

Master of Fashion Management (M.F.M)
(GAT)

(Note: These questions are illustrative. The pattern, scope, arrangement, variety, difficulty level, etc in the actual question paper may vary.)

Directions (Questions 1-3) : *In each of the following questions, choose the word which is opposite in meaning to the underlined word to fill in the blank.*

1. Elevation and _____ are important features of geographical study.
(1) ascent (2) compression (3) promotion (4) depression
2. All what he said was pertinent to the topic, and nothing was _____.
(1) material (2) legit (3) related (4) irrelevant
3. This book seems rather complicated, I think this matter should be _____ and categorized.
(1) tricky (2) simple (3) complex (4) tangled

Directions (Questions 4-6) : *Fill in the blank.*

4. If you do not _____, all your monthly expenses would exceed your income.
(1) economise (2) spend (3) save (4) splurge
5. If he _____ his first draft, he would have received a better grade.
(1) would have revised (2) had revised
(3) could have revised (4) had of revised
6. It is earth's gravity which _____ people their weight.
(1) gives (2) give (3) giving (4) given

Directions (Questions 7-11) : *In each of these questions, choose the option which best expresses the meaning of the idiom /phrase underlined in the sentence.*

7. In life, we have to take the rough with the smooth.
(1) be tough in order to be successful
(2) use pleasant words to make things smooth
(3) accept unpleasant as well as pleasant things
(4) make unpleasant things better
8. He burnt his fingers by interfering in his neighbour's affairs.
(1) got rebuked (2) got himself insulted
(3) burnt himself (4) got himself into trouble
9. He was carried off his feet when he was declared to have won the prize.
(1) became delirious (2) danced on his toes
(3) was dizzy (4) was wild with excitement

10. Sunil thought his skill would match up to Keshav's bulk, but in the fight he was beaten neck and crop.
(1) softly (2) completely (3) swiftly (4) profoundly
11. It is better to have one friend who is as true as steel than to have fifty acquaintances who refuse to recognize you in your hour of need.
(1) strong (2) physically and mentally fit
(3) with you (4) very loyal and dependable

Directions (Questions 12-15) : *In each of these questions, choose the most logical order of sentences from among the four given choices to construct a coherent paragraph.*

12. A. There was a pile of pumpkins sitting on a flatbed truck, and both Allen and Bush tried to hoist an aesthetically pleasing pumpkin by the stem.
B. Both stems snapped. "If you break it, you pay for it, Mr. President," said Richard Keil of Bloomberg News, echoing Colin Powell's famous rule at the outset of the Iraq war.
C. Everything seemed to be going wrong for Bush, even the metaphors.
D. On the way to the Allen fund raiser, we stopped for a photo at a picturesque farm stand outside Richmond.
E. Bush didn't seem to get the joke. "I suppose you're right," he said, and tried to buy the broken pumpkin.
(1) ABEDC (2) BECAD (3) CDABE (4) ABECD
13. A. We all know that exercise is good for you.
B. Staying physically active helps keep your heart healthy and your muscles strong, and in cancer patients it has even been shown to ward off relapse.
C. Now a series of independently conducted studies on the effects of exercise in healthy older adults, published on Monday in the Archives of Internal Medicine, confirms that.
D. Logging time at the gym not only helps maintain good health but may even prevent the onset of chronic diseases, such as heart disease, osteoarthritis and dementia.
(1) ABCD (2) DABC (3) CDAB (4) CDBA
14. A. Borderlines are the patients psychologists fear most.
B. They are power connected to the people close to them and terrified by the possibility of losing them yet attach those people so unexpectedly that they often ensure the every abandonment they fear.
C. When they want to hold, they claw instead.
D. Borderline patients seem to have no internal governor; they are capable of deep love and profound rage almost simultaneously.
E. As many as 75% hurt themselves, and approximately 10% commit suicide, an extraordinarily high suicide rate.
(1) AEDBC (2) CAEDB (3) BDCAE (4) DBCAE

15. A. He read it in an oddly methodical way.
B. The moment he had laid aside the body of the paper a masseuse stepped into the room.
C. First he tore off Page One and the editorial page of the bulky newspaper.
D. Rapidly, his marble-bright blue eyes took in every story.
E. When the rite was over, he sat up, and as the masseuse worked at the fingers of his right hand, stiff from a palm affliction, Sulzberger picked up the detached Page One of the Times in his left.
- (1) EACDB (2) ADEBC (3) CBDEA (4) ACBED

Directions (Questions 16-19) : *In each of these questions, choose the alternative which can replace the underlined word without changing the meaning of the sentence.*

16. The courage shown by the soldiers at this moment of crisis is exemplary.
(1) admirable (2) clear (3) elementary (4) suitable
17. The novel was so interesting that I was oblivious of my surroundings.
(1) sensitive (2) watchful (3) aware (4) unmindful
18. It was a facetious remark which totally failed to make any impression.
(1) irrelevant to the situation (2) joking
(3) reconciliatory (4) meaningless
19. When youngsters do not have good role-models to emulate they start searching for them among sportsmen or filmstars.
(1) inhabit (2) imitate (3) mollify (4) modify

Directions (Questions 20-23) : *In each of these question, choose the most appropriate option that can replace the underlined part of the sentence.*

20. The governor's intolerance of dissent among his aides was intensified by loyalty from all.
(1) him insisting upon total loyalty from all
(2) his insistence upon total loyalty from all
(3) all insisting upon his loyalty
(4) his insisting upon their loyalty
21. Although he was often incomplete in his work, he was promoted simply because he was with the company longer than any one else.
(1) Although work was often incomplete
(2) His work was often incomplete although
(3) Although his work was often incomplete
(4) Although he often completed his work

22. When a man summons the strength to lift a woman and throw them in the air while gliding across the ice, that's an amazing athletic achievement.
- (1) strength to lift a woman and throw them in the air while gliding across the ice, that's an amazing athletic achievement.
 - (2) strength of lifting a woman and throw her in the air while gliding across the ice, that's an amazing athletic achievement.
 - (3) strength to lift the woman and throw her in the air while gliding on the ice, that's an amazing athletic achievement.
 - (4) strength to lift a woman and throw her in the air while gliding across the ice, that's an amazing athletic achievement.
23. I admit, I felt a bit more than slighted, I am after all, on quite a few covers of her magazine, and the glance she gives me is one I'd give to an expired carton of milk.
- (1) I am after all, on quite a few covers of her magazine, and glance she gives me is one I'd give to an expired carton of milk.
 - (2) I was after all, on quite a few covers of her magazine, and the glance she gave me is one I'd give to an expired carton of milk.
 - (3) I was all, on quite a few covers of her magazine, and the glance she gave me is one I'd give to an expired carton of milk.
 - (4) I was after all, quite a few covers of her magazine, and glance she gave me is one I'd give to an expired carton of milk.

Directions (Questions 24-25) : *In each of these questions, choose the correctly spelt word.*

24. (1) Exemple (2) Exampel (3) Example (4) Exampal
25. (1) Psychology (2) Sycology (3) Psykology (4) Sychology

Directions (Questions 26-30) : *In each of these questions, choose the option which can be substituted for the given words/sentence.*

26. Mania for stealing articles
(1) Logomania (2) Nymphomania (3) Kleptomania (4) Hypomania
27. One who hates mankind
(1) Misanthrope (2) Philanthropist (3) Lover (4) Hater
28. To examine one's own thoughts and feelings
(1) Meditation (2) Retrospection (3) Reflection (4) Introspection
29. A short, usually amusing, story about some real person or event
(1) Anecdote (2) Antidote (3) Tale (4) Allegory
30. A place where gambling is practised
(1) Hotel (2) Casino (3) Restaurant (4) Theatre

Directions (Questions 31-50): Study the following passages to answer the questions that follow each passage.

Passage-I

The affordable housing segment is expected to bounce back in 12 to 18 months and property prices, which had reached abnormal levels in some places, are likely to correct soon, National Housing Bank Managing Director and Chief Executive Officer (CEO) told recently. “The demonetisation of ₹ 500 and ₹ 1,000 notes will usher in more transparency in the sector and when the Real Estate (Regulation and Development) Act 2016 is also fully operational, customer confidence will go up,” he said. The demand was, hence, expected to revive shortly in the affordable segment, he said. Prices of affordable housing, comprising residential units priced at less than ₹ 25 lakh, might come down by 10 per cent or 15 per cent, according to him. With demonetisation, some of the loan repayments at the lower end, which had been historically paid in cash, have been affected. However, repayments are back to normal now, according to the housing finance companies. The NHB plans to organise regional-level meetings soon to get feedback. The bank is in talks with housing finance companies. “We will wait and watch ... the impact of the demonetisation,” he said.

31. After a period of one to one and a half year, the demand for affordable housing will
- | | |
|--------------------------|--------------------------|
| (1) go down drastically. | (2) remain as it is now. |
| (3) be revived. | (4) reduce marginally. |
32. Consequent to demonetization, cost of affordable houses will
- | | |
|----------------------------|-------------------|
| (1) increase considerably. | (2) reduce. |
| (3) sky rocket. | (4) None of these |
33. Prior to demonetization, loan repayments were usually made by
- | | |
|------------------------|---------------------|
| (1) cheques. | (2) drafts. |
| (3) cash transactions. | (4) bank transfers. |
34. In the affordable housing sector, demonetization will lead to
- | | |
|--|--|
| (1) more confusion. | (2) increased blackmoney transactions. |
| (3) much reduced black money dealings. | (4) more criminal activities. |
35. Which of the following statements is not true?
- | |
|---|
| (1) Prior to demonetization, cost of houses had become very low. |
| (2) Real Estate (Regulation and Development) Act 2016 would lead to more faith in minds of customers. |
| (3) NHB would seek customers reactions on demonetization. |
| (4) All these |

President of India said that the government and industry should work together to provide jobs to youth to prevent unrest and disturbances. "Half of India's 130 crore population is below 25 years of age, and in working age group of 15-59 years, this population is 62%. Think what would happen if such a magnitude of people do not have their vocation and opportunity of maintaining their livelihood in a decent way," President said at the annual day celebration of CII's Skill Training centre in Madhya Pradesh. He said that the agriculture sector was over saturated now and it could support very low number of people. He said that there were 36,000 colleges producing graduates but a large number of passouts were unemployable. The president said that India has the scope for employment generation but lacked skilled workforce. He said that a Skills Development Council was created in 2010 and a target was fixed by 2020 to create a 500 million large skilled workforce. "Not much progress was made in that direction. The new PM has focused on this issue by forming the department of skill development." The President said 60 lakh people were working in West Asia and Gulf countries alone, and were sending large number of remittances that is helping India build foreign exchange reserves. He said that the average age in Europe and North America was increasing and India has the opportunity with its young population. CII President said that the industry body has not been able to set up skill development centres in any part of the country like the ones set up in Chhindwara.

36. A large number of Indians working abroad are
- (1) not making any contribution for India's development.
 - (2) hardly helping the Indian economy.
 - (3) making huge contribution towards foreign exchange reserves.
 - (4) of no use to India.
37. India needs to provide jobs to youth to
- (1) remove illiteracy.
 - (2) help India become industrilised.
 - (3) avoid chaos in the country.
 - (4) None of these
38. College educated young people possess
- (1) adequate skills to get jobs.
 - (2) more than required skills to become employed.
 - (3) quite inadequate skills to get jobs.
 - (4) no skills to get employment whatsoever.
39. In the past, our efforts to provide skilled workforce have been
- (1) more than adequate.
 - (2) rather not enough.
 - (3) quite praiseworthy.
 - (4) None of these

40. Which of the following statements is not true?

- (1) Average age in Europe was on a decline.
- (2) Agriculture sector is not in a position to provide jobs to a large number of youth of our country.
- (3) To provide jobs to youth, government and industry must join hands.
- (4) All these

Passage-III

Before I landed in Taiwan, I had heard of it as the land of lush green mountains with rich flora and fauna, sea, natural hot springs and a lake surrounded by forests. What nobody shared was that it is also the land of the friendliest people, a disabled-friendly country and women traveler safe destination. Still not affected by the commercialisation that seems to have taken over most other destinations, Taiwan exudes a kind of positivity that has the power to relax you instantly. People are honest, welcoming and friendly. My first landing point in Taiwan was Kaohsiung which is actually a business hub. Rich in terms of art and aesthetics, it is famous for its Love River, rather a cruise along the Love River by the night. Taiwan boasts of a great nightlife. When in Taiwan, it is not unusual to see people outdoors, enjoying street food or enjoying the live bands. For adventure lover, the island offers exciting range of activities like mountain biking, kayaking, paragliding and surfing. Taiwan is also the world's Top Mountain biking destination with its hilly terrain and extensive trail network. No trip to Taiwan is complete without its hot springs experience. Ranked among the world's top 15 hot spring destinations, Taiwan has a great variety of natural springs. Interestingly, a number of resorts offer you the experience in your room itself with hot spring water flowing straight into your bathtub!

41. Kaohsiung is known for its _____.
(1) deep forest (2) business activities (3) fish market (4) None of these
42. Presently, Taiwan is _____ commercialized.
(1) highly (2) extremely (3) not much (4) None of these
43. Taiwan is well known for _____.
(1) friendly people (2) natural springs (3) adventure activities (4) All these
44. Taiwan is also famous for _____.
(1) its industries (2) mountain biking
(3) aircraft assembling units (4) computers
45. Which of the following statements is not true?
(1) Taiwan is not considered safe for women travellers.
(2) Live band shows are common in Taiwan
(3) Disabled people will not face difficulty in Taiwan.
(4) All these

Direct selling has been in India for many years and it has seen tremendous growth over the last year. Despite some challenges, the market grew at around 13.5 – 14%. Over the last five years, the business has grown from 43 billion INR to about 80 billion INR last year. That's a very healthy growth. We are projecting that over the next ten years, the business will grow from 80 billion last year to around 645 billion INR. That's roughly 10 billion dollars in 2025 from 1.2 billion dollars last year. So it's a healthy trend and the expectation is that the business is going to continue to grow. Direct selling is the largest employer of women – 60% of direct sellers are women. So it fits well into the women empowerment theme that the government is driving. It is also a very strong Make in India programme because most of the companies involved in direct selling manufacture their products in India and distribute them. We expect that about 40 lakh people were employed by the direct selling industry last year and the expectation is that this is going to go up to 18 million direct sellers by 2025, of which 10 million will be women. It also generates a lot of taxes for state governments where these businesses are based. It is thus a very strong contribution to the Economy. Some of the top sectors for direct selling are consumer healthcare, which accounts for about 31%; beauty and personal care which accounts for 29% and household wares and home furnishings which account for about 4%. Then you have various other products like food and drink, home care, etc.

46. Which of the following sectors of direct selling have registered maximum sales?
- | | |
|--------------------------|------------------------------|
| (1) Home furnishing | (2) Beauty and personal care |
| (3) Consumer health-care | (4) Food and drinks |
47. Trends in direct selling indicate that it _____ women empowerment theme.
- | | |
|-------------------------|------------------------|
| (1) has no relevance to | (2) does not assist |
| (3) really promotes | (4) None is applicable |
48. As per estimates, by 2025, the strength of women direct sellers will be
- | | |
|---------------------------------------|--|
| (1) much less than half of the total. | (2) just about half of the total strength. |
| (3) more than half of the total. | (4) much less than man direct sellers. |
49. The potential for growth of direct selling in India is _____.
- | | | | |
|---------------------|----------------------|---------------------|-------------------|
| (1) quite promising | (2) really very poor | (3) just negligible | (4) None of these |
|---------------------|----------------------|---------------------|-------------------|
50. Which of the following statements is not true?
- (1) Direct selling is not new to India
 - (2) Direct selling does not help state governments to increase their tax collections
 - (3) Direct selling is in tune with Make in India programme.
 - (4) All these

51. Find the number which when multiplied by 13 is increased by 180.
(1) 20 (2) 15 (3) 124 (4) 5
52. Find the number of divisors excluding 1 and itself for the number 4225.
(1) 8 (2) 7 (3) 9 (4) 6
53. The sum of the digits of a two digit number is 9. If 9 is added to the number, then the digits are reversed. Find the number.
(1) 36 (2) 63 (3) 45 (4) 54
54. Two pipes A and B can fill a tank in 15 hours and 20 hours respectively while a third pipe C can empty the full tank in 25 hours. All the three pipes are opened in the beginning. After 10 hours, C is closed. The time taken to fill the tank is _____.
(1) 35 hours (2) 12 hours (3) 14 hours (4) 18 hours
55. What is the compound interest on ₹ 5,000 for 4 years if the rate of interest is 10% p.a. for the first 2 years and 20% p.a. for the next 2 years?
(1) ₹ 2,320.50 (2) ₹ 3,712 (3) ₹ 3,745 (4) ₹ 5,368
56. A man reads $\frac{3}{8}$ of a book in a day and $\frac{4}{5}$ of the remainder, in the second day. If the number of pages still unread is 40, how many pages did the book contain?
(1) 300 pages (2) 315 pages (3) 320 pages (4) None of these
57. A shopkeeper increases the price of his goods by 10% and allows a discount of 15%. How much does a customer have to pay for an item initially priced at ₹ 30?
(1) ₹ 28.05 (2) ₹ 28.00 (3) ₹ 30.50 (4) None of these
58. Three men can complete a piece of work in 6 days, 5 women can complete the same work in 18 days. In how many days will 4 men and 10 women together complete the same work?
(1) 3 days (2) 5 days (3) 2 days (4) 4 days
59. The average age of 40 students in a class is 15 years. When 10 new students are admitted, the average is increased by 0.2 year. Find the average age of the new students.
(1) 14 years (2) 15 years (3) 18 years (4) 16 years
60. $\frac{5}{12}$ part of what amount will be equal to $3\frac{3}{4}$ part of ₹ 100?
(1) ₹ 900 (2) ₹ 650 (3) ₹ 850 (4) ₹ 950

Directions (Questions 61-63): Against each of these questions, there is a statement followed by two courses of action numbered I and II. Assume everything in the statement to be true. Decide which of the two suggested courses of action logically follows for pursuing. Mark answer as

- (1) if only course of action I follows
- (2) if only course of action II follows
- (3) if both the courses of action I and II follow
- (4) if neither course of action I nor II follows

61. The prices of petroleum products in the domestic market have been increasing for the past few months to an alarming level.

Courses of action:

- I. People should be advised to use public transport instead of private cars till price is under control.
- II. Govt should restrict sale of private cars.

62. The crude oil prices in the international market have gone up substantially in the last few months.

Courses of action:

- I. Govt should stop petroleum import from the countries which has increased crude oil price.
- II. Govt should endeavor to increase the domestic production of crude oil at cheaper cost.

63. The fees for professional courses offered by the unaided institutions is much higher than the fees charged last year

Courses of action:

- I. The government should force the unaided institutions to charge less fees.
- II. The parents of the aspiring students should launch a severe agitation protesting against the high fees charged by the unaided institutions.

Directions (Questions 64-66): In each of these questions, two statements I & II are provided. These may have a cause and effect relationship or may have independent causes or be the effects of independent causes. Read the statements carefully and mark answer as

- (1) if statement I is the 'cause' and the statement II is the 'effect'
- (2) if statement II is the 'cause' and the statement I is the 'effect'.
- (3) if both statements I and II are 'effects' of a common 'cause'.
- (4) if both statements I and II are 'effects' of independent 'causes'.

64. Statement I: She cleaned the floor of the old house using powerful detergents for three consecutive days.

Statement II: She decided to shift to another house as their old house is not hygienic.

65. Statement I: A social security network will be created to take care of elderly persons who are victim of abuse and neglect.
Statement II: Incident of abuse against the working women are on the rise mostly due to poor family support.
66. Statement I : Delhi Jal Board notified that water supply in the city will be cut from morning 6.00 am to evening 9.00 pm in order to fix a leakage.
Statement II: Residents tried to finish some of their water related tasks the day before and some the day after.

Directions (Questions 67-68): *In each of these questions has an Assertion (A) and Reason (R). Mark the answers as*

- (1) if both (A) and (R) are true and (R) is the correct explanation of (A).
- (2) if both (A) and (R) are true but (R) is NOT the correct explanation of (A).
- (3) if (A) is true but (R) is false.
- (4) if (A) is false but (R) is true.

67. **Assertion (A)** : Most of the Himalayan rivers are perennial.
Reason (R) : They are fed by melting snow.
68. **Assertion (A)** : Shimla is colder than Delhi.
Reason (R) : Shimla is at a higher altitude as compared to Delhi.

Directions (Questions 69-71): *Complete the series by replacing '?'*

69. 5, 10, 8, 12, 11, 14, '?', 16
(1) 17 (2) 13 (3) 12 (4) 14
70. 8, 24, 12, 36, 18, 54, '?'
(1) 27 (2) 108 (3) 68 (4) 72
71. BEH, KNQ, TWZ, '?'
(1) DGH (2) CFI (3) FJI (4) PSR

Directions (Questions 72-74): *Find the odd one out.*

72. 41, 43, 47, 53, 61, 71, 73, 81
(1) 61 (2) 71 (3) 73 (4) 81

73. GLQ, OTY, AFL, DIN, CHM, EJO
(1) OTY (2) AFL (3) DIN (4) EJO
74. BFD, MQO, RVT, EJG, PTR, CGE
(1) RVT (2) PTR (3) EJG (4) CGE

Directions (Questions 75-76): Read the following information to answer these questions.

In a certain code, 'il be pee' means 'roses are blue', 'sik hee' means 'red flowers' and 'pee mit hee' means 'flowers are vegetables'.

75. How is 'red' written in that code?
(1) hee (2) sik (3) be (4) None of these
76. How is 'roses' written in that code?
(1) il (2) pee
(3) be (4) Cannot be determined

Directions (Questions 77-81): Study the following information carefully to answer these questions.

Alex, Brian, Cicil, Don, Eva, Garry and Isaac are seven friends who study in three different years namely 1st, 2nd and 3rd year in a college. It is given that at least two friends study in the same year. Each friend also has a different favorite subject namely Hindi, History, Political Science, English, Bengali, Economics and Maths but not necessarily in the same order.

The following facts are known about each of them:

- I. Alex likes Maths and studies in the 1st year with only one other friend who likes Bengali.
- II. Isaac studies with two other friends. Both the friends who study with Isaac like literature (here literature includes Hindi, Bengali and English).
- III. Don does not like Political Science and studies in the 2nd year with only one person.
- IV. Eva studies with only one friend and does not like Literature.
- V. Garry likes English.
- VI. Cicil does not like Hindi or Political Science.
- VII. The one who likes History does not study in 1st or 2nd year.

77. Which of the following subjects does Brian like?
(1) Hindi (2) History (3) Political Science (4) Economics
78. Which combination represents Don's favourite subject and the year in which he studies?
(1) Political Science and 3rd year. (2) Economics and 2nd year.
(3) Political Science and 2nd year. (4) History and 3rd year.

79. Which of the following is definitely not correct?

- (1) Cicil is in 1st year. (2) Garry is in 3rd year.
 (3) Eva is in 2nd year. (4) Don likes literature.

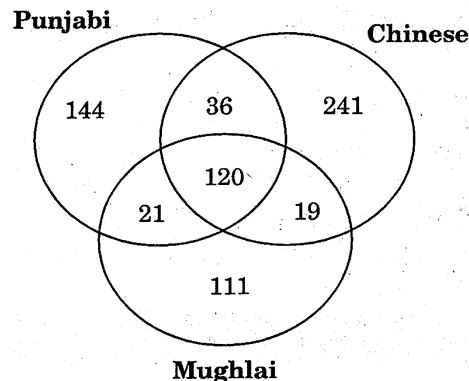
80. If Cicil likes Hindi then which of the following is definitely correct?

- (1) Isaac likes Bengali. (2) Don likes Bengali.
 (3) Brian likes Bengali. (4) Eva likes Bengali.

81. Which among the following is Isaac's favourite subject?

- (1) History (2) Political Science
 (3) Either English or Bengali (4) Either English or Maths

82. Based on liking of 700 regular customers of a restaurant, the given Venn diagram shows the break up of customer's consumption of a variety of foods. From the given data, state what is the ratio of customers who like none of these three delicacies to those who like all the three types of delicacies.



- (1) 7/120 (2) 1/15 (3) 1/30 (4) 1/45

83. A person walks 10 m in front and 10 m to the right. Then every time turning to his left, he walks 5, 15 and 15 m respectively. How far is he now from his starting point?

- (1) 20 m (2) 15 m (3) 10 m (4) 5 m

84. In a certain code, PARTICLE is written as USBQFMDI and GENERATE is written as FOFHFUBS, how is DOCUMENT written in that code?

- (1) VDEPUONF (2) VDPENFUQ (3) VDPEUOFN (4) VDMENOFQ

85. Vipin told Dilip, "Yesterday I called up the only brother of the daughter of my grandmother." Whom did Vipin call ?

- (1) Son (2) Father (3) Brother (4) Cousin

86. Which one of the following was not the creation of Leonardo da Vinci?
- (1) Virgin of Rocks (2) Last Supper
(3) Mona Lisa (4) Allegory of Spring
87. Sanchi Stupa is associated with _____.
- (1) Lord Krishna (2) Lord Mahavira
(3) Lord Buddha (4) Lord Shiva
88. Which one of the following temples was visited by the British Prime Minister Theresa May in 2016 clad in an Indian sari?
- (1) Jagannath Temple, Puri
(2) Someshwara Swamy Temple, Bengaluru
(3) Venkateswara Swamy Temple, Tirupati
(4) Siddhivinayak Ganapati Mandir, Mumbai
89. The Khadi and Village Industries Commission (KVIC) has launched 'Vichar Vastra' garments designed by fashion designer _____.
- (1) Tarun Tahiliani (2) JJ Valaya (3) Ritu Beri (4) Neeta Lulla
90. Who has been selected for the 23rd Rajiv Gandhi National Sadbhavana Award 2016?
- (1) Shubha Mudgal (2) Lata Mangeshkar
(3) Ustad Amjad Ali Khan (4) Muzaffar Ali
91. Ctrip.com is the largest travel site of _____.
- (1) Japan (2) US (3) China (4) UK
92. Mahashangarh site has been declared as the SAARC Cultural Capital for 2016-17, which is located in _____.
- (1) Nepal (2) Sri Lanka (3) Maldives (4) Bangladesh
93. Majuli became the first island district of India after it was inaugurated as the 35th district of _____ in September 2016.
- (1) Assam (2) West Bengal (3) Odisha (4) Karnataka

94. The Ministry of Urban Development signed an MoU with _____ to publish and distribute a special edition of the comic book, focusing on Swachh Bharat Mission in August 2016.
- (1) Diamond Comics (2) Amar Chitra Katha
(3) Raj Comics (4) Indrajal Comics
95. Which among the following countries has launched the world's first 'hack proof' Quantum Communication Satellite named Quantum Experiments at Space Scale (QUESS) in August 2016?
- (1) India (2) China (3) Canada (4) Australia
96. To promote business and economic activities, which country is constructing Chabahar Port?
- (1) Iraq (2) Bangladesh (3) Iran (4) Pakistan
97. How many satellites were successfully launched onboard of Polar Satellite Launch Vehicle C35 (PSLV C35) by ISRO for first time into two different orbits in a single mission in September 2016?
- (1) Six (2) Seven (3) Eight (4) Nine
98. Sellapan Ramanathan of Indian-origin who died in August 2016 at the age of 92 was the sixth and the longest-serving president of _____.
- (1) Thailand (2) Maldives (3) Philippines (4) Singapore
99. What was the position of India in the recently concluded Rio 2016 Olympics?
- (1) 62 (2) 64 (3) 67 (4) 69
100. Which one of the following states has become the first state to distribute 2 crore LED bulbs under Unnat Jyoti by Affordable LEDs for all (UJALA) scheme?
- (1) Gujarat (2) Haryana (3) Sikkim (4) Punjab
101. Which of the following is not a private Indian bank?
- (1) Axis (2) HDFC (3) Kotak Mahindra (4) Citi
102. India has won the Kabaddi World cup 2016 held in October 2016 by defeating_____.
- (1) South Korea (2) Kenya (3) Iran (4) Thailand

103. Which Indian film actress is seen in the recent ad campaign of 'Mohey', the range of lehengas, sarees, suits, etc., from the house of Manyavar?
- (1) Aditi Rao Hydari (2) Kareena Kapoor
(3) Sonam Kapoor (4) Deepika Padukone
104. 'SHUBHAM', the jewellery brand from Tanishq is promoted by _____.
- (1) Aishwariya Rai (2) Anushka Sharma
(3) Deepika Padukone (4) Madhuri Dixit
105. 'ethnix', 'Mine' & 'ERA' are the popular jewellery brands from the house of _____.
- (1) Senco Jewellers (2) PC Jewellers
(3) Joyalukkas Jewellers (4) Malabar Jewellers
106. Recently, which fashion designer has promoted her cause of all beauty inclusion at the Surat Couture by roping in acid attack victim Reshma Qureshi to walk the ramp for her along with actress Bipasha Basu?
- (1) Masaba Gupta (2) Archana Kochhar
(3) Anita Dongre (4) Ritu Kumar
107. Which fashion designer showcased tennis inspired line collection called 'Vintage Sportswear' at the Lakmé Fashion Week Winter/Festive 2016?
- (1) Wendell Rodricks (2) Sabyasachi Mukherji
(3) Ritu Kumar (4) Rahul Mishra
108. Tennis legend Boris Becker has recently launched a footwear collection in India named after him belongs to sports apparel company _____.
- (1) Nike (2) Reebok (3) Puma (4) Adidas
109. Buffalo, the men's denim brand is endorsed by which Indian cine star in their campaign 'One With Oneself'?
- (1) Farhan Akhtar (2) Tiger Shroff
(3) Varun Dhawan (4) Ranbir Kapoor
110. During British period, which of the following cities was known as the 'Manchester of the East'?
- (1) Rajkot (2) Surat
(3) Nagpur (4) Ahmedabad

Directions (Questions 111–127): Read the following business situations to answer the questions given at the end of each situation on the basis of information provided in each situation.

Situation–I

E-commerce giant Amazon will now sell products of Amul to consumers in the US through an exclusive association. Initially, Amul ghee and gulab jamun will be sold to American consumers through Amazon. Going forward, Amul will widen its product portfolio on Amazon.com. The partnership has been inked under Amazon’s global selling programme. RS Sodhi, Managing Director, Amul, said the company has been exporting its products to the US for the past 20 years, but was limited to grocers stocking Indian products for NRIs. “With this association, we are looking to expand our reach to a wider audience in the US and open new doors for our business with online selling,” he said. Sodhi said this will boost the company’s exports. Gopal Pillai, Director and GM, Seller Services, Amazon India, said Amul’s ghee and gulab jamun are among the best-selling products in the US market. “Through this programme, we will offer Amul an end-to-end solution and help the brand cater to the growing appetite for quality Indian food products among global consumers.”

111. In the past, Amul
- (1) never planned to sell its products in the US.
 - (2) has been selling its items in the US.
 - (3) did not find it feasible to sell its products in the US.
 - (4) never showed any interest to sell its products in the US.
112. Consequent to association with Amazon, Amul plans to sell
- (1) the entire range of products in the US in the beginning.
 - (2) almost all items in the US initially.
 - (3) only a few items in the US to start with.
 - (4) None of these
113. The new association of Amazon with Amul will
- (1) lead to much increased online sales.
 - (2) not make much of a difference on online sales.
 - (3) lead to reduced online sales.
 - (4) not make any difference in Amul's exports.
114. Which of the following statements is not true?
- (1) Amul wants to sell Amul Ghee and Gulab Jamun only in the US through Amazon, as they are popular in the US.
 - (2) Association with Amazon will lead to more exports by Amul.
 - (3) In the past, Amul has been selling its products in the US through a number of grocers.
 - (4) None of these

In a clear sign of Chinese aggression in India's smartphone market, three of the largest Chinese brands — Lenovo, Oppo and Xiaomi — grew sales last fiscal at a lighting pace, rarely seen in the industry. Lenovo India that owns two brands — Lenovo and Motorola, almost doubled revenue on a large base during 2015-16, while Oppo more than quadrupled sales, edging closer to the Rs 1,000 crore milestone in just the second year of its operations in the country. Xiaomi, on the other hand, clocked record sales of over 2 million units in the July-September quarter, its highest in India since it started operations, paving the way for a record year with the company selling more than a million phones in October. Lenovo India's turnover touched ₹ 10,484 crore in 2015-16 compared with ₹ 5,602.84 crore the fiscal before, aided by expansion of the Lenovo brand smartphones in the offline channel and success of its Motorola brand in online sales. China's largest smartphone maker Oppo's sale in India grew to ₹ 934 crore last fiscal as compared to ₹ 211.5 crore in 2014-15, as per the filings. For Xiaomi too, an expansion in the offline market and adding new online partners through the year, coupled with large product portfolio and manufacturing capacity to meet demand, have lead to a 150% volumes growth. According to the Hong Kong based market tracker Counterpoint Research, the share of Chinese brands has increased from 18% to 32% in the past one year in the Indian smartphone market driven by growth of players like Xiaomi, Oppo, Vivo and Lenovo. But the biggest loser in this battle is Micromax. ET recently reported Micromax's decline in annual revenues for the first time in 2015-16 when sales fell by 6% at ₹ 9,825.46 crore as against ₹ 10,450.47 crore in the previous year. Even in 2014-15, Micromax sales grew 47%. As per IDC, Lenovo-Motorola also overtook Micromax as the second largest smartphone maker in India in the quarter ended September 2016.

115. Till September 2016, which of the following was the largest smartphone maker in India?
(1) Xioni (2) Oppo (3) Lenovo-Motorola (4) Micromax
116. During the past one year, which of the Chinese brands has/have increased their market share in India?
(1) Vivo (2) Lenovo (3) Xiaomi (4) All these
117. In the recent past, Motorola smartphones have shown considerable increase in _____.
(1) offline sales (2) online sales
(3) both offline and online sales (4) None of these
118. Which of the following statements is not true?
(1) Recently Micromax has not done well compared to Chinese smartphones.
(2) Xiaomi has increased its manufacturing capacity considerably recently.
(3) Chinese smartphones did not make much impact on the Indian market.
(4) All these

Heera Sweets has been operating in Bhopal for the last 60 years with a very small scale operation. All along they have been a small time set up with just three members of the family running the shop. All of a sudden, one of their dishes - Gajroula - clicked in the market in 2013 and now Heera has become a household name in the state. Heera started expanding its operations and has a network of 12 outlets in major cities. Its turnover in the year 2016 was reported to be ₹ 120 Crore. It is no more limited to Gajroula. Actually, it stopped producing Gajroula. Now, it produces whole range of sweets in Bengali, Punjabi and Lucknavi tastes. The original three members of the family have retracted to just supervision and policy making. Most of its operations today are handled by hired staff. Each outlet is controlled by a manager. Whereas the preparations are made by traditional halwais, the business is supervised by managers who have absolutely no idea about sweets and their process of production. Invariably there is a conflict between the two interest groups. Last month, more than half of the halwais have left Heera to join its almost insignificant competitor. There are rumours that the competitor has actually been bought out by a corporate house and it has been renamed as Hira Sweets. The first advertising campaign of Hira focuses on — 'Hira, the original Gajroula people'.

119. Stopping production of Gajroula by Heera was a
- (1) good decision by Heera.
 - (2) strategic mistake.
 - (3) well thought over strategy for image makeover.
 - (4) None of these
120. The advertising campaign by Hira — 'Hira, the original Gajroula people'
- (1) is an ethical behaviour of Hira.
 - (2) must be ignored by Heera.
 - (3) is an unethical practice by Hira.
 - (4) None of these
121. Success of Heera was actually fuelled by
- (1) dearth of good sweet makers in the state.
 - (2) positioning of Gajroula as a standard taste sweet.
 - (3) excellent commercial campaigns.
 - (4) None of these
122. Which one of the following has focused on professional advertising?
- (1) Hira
 - (2) Heera
 - (3) Both Hira & Heera
 - (4) Nothing can be said

123. Which one of the following can be said to be true for the situation?

- (1) Heera is no more traditional in its management operations.
- (2) Heera's growth has been well managed.
- (3) Hira has managerial experience which can be useful.
- (4) Nothing can be said.

Situation-IV

Roadblock Advertising strategy can be considered as an alternative even in subsequent stages of PLC. A case in point is Hindustan Unilever Ltd (HUL), which recently adopted the roadblock strategy to get better brand exposure in the wake of increasing competition, diminishing share and saturation across product lines. The FMCG market leader with 110 brands in its portfolio signed a deal blocking airtime with two major channels : Zee and Star Group. The company booked about 4500 ad spots covering 40 hours of advertising time and expected to reach over 100 million customers across the country. The idea was to reach across customers, create a strong impression and recall by enhancing customer engagement quotient. A 10 second ad spot on leading channels costs somewhere around ₹ 10,000. However, for this roadblock initiative, HUL is known to have paid a 100% premium, spending a whopping ₹ 8-9 crore per day.

124. Roadblock advertising is

- (1) a contemporary concept.
- (2) a traditional concept.
- (3) useful for the initial stages of PLC.
- (4) None of these

125. Previously, HUL was spending on advertising of its products

- (1) more than ₹ 8-9 crore.
- (2) less than ₹ 8-9 crore.
- (3) Nothing can be said
- (4) None of these

126. How much money per 10 second ad shot has HUL paid to leading channels for roadblock advertising?

- | | |
|--------------|-------------------|
| (1) ₹ 10,000 | (2) ₹ 8-9 Crore |
| (3) ₹ 20,000 | (4) None of these |

127. HUL has booked with the two leading groups

- | | |
|---|---------------------------------------|
| (1) 40 hours of advertising time/month. | (2) 40 hours of advertising time/day. |
| (3) 40 hours of advertising time/year. | (4) None of these |

Directions (Questions 128-135): In each of these questions, a passage is followed by several inferences. You have to examine each inference separately in the context of the passage and decide upon its degree of truth or falsity.

Mark answer as

- (1) if the inference is 'definitely true' i.e., it directly follows from the facts given in the passage.
- (2) if the inference is 'probably true' though not definitely true in the light of the facts given.
- (3) if you think the inference is 'probably false' though not definitely false in the light of the facts given.
- (4) if you think the inference is 'definitely false' i.e., it contradicts the given facts.

Passage-I

While liberalization essentially involves dismantling the barriers to entry and exit and the lifting of controls, it does not automatically imply regulation at all. In fact, regulation assumes its own level of sophistication in terms of letting the system operate without unnecessarily restraining it, while at the same time protecting the financial system from its own excesses. In the banking sector, for instance, while liberalisation can bring about a removal of barriers on the entry of new banks and credit restrictions, it is accompanied by a more stringent set of prudential, supervisory and regulatory structure. Similarly, in the area of capital market, while liberalisation could mean the opening up of markets to new products and new participants, regulation is put in place to protect investor's interests and to prevent excessive speculation.

128. Liberalisation is synonymous with deregulation.
129. Regulation must be done sensibly.
130. The financial system needs to have some regulation even in a free-market economy.
131. The author of the piece is an economist of good standards.

Passage-II

When a mixed economy with a dominant public sector and extensive domestic and external controls, begins to liberalise at a rapid pace, it imposes, a special responsibility on the private sector. It is no longer subject to control on its activities but at the same time it no longer benefits from protection from internal and external competitions. For the private sector in India, therefore, the rules of the game have changed dramatically. In the new environment, private enterprise is required to think globally. This implies not only that the market for Indian manufacturers and traders is now global, but also that the Indian market is now part of a global market and, therefore, open to manufacturers and traders from all over the world. Technological changes can no longer be ignored.

132. The public sector used to play a dominant role in India.
133. Private enterprise in India used to be quick to adopt the technological changes.
134. In the new environment, many private sector industries may suffer.
135. Among private sector industries, those catering to domestic demand are at a comparative disadvantage when compared to those in export business.

Directions (Questions 136-150): Each of these questions has a statement based on the preceding passage. Evaluate each statement and mark answer as

- (1) if the statement is a Major Objective in making the decision: one of the goals sought by the decision maker.
- (2) if the statement is a Major Factor in making the decision: an aspect of the problem, specifically mentioned in the passage, which fundamentally affects and/or determines the decision.
- (3) if the statement is a Minor Factor in making the decision: a less important element bearing on or affecting a Major Factor, rather than a Major Objective directly.
- (4) if the statement is a Major Assumption in making the decision: a projection or supposition arrived at by the decision maker before considering the factor and alternative.

Passage-I

Flipkart is slashing its budget for unit Myntra as it reallocates resources in its fight against rival Amazon, which is closing in on it and ploughing billions of dollars into India, two people familiar with the matter said. "In the war between Flipkart and Amazon, most of the money will be poured into Flipkart and they have told Myntra that they will not get the same amount of money which they used to get earlier," said one of the people, asking not to be identified. Myntra said no budget changes were planned. "There has been no budget cut for this fiscal and we do not expect any changes going forward," a spokesperson said. A Flipkart spokesperson said the matter was unfounded speculation. "Budgets are decided on the basis of annual operating plans and there are/has been no change/reduction in planned budgets for the year," he said. Another person said the Bengaluru-based firm, asked by the board to fix its financial situation, decided to reduce Myntra's budget by 10% as part of the process. Flipkart was asked to bring down the amount spent on advertising and offering discounts, among other expenses – known as the burn rate – to one-fourth by March after the October sale, the person said. "While it has streamlined its own operations to achieve the target, the company also decided to trim down the supply to Myntra," the person said. Newspaper reported earlier that Flipkart will slash its burn rate to save \$150-200 million by December 2017 as the online marketplace looks to double its growth pace. India's largest ecommerce marketplace will infuse minimum fresh capital into the business until a new investor comes on board, according to the people. This will have a direct fallout on Myntra, the country's largest fashion ecommerce site that Flipkart acquired for about \$300 million in 2014. Flipkart's burn rate was at its highest two years ago on account of aggressive spending on customer acquisition. Its current burn rate is said to be \$40-50 million per month, according to industry estimates. Flipkart is said to be lowering its burn rate by 5-10% every quarter in 2016 and wants to sharply accelerate this pace.

136. Amazon is closing in on Flipkart and ploughing billions of dollars in India.
137. The Bengaluru based firm was asked by the board to fix its financial situation.
138. Flipkart wants to save \$150-200 million by December 2017.
139. There will be a direct fallout on Myntra, the country's largest fashion commercial site.
140. Flipkart had an aggressive spending on customer acquisition.

Infosys is considering building a software to help the firm target tens of thousands of potential clients, as CEO Vishal Sikka looks at breaking the downward spiral of prices in its core services business and reach the company's ambitious target of \$20 billion in revenue by 2020. Currently, Infosys has about 1,000 customers, but a lion's share of revenue comes from just 250 of them. Even though IT companies have increasingly started building platforms and products, they mostly target bagging more business from existing customers. Sikka wants to change that by building mass-use software, like he did in his previous stint at SAP. "In order for the software to be world class, you have to expose it to the entire world. It has to be a standalone software. If you just target 250 clients you will quickly run out of scope without producing a lot of revenue. So, the software has to go outside our services and outside our clients," Sikka told ET in a recent interview. Infosys has products such as its automation platform Mana and ecommerce platform Skava, but those are still in the process of being deployed across its existing customers. "We are in early stages, but ultimately we have to go to tens of thousands of clients. We are one year away from formulating a strategy on this, but this is the long-term goal," Sikka said. Building such a software that could stand alone and be sold without a services component will not be easy. Software takes a great deal of investment to develop internally and companies do not begin to recoup investments for several years. At an analyst conference in November, Sikka highlighted the challenges the company would face in making such a shift. In a pure software business, the kind Sikka was in charge of at SAP, a company could fund transformation initiatives out of its existing cashcow products. But for the IT sector, the core business is itself under pressure and the existing automation software that is being built is unlikely to help in the long term as the downward pressure on price will continue. Sikka said he wants to continue to work on the softwareplus-people model to improve the company's productivity but additionally build software for other use cases. "And in parallel, build that same software that improves our productivity, to go out there and build other use cases, which are high-margin, next-generation use cases like bitcoin, blockchain, internet of things, artificial intelligence," Sikka told the analysts in New York. "These kinds of high-margin, next-generation, intelligent applications built on the same automation platform that helps us improve our productivity. There is no other way."

141. The downward spiral of prices in its core services businesses will see a break.
142. If you just target 250 clients, you will quickly run out of scope without producing a lot of revenue.
143. Software takes a great deal of investment to develop internally.
144. The downward pressure on price will continue.
145. Infosys CEO wants to improve the company's productivity.

New York Life Insurance Company, the largest mutual life insurance company in the United States, has picked up a 22.51% stake for ₹ 121 crore in Max Ventures and Industries Limited, a company formed after the restructuring of Max India last year. Max Ventures promoter Analjit Singh and families will also invest an additional ₹ 27 crore by way of convertible warrant on preferential basis to bolster the company's capital and retain ownership at 38%. The company will invest the proceeds into education and real estate, the focus areas for its future businesses. "New York Life investment in Max Ventures is of strategic nature and is the beginning of a long-term journey. After the successful partnership in life insurance business, we are confident to build a new business that will create value for all our stakeholders," said managing director at Max Ventures and Industries Limited. "New York Life was our first major partner when reinventing as a service-oriented company in 2001. Hence, it is very special to have them at the take off stage of Max Ventures to continue and grow our valuable relationship with New York Life," said Analjit Singh founder, chairman emeritus of Max Group and chairman of Max Ventures. New York Life partnered with Max Group to form Max New York Life Insurance Company Limited with 26% ownership. The American insurance behemoth then sold its stake to Mitsui Sumitomo Insurance Company Limited of Japan in 2012. New York Life Insurance already holds 1.93% stake in Max Ventures. This will dilute to 1.4% on expanded capital. After a fresh round of capital infusion, the US major will have nearly 24% stake in the Indian venture. The company now has four verticals – Max Specialty Films (manufacturing), Max Estates (real estate), Max Learning (education) and Max I (a fully-owned special purpose vehicle to facilitate intellectual and financial capital to early-stage ventures across identified sunrise sectors). Max Ventures reported a turnover of ₹ 800 crore last fiscal with an operating profit of about nearly ₹ 80 crore. The company is primarily engaged in manufacturing of speciality packaging films. It is now looking at education and real estate that will start contributing to revenues in the coming years.

146. Max ventures want to bolster the company's capital.
147. New York Life investment in Max Ventures will build a new business that will create value for Max Ventures stake holders.
148. New York life was Max Group's first major partner when reinventing as service – oriented company in 2001.
149. Max Group wants to facilitate intellectual and financial capital to early stage ventures across identified sunrise sectors.
150. Education and real estate will start contributing to revenues in the coming years.