

Directions (21-25): In each of the questions given below, a passage has been given which are either situational based or describes a scenario. Below each passage, a question has been given which is framed to make you to infer something out of it. Mark out the correct inference as your answer.

Q21. Finding the efforts by Internet giants to curb circulation of online videos of sexual violence against women and children inadequate, the government is likely to seek “stricter directions” to service providers, such as Facebook and YouTube, from the Supreme Court.

What is the attitude of the government toward the social networking sites?

- (a) Acrimonious
- (b) Acerbic
- (c) Rigorous
- (d) Sardonic
- (e) Sarcastic

Q22. The government is keen on intermediaries sharing certain data with law enforcement agencies to identify the origin of ‘sexually violent’ content. The issue of tracing the origin of “unlawful” content is already a bone of contention between the government and WhatsApp, which was recently pulled up by the Centre after being misused to spread fake news. What can be said about the attitude of the WhatsApp toward making the origin of a (unlawful) content on WhatsApp accessible to the law-enforcement agencies?

- (a) Insidious
- (b) Exuberant
- (c) Fanatical
- (d) Reluctant
- (e) Vehement

Q23. The Kerala government on Thursday claimed in the Supreme Court that sudden releases of water from the Mullaperiyar dam was a cause for the floods in the State. In an affidavit, Kerala slammed Tamil Nadu for allegedly ignoring its repeated entreaties for controlled release of water from the reservoir to facilitate the evacuation of thousands living downstream.

What is the attitude of the state government of Kerala towards the state government of Tamil Nadu?

- (a) Censuring
- (b) Praising
- (c) Insidious
- (d) Pernicious
- (e) Forbiddingly

Q24. Periodical warnings were issued since the water level reached 136 ft for every two feet rise, and from 140 onward for every one-foot rise. Intimation was given to the Kerala government well in advance regarding the release of water from the spillway of the dam, the counter-affidavit said.

“The allegation that action was taken by the Respondent State (Tamil Nadu) only after the water level in the dam crossed the permitted storage of +142 ft, is denied,” Tamil Nadu said in its affidavit.

What is the tone of the statements made by the state of Tamil Nadu in its affidavit?

- (a) Sarcastic
- (b) Sardonic
- (c) Enthusiastic
- (d) Bitterly
- (e) Acerbic

Q25. In the first order on July 4, the court declared all animals as legal persons, effectively blurring the line that separates humans from other animals. Instead of blurring the line between man and animal, it would make more sense for the judiciary to ask the government to bolster laws like the Wildlife Protection Act, 1972, and the Prevention of Cruelty to Animals Act, 1960. Moreover, the order should have recognized that the animals had more value than just property under law even if they were not defined as persons. Such an order is more likely to have a lasting impact on animal welfare than an order declaring all animals to be persons.

- (a) Animal welfare is difficult to be advanced through High Court's order.
- (b) The court's order will effectively protect the animals from the inhumanity.
- (c) Implementation of Wildlife Protection Act, 1972, and the Prevention of Cruelty to Animals Act, 1960 were a failure.
- (d) There is a need to convert animals into human entities to treat them with respect.
- (e) None of these

Directions (26-30): In each of the questions below, there is a word given in bold which is followed by five options. In each of the options, a pair of words is given which is either the pair of synonyms or antonyms or synonym & antonym of the word given in bold. Choose that pair as your answer.

Q26. ABERRANT

- (a) Inane: Systematic
- (b) Anomalous: Amulet
- (c) Abusive: Amoral
- (d) Abstain: Abandon
- (e) Deviant: Abnormal

Q27. METICULOUS

- (a) Conscientious: Nemesis
- (b) Scrupulous: Slapdash
- (c) Obligatory: Scrutinize
- (d) Skeptic: Stringent
- (e) Sloppy: Subservient

Q28. ECCENTRIC

- (a) Peculiar: Bizarre
- (b) Altruistic: Magnanimous
- (c) Autocratic: Bloated
- (d) Capacious: Chaste
- (e) Compress: Illegitimate

Q29. ECSTASY

- (a) Illusion: Hallucination
- (b) Effectual: Hilarity
- (c) Euphoria: Garbled
- (d) Rapture: Insouciance
- (e) Fatuous: Erudite

Q30. IMPUNITY

- (a) Livid: Morbid
- (b) Dispensation: Nullify
- (c) Incarceration: Captivity
- (d) Salvation: Incongruous
- (e) Kindred: Obsessive

Directions (31-33): In the following questions a part of a sentence is given in bold, it is then followed by four sentences which try to explain the meaning of the idiom/phrase given in bold. Choose the alternative from the four given below each question which explains the meaning of the phrase correctly without altering the meaning of the sentence given as question. If none of the sentence explains the meaning of the highlighted phrase, choose option (e) i.e., “none of these” as your answer choice.

Q31. I contemplate long and hard before I decide if I feel ready to tackle a new skill or if I prefer **to let sleeping dogs lie**.

- (a) I scrutinize thoroughly before I choose if I am ready to pursue a new skill or if I prefer to ignore it to avoid even more difficult situation.
- (b) I examine extensively before I determine, if I want to follow a new skill or if I choose to capture the hidden capabilities.
- (c) I study very hard while establishing whether I feel qualified to adapt a new skill or if I am inexperienced to assimilate it.
- (d) I forecast thoroughly before I decide that if I am ready to tackle a new skill or if I choose to let the dogs sleep.
- (e) None of these

Q32. If you want to respond but feel like the **cat got your tongue**, I spoke with experts to create an unofficial, evolving script we could use when we face a variety of icky situations.

- (a) If you want to respond but feel like you could clamor, I spoke with experts to create an unofficial, evolving script we could use when we face a variety of icky situations.
- (b) If you want to respond but feel like the cat held your tongue, I spoke with experts to create an unofficial, evolving script we could use when we face a variety of icky situations.
- (c) If you want to respond but feel like you could only mutter, I spoke with experts to create an unofficial, evolving script we could use when we face a variety of icky situations.
- (d) If you want to respond but feel like you can't answer anything, I spoke with experts to create an unofficial, evolving script we could use when we face a variety of icky situations.
- (e) None of these

Q33. President Paul Biya has been acting like a **cat on hot bricks** or better still a mother who returns from a long journey just to find her plates in disarray.

- (a) President Paul Biya has been acting anxious like a mother who returns from a long journey just to find her plates in disarray.
- (b) President Paul Biya has been acting poised as if a mother who returns from a long journey just to find her plates in disarray.
- (c) President Paul Biya' mother is suppressed after returning from a long journey just to find her plates in disarray.
- (d) President Paul Biya is a mother who returns from a long journey just to find her plates in disarray and is distressed about it.
- (e) None of these

Directions (34-40): Read the following passage and answer the questions accordingly.

Business always starts and closes with customers and hence the customers must be treated as the King of the market. All the business enhancements, profit, status, image etc. of the organization depends on customers. Hence it is important for all the organizations to meet all the customers' expectations and identify that they are satisfied customer. Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer. Customer satisfaction is a part of customer's experience that exposes a supplier's behavior on customer's expectation. It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc. Customer's perception on supplier helps the customer choose among the supplier on basis of money value and how well the delivered products suit all the requirements. The supplier's services never diminishes after the delivery as customer seeks high values post marketing services which could help them use and customize the delivered product more efficiently. If he is satisfied with the post marketing services then there are good chances for supplier to retain the customers to enhance repeated purchases and make good business profits. It is necessarily required for an organization to interact and communicate with customers on a regular basis to increase customer satisfaction. In these interactions and communications it is required to learn and determine all individual customer needs and respond accordingly. **In case if the products are identical in competition markets, satisfaction provides high retention rates.** For example, shoppers and retailers are engaged with frequent shopping and credit cards to gain customer satisfaction, many high end retailers also provide membership cards and discount benefits on those cards so that the customer remain loyal to them. Higher the satisfaction level, higher is the sentimental attachment of customers with the specific brand of product and also with the supplier. This helps in making a strong and healthy customer-supplier bonding. This bonding forces the customer to be tied up with that particular supplier and chances of defection very less. Hence customer satisfaction is very important panorama that every supplier should focus on to

establish a renowned position in the global market and enhance business and profit. Every business unit emphasizes on spurring a long term relationship with customers to nurture its stability in today's blooming market. Customer's expectations are now not only limited to get best products and services, they also need a face-to-face business in which they want to receive exactly what they demand and in a quick time.

Customer Relationship Management is an upright concept or strategy to solidify relations with customers and at the same time reducing cost and enhancing productivity and profitability in business. An ideal CRM system is a centralized collection of all data sources under an organization and provides an atomistic real time vision of customer information. A CRM system is vast and significant, but it be can implemented for small business, as

well as large enterprises also as the main goal is to assist the customers efficiently. Usually an organization consists of various departments which predominantly have access to customer's information either directly or indirectly. A CRM system piles up this information centrally, examines it and then makes it addressable within all the departments. A CRM system is not only used to deal with the existing customers but is also useful in acquiring new customers. The process first starts with identifying a customer and maintaining all the corresponding details into the CRM system which is also called an 'Opportunity of Business'. The Sales and Field representatives then try getting business out of these customers by sophisticatedly following up with them and converting them into a winning deal. Customer Relationship Management strategies have given a new outlook to all the suppliers and customers to keep the business going under an estimable relationship by fulfilling mutual needs of buying and selling.

Q34. How can overall customer satisfaction be attained?

- (a) By diversifying the limits of the business.
- (b) If the customer has an overall good relationship with the distributor.
- (c) If the customer has an overall good relationship with the supplier.
- (d) Both (b) and (c).
- (e) Both (a) and (b).

Q35. What are the various business facets mentioned that relate to customer satisfaction?

- (a) Quality of products and services.
- (b) Product manufacturing and engineering.
- (c) Marketing and management of complaints.
- (d) Post delivery services.
- (e) All of these.

Q36. Why does the supplier ensure customer retention?

- (a) In order to find practical guidance.
- (b) For acquiring other businesses and adjusting pricing.
- (c) To enhance repeated purchases and make good business profits.
- (d) For challenging the assumptions underlying the organization's strategy and value proposition.
- (e) For implementing and evaluating cross-functional decisions.

Q37. What is one of the problems concerned with products that requires organizations to be in regular touch with customers?

- (a) Short term revenue and profitability.
- (b) Short time durability of products in markets.
- (c) Uniformity of products in competing markets.
- (d) As the product quality nowadays do not meet the customer needs.
- (e) All of these.

Q38. How does a CRM system provide a real time vision of customer information?

- (a) Through accurate forecasting which makes it good for aligning managements.
- (b) By preventing outdated database and documents at any given moment.
- (c) Both (a) and (b).
- (d) By examining all the information centrally from all the data sources.
- (e) None of these.

Q39. Which of the statement is definitely false according to the passage?

- (a) Every business unit focuses on establishing long term relationship with customers.
- (b) CRM is such a vast and significant system that it is basically used to deal with the existing customers.
- (c) The supplier's services never diminish after the delivery as customer seeks high values post marketing services.
- (d) An ideal CRM system is a centralized collection of all data sources under an organization
- (e) None of these.

Q40. Given below is a sentence from the passage that may or may not be grammatically viable, choose the most suitable alternative that reflects the grammatically correct sentence. If the highlighted sentence does not require any corrections, choose option (e), i.e. "no correction required" as your answer choice.

Sentence (A): "In case if the products are identical in competition markets, satisfaction provides high retention rates."

- (a) Even if the products are identical in competing markets, satisfaction provides high retention rates.
- (b) In case if the product is identical in competing markets, satisfaction provides high retention rates.
- (c) In case if the products are identical at competing markets, satisfaction provide higher retention rates.
- (d) Even if the products are identical in competition markets, satisfaction provides highest retention rates.
- (e) No correction required

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Solutions

S21. Ans. (c)

Sol. The passage apprises us that the government is requesting the Supreme Court to enforce “stricter directions” to social networking sites like Facebook and YouTube. It could be understood that the government wants ‘**more obedience**’ from the social networking sites and is trying to achieve her intent through requesting the Supreme Court.

Acrimonious, Acerbic, Sardonic, Sarcastic are synonyms and mean ‘sharp and forthright.’

Sarcastic means ‘Marked by or given to using irony in order to mock or convey contempt.’

Rigorous means ‘(of a person) adhering strictly to a belief or system’; ‘Harsh and demanding’;

Rigorous is a synonym of ‘strict’ which means ‘(of a rule or discipline) demanding total obedience or observance; rigidly enforced.’

From the above, we find out that the meaning of ‘**rigorous**’ correctly convey the **intent or attitude** of the Government toward the social networking sites.

So, the correct answer is **option (c)**.

S22. Ans. (d)

Sol. Contention [noun] means ‘heated disagreement’. The paragraph suggests that on the issue of making accessible the origin of a content on WhatsApp is a **heated disagreement** between the Government and WhatsApp. Meaning that the WhatsApp is **reluctant** toward making the origin of a content on WhatsApp accessible to the law enforcement agencies. Hence, option (d) is the correct answer.

Insidious [noun] ‘Proceeding in a gradual, subtle way, but with very harmful effects’;

Exuberant [adjective] ‘Full of energy, excitement, and cheerfulness’;

Fanatical [adjective] ‘Filled with excessive and single-minded zeal.’;

Vehement [adjective] ‘Showing strong feeling; forceful, passionate, or intense’;

S23. Ans. (a)

Sol. The state government of Kerala seems to be **angry** with the indifferent attitude shown by the state government of Tamil Nadu and the ignorance of the repeated entreaties (signed by the Tamil Nadu) in relation to the controlled release of water from the reservoir. The state government of Kerala believes that the attitude of the state government of Tamil Nadu is responsible for the flood in the state.

Censure [noun]: ‘strong criticism or disapproval’;

Insidious [noun]: ‘Proceeding in a gradual, subtle way, but with very harmful effects’;

Pernicious [noun]: ‘having a very harmful effect or influence’;

Forbiddingly [noun]: ‘unfriendly and likely to be unpleasant or harmful’;

From the given paragraph, we understand that the intent of the state government of Kerala is not malicious and not to Harm the state government of Tamil Nadu, but Kerala was **criticizing** the government of the Tamil Nadu. So, Options (c), (d) and (e) are Not correct.

Only option (a) **correctly** convey the intent of the state government of Kerala and is the correct answer.

S24. Ans. (e)

Sol. Upon reading the passage, one understands that the state of Tamil Nadu made statements in an out-spoken or forthright manner.

Acerbic [adjective] means (especially of a comment or style of speaking) sharp and forthright.

Sardonic & Sarcastic [adjective] means Grimly mocking or cynical.

From the above illustrated meanings of the options, one can understand that the meaning of the word ‘**acerbic**’ is the Closest to the tone of the statements made by the state of Tamil Nadu.

Hence, option (e) is the correct answer.

S25. Ans.(a)

Sol. The given paragraph is providing information about the court's order regarding the declaration of animals as legal persons. However, the paragraph further mentions that this order will not have a lasting impact on animal welfare. Moreover, it is to be noted that it mentions about the strengthening of the Wildlife Protection Act, 1972, and the Prevention of Cruelty to Animals Act, 1960 and does not comment on their implementation, hence, option (c) is incorrect. Therefore, the most suitable answer choice is option (a).

S26. Ans. (e)

Sol. "Aberrant" means departing from an accepted standard or diverging from the normal type. Therefore, "Deviant: Abnormal" is the set of words that expresses the meaning of the given highlighted word. Hence, option (e) is the most suitable answer choice.

Inane means lacking sense or meaning; silly.

Anomalous means deviating from what is standard, normal, or expected.

Amulet means an ornament or small piece of jewellery thought to give protection against evil, danger, or disease.

S27. Ans.(b)

Sol. "Meticulous" means showing great attention to detail; very careful and precise. Therefore, the set of words that consists of its synonym and antonym is "Scrupulous : Slapdash". Hence, option (b) is the most suitable answer choice.

Conscientious means wishing to do one's work or duty well and thoroughly.

Nemesis means the inescapable agent of someone's or something's downfall.

Scrupulous means (of a person or process) careful, thorough, and extremely attentive to details. Slapdash means done too hurriedly and carelessly.

Sloppy means careless and unsystematic; excessively casual.

Subservient means prepared to obey others unquestioningly.

S28. Ans. (a)

Sol. "Eccentric" means (of a person or their behaviour) unconventional and slightly strange. Therefore, the set of words that reflect the synonyms of the given highlighted word is "Peculiar : Bizarre". Hence, option (a) is the most suitable answer choice.

Peculiar means different to what is normal or expected; strange.

Bizarre means very strange or unusual.

Altruistic means showing a disinterested and selfless concern for the well-being of others; unselfish.

Magnanimous means generous or forgiving, especially towards a rival or less powerful person.

Bloated means swollen with fluid or gas.

Capacious means having a lot of space inside; roomy.

Chaste means without unnecessary ornamentation; simple or restrained.

S29. Ans. (d)

Sol. “Ecstasy” means an overwhelming feeling of great happiness or joyful excitement. Therefore, the set of words that consists of its synonym and antonym is “Rapture: Insouciance”. Hence, option (d) is the most suitable answer choice.

Effectual means (of something inanimate or abstract) successful in producing a desired or intended result; effective.

Hilarity means extreme amusement, especially when expressed by laughter

Garbled means reproduce (a message, sound, or transmission) in a confused and distorted way.

Rapture means a feeling of intense pleasure or joy.

Insouciance means casual; lack of concern; indifference.

Fatuous means silly and pointless.

Erudite means having or showing great knowledge or learning.

S30. Ans. (c)

Sol. “Impunity” means exemption from punishment or freedom from the injurious consequences of an action. Therefore, the set of words that reflect the antonyms of the given highlighted word is “Incarceration: Captivity”. Hence, option (c) is the most suitable answer choice.

Livid means furiously angry.

Morbid means characterized by an abnormal and unhealthy interest in disturbing and unpleasant subjects, especially death and disease.

Dispensation means exemption from a rule or usual requirement.

Incarceration means the state of being confined in prison; imprisonment.

Nullify means

Captivity means the condition of being imprisoned or confined.

Salvation means preservation or deliverance from harm, ruin, or loss.

Incongruous means not in harmony or keeping with the surroundings or other aspects of something.

Kindred means similar in kind; related.

Obsessive means of the nature of an obsession.

S31. Ans. (a)

Sol. The most appropriate sentence that is grammatically and contextually viable in accordance to the meaning of the given sentence is sentence (a) as, the meaning of the phrase “to let sleeping dogs lie” is to ignore a problem because trying to deal with it could cause an even more difficult situation. All the other sentences are contextually incorrect; hence, option (a) is the most suitable answer choice.

S32. Ans. (d)

Sol. The most appropriate sentence that is grammatically and contextually viable in accordance to the meaning of the given sentence is sentence (d) as, the meaning of the phrase “cat got your tongue” is used when someone has nothing to say. All the other sentences are contextually incorrect; hence, option (d) is the most suitable answer choice.

S33. Ans. (a)

Sol. The most appropriate sentence that is grammatically and contextually viable in accordance to the meaning of the given sentence is sentence (a) as, the meaning of the phrase “cat on hot bricks” is used to express when someone is restless or skittish, unable to remain still. All the other sentences are contextually incorrect; hence, option (a) is the most suitable answer choice.

S34. Ans.(c)

Sol. Only option (c) is the appropriate choice. Refer to paragraph 1 where it is mentioned that customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier.

S35. Ans.(e)

Sol. Option (e) is the correct choice. The answer can be deduced from paragraph 1 where it is mentioned that customer satisfaction is a part of customer's experience that exposes a supplier's behavior on customer's expectation. This depends on various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc. Hence option (e) is the answer.

S36. Ans.(c)

Sol. Option (c) is the suitable choice. This can be inferred from paragraph 2 where it is given that there are good chances for supplier to retain the customers to enhance repeated purchases and make good business profits. Whereas rest all of the given options are not mentioned in the paragraph. And hence so they are irrelevant.

S37. Ans.(c)

Sol. Only option (c) is the correct choice. We can infer our answer from paragraph 2 where it is mentioned that it is necessarily required for an organization to interact and communicate with customers on a regular basis to increase customer satisfaction. In these interactions and communications, it is required to learn and determine all individual customer needs and respond accordingly. Even if the products are identical in competing markets, satisfaction provides high retention rates.

S38. Ans.(d)

Sol. The suitable answer is option (d). The answer can be deduced from paragraph 4 where it is given an ideal CRM system is a centralized collection of all data sources under an organization and provides an atomistic real time vision of customer information. It piles up this information centrally, examines it and then makes it addressable within all the departments.

S39. Ans.(b)

Sol. Option (b) is the correct answer. Among all of the given options only option (b) is false according to the passage. It can be referred from paragraph 4 where it is given a CRM system is not only used to deal with the existing customers but is also useful in acquiring new customers. Rest all of the given options are true.

S40. Ans. (a)

Sol. Sentence (A) contains grammatical errors in it. It is to be noted that usage of "in case" while using "if" becomes incorrect as "in case" itself means 'if it is true that', thus one of the words become redundant. Thus, option (b) and (c) are also eliminated. Moreover, to define the quality of the markets an adjective must be used [competing], instead of a noun [competition]. Therefore, option (d) is also eliminated. Since, option (a) is grammatically as well as contextually correct, it becomes our most suitable answer choice.