

## GENERAL AWARENESS

Q1. FILL IN THE CORRECT ANSWER FOR THE FOLLOWING QUESTIONS (1 Mark each)

20

1. Titan Company is \_\_\_\_\_ largest consumer company
  - a. Tata Groups
  - b. Future Groups
  - c. K Raheja Corp Groups
  
2. Flipkart's "ecosystem" of businesses, includes \_\_\_\_\_
  - a. Jabong- Koovs and PayUmoney
  - b. Myntra-Jabong and PhonePe
  - c. Walmart- Myntra and Paytm
  
3. \_\_\_\_\_ was the famous painter who created the masterpiece of "Mona Lisa"?
  - a. Leonardo da Vinci
  - b. Picasso
  - c. Monet
  
4. The statute of unity is designed by Indian sculptor \_\_\_\_\_
  - a. Ram V. Sutar
  - b. Anish Kapoor
  - c. Neeraj Gupta
  
5. Anita Dongres's Grassroot is a brand related to \_\_\_\_\_
  - a. Sustainable Fashion
  - b. Fad Trends
  - c. Fast Fashion
  
6. Karl Otto Lagerfeld was the creative director of the luxury fashion house \_\_\_\_\_
  - a. Louis Vuitton
  - b. Chanel
  - c. Versace
  
7. \_\_\_\_\_ is the method of textile production in which two distinct sets of yarn are interlaced at right angle
  - a. Knitting
  - b. Spinning
  - c. Weaving
  
8. Justice League is superhero team of \_\_\_\_\_
  - a. Marvel
  - b. The Walt Disney Company
  - c. DC
  
9. AJIO is an Indian e-commerce company in the fashion space, launched in 2016 by \_\_\_\_\_
  - a. Future Lifestyle Fashions
  - b. Reliance Retail
  - c. Landmark Group
  
10. \_\_\_\_\_ was the costume designer for latest movie 'Manikarnika: The Queen of Jhansi'
  - a. Dolly Ahluwalia
  - b. Neeta Lulla
  - c. Anju Modi

## GENERAL AWARENESS

## Q1. CONTINUED...


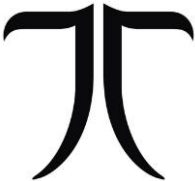



11. The financial year in India is \_\_\_\_\_
  - a. April 1 to March 31
  - b. January 1 to December 31
  - c. March 1 to April 30
12. \_\_\_\_\_ sector is the largest source of employment in India
  - a. Textile
  - b. Agriculture
  - c. Tourism
13. In \_\_\_\_\_ year India adopted liberal and free - market principles
  - a. 1991
  - b. 1995
  - c. 1997
14. Instagram is a photo and video-sharing social networking service owned by \_\_\_\_\_
  - a. Google
  - b. Facebook, Inc.
  - c. Pinterest
15. Gmail is a free email service developed by one of the subsidiary of \_\_\_\_\_
  - a. Yahoo!
  - b. Alphabet Inc.
  - c. Bling
16. Android is a \_\_\_\_\_
  - a. Smart phone Device
  - b. Operating system
  - c. App
17. \_\_\_\_\_ is a name or sign used on certain products which corresponds to a specific geographical location or origin.
  - a. GI
  - b. Patent
  - c. Trade Secrets
18. Mithila Painting has originated and mainly practiced in State of \_\_\_\_\_
  - a. Uttar Pradesh
  - b. Gujarat
  - c. Bihar
19. \_\_\_\_\_ is the largest country in the world in terms of land area.
  - a. India
  - b. China
  - c. Russia
20. \_\_\_\_\_ movie won the best picture award at the recently held Oscars 2019.
  - a. Green Book
  - b. Roma
  - c. Vice

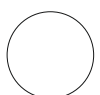


## GENERAL AWARENESS

Q2. FROM THE BELOW IMAGES IDENTIFY THE BRAND NAME AND THEIR FIELD OF BUSINESS  
(2 Marks Each)

10

	<p>Brand Name _____</p> <p>Field of Business _____</p>
	<p>Brand Name _____</p> <p>Field of Business _____</p>
	<p>Brand Name _____</p> <p>Field of Business _____</p>
	<p>Brand Name _____</p> <p>Field of Business _____</p>
	<p>Brand Name _____</p> <p>Field of Business _____</p>



## LOGICAL AND ANALYTICAL THINKING

## Q3. TICK MARK THE CORRECT ANSWER (2 Marks Each)

20

1. Tanya is older than Eric. Cliff is older than Tanya. Eric is older than Cliff.  
If the first two statements are true, the third statement is
  - a. True
  - b. False
  - c. Uncertain
2. Look at this series: 80, 10, 70, 15, 60, ... What number should come next?
  - a. 20
  - b. 30
  - c. 50
3. SCD, TEF, UGH, \_\_\_\_\_, WKL
  - a. UJI
  - b. VIJ
  - c. IJT
4. Window is to pane as book is to
  - a. Novel
  - b. Cover
  - c. Page
5. Stone : Sculpture ::
  - a. Mural : Painting
  - b. Canvas: Easel
  - c. Clay : Pottery
6. Choose the word that is necessary part of a book
  - a. Learning
  - b. Pictures
  - c. Pages
7. Find the odd one out
  - a. Copper
  - b. Zinc
  - c. Brass
8. If SYSTEM is written as SYSMET and NEARER is written as AENRER, then FRACTION will be coded as
  - a. Carfnoit
  - b. Carftion
  - c. Noitfrac
9. Pointing to a lady, Chouhan said “she is the only daughter of my father in law’s wife”.  
How is this lady related to Chouhan?
  - a. Mother
  - b. Wife
  - c. Cousin
10. Which letter replaces the question mark in 

B	C	E	G	?
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  - a. Q
  - b. A
  - c. K



## CRITICAL THINKING

Q4. PLEASE READ THE ARTICLE GIVEN BELOW AND ANSWER THE QUESTIONS BASED ON IT  
(5 Marks Each)

15

The e-commerce, marketplace continues to grow as more consumers prefer the convenience of purchasing goods online. A number of companies both large and small embrace the advantages of combining brick-and-mortar locations (physical stores) and supplemental Internet-based storefronts to meet the needs of the vast majority of consumers. However, some e-commerce giants such as Amazon and Alibaba have become notable players in the market by operating through an online presence alone. While Amazon and Alibaba each have distinct features that make them purely e-commerce companies, their respective business models differ greatly. Amazon is a massive retailer for both new and used goods, and Alibaba operates as a middleman between buyers and sellers.

**Amazon's Business Model**

Often touted as the largest online retailer in the world, Amazon operates under a business model with many moving parts. First and foremost, the company sells goods directly. A percentage of products are offered to buyers through Amazon's online storefront with a small markup, and inventory is kept in the company's large network of warehouses. Most consumers visit the company's site assuming its products are less expensive and readily available for purchase and shipping.

In addition to direct sales, Amazon provides a platform for other retailers to sell products to buyers. Products sold through Amazon's partner retailers are often less common items or those with a higher purchase price, allowing Amazon to avoid holding slow-moving inventory that could dilute profit. While Amazon does not assess a fee for its retailer partners to list items for sale, the company does retain a portion of the sales price as commission.

Amazon also maintains a subscription-based business model through its Amazon Prime service as well as a small electronics product line. Under a Prime account, customers pay an annual fee to secure free two-day or same-day shipping on eligible items and have access to streaming media, such as digital music or movies. Amazon also generates revenue from selling its e-reader, the Kindle, and the e-book and mobile application purchases offered to Kindle owners.

**Alibaba's Business Model**

Just as Amazon is known to most Indian consumers as an e-commerce titan, China's e-commerce market is dominated by Alibaba. Though the company operates through a unique combination of business models, Alibaba's core business resembles that of eBay. Alibaba acts as a middleman between buyers and sellers online and facilitates the sale of goods between the two parties through its extensive network of websites. The largest site, Taobao, operates as a fee-free marketplace where neither sellers nor buyers are assessed a fee for completing transactions. Rather, the nearly 7 million active sellers on Taobao pay to rank higher on the site's internal search engine, generating advertising revenue for Alibaba that resembles Google's core business model.

While the majority of sellers utilizing the Taobao website are smaller merchants, Alibaba also has a dedicated space for larger retailers. Tmall is the e-commerce site owned and operated by Alibaba that caters to well-known brands, including Gap (GPS), Nike (NKE) and Apple (AAPL). Even though Tmall has a fraction of the number of active sellers listed on Taobao, Alibaba is able to generate revenue from deposits, annual user fees and sales commissions charged to retailers utilizing the site.

In addition to its e-commerce sites, Alibaba has emerged as a competitor in the Chinese financial system. To combat customer concerns over the security and validity of transactions completed online, Alibaba created Alipay. As a secure payment system, Alipay protects buyers in the event sellers are unable or refuse to deliver goods sold. In addition to its PayPal-like platform, Alibaba also generates revenue from its newly launched micro-lending business arm that caters to individual borrowers.

## CRITICAL THINKING

## Q4. CONTINUED...

**Answer the following questions in 80-100 words:**

1. Elucidate your understanding on - "Many businesses are successful because of being able to satisfy global consumers need by operating at Physical Store Locations and e-commerce marketplaces. While business like Amazon and Alibaba are successful by operating through online channel"

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2. What are the major source of revenue for Amazon and Alibaba.

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## CRITICAL THINKING

## Q4. CONTINUED...

3. Critically examine the business model of Amazon and Alibaba and explain the difference between the two.

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## COMPREHENSION

Q5. PLEASE READ THE FOLLOWING PASSAGE AND ANSWER THE QUESTIONS.

(Q1 is for 7 Marks and Q2 is for 3 Marks)

10

One look at the logo on your T-shirt and people know that you 'just do it'. The three stripes on your trainers tell everyone that 'impossible is nothing' for you. But those signs send another message to the world: you're a brand fan.

In the past, advertising focused on product quality, but advertisers discovered that people don't discuss what their sports gear is made of. They talk about Nadal's victories and Messi's goals: in other words, experiences. As a result, some companies stopped making products and started creating experiences. Today, factories in the developing world make the products, while the companies make sure that consumers associate their brands with success. This involves using marketing techniques that appeal to their biggest customers: teenagers.

Today's teenagers are relatively wealthy and, consequently, companies work hard to attract their custom through the internet and by sponsoring special events. There are Facebook pages to visit, and events such as pop concerts that provide the 'lifestyle experiences' the company wants customers to associate their brand with. In fact, companies want teenagers to see their brands as celebrities, not as products. But a celebrity image can have negative consequences for a brand. News about brands, good or bad, is now celebrity news, not business news. When some companies were discovered using worker's in sweatshops, it was headline news. As a result, if companies want people to love their brands, they will have to behave ethically. Otherwise, their fans might stop feeling proud of wearing their logos and take their custom elsewhere.

1. Answer the following questions using your own words, but taking into account the information in the passage. (7 Marks)

a. What do the logos you wear clearly tell people?

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b. What did advertisers discover about people's conversations?

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## COMPREHENSION

## Q5. CONTINUED...

2. Tick mark the correct answer: (3 Marks)

a. Factories in the developing world...

- i. create advertising for brands.
- ii. make products for companies.
- iii. have stopped making products for companies.

b. Companies organize pop concerts so that teenagers ...

- i. will associate their brands with cool activities.
- ii. will spend a lot of money on products available at these events.
- iii. can meet celebrities.

c. Today, news about brands ...

- i. is found in the business section of newspapers.
- ii. always increases sales.
- iii. could produce a negative reaction from a brand's customers



## DESIGN INCLINATION

Q6. DESIGN A POSTER FOR PROMOTING KHADI BRAND FOR INTERNATIONAL MARKETS  
ALSO EXPLAIN YOUR IDEA IN DETAIL (5 Marks Each)

10

1. Poster Design







FOR ROUGH WORK

A large, empty rectangular box with a thin black border, occupying most of the page below the header. It is intended for rough work or calculations.