provide Recommendations

The Recommendations section offers actionable solutions to address the identified challenges.

What to Include?

2-4 practical and realistic solutions.

Each recommendation should be specific, actionable, and result-oriented.

Example:

1. Introduce Healthier Dessert Options: Offer vegan, gluten-free, and low-sugar desserts to attract health-conscious customers.
2. Enhance Online Presence: Use social media marketing and introduce online ordering with exclusive discounts.
3. Negotiate Bulk Pricing with Suppliers: Reduce ingredient costs by forming partnerships with wholesale suppliers.
4. Implement a Customer Loyalty Program: Provide discounts or free items to returning customers to encourage repeat business.

Final Template for a Situation Analysis

Situation Analysis for [Topic Name]

Executive Summary

[Briefly describe the situation, problem, and impact in 3-4 sentences.]

Current Situation

[Explain the background, recent developments, and data supporting the problem.]

Key Question

[Write a strategic question that challenges the reader to think critically about solutions.]

Internal Analysis

Strengths:

[List 2-3 strengths]

Weaknesses:

[List 2-3 weaknesses]

External Analysis

Opportunities:

[List 2-3 opportunities]

Threats:

[List 2-3 threats]

Recommendations

1. [First recommendation] – [Brief explanation]
2. [Second recommendation] – [Brief explanation]
3. [Third recommendation] – [Brief explanation]

Example of a Complete Situation Analysis

Situation Analysis for a Local Café

Executive Summary

Nirala Coffee Shop is struggling to attract customers despite being in a prime location. The lack of marketing efforts and customer awareness has resulted in low daily sales, making it difficult to sustain operations.

Current Situation

Although the café serves high-quality coffee, many potential customers are unaware of its presence. The business relies solely on word-of-mouth, lacking an online presence or promotional offers. Competitors in the area are using aggressive social media marketing and loyalty programs, attracting more customers.

Key Question

How can Nirala Coffee Shop improve customer awareness and retention while staying competitive in a crowded market?

Internal Analysis

Strengths:

Premium quality coffee and a cozy ambiance.

Prime location with significant foot traffic.

Weaknesses:

Lack of online engagement and brand awareness.

No loyalty programs or promotions to encourage repeat visits.

External Analysis

Opportunities:

Collaborating with local businesses for cross-promotions.

Expanding digital marketing efforts to attract more customers.

Threats:

Nearby coffee chains offering attractive loyalty rewards.

Changing consumer preferences towards takeaway rather than dine-in.

Recommendations

1. Use Social Media Marketing: Promote the café on Instagram and Facebook to reach a broader audience.
2. Introduce a Loyalty Program: Offer a free coffee after five purchases to encourage repeat business.
3. Collaborate with Local Influencers: Partner with food bloggers and influencers to increase brand visibility.

This step-by-step guide ensures your situation analysis is comprehensive, strategic, and includes the required question.

Sample Situation Analysis