

Quiz Date: 24th March 2020

Directions (1-7): Each of the following questions has a paragraph from which one sentence has been deleted. From the given options, choose the sentence that completes the paragraph in the most appropriate way.

Q1. The language of marketing which includes terms like market share, share-of-wallet, conversion rate, customer acquisition cost or customer mindshare is typical of the pursuit mentality. On the other hand, the language of wooing includes terms like curiosity, cultivating relationship, caring, and intimacy, admiring and doting. _____; wooing, the beginning of a life-long relationship. In a pursuit, one is the object of a chase, while when being wooed, one becomes an object of desire.

- (a) Does it see the customer as a relationship
- (b) That should settle any consumer-related conundrum
- (c) It is equally important to measure brands
- (d) Is your brand a chaser or is it a suitor
- (e) Pursuit is the start of a one-sided transaction

Q2. In the decade since 2010, buying stocks in Indian consumer goods companies had been a low-risk, high-return game. They grew revenues handsomely, generated predictable cash flows and had zero corporate governance issues. One just had to invest in one or a basket of the dozen-or-so listed consumer businesses, _____. The Indian consumer with a per capita income of \$3,000 (purchasing power parity) and rising was destined to continue to buy a little more of toothpastes, soaps and shampoos each year.

- (a) Starting 2015, when retail inflation fell
- (b) Hold them for a few years and count the gains
- (c) Led to lower return on equity (RoE)
- (d) Expected to register strong topline numbers.
- (e) At least for the time being, is over.

Q3. The camps are funded by the United Nations and taken care of by the World Food Program. Each family receives a prepaid card to use at two large super stores. But these super stores do not stock things that Syrians often use—fresh milk, ingredients for yogurt or fresh bread, for instance. In this case, against the rules, _____-powdered milk, hand packets over to those who smuggle them outside the camp, selling to Jordanians passing by in exchange of Jordanian dinars. This money is then used to buy products inside the camp, creating the informal economy.

- (a) People end up picking up
- (b) Tried to restrict the informal
- (c) Chose nine economies through
- (d) The complexity behind how the

(e) Propagated the idea of how we

Q4. The Reserve Bank of India had in 2018 prohibited all entities from dealing or providing services to cryptocurrency businesses. Subsequently, using the powers conferred under the Banking Regulation Act, 1949 and the Reserve Bank of India Act, 1934, _____ and restrained RBI regulated entities from facilitating any person or entity who was dealing with or settling virtual currencies.

- (a) It observed that banking channels are the lifeline
- (b) A peculiar situation has arisen where instead of
- (c) They reasoned that though the uses and traders
- (d) It had prohibited any dealings in virtual currencies
- (e) Cryptocurrencies are prevented from accessing the

Q5. Mathilde Collin fidgeted with her backpack as she walked into a building overlooking the Tower of London, worried that she'd seem "too San Francisco" to the executives running a shipping broker that had recently celebrated its 134th birthday. Collin, the CEO of startup Front, was there _____ into a shared workspace—perfect for a logistics team responding to a stream of price quotes for cargo ships' availability around the world.

- (a) Having a new tool would change their lives
- (b) To pitch software that turned a standard email inbox
- (c) Its valuation to more than \$800 million
- (d) It was the broker that promptly began pitching her
- (e) Turns out a lot of older businesses that rely

Q6. For five years from 2003, when Ayaan Joshi (name changed), an MNC executive, first started investing through Systematic Investment Plans (SIPs), he had a good run. Joshi had been investing about ₹1.5 lakh per month and by 2008 his corpus had grown to ₹1.75 crore. SIPs, which allow investors to put small amounts periodically into mutual funds rather than a lumpsum, have long been considered _____ as well as average the purchase cost of mutual fund units. But it's a strategy that requires some hand-holding from a financial advisor or nerves of steel to see massive erosion in the value of an investment and yet continue to invest.

- (a) A strategy that frees them from speculating in volatile markets
- (b) Investors today seem to be more aware of the uncertainty
- (c) Posters of fund managers in front of some public places
- (d) A bad investment option for people with no money and volatility in markets
- (e) Financial literacy programmes by AMFI and AMCs

Q7. Quite a distance from the Taj President in South Mumbai's Cuffe Parade, where chef Ananda Solomon spent decades building himself a stellar reputation and three iconic restaurants—Thai Pavilion, Trattoria and Konkan Café—lies Thai Naam, a roomy 96-seater restaurant, bathed in

rose-pink, cane and wood. The classic Thai outfit sits in suburban Andheri's The Orb, a swanky new building that specialises in eclectic food and beverage offerings. Thai Naam's four zones are _____, as is the vast menu the restaurant dishes up.

- (a) Printing out intricate designs and concept details
- (b) The magic of starting all over again in his 60s
- (c) Inspired by different parts of Thailand's varied culture
- (d) In between touring each corner of the restaurant
- (e) Bustling new kitchen and mouthfuls of a light



Directions (8-15): In the following questions, a word is given in bold followed by three sentences. Choose the appropriate option mentioning the sentence(s) that uses the highlighted word in a grammatically correct and contextually meaningful manner.

Q8. Adequate

- (I) Aviation regulator DGCA came out with a slew of measures for airlines ensuring **adequate** space between passengers and check-in counters.
- (II) Inga described the banditry attacks on the rural communities in parts of the state as a very **adequate** tragedy.
- (III) The Niger State government has assured internally displaced persons (IDPs) of **adequate** welfare and protection of their lives.

- (a) Only (I)
- (b) Both (I) and (III)
- (c) Only (III)
- (d) Both (II) and (I)
- (e) Only (II)

Q9. Nefarious

- (I) Pompeo accused the United States of having **nefarious** intentions when it offered Iran money and medical supplies to help it combat the deadly disease.

(II) One Colorado Sheriff's Office has a special request for the county's criminals to cease their **nefarious** activities immediately.

(III) Beijing's aggressive comments have **nefarious** additional back-and-forth swipes between the State Department and its Chinese counterpart.

- (a) Only (I)
- (b) Both (I) and (III)
- (c) Only (III)
- (d) Both (II) and (I)
- (e) Only (II)

Q10. Jittery

(I) Residents were spooked when government officials **jittery** up with notices, directing the occupants of four flats to remain indoors.

(II) The doctors have prescribed him a cough syrup and tablets, but the engineer is **jittery**.

(III) Asian markets are still **jittery** over possible global recession due to chaos by coronavirus.

- (a) Only (I)
- (b) Both (II) and (III)
- (c) Only (III)
- (d) Both (II) and (I)
- (e) Only (II)

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Q11. Vilify

(I) The Government has shown **vilifying** by putting up more than half the cost of the Malton and Norton scheme.

(II) During interrogation they **vilified** that the box was stolen from a cycle shop.

(III) Simon Rex disclosed the lengths at which the British press was willing to go to in order to **vilify** the new royal family member.

- (a) Only (I)
- (b) Both (I) and (III)
- (c) Only (III)
- (d) Both (II) and (III)
- (e) Only (II)

Q12. Brutishly

(I) They headed everything, tackled **brutishly**, and ran themselves into the ground and to scrap and scrape their way to a precious three points.

(II) The staff shortage had also been **brutishly** by a major recruitment drive reaching as far as Australia.

(III) Posts are being left empty for six months at a time because of the manpower **brutishly**.

- (a) Only (I)
- (b) Both (I) and (III)
- (c) Only (III)
- (d) Both (II) and (I)

(e) Only (II)

Q13. **Subjugate**

- (I) The **subjugated** weather soon had me changing from my shorts into my thick slacks.
(II) After the Austrian victories King Ferdinand sent a Neapolitan army of 20,000 men under Filangieri to **subjugate** the island.
(III) Investors don't want to put their money on companies that are showing **subjugate** growth and inconsistent profits.

- (a) Only (II)
(b) Only (I)
(c) Both (II) and (III)
(d) Only (III)
(e) All are correct

Q14. **Imbecile**

- (I) You think yourself the perfection of existence, while you are the most imperfect and **imbecile**.
(II) Only an **imbecile** would leave their car unlocked, with the keys in the ignition, and then be surprised when the vehicle was stolen.
(III) I was particularly impressed by the **imbecile** presentation of the storm.

- (a) Only (III)
(b) Only (I)
(c) Both (I) and (II)
(d) Only (II)
(e) All are correct

Q15. **Predilection**

- (I) Gregory goes out to watch birds daily so I assume he has a **predilection** for the hobby.
(II) No matter how often he hiked through the mountains, David never failed to be struck by the **predilection** of the Sierra Nevada range
(III) When her supervisor ignored her complaint, she took her **predilection** to the union.

- (a) Only (III)
(b) Only (I)
(c) Both (I) and (II)
(d) Only (II)
(e) All are correct



Solutions:

S1. Ans. (e)

Sol. "Pursuit is the start of a one-sided transaction" completes the paragraph in the most appropriate way. Hence, option (e) is the right answer choice.

S2. Ans. (b)

Sol. "Hold them for a few years and count the gains" completes the paragraph in the most appropriate way. Hence, option (b) is the right answer choice.

S3. Ans. (a)

Sol. "People end up picking up" completes the paragraph in the most appropriate way. Hence, option (a) is the right answer choice.

S4. Ans. (d)

Sol. "It had prohibited any dealings in virtual currencies" completes the paragraph in the most appropriate way. Hence, option (d) is the right answer choice.

S5. Ans. (b)

Sol. "to pitch software that turned a standard email inbox" completes the paragraph in the most appropriate way. Hence, option (b) is the right answer choice.

S6. Ans. (a)

Sol. "A strategy that frees them from speculating in volatile markets" completes the paragraph in the most appropriate way. Hence, option (a) is the right answer choice.

S7. Ans. (c)

Sol. "Inspired by different parts of Thailand's varied culture" completes the paragraph in the most appropriate way. Hence, option (c) is the right answer choice.

S8. Ans. (b)

Sol. Both Statement (I) and (III) use the highlighted word “Adequate” in a grammatically correct and contextually meaningful manner. Hence, option (b) is the right answer choice.

S9. Ans. (d)

Sol. Both Statement (I) and (II) use the highlighted word “nefarious” in a grammatically correct and contextually meaningful manner. Hence, option (d) is the right answer choice.

Nefarious- (typically of an action or activity) wicked or criminal.

S10. Ans. (b)

Sol. Both Statement (II) and (III) use the highlighted word “jittery” in a grammatically correct and contextually meaningful manner. Hence, option (b) is the right answer choice.

Jittery- nervous or unable to relax.

S11. Ans. (c)

Sol. Only Statement (III) uses the highlighted word “vilify” in a grammatically correct and contextually meaningful manner. Hence, option (c) is the right answer choice.

Vilify- speak or write about in an abusively disparaging manner.

S12. Ans. (a)

Sol. Only statement (I) uses the highlighted word “Brutishly” in a grammatically correct and contextually meaningful manner. Hence, option (a) is the right answer choice.

Brutishly- Of or characteristic of a brute.

S13. Ans. (a)

Sol. Only Statement (II) uses the highlighted word subjugate in a in a grammatically correct and contextually meaningful manner. Hence, option (a) is the right answer choice.

‘Subjugate’ means bring under domination or control, especially by conquest; or make someone or something subordinate to.

S14. Ans. (c)

Sol. Both Statement (I) and (II) use the highlighted word Imbecile in a in a grammatically correct and contextually meaningful manner. Hence, option (c) is the right answer choice.

Imbecile- It means stupid; idiotic.

S15. Ans. (b)

Sol. Only Statement (I) uses the highlighted word Predilection in a in a grammatically correct and contextually meaningful manner. Hence, option (b) is the right answer choice.

‘Predilection’ is a noun which means a preference or special liking for something; a bias in favour of something.

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