

# READING COMPREHENSION

## PASSAGE I

Read the following comprehension and answer the following question.

A leading Indian manufacturer in a current article one ways to reinforce India's economy has drained notice to the tribulations of price rises and industrial illness among other things. One of the major reasons for industrial illness in our country has been the truth that the business and manufacturing managers, have not been able to look further than the instantaneous future. They have been too anxious with their effort to report positive results for the recent year, higher income and larger payment to the share holders. The preparation horizon has barely over exceeded five years. Savings have been insufficient for new plants and towards diversification and development, transformation and benefit creation has badly lagged behind. In business, development is required for endurance; one has to develop if one does not desire to be wiped out. This is mainly right today with liberalization of importation and increasing antagonism. Moreover, growth and higher competence create service and higher service creates better markets both for manufacturing and consumers goods. It was Henry ford who brought home the requirement for the formation of a better and a steadier middle class that is a better number of people who can have enough money more and more of goods and services. Even after forty years of sovereignty our manufacturers have not been able to shuck the petty shopkeeper's state of mind and our highly knowledgeable management has tagged along joyfully and without worry.

1. According to the comprehension, development and rising production lead to

- A. Unequal superfluous of supplies
- B. Service and thus offer an opening to manufacturing and purchaser products
- C. Support to sell to other countries of surplus customer goods
- D. Obligation of constraint on importation
- E. None of the above

Ans : B

2. Why did Henry Ford pressurize the requirements for a steadier middle class?

- A. Middle class people are generally service tilting

- B. People in that class can have enough money to buy more and more luxurious goods
- C. Middle class people are most wobbly
- D. Middle class people do not have shopkeeper state of mind
- E. None of the above

Ans : B

3. The planning horizon has barely ever exceeded five years implies

- A. Planning should take care of all likely ups and downs in the next five-year time
- B. Planning must not be for a time of less than five years
- C. Five year period is too short for successful implementation of plans
- D. The planning procedure is very time consuming
- E. The planners are not prone to think of upcoming

Ans : C

4. In order to develop the situation of Indian industries, the entrepreneur should do all of the following apart from

- A. Giving up the narrow state of mind which very small shopkeepers usually have
- B. Adopting policies for diversification and transformation
- C. Cheering antagonism from industrialists with in the country and from overseas
- D. Resorting to long term planning for industrial development and growth in varied fields
- E. Determined to make long term profits

Ans : E

5. Which of the following shortcoming of Indian manufacturer has been pointed by the author of the comprehension?

- A. They are less worried for expense of payments to shareholders
- B. They spend irrational high sum on diversification and development
- C. They are unwilling to preserve the storekeeper state of mind
- D. They are more worried for instant net growth than for development activities
- E. None of the above

Ans : D

## **PASSAGE II**

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 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. 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 counterargumentation.

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.

6. 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) research on consumer memory suggests that the explicit conclusions provided by an advertiser using the hard-sell approach have a significant impact on decision making

(E) the information presented by an advertiser using the soft-sell approach may imply different conclusions to different consumers

7. 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.

(B) It appeals to consumers' knowledge about the product.

(C) It makes explicit claims that the advertised brand is superior to other brands.

(D) It uses statements that are expressed very clearly.

(E) It makes claims in the form of direct conclusions.

8. 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

(E) opportunity for consumers to generate their own beliefs or conclusions

9. 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
- (E) contrast the types of target markets for which two advertising strategies are appropriate

10. Which of the following best describes the function of the sentences in the last para, last lines in the context of the passage as a whole?

- (A) It reiterates a distinction between two advertising strategies that is made in the first paragraph.
- (B) It explains how a particular strategy avoids a drawback described earlier in the paragraph.
- (C) It suggests that a risk described earlier in the paragraph is less serious than some researchers believe it to be.
- (D) It outlines why the strategy described in the previous sentence involves certain risks for an advertiser.
- (E) It introduces an argument that will be refuted in the following paragraph.

**Ans-**

6. E

7. B

8. A

9. D

10. B

## **FILL IN THE BLANKS**

10. \_\_\_\_\_ objections, he came to the meeting.

A) Instead of B) Despite C) According to D) Between

11. \_\_\_\_\_ a 1982 survey, one third of Americans regard alcohol as the single greatest threat to family life.

A) Because of B) Instead of C) Despite D) According to

12. He was found guilty \_\_\_\_\_ murder in the second degree.

A) off B) from C) by D) of

13. He was sentenced \_\_\_\_\_ four years' imprisonment.

A) - B) to C) in D) at

#### ANSWERS

10-B 11-D 12-D 13-B

14. Harp on.

- A. To criticise
- B. To comment
- C. To keeep on talking
- D. To keep on insulting

Ans: C

15. To give/get the bird.

- A. To get the awaited
- B. To have good luck
- C. To send away
- D. To get the impossible

Ans: C

16. To save one's face.

- A. To hide oneself
- B. To oppose
- C. To avade disgrace
- D. To say plainly

Ans: C

17. To split hours.

- A. To sidetrack the issue

- B. To quarrel over trifles
- C. To indulge in over-refined arguments
- D. To find faults with other

Ans: C

### CHOOSE THE CORRECT SENTENCE

**Directions :** Each set of the following sentences comprises four alternatives labelled as 'A', 'B', 'C' and 'D'. Candidate is required to select the most suitable alternative which conveys the exact meaning in accordance with the correct grammatical rules.

19. A. Had I been you I would help him.  
 B. If I had been you I would help him.  
 C. Should I you I would help him.  
 D. Were I you I would help him.
20. A. I realised later on that he cheated me,  
 B. I had realised later that he cheated me.  
 C. I had realised later that he had cheated me.  
 D. I realised later on that he had cheated me.
21. A. They arrived early because they may not miss the train.  
 B. They arrived early that they may not miss the train.  
 C. They arrived early when they miss the train.  
 D. They arrived early so that -they might not miss the train.
22. A. I was rather impressed by the .manner of the speaker than by his matter.  
 B. I was impressed by the manner of the speaker rather than by his matter.  
 C. Rather I was impressed by the manner of the speaker than by his matter.  
 D. I was impressed rather by the manner of the speaker than by his matter.
23. A. He is vain as though he were a millionaire.  
 B. She acted as if her mother asked her to do.  
 C. She carried the child carefully lest it should not fall.  
 D. I don't relish the food whose taste is sour.
24. A. The nature of my brother is the same as yours.  
 B. This is one of those novels which is admired all over the world.  
 C. He is such a friend that will sacrifice for me.  
 D. I wish he comes everyday.
25. A. So quickly he returned from market that I was surprised.  
 B. So quickly did he returned from the market that I was surprised.  
 C. So quickly did he return from the market that I was surprised.  
 D. So quickly did he return from the market that I had been surprised.
26. A. Would you help my brother I shall get you a decent job.  
 B. Had you helped my brother I shall get you a decent job.  
 C. Did you help my brother I shall get you a decent job.  
 D. Should you help my brother I'll get you a decent job.

20	D
21	D
22	D
23	A
24	A
25	C
26	D

## SENTENCE IMPROVEMENT

27. In theory, international civil servants at the United Nations are prohibited from continuing to draw salaries from their own governments; in practice, however, some governments merely substitute living allowances for their employees' paychecks, assigned by them to the United Nations.

- (A) for their employees' paychecks, assigned by them
- (B) for the paychecks of their employees who have been assigned
- (C) for the paychecks of their employees, having been assigned
- (D) in place of their employees' paychecks, for those of them assigned
- (E) in place of the paychecks of their employees to have been assigned by them

The correct answer is B.

28. According to a study by the Carnegie Foundation for the Advancement of Teaching, companies in the United States are providing job training and general education for nearly eight million people, about equivalent to the enrollment of the nation's four-year colleges and universities.

- (A) equivalent to the enrollment of
- (B) the equivalent of those enrolled in
- (C) equal to those who are enrolled in
- (D) as many as the enrollment of
- (E) as many as are enrolled in

The correct answer is E.

29. The Anasazi settlements at Chaco Canyon were built on a spectacular scale, with more than 75 carefully engineered structures, of up to 600 rooms each, were connected by a complex regional system of roads.

- (A) scale, with more than 75 carefully engineered structures, of up to 600 rooms each, were
- (B) scale, with more than 75 carefully engineered structures, of up to 600 rooms each,



- (C) scale of more than 75 carefully engineered structures of up to 600 rooms, each that had been
- (D) scale of more than 75 carefully engineered structures of up to 600 rooms and with each
- (E) scale of more than 75 carefully engineered structures of up to 600 rooms, each had been

The correct answer is B.

30. According to United States census data, while there was about one-third of mothers with young children working outside the home in 1975, in 2000, almost two-thirds of those mothers were employed outside the home.

(A) while there was about one-third of mothers with young children working outside the home in 1975, in 2000, almost two-thirds of those mothers were employed outside the home

(B) there were about one-third of mothers with young children who worked outside the home in 1975; in 2000, almost two-thirds of those mothers were employed outside the home

(C) in 1975 about one-third of mothers with young children worked outside the home; in 2000, almost two-thirds of such mothers were employed outside the home

(D) even though in 1975 there were about one-third of mothers with young children who worked outside the home, almost two-thirds of such mothers were employed outside the home in 2000

(E) with about one-third of mothers with young children working outside the home in 1975, almost two-thirds of such mothers were employed outside the home in 2000

The correct answer is C.

31. Clouds are formed from the evaporation of the oceans' water that is warmed by the sun and rises high into the atmosphere, condensing in tiny droplets on minute particles of dust.

(A) Clouds are formed from the evaporation of the oceans' water that is warmed by the sun and rises high into the atmosphere, condensing in tiny droplets on minute particles of dust.

(B) Clouds form by the sun's warmth evaporating the water in the oceans, which rises high into the atmosphere, condensing in tiny droplets on minute particles of dust.

- (C) Warmed by the sun, ocean water evaporates, rises high into the atmosphere, and condenses in tiny droplets on minute particles of dust to form clouds.
- (D) The water in the oceans evaporates, warmed by the sun, rises high into the atmosphere, and condenses in tiny droplets on minute particles of dust, which forms clouds.
- (E) Ocean water, warmed by the sun, evaporates and rises high into the atmosphere, which then condenses in tiny droplets on minute particles of dust to form as clouds.

The correct answer is C.

32. Schistosomiasis, a disease caused by a parasitic worm, is prevalent in hot, humid climates, and it has become more widespread as irrigation projects have enlarged the habitat of the freshwater snails that are the parasite's hosts for part of its life cycle.

- (A) the freshwater snails that are the parasite's hosts for part of its life cycle
- (B) the freshwater snails that are the parasite's hosts in part of their life cycle
- (C) freshwater snails which become the parasite's hosts for part of its life cycles
- (D) freshwater snails which become the hosts of the parasite during the parasite's life cycles
- (E) parasite's hosts, freshwater snails which become their hosts during their life cycles

The correct answer is A.

33. Floating in the waters of the equatorial Pacific, an array of buoys collects and transmits data on long-term interactions between the ocean and the atmosphere, interactions that affect global climate.

- (A) atmosphere, interactions that affect
- (B) atmosphere, with interactions affecting
- (C) atmosphere that affects
- (D) atmosphere that is affecting
- (E) atmosphere as affects

The correct answer is A.

34. Sixty-five million years ago, according to some scientists, an asteroid bigger than Mount Everest slammed into North America, which, causing plant and animal extinctions, marks the end of the geologic era known as the Cretaceous Period.

- (A) which, causing plant and animal extinctions, marks
- (B) which caused the plant and animal extinctions and marks
- (C) and causing plant and animal extinctions that mark
- (D) an event that caused plant and animal extinctions, which marks
- (E) an event that caused the plant and animal extinctions that mark

The correct answer is E.

## CRITICAL REASONING

35. You can maintain a normal weight by doing exercises regularly since it helps in utilizing the oxygen causing the burning of the fats that are stored in the body. From which of the following can the statement above be most properly inferred?

- A. Exercises help you in maintaining a normal body weight since they utilize the oxygen to burn the fats that are stored in the body
- B. You can use oxygen to burn the fats that get stored in the body and increase your weight
- C. The fats that are stored in the body can be burned by doing regular exercises
- D. When you do exercise, the oxygen burns the extra fats that are accumulated in the body and thus helps you in maintaining a normal body weight
- E. If you want to maintain a normal body weight then you must do exercises on a regular basis

Correct answer: d

36. Coronary heart disease caused by the consumption of tobacco is the main reason for the death of majority of people in the United States. From which of the following can the statement above be most properly inferred?

- A. Consumption of tobacco leads to coronary heart disease which results in death
- B. Majority of people in the United States die because of coronary heart disease
- C. Majority of people in the United States die because of tobacco consumption
- D. Coronary heart disease is a fatal disease that means it can lead to death
- E. You will die if you consume tobacco in United States

Correct answer: b

37. The upper layer of the soil, which is very susceptible to erosion caused by wind and water; is highly responsible for better cultivation of crops. The statement above logically conveys which of the following?

- A. Wind and water can easily erode the upper layer of soil which is very rich in nutrients thus affecting the growth of crops
- B. Crops depend on the upper layer of the soil for their growth
- C. The topmost layer of the soil is very susceptible to erosion caused by wind and water
- D. The topmost layer of the soil is very rich in nutrients
- E. Wind and water decrease the yielding capacity of the soil

Correct answer: a

38. If the rate of rainfall is higher than the rate at which the water penetrates in the soil, the soil particles that are loosened by the rain drops move down the slope causing surface runoff. The statement above would be weakened if it were true that

- A. The rate of rain fall is slower than the rate at which the soil penetrates into the soil
- B. Surface runoff occurs when the rate of rain fall is faster than the rate at which the soil
- C. Rain drops lose the soil particles which results in easy soil erosion
- D. The soil particles that are loosened by the rain drops move down the slope causing surface runoff
- E. The rate of rain fall is not always more than the rate at which the soil penetrates into the soil

Correct answer: a

39. The terrestrial planets and the asteroid belt found between planets namely Mars and Jupiter are somewhat similar because both of them are composed mainly of rock and metal. The statement above logically conveys which of the following?

- A. Both the terrestrial planets and the asteroid belt existing between the planets Mars and Jupiter are composed of rock and metal
- B. Terrestrial planets are composed mainly of rock and metal
- C. Asteroid belt that is found between Mars and Jupiter is composed of rock and metal
- D. The terrestrial planets and the asteroid belt are one and the same
- E. There is no difference between the compositions of the terrestrial planets and the asteroid belt

Correct answer: a

40. The point at which the pressure from the solar wind is equivalent to the opposing pressure of the interstellar wind is termed as heliopause.

From which of the following can the statement above be most properly inferred?

- A. There is no difference the pressure of the solar wind and the pressure of the interstellar wind
- B. Heliopause is the point where the solar wind pressure and the interstellar wind pressure which is the opposing force become equal
- C. Heliopause is the point where the solar pressure starts differing from the pressure of the interstellar wind
- D. Solar pressure starts opposing the pressure of the interstellar wind at the point of heliopause
- E. The pressure of the interstellar wind is equal to the pressure of the solar wind at all points

Correct answer: b