

# MBA FASTRACK

VARC

## PROCESS OF ELIMINATION

*grounds of eliminating incorrect choices*

Lecture 03

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- Content Creator
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# TOPICS *to be covered*

## 1) GROUNDS OF ELIMINATING INCORRECT ANSWER CHOICES

~~A~~  
~~B~~  
~~C~~  
~~D~~

Psg



~~unique~~





## TOPIC : GROUNDS OF ELIMINATING INCORRECT ANSWER CHOICES



Eliminating incorrect answer choices in **CAT Reading Comprehension (RC)** can significantly improve accuracy and save time. Here are key strategies and grounds to systematically eliminate incorrect options :



## TOPIC : GROUNDS OF ELIMINATING INCORRECT ANSWER CHOICES

1.

### **Out of Scope**

**Trap :** The option introduces ideas or concepts that are not discussed in the passage.

**Tip :** Stick to what is mentioned or implied. If new information is introduced, it is out of scope.

### **Example :**

**Passage :** "Economic growth depends on innovation and technology."

**Option :** "The author believes innovation reduces income inequality."

**Eliminate :** Income inequality is not discussed.





## TOPIC : GROUNDS OF ELIMINATING INCORRECT ANSWER CHOICES



2.

### Extreme or Overstated Language

SUS

we can't have an answer choice which presents a claim stronger

**Trap :** Options with extreme words like always, never, only, entirely, completely, must, etc., are often incorrect.

than the claim made by the author

**Tip :** Check if the passage's tone or evidence supports such strong claims.

all, always, none, only, must, never  
solely

### Example :

**Passage :** "Technology can improve productivity in many industries."

**Option :** "Technology is the only way to improve productivity."

**Eliminate :** The passage does not claim "only technology" improves productivity.





## TOPIC : GROUNDS OF ELIMINATING INCORRECT ANSWER CHOICES



3.

### **Distortion or Misrepresentation**

*Paraphrase*

*Recycled Lang*

**Trap :** The option twists or misinterprets what the passage says.

**Tip :** Compare the language of the passage with the option. Even small changes in words can make an option incorrect.

### **Example :**

**Passage :** "Deforestation contributes to climate change by reducing carbon absorption."

**Option :** "Climate change directly causes deforestation."

Eliminate : The cause-and-effect relationship is reversed.





## TOPIC : GROUNDS OF ELIMINATING INCORRECT ANSWER CHOICES



### 4. Half-True or Partially Correct

70%

**Trap :** The option may have a correct statement but adds unrelated or incorrect details.

**Tip :** The entire option must be correct, not just part of it.

#### Example :

**Passage :** "The internet has revolutionized communication but has led to privacy issues."

**Option :** "The internet has revolutionized communication and improved privacy."

**Eliminate :** Only the first half is correct; the second half contradicts the passage.





## TOPIC : GROUNDS OF ELIMINATING INCORRECT ANSWER CHOICES



5.

### Contradicts the Passage

Reversal

**Trap :** The option directly opposes what is stated or implied in the passage.

**Tip :** Look for clear contradictions or opposite meanings.

Which of the following is true, except?

### Example :

**Passage :** "The author supports renewable energy adoption to fight climate change."

**Option :** "The author believes renewable energy is ineffective in fighting climate change."

**Eliminate :** This contradicts the passage.





## TOPIC : GROUNDS OF ELIMINATING INCORRECT ANSWER CHOICES



6.

### Too General or Too Specific

#### Trap :

**Too General** : Option broadens the idea far beyond what the passage discusses.

**Too Specific** : Option narrows down to a minor detail, ignoring the main idea.

**Tip** : Match the scope of the option with the question's focus.

#### Example :

**Passage** : "A balanced diet and exercise promote a healthy lifestyle."

**Option (General)** : "Health depends on lifestyle choices and environmental factors."

**Option (Specific)** : "Eating spinach daily promotes health."

**Eliminate** : Both go beyond or miss the main point.

*Primary purpose* → 2nd para  
3





## TOPIC : GROUNDS OF ELIMINATING INCORRECT ANSWER CHOICES



### 7. Author's Tone and Intent

*Sufficient research should be done before making the policy public*

**Trap :** The option does not match the tone or attitude of the passage.

**Tip :** Identify if the author is neutral, critical, optimistic, skeptical, etc.  
Then eliminate options that misrepresent the tone.

#### Example :

**Passage Tone :** "The author presents a balanced view on renewable energy."

**Option :** "The author strongly criticizes renewable energy projects."

Eliminate : The tone is misrepresented.





## TOPIC : GROUNDS OF ELIMINATING INCORRECT ANSWER CHOICES



### 8. **Fact vs. Opinion** *emotional appeal*

**Trap :** An option confuses an opinion (author's belief) with a fact (objective statement).

**Tip :** Distinguish between factual claims and subjective opinions.

**Example :**

**Passage :** "Some economists argue that free trade can lead to job losses."

**Option :** "Free trade always causes job losses."

**Eliminate :** The passage presents an opinion, not an absolute fact.





## TOPIC : GROUNDS OF ELIMINATING INCORRECT ANSWER CHOICES



### 9. Irrelevant or Trivial Information

**Trap :** The option focuses on minor or irrelevant details that do not answer the question.

**Tip :** Focus on main ideas and key information. Avoid getting distracted by small details.

#### **Example :**

**Passage :** "The Renaissance period saw advancements in art and science."

**Question :** What was the author's main point ?

**Option :** "Leonardo da Vinci painted the Mona Lisa."

**Eliminate :** While true, this is irrelevant to the main point.



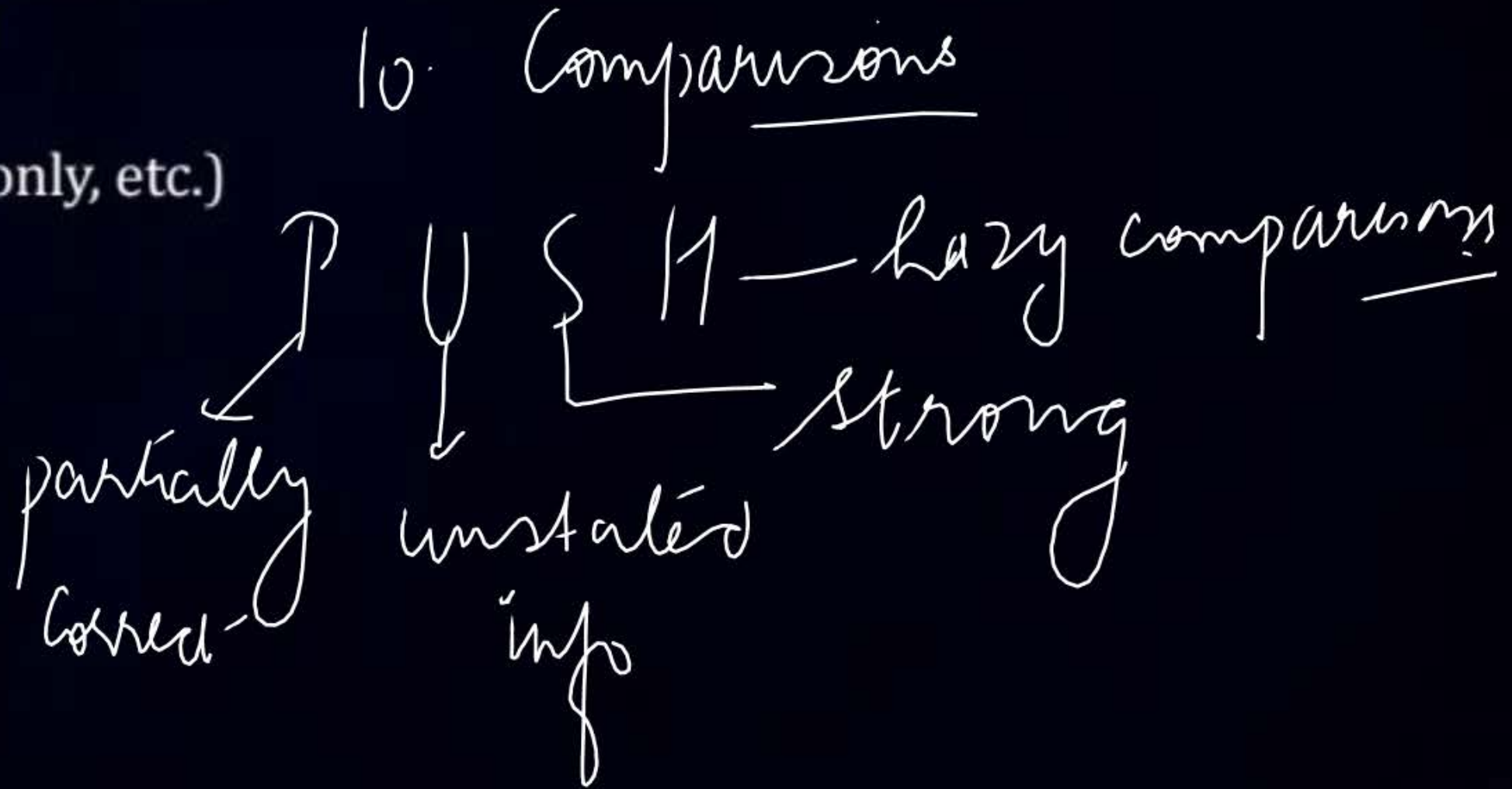


## TOPIC : GROUNDS OF ELIMINATING INCORRECT ANSWER CHOICES



### Summary Checklist for Elimination

1. Unsupported or Out of Scope
2. Extreme Language (always, never, only, etc.)
3. Misrepresentation or Distortion
4. Contradicts the Passage
5. Partially Correct or Half-True
6. Too General or Too Specific
7. Tone Mismatch
8. Fact vs. Opinion Confusion
9. Irrelevant or Trivial Details



By systematically applying these elimination techniques, you can confidently narrow down options, improve accuracy, and tackle CAT RC questions efficiently.





## Topic : Economy and Happiness

PYQ CAT

eco - ignored  
psy

Happiness  
↓  
eco

measuring  
emotions

Economists have spent most of the 20th century ignoring psychology, positive or otherwise. But today there is a great deal of emphasis on how happiness can shape global economies, or — on a smaller scale — successful business practice. This is driven, in part, by a trend in "measuring" positive emotions, mostly so they can be optimized. Neuroscientists, for example, claim to be able to locate specific emotions, such as happiness or disappointment, in particular areas of the brain. Wearable technologies, such as Spire, offer data-driven advice on how to reduce stress.

NS

Spire  
↓  
HT  
← reduce stress





2.

We are no longer just dealing with "happiness" in a philosophical or romantic sense — it has become something that can be <sup>observe</sup> monitored and measured, <sup>happiness</sup> including by our behavior, use of social media and bodily indicators such as pulse rate and facial expressions. There is nothing automatically sinister <sup>monitor factors</sup> about this trend. But it is <sup>Wrong</sup> disquieting <sup>disquieting</sup> that the businesses and experts driving the quantification of happiness claim to have our best interests at heart, often <sup>hiding</sup> concealing their own agendas in the process. In the workplace, happy workers are viewed as a "win-win." Work becomes more pleasant, and employees, more productive. But this is now being pursued through the use of performance-evaluating wearable technology, such as Humanize or Virgin Pulse, both of which <sup>disg?</sup> monitor physical signs of stress and activity toward the goal of increasing productivity. <sup>Workplace Win Win</sup>  $\frac{W.T}{1}$  H/VP





3.

Cities such as Dubai, which has pledged to become the "happiest city in the world," dream up ever-more elaborate <sup>detailed</sup> and intrusive ways of collecting data on well-being — to the point where there is now talk of using CCTV cameras to monitor facial expressions in public spaces. New ways of detecting emotions are hitting the market all the time : One company, Beyond Verbal, aims to calculate moods conveyed in a phone conversation, potentially without the knowledge of at least one of the participants. And Facebook [has] demonstrated that it could influence our emotions through tweaking our news feeds — opening the door to ever-more targeted manipulation in advertising and influence.

Dubai

CCTV

BV

F/B



4

As the science grows more sophisticated and technologies become more intimate <sup>closely associated</sup> with our thoughts and bodies, a clear trend is emerging. Where happiness indicators were once used as a basis to reform society, challenging the obsession <sup>happ</sup> with money that G.D.P. measurement entrenches, they are increasingly used as a G.D.P. basis to transform or discipline individuals.





5

Happiness becomes a personal project, that each of us must now work on, like going to the gym. Since the 1970s, depression has come to be viewed as a cognitive or neurological defect in the individual, and never a consequence of circumstances. All of this simply escalates the sense of responsibility each of us feels for our own feelings, and with it, the sense of failure when things go badly. A society that deliberately removed certain sources of misery, such as precarious and exploitative employment, may well be a happier one. But we won't get there by making this single, often fleeting emotion, the over-arching goal.

## QUESTION - 01



#Q. According to the author, wearable technologies and social media are contributing most to :

- A. Happiness as a "personal project".
- B. Depression as a thing of the past.
- C. Disciplining individuals to be happy.
- D. Making individuals aware of stress in their lives.

to specific → stress



## QUESTION - 02



#Q. The author's view would be undermined by which of the following research findings?

*attacked (Reversal)*

- A. There is a definitive move towards the adoption of wearable technology that taps into emotions. *+*
- ✓* B. Stakeholders globally are moving away from collecting data on the well-being of individuals. *→*
- C. A proliferation of *increase* gyms that are collecting data on customer well-being. *X*
- D. Individuals worldwide are utilising *X* technologies to monitor and increase their wellbeing.

## QUESTION - 03



#Q. According to the author, Dubai :

- A. Is on its way to becoming one of the world's happiest cities. *Strong/extreme*
- B. Collaborates with facebook to selectively influence its inhabitants' moods. *misrepresentation*
- C. Develops sophisticated technologies to monitor its inhabitants' states of mind.
- D. Incentivises companies that prioritise worker welfare. *unsubstantiated*



## QUESTION - 04



#Q. In the author's opinion, the shift in thinking in the 1970s :

- A. Was a welcome change from the earlier view that depression could be cured by changing circumstances.
- B. ✓ Introduced greater stress into people's lives as they were expected to be responsible for their own happiness.
- C. Put people in touch with their own feelings rather than depending on psychologists. *partially covered*
- D. Reflected the emergence of neuroscience as the authority on human emotions. *no such comparison*



## QUESTION - 5



#Q. From the passage we can infer that the author would like economists to : *possible*

- A. ☒ Incorporate psychological findings into their research cautiously
- B. Correlate measurements of happiness with economic indicators *GDP X*
- C. Measure the effectiveness of facebook and social media advertising *X not ds*
- D. Work closely with neuroscientists to understand human behaviour. *] X*





## Topic : Practice Passage



A key decision required of advertising managers is whether a “hard-sell” or “soft-sell” strategy is appropriate for a specific target market. The hard-sell approach involves the use of direct, forceful claims regarding the benefits of the advertised brand over competitors’ offerings. In contrast, the soft-sell approach involves the use of advertising claims that imply <sup>logically</sup> superiority more subtly. One positive aspect of the hard-sell approach is its use of very simple and straightforward product claims presented as explicit conclusions, with little room for confusion regarding the advertiser’s message. However, some consumers may resent being told what to believe and some may distrust the message. Resentment and distrust often lead to counterargumentation and to boomerang effects where consumers come to believe conclusions diametrically opposed to conclusions endorsed in advertising claims.

*Handwritten notes:*  
- Top right: "dec - hard" and "soft" with arrows pointing to "hard-sell" and "soft-sell".  
- Middle right: "HS" and "SS" with arrows pointing to "hard-sell" and "soft-sell".  
- Bottom right: "tv HS" and "direct" with arrows pointing to "hard-sell" and "explicit".  
- Bottom right: "ve HS" with an arrow pointing to "hard-sell".  
- Bottom right: "A" with an arrow pointing to the end of the paragraph.





SS BL  
implicit  
(ive)  
SS  
Research

By contrast, the risk of boomerang effects is greatly reduced with soft-sell approaches. One way to implement the soft-sell approach is to provide information that implies the main conclusions the advertiser wants the consumer to draw, but leave the conclusions themselves unstated. Because consumers are invited to make up their own minds, implicit conclusions reduce the risk of resentment, distrust, and counter argumentation. Recent research on consumer memory and judgment suggests another advantage of implicit conclusions. Beliefs or conclusions that are self-generated are more accessible from memory than beliefs from conclusions provided explicitly by other individuals, and thus have a greater impact on judgment and decision making. Moreover, self-generated beliefs are often perceived as more accurate and valid than the beliefs of others, because other individuals may be perceived as less knowledgeable, or may be perceived as manipulative or deliberately misleading.



Despite these advantages, implicit conclusions may not always be more effective <sup>Risks SS</sup> than explicit conclusions. One risk is that some consumers may fail to draw their own conclusions and thus miss the point of the message. Inferential activity is likely only when consumers are motivated and able to engage in effortful cognitive processes. Another risk is that some consumers may draw conclusions other than the one intended. Even if inferential activity is likely there is no guarantee that consumers will follow the path provided by the advertiser. Finally, a third risk is that consumers may infer the intended conclusion but question the validity of their inference. <sup>2nd</sup> <sup>3rd</sup>

(A) (B)

1. motivated?  
2 A ✓ B?  
3 cons doubt 6



## Question - 6



#Q. It can be inferred from the passage that one reason an advertiser might prefer a hard-sell approach to a soft-sell approach is that

- A. The risks of boomerang effects are minimized when the conclusions an advertiser wants the consumer to draw are themselves left unstated
- B. Counterargumentation is likely from consumers who fail to draw their own conclusions regarding an advertising claim
- C. Inferential activity is likely to occur even if consumers perceive themselves to be more knowledgeable than the individuals presenting product claims
- D. The information presented by an advertiser using the soft-sell approach may imply different conclusions to different consumers

HS(+ve)  
SS(-ve)

HS(-ve)?



## Question - 7



#Q. Each of the following is mentioned in the passage as a characteristic of the hard-sell approach EXCEPT:

- A. Its overall message is readily grasped. ~~X~~ *not mentioned*
- B. ☒ It appeals to consumers' knowledge about the product.
- C. It makes explicit claims that the advertised brand is superior to other brands. ~~X~~
- D. It uses statements that are expressed very clearly. ~~X~~

## Question - 8



#Q. It can be inferred from the passage that advertisers could reduce one of the risks discussed in the last paragraph if they were able to provide

- A. Motivation for consumers to think about the advertisement's message
- B. Information that implies the advertiser's intended conclusion but leaves that conclusion unstated
- C. Subtle evidence that the advertised product is superior to that of competitors
- D. Information comparing the advertised product with its competitors

SS X  
SS X  
SS X



## Question - 9



#Q. The primary purpose of the passage is to

- A. Point out the risks involved in the use of a particular advertising strategy
- B. Make a case for the superiority of one advertising strategy over another
- C. Illustrate the ways in which two advertising strategies may be implemented
- D. Present the advantages and disadvantages of two advertising strategies

1. Maha foundation

2. Essentials

3. The Hindu (3)

Smithsonian (3)

Philo reads (2)  
1

Aeon (3)

Eco (3)



## Summary

- GROUNDS OF ELIMINATING INCORRECT ANSWER CHOICES





*Thank  
You*