

PASSAGE – II

(No. of words: 458)

Pundits are worried about Apple's puny share of the worldwide market for PCs, which has been about 3% for the past three years. Seems that Apple has reached its natural place in the pecking order of the PC market. While it may appear that Apple is doomed, it is quite the contrary. PC market declined last year and margins fell with sales. The picture looks quite familiar to the long distance phone market, in which the price of calls has fallen from \$5 a minute to pennies.

In such a market, there is no point in looking for more market share. A bigger pie is meaningless if it's all crust and no filling. Certainly Bill Gates of Microsoft understands this. Why else is he continually pushing Microsoft into new markets, such as video-game consoles? Apple CEO Steve Jobs sees this too. That's why he has steered clear of re-fighting lost battles or focusing on gaining share in a maturing market. Microsoft conquered the desktop PC. Neither Apple, Sun, nor Linux is going to win back more than a few yards here and there of lost ground.

The war, however, is far from over. Electronic technology keeps opening up new fronts, including handheld computers, camcorders, cameras and MP3 players. In the greater realm of consumer electronics, of which PCs are but one small part, no single Windows-like operating system dominates. Given the worldwide recognition of its brand, Apple has a good chance to wire all these myriad devices through one platform. Even Sony has agreed to incorporate Apple software that enables quick transfer of video and photos from its digital cameras. That software is QuickTime and iMovie, which enable playing and editing of video respectively. These programmes exemplify what Apple is really selling: ease of use. No computer company is better at hiding the inherent complexity of electronic devices under a fun and easy-to-understand interface. And without such an interface, no consumer-electronics device will succeed in the mass market. Apple is moving quickly to seize the opportunity in the market. Software such as iMovie was the first move. Then came iTunes for music, iDVD for turning sound and video onto DVDs, and now iPhoto. Such software is turning the Mac into a digital warehouse and routing station. It has become a device for users to send music from the Internet into MP3 players. Or transfer photos from a camera onto a Web page. Apple's real challenge now is to move this strategy beyond the Mac, making it one leg of a larger platform. Sony is just one camera maker incorporating Apple software. Apple could turn iTunes and iMovie into software usable on any platform. The promise is huge. Imagine what Apple's software could do if it worked with PCs!

6. Apple is trying to increase its market share by way of introducing user friendly electronic devices. Yes/No

7. In the author's opinion, the future of Apple looks gloomy and dull. Yes/No

8. The lost ground for Apple is the market share of desktop PC. Yes/No

9. The Mac, as inferred from the passage, is a computer. Yes/No

10. The author advises Apple to concentrate on turning iTunes and iMovies into computer friendly software and to relegate the Mac to the background, as a part of its business strategy. Yes/No

11. The strategy adopted by the CEO of Apple has helped it to venture into new areas of business.
Yes/No

12. Consumer's patronise electronic devices that are user friendly. Yes/No

13. The author wants Apple to concentrate on PC market. . Yes/No

14. Apple should now enter into deals with only camera makers to push its Quick Time and iMovie so as to gain market share. Yes/No

15. When the author says 'A bigger pie is meaningless' he means that

- (A) large markets are not profitable for manufacturers.
- (B) Apple does not want to operate in a global scenario.
- (C) a larger market may not change your share of the market.
- (D) there is no point in striving for a bigger market when the margin is low.

16. According to the passage, Apple's strengths include:

- 1. Customer friendly applications.
- 2. Regaining lost grounds.
- 3. The popularity of its brands
- 4. Grabbing new openings
- 5. Making softwares that are usable on any platform.

(A) 1 and 3

(B) 2 and 5

(C) 1, 3 and 4

(D) 1, 2 and 5

A “complete cessation” of all potential acts of anti-Jewish violence by the Palestinians is the latest definitive demand from the Israeli side. In the opinion of Israel's ultra-nationalist Prime Minister, a demonstrably decisive stoppage of such violence can alone persuade him to consider peace talks of any kind with the Palestinians. With a US-brokered truce, effective from June 13, gradually gaining a notional acceptance by both the prime adversaries in West Asia, the present U.S. administration is beginning to face its first major diplomatic test as a peace facilitator in that region which has long been a byword for instability. The Israeli Prime Minister who has met the U.S. President this week, wants to invoke Israel's time-tested strategic friendship with the U.S. to pressurise him to rein in the Palestinian leadership in a way that could tilt the scales in favour of the Jewish state even during the current period of a ‘truce.’ The U.S. is keen to avoid consigning to the scrap heap of history a very significant truce accord which the head of the Central Intelligence Agency has recently helped the Israelis and the Palestinians to put together. Spearheading the salvage mission, the U.S. Secretary of State has called upon the Palestinian leader, to make “a 100 per cent effort” to restrain the radicals on his side in their campaign against the perceived oppression by the Jewish state. Whether or not this signals a certain distance between the U.S.'s compulsions of neutrality as a peace facilitator and the Israeli leader's partisan inclinations, the U.S. Secretary of State's latest pledge for a “complete engagement” with the Palestinian leader will infuse some new vigour in Washington's diplomatic endeavours over the basic Palestinian issue. The Israeli Prime Minister, on his part, has taken upon himself the task of engaging the U.S. exhaustively so as to gain its understanding of his current plans to marginalise the Arab hawks on the Palestinian side.

If the durability of the latest truce should be determined by such tactical considerations of Israel and the U.S., the reason simply is the complexity of the Palestine leader's task within his Palestinian constituency and on the larger Arab stage. The fundamental issues dividing the Israelis and the Palestinians have remained unchanged for long. No new ideas have been envisioned by either of these disputants or even the U.S. in recent months. In a sense, the parties seem to suffer from a strange fatigue of the soul and also the mind in their separate and collective efforts to address the puzzle of Palestinian statehood. While Israel may often seem to lead or orchestrate Jewish extremism of the anti-Arab kind, Palestine contends with the hawkishness of the Hamas and others who see Israel as the bastion of evil.

While the larger international opinion remains favourable to the Arab cause concerning the right of the Palestinians to some form of negotiated statehood within defined boundaries, the Palestine leader knows that his diplomatic options are severely circumscribed by the ongoing power play in West Asia. Despite some recent signs of a possibly proactive role in West Asia by post-Soviet Russia, the fact remains that Moscow's own diminished global status is holding it back. The Palestinian leaders, who accepted the overwhelming primacy of America's diplomatic role in West Asia in the early 1990s, appear to be learning the hard way that their best hope is to sustain the U.S.'s goodwill in the face of what they see as an increasingly intransigent Israel. For the present, the U.S. has set its heart on the copybook of the Mitchell Commission, which recently recommended the sequential steps of a truce, a cool-off period for the implementation of confidence-building measures and eventually the talks on the ‘final status’ of the Palestinians' political future. The truce itself is largely a mirage still.!

39. Hamas are connected to Israel. Yes/No

40. The U.S. Secretary of State was instrumental in helping Israel and Palestine reach a truce. Yes/No

41. The Arab cause concerning the right of the Palestinians to some form of negotiated statehood within defined boundaries has garnered positive international response. Yes/No
42. The Palestine leader has a wide range of diplomatic options to choose from, so he is capable of suggesting an amicable solution. Yes/No
43. The Israeli Prime Minister says that anti-jewish violence can force him not to consider peace talks. Yes/No
44. U.S. catalysed the truce between Israel and Palestine. Yes/No
45. Moscow cannot take an active role in the peace process as, it is not as powerful as it used to be. Yes/No
46. Palestine is becoming increasingly dependant on the U.S. to turn the situation in its favour as it perceives Israel to be uncompromising. Yes/No
47. The Mitchell commission has listed the steps to be taken in order to restore peace in West Asian and decide Palestine's statehood. Yes/No
48. The U S Secretary of State has met the Palestine leader to salvage the situation. Yes/No
49. The author believes that the recommendations of the Mitchell commission will be genuinely implemented. Yes/No
50. The author puts the word 'truce' in quotation marks because
- (A) the truce between Israel and Palestine is unbelievable.
 - (B) hostilities between the parties continue even during the so called truce.
 - (C) the suspension of hostilities has long been overdue.
 - (D) the two states have maintained friendly relation for quite some time.
51. The word 'hawk' is used in the passage to refer to
- (A) supporters of war-like policy.
 - (B) well-wishers of Palestine.
 - (C) those who shout vociferously for their cause.
 - (D) Jews who propagate anti-Palestine views.
52. When the author concludes 'truce itself is largely a mirage still'; he means that
- (A) the recommendation of the Mitchell Commission must be pursued to achieve peace.
 - (B) peace can never be achieved in the region.
 - (C) even the first step in the peace process seems an illusion.
 - (D) there has never been a cessation in the hostilities.

53. The Palestinian leaders accepted the importance of America's diplomatic role in west Asia because

- (A) America has become neutral over the years.
- (B) America deeply desires to bring peace to the region.
- (C) of Israel's increasing intransigence.
- (D) it has become a unipolar world.