

Directions—(Q. 1–10) Read each sentence to find out whether there is any grammatical error in it. The error, if any, will be in one part of the sentence. The letter of that part is the answer. If there is 'No error', the answer is (E).

(Ignore the errors of punctuation, if any)

1. Besides having stand-alone /
(A)
spirit, a leader must have /
(B)
the capacity of getting /
(C)
along with people. No error
(D) (E)
2. Nothing most is really /
(A)
being done to promote /
(B)
the alternate medicine / systems
(C)
in India. No error
(D) (E)
3. Citizens across the country /
(A)
are using their right to / informa-
(B)
tion exclusively regularly / often
(C)
to address public grievances.
(D) No error
(E)
4. The real aim of religion / is to
(A)
develop and enrich / the lives of
(B) (C)
the people / who abide by itself
principles. No error
(D) (E)
5. As more and more new diseases /
(A)
emerge there is a strong /
(B)
need to shifting the focus /
(C)
from sickness care to health care.
(D) No error

6. Good governance comprises of
(A)
three / essential aspects name,
(B)
delivery, / accountability and
transparency the, / third being the
(C)
most important. No error
(D) (E)
7. In-order to win the confidence /
(A)
of the masses, the minister needs
(B)
to / turn his attention in growth
(C)
of / agriculture and agriculture
led-industries. No error
(D) (E)
8. Study does not / simply consist
(A) (B)
of learning / facts rather, it is
(C)
close / connected with our living.
(D) No error
(E)
9. One should not thought /
(A)
that if others are casual, /
(B)
one also can done / the same
(C) (D)
attitude. No error
(E)
10. Re-engineering of administrating/
(A)
processes is a necessary / condi-
(B)
tion for the realisation of / the
(C)
benefits of e-governance.
(D) No error
(E)

Directions—(Q. 11–15) Rearrange the following six sentences (1), (2), (3), (4), (5) and (6) in a proper sequence so as to form a meaningful paragraph, and then answer the ques-

1. Owing to such situation of false propaganda, one may even jump to conclusions.
 2. It seems that he had closely observed that ignorance is the cause of mistaken judgments.
 3. If one doesn't really know the facts, what he calls as ignorance, one is likely to blindly accept false rumours and propaganda.
 4. An eminent educator said "Never judge something you don't know anything about."
 5. Such conclusions may result in harbouring groundless fears and misgivings.
 6. How true are these words ! They find origin in the experiences of the educator.
11. Which of the following should be the **LAST (SIXTH)** sentence ?
(A) 2 (B) 4
(C) 3 (D) 5
(E) 1
 12. Which of the following should be the **FIRST** sentence ?
(A) 5 (B) 6
(C) 3 (D) 4
(E) 1
 13. Which of the following should be the **THIRD** sentence ?
(A) 3 (B) 1
(C) 5 (D) 6
(E) 2
 14. Which of the following should be the **FOURTH** sentence ?
(A) 1 (B) 3
(C) 4 (D) 2
(E) 5
 15. Which of the following should be the **SECOND** sentence ?
(A) 6 (B) 2
(C) 4 (D) 3

Directions—(Q. 16–20) Which of the phrases (A), (B), (C) and (D) given below each sentence should replace the phrase printed in **bold** in the sentence to make it grammatically correct? If the sentence is correct as it is given and 'No correction is required', mark (E) as the answer.

16. The auditorium went dark and a **magics world unfolded as** beams of light in red, yellow, blue and various other colours danced through the darkness.

- (A) a magical world unfolded as
- (B) a magics world unfolding as
- (C) a magician world unfolded as
- (D) a magics world unfolded through
- (E) No Correction required

17. **None human endeavour** has any meaning by itself, if it can't give meaning to life or at least add value to its intrinsic quality.

- (A) None humanism endeavours
- (B) None of human endeavours
- (C) No human endeavour
- (D) No humanism endeavour
- (E) No Correction required

18. If we consider the recent Commonwealth Games, we see many **high-rise buildings, hotels** in addition to other infrastructure that has come up in New Delhi.

- (A) many high-rise buildings and hotels
- (B) many high-rise buildings also hotels
- (C) many highly-risen buildings, hotels
- (D) most high-rise buildings, hotels
- (E) No Correction required

19. Protection **has been provision to** the minority communities by the Constitution of India.

- (A) have been provision to the minority
- (B) has been provided to the minority
- (C) have being provided for the minority
- (D) has being provision to the minority
- (E) No Correction required

20. Simply put, a war is one of the **more barbaric and foolish** of all human acts, cloaked in varied justifications on extremely narrow grounds.

- (A) mostly barbaric and foolish
- (B) most barbaric and foolish
- (C) most barbaric and foolishly
- (D) more barbaricly and foolish
- (E) No Correction required

Directions—(Q. 21–25) Each question below has two blanks, each blank indicating that something has been omitted. Choose the set of words for each blank which best fits the meaning of the sentence as a whole.

21. To achieve inclusive _____, India will need to implement both, health and education reforms with _____ vigour.

- (A) financial — same
- (B) standard — force
- (C) context — timely
- (D) growth — equal
- (E) tag — similar

22. Agriculture Sector can be a _____ driver of taking banking services to the _____.

- (A) important — others
- (B) key — poor
- (C) good — limited
- (D) essential — masses
- (E) properly — villages

23. The Self Help Groups _____ the Micro Finance Institutions are the _____ popular vehicles of taking Micro Finance to the rural hinterland.

- (A) also — really
- (B) always — very
- (C) with — great
- (D) and — most
- (E) addition — so

24. In the _____ run, those who suffer hardships emerge stronger than the ones who take things _____.

- (A) last — simple
- (B) long — easily
- (C) final — jokingly
- (D) end — casually
- (E) fore — seriously

25. _____ domestic as well as international environment, calls for _____ revamping of policies.

- (A) Dynamics — constant
- (B) New — always
- (C) Changing — Continuous
- (D) Diversity — real
- (E) Conversion — some

Directions—(Q. 26–35) In the following passage there are blanks, each of which has been numbered. These numbers are printed below the passage and against each, five words/phrases are suggested, one of which fits the blank appropriately. Find out the appropriate word/phrases in each case.

The slowdown ...(26)... by India on account of IT, real estate, financial services and automobile sectors was an urban phenomenon. However, the negative impact of all this on urban India has been more than ...(27)... by encouraging performance in rural areas. The rural economy has provided a ...(28)....

While the statement that the Indian economy has been ...(29)... from the slowdown due to rural growth is true to a certain ...(30)..., this is not the only factor. India's growth has been ...(31)... more by domestic demand than exports. Also Indian spending and saving ...(32)... differ from other parts of the world. Indians by their very ...(33)... always save for their future and this ...(34)... them in good stead during times of crisis. The Indian buyer is more finance conscious than his global peer. The Indian banking system, due to the so-called non-reforms, is actually more resilient and the level of delinquencies is far ...(35)... than in the other parts of the world.

26. (A) view (B) experienced
(C) observed (D) witness
(E) occurred

27. (A) elevated (B) progressed
(C) aggravated (D) stopped
(E) offset

28. (A) cushion (B) relieve
(C) blow (D) cause
(E) rest

29. (A) troubled (B) altered
(C) removed (D) obstructed
(E) saved

30. (A) fact (B) levels
(C) extent (D) place
(E) degrees
31. (A) figured (B) reduced
(C) lot (D) fuelled
(E) some
32. (A) features (B) habits
(C) trend (D) pattern
(E) amounts
33. (A) livelihood (B) blood
(C) actions (D) nature
(E) behaviour
34. (A) applies (B) arranges
(C) holds (D) keep
(E) makes
35. (A) lower (B) gone
(C) better (D) greater
(E) poorer

Directions—(Q. 36–50) Read the following passage carefully and answer the questions given below it. Certain words/phrases have been printed in **bold** to help you locate them while answering some of the questions.

Marketers are forever seeking fresh challenges and **scouting for** more and more clientele to be drawn into their sphere of influence. The urban consumer has always been pampered with the most dazzling **array** of goods and services from every industry. But the urban market is fast shrinking due to saturation caused by competition, and the growth rate over the past few years has consistently shown a declining trend. In the hunt for fresh pastures, the vast and hitherto vastly unexplored terrains of rural India consistently beckon the moolah-seeking marketer.

There are various reasons why every industry is taking a very serious look at rural markets. About 285 million live in urban India whereas 742 million reside in rural area. Thus 72% of India's population resides in its 6,00,000 villages. The number of middle income and high income households in rural India is expected to grow from 80 million to 111 million while urban India is expected to grow from 46 million to 59 million. Size of the rural market is estimated to be 42 million households and the rural market has been growing at five times the pace of the urban market. More

rural development initiatives are being implemented by the government. Increasing agricultural productivity has led to growth in rural disposable income.

Many companies have already made forays into rural households but still capturing the markets is a distant dream. Most marketers still lack in-depth knowledge to analyze the complex rural market. In the Indian context especially, rural marketing is a complex subject. The prices of rural marketing pose many problems due to the vastness of the country. It is now unanimously accepted that the rural salesmanship in India has been insufficient and inadequate and out of proportion to the agriculture revolution.

The traditional marketing activities of promotion, distribution, sales and servicing, undertaken so far in the urban and semi-urban contexts, are to be extended to cover a much wider area in a rural environment by introducing appropriate innovation, selection and adoption.

The development of the rural market will involve additional cost both in terms of promotion and distribution. In rural marketing, often it is promotion of a brand that is **crucial**, but creating an awareness concerning a particular product field, for instance, fertilizers and pesticides. Urban and semi-urban based salesmen are not able to tap the full potential in the villages. The marketers should select and employ the educated unemployed from villages. The past practices of treating rural markets as appendages of the urban market is not correct, since rural markets have their own independent existence, and if cultivated well could turn into a generator of profit for the marketers.

The focus should be on **infusing** marketing culture into the villages. The educated unemployed youth in the villages could be trained to carry out this mission. The salesmen in rural markets should be selected from the educated unemployed villagers and trained well. The town-to-villages shuttling salesmen are to be replaced by stationary salesman in villages. Companies should also adequately concentrate on educating the villagers to save them from spurious goods and services. **Rural**

markets are laggards in picking up new products. This will help the companies to phase their marketing efforts.

In this respect, it makes sense for non-competitive companies to make a joint effort to penetrate the market. They can use each other's distribution channels to **leverage** their brands. Also considering the poor awareness levels of the people, competitors should join hands to **avoid** product proliferation, which results in confusing the consumer. Rural consumers have a very high level of ethos so all the care should be taken not to hurt them in any form of advertising. Moreover, every effort should be made by the companies to promote the "my brand" feel in the minds of consumers. This can be achieved by connecting the local industries of that place and, if possible, use it in pack-aging or graphics of the product. So the need of the hour is the **integration** of all the above stated approaches and constantly reinventing the products and bringing new innovations.

36. Which of the following best explains the sentence '**Rural markets are laggards in picking up new products**', as used in the passage ?
- (A) New products do not sell easily in rural markets
(B) People living in rural areas are lazy by nature
(C) People living in rural areas look forward to new products being launched
(D) The fastest selling products in rural areas happen to be new products alone
(E) Rural markets demand newer products
37. Which of the following is **TRUE** according to the passage ?
- (A) At present no company is catering to the rural market.
(B) Marketing activities used in the urban and semi-urban context can be used as is in the rural context as well.
(C) The rural markets can be treated as extensions of the urban markets.
(D) In rural markets creating awareness about a product takes precedence over promoting a brand.
(E) None is true

38. Which of the following is **NOT TRUE** in the context of the passage ?

- (A) Growth rate of the urban market is on the wane.
- (B) As compared to urban areas, a higher proportion of India's population resides in villages.
- (C) The spending capacity of rural people has not shown any change in the past years.
- (D) The expected number of middle income and high income households in rural areas is greater than those of the urban areas.
- (E) All are true

39. Which of the following is/are the problem/s faced by marketers in the rural area ?

- 1. Higher price of rural marketing.
 - 2. Problems in analysing rural markets due to their complexities
 - 3. Inadequate rural salesmanship.
- (A) Only 1
 - (B) Only 1 and 2
 - (C) Only 1 and 3
 - (D) Only 1
 - (E) All 1, 2, and 3

40. Which of the following is possibly the most appropriate title for the passage ?

- (A) Consumerism in Urban Areas vis-a-vis Rural Areas
- (B) Concepts in Marketing of Goods
- (C) Behaviour of the Declining Urban Market
- (D) Buying Habits of the Poor
- (E) Enticing the Rural Market

41. What role, according to author, can the non-competitive companies play in terms of rural marketing ?

- (A) Provide training to salesmen on the uniqueness of the rural market through joint efforts.
- (B) Use each other's distribution channels through joint efforts and raise awareness amongst the rural folk.
- (C) Conduct awareness camps and workshops about their products in villages through joint efforts.

(D) Attract more companies to invest in the rural markets.

(E) Start competing with each other in order to increase product proliferation, thereby providing more options to villagers.

42. Which of the following is the author's suggestion for appointing the salesmen for rural markets ?

- (A) The town-to-villages shuttling salesmen may be persuaded to relocate to villages, thereby making them stationary.
- (B) The urban and semi-urban based salesmen may be appointed but should be given adequate training to get them acquainted with rural problems.
- (C) The educated unemployed villagers may be trained and employed as salesmen rather than appointing salesmen from towns.
- (D) The salesmen chosen for marketing in the rural areas may be a mix of urban, semi-urban and rural salesmen.
- (E) None of these

43. Which, according to the author, can be done to promote the 'my brand' feeling in the minds of rural consumers ?

- (A) Use local artist in advertisements related to the media.
- (B) Give the product a local name so that it sells better.
- (C) Advertise about the product in the local language alone
- (D) Involve local industries and use them for graphics or packaging.
- (E) None of these

Directions—(Q. 44-47 Choose the word/group of words which is **most similar** in meaning to the word/group of words printed in **bold** as used in the passage.

44. **LEVERAGE**

- (A) promote (B) cliff
- (C) pull (D) weigh
- (E) limit

45. **INFECTING**

- (A) corrupting
- (B) contaminating
- (C) instilling
- (D) tainting
- (E) striking

46. **ARRAY**

- (A) range (B) line
- (C) feature (D) dress
- (E) gathering

47. **SCOUTING FOR**

- (A) disciplining for
- (B) exploring
- (C) scavenging
- (D) hoping for
- (E) investigating

Directions—(Q. 48–50) Choose the word/group of words which is **most opposite** in meaning to the word/group of words printed in **bold** as used in the passage.

48. **INTEGRATION**

- (A) freeing (B) segregation
- (C) assimilation (D) untying
- (E) lifting

49. **AVOID**

- (A) ask (B) shun
- (C) call (D) invite
- (E) sense

50. **CRUCIAL**

- (A) basic (B) important
- (C) healthy (D) irregular
- (E) insignificant