

## Know your English

Total marks for the section: 15

### Everyday Collocations with 'do', 'have' and 'make'

1 x 5 = 5 Marks

1. I hope to \_\_\_\_\_ my own advertising agency one day.  
a) do                    b) have                    c) make
2. Reading a lot \_\_\_\_\_ a real difference to your exam scores.  
a) do                    b) have                    c) makes
3. I \_\_\_\_\_ my shopping during the weekends.  
a) do                    b) have                    c) make
4. I don't \_\_\_\_\_ a lot of sympathy for politicians who choose a course of action out of monetary compulsion.  
a) do                    b) have                    c) make
5. You can \_\_\_\_\_ a lot of money if you are a Social Media Marketer.  
a) do                    b) have                    c) make

### Strong Collocations

1 x 5 = 5 Marks

6. I don't trust him. He has a \_\_\_\_\_ agenda.  
a) considerable    b) hidden    c) everyday    d) deep    e) retirement
7. They don't always agree, but I think there is a bond of \_\_\_\_\_ affection between them.  
a) Outside    b) hidden    c) everyday    d) deep    e) considerable
8. He gave me some \_\_\_\_\_ advice and I took it.  
a) Ardent    b) significant    c) unfair    d) dangerous    e) blunt
9. I wouldn't upset him. He can be a \_\_\_\_\_ adversary.  
a) Ardent    b) significant    c) unfair    d) dangerous    e) considerable
10. This new process is a \_\_\_\_\_ advance in technology.  
a) Ardent    b) significant    c) considerable    d) stale    e) hidden

**Make sentences with Collocations**

**1 x 5 = 5 Marks**

11. Break the ice:

12. Make a mess:

13. Catch the eye:

14. Come to terms with:

15. Run out of time:

## Media and Advertising

Total marks for the section: 5 x 2 =10 Marks

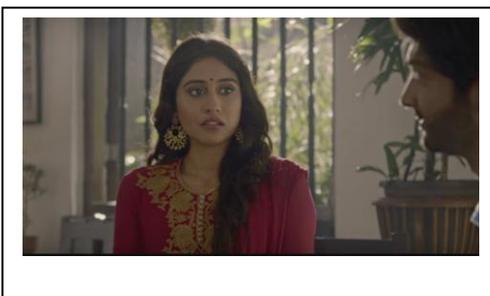
Name the company and the product:

1. Which product advertisement for a famous brand uses aliens in its latest Television ads?  
Name the company and the brand.



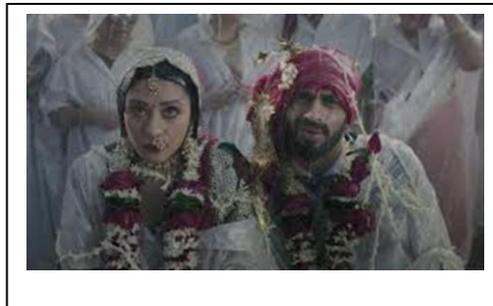
2. A famous mobile phone network provider made an emotional ad featuring an old man and his last day in his office made memorable by his colleagues.

3. A famous product ad which talks about how being a mother is a choice that we make and not a sacrifice.  
Name the company and the brand.



4. A famous clothing line promotes its products through its online campaign 'Change is beautiful'. Can you describe one of the themes used in these ads?

5. A famous paint ad employs a leading Bollywood actor to reinforce the product benefit of water proof paints.  
Name the brand and the actor.



## Emotional Quotient

**Total marks for the section: 5**

**Choose the best option and explain your choice.**

You and your group are working on a project and the project guide has called for a meeting. One of your group mates has taken the credit for work you did. What will you do?

- a) Confront the group mate then and there. It is not fair to allow someone to take credit for what you deserve.
- b) After the meeting, you take the group mate aside and insist that from next time onwards he should give credit to you for work done by you.
- c) You just let it pass. You hate fighting with friends and you know nothing will come out of making a scene in front of the project guide/ teacher. So you do nothing.
- d) After the group mate has spoken, you thank him for the work he did and then give the project guide and other group members specific details about what your contribution to the project was.

Which option will you choose and why? (Answer in two lines)

You are the group leader for a term project assigned to you by the course instructor. One of your group mates approaches you and talks about a personal problem due to which he will not be able to do his part of the work. What do you do?

- a) Tell him you are sorry and he can come to you for help and comfort any time he wants to.
- b) Tell him that these difficulties happen to students and ask him to be open to you and promise him that you will find a way to lighten his load during this difficult time.
- c) Suggest that work will help him take his mind off the problem.
- d) Tell him that even though difficulties are part of student life, he must fight them and see to that his studies are not affected and help him meet a counsellor.

Which option will you choose and why? (Answer in two lines)

**Logic and reasoning**

**Total marks for the section: 5**

1. Can you spot the similarity in these set of arguments? Are these arguments right? Explain.
  - a) You know our classmate 'x' is so uncool and sloppily dressed. Our friend 'y' also told me that she is slow. I am sure she is a dumb person and I bet she won't do well in the exams.
  - b) You know why Clinton should not be elected because Washington Post calls her crooked and she is a liar. She doesn't even look presidential. Let us not vote for her.

## Media Personalities

Total Marks for the section: 5

Identify the person/representation in the picture and provide a one line description.



1.

2.



3.

4.

5.

## Current Affairs

Total marks for the section: 10

### Multiple choice questions

1. Pictures of an airlines evicting a passenger from its plane by forcefully dragging the man along the floor went viral recently. The name of the airlines company is \_\_\_\_\_  
a) Southwest Airlines b) United Airlines c) Air Canada e) Delta Air Lines
2. The name of the former Indian Naval officer who was sentenced to death by a Pakistani military court for 'espionage and sabotage activities' is \_\_\_\_\_  
a) General Javed Bajwa b) Chinmaya Gharekhan c) Kulbhushan Jadhav d) Lt.Col. Habib Zahir
3. Identify the people in the picture and their positions in the government: (4 x2 Marks)  
Note: Spell their full names and designations.

