



**NIFT M.DES 2016**  
**Original Paper**  
**Solved From**



**National Institute of Fashion & Technology (NIFT) POST GRADUATE 2016  
Question Paper With Answer Key**

**DIRECTIONS** (Q. Nos. 1-5) *In each of these questions, a word is underlined in the given sentence. For the underlined word, four words are listed below. Choose the word nearest in meaning to the underlined word.*

1. They are carrying out a charade of negotiations with the government.

- (a) Series
- (b) Charter
- (c) Absurd pretence
- (d) Spate

**Ans: (c)**

2. The individual's freedom is circumscribed by his responsibility to others.

- (a) Limited
- (b) Entangled
- (c) Destroyed
- (d) Eroded

**Ans: (a)**

3. Indians are likely to be

- (a) Generous
- (b) Narrow-minded
- (c) Brave
- (d) Short-sighted

**Ans: (b)**

4. I was discomfited to find the boss in the disco.

- (a) Irritated
- (b) Uncomfortable
- (c) Embarrassed
- (d) Displeased

**Ans: (b)**

5. He spent most of his years debunking

- (a) Exposing
- (b) Cheating
- (c) Threatening
- (d) Pacifying

**Ans: (a)**

**DIRECTIONS** (Q. Nos. 6-10) *A word is followed by four words. Choose the word that is opposite in meaning to the word given in capital letters.*

6. PROSAIC

- (a) Pensive
- (b) Imaginative
- (c) Rhetorical
- (d) Pacified

**Ans: (b)**

7. LEVITY

- (a) Praise
- (b) Blame
- (c) Solemnity
- (d) Frivolity

**Ans: (c)**

8. OBLOQUY

- (a) Praise
- (b) Cruel
- (c) Slander
- (d) Dialogue

**Ans: (a)**

9. PREDILECTION

- (a) Antipathy
- (b) Ignorance
- (c) Dissonance
- (d) Disharmony

**Ans: (a)**

10. DOCILE

- (a) Unmanageable
- (b) Dutiful
- (c) Submissive
- (d) Painful

**Ans: (a)**

**DIRECTIONS** (Q. Nos. 11-15) *Fill in the blank.*

11. Kicking the bucket is a humorous ..... for dying.

- (a) dictum
- (b) incantation
- (c) euphemism
- (d) addendum

**Ans: (c)**

12. Seeing the pictures of our old home made me feel ..... and nostalgic.

- (a) fastidious
- (b) conciliatory
- (c) indignant
- (d) wistful

**Ans: (d)**

13. The scholar was so ..... in his field that many of our professors became nervous in his presence.

- (a) eminent
- (b) pathological
- (c) petulant
- (d) amiable

**Ans: (a)**

14. The fans were ..... when their team lost its seventh game in a row

- (a) irascible
- (b) despondent
- (c) lucid
- (d) didactic

**Ans: (a)**

15. Singh ..... his son for breaking the window-pane.

- (a) coerced
- (b) relegated
- (c) expropriated
- (d) chastised

**Ans: (d)**

**DIRECTIONS** (Q. Nos. 16-20) *In each of these questions, same sentences are given, denoted by A, B, C and D and so on. By using all these sentences, you have to frame a meaningful paragraph. Choose the correct order of the sentence from the four alternatives.*

16. A. An empiricist is one who observes how things work and is prepared to try things out.

B. As scientist he would prefer to work from observation rather than from preconceived theory.

C. The empiricist looks first and thinks later.

D. An empiricist is normally contrasted with a rationalist who believes that the mind can work out.

E. The rationalist thinks first and looks later.

- (a) ABDCE
- (b) ABCDE
- (c) DCABE
- (d) ABEDC

**Ans: (c)**

- 17 A. Such a national policy will surely divide and never unite people.  
 B. In fact, it suits purpose of the politicians; they can drag the people into submission by appealing to them in the name of religion.  
 C. In order to inculcate unquestioning belief, they codemn other states which do not follow their religion.  
 D. The emergence of theocratic states, where all types of crimes are committed in the name of religion, has revived the religion of the Middle Ages.
- (a) ABCD  
 (b) DBCA  
 (c) DBAC  
 (d) CDAB

**Ans: (c)**

18. A. The remnants of such a supernova remain discernible for thousands of years after explosion.  
 B. Only such supernova can make the heaviest elements like gold and uranium.  
 C. For a few weeks, an exploding star glows more brightly than a million suns and its interior collapses to make another star.  
 D. Massive stars not only burn up extremely fast but perish more spectacularly in supernova explosions.
- (a) ABCD  
 (b) ADCB  
 (c) DCBA  
 (d) BDCA

**Ans: (c)**

19. A. There are also two scorers.  
 B. After each over they swap positions.  
 C. In the early 1990s, a third umpire was introduced for test matches.  
 D. The essential officials in the field are two umpires who control the field.  
 E. One stands at the bowler's end, the other is square on to the batting wickets, so that the batsman has his back to him.  
 F. The umpire's main duties are to judge whether a batsman is out in answer to an appeal of 'how's that?' from the fielding side; to ensure that the batting, bowling and fielding are within the laws; to signal boundaries, leg-byes, byes, wides, no balls and short runs to the scorers; to decide if conditions are fit or unfit for play.
- (a) DCBFAE  
 (b) FDCBAE  
 (c) DEBFAC  
 (d) FEBACD

**Ans: (c)**

20. A. In the West, Allied Forces had fought their way through Southern Italy as far as Rome.  
 B. In June 1944, Germany's military position in World War II appeared hopeless.  
 C. In Britain, the task of amassing the men and materials for the liberation of Northern Europe had been completed.

D. The Red Army was poised to drive the Nazis back through Poland.

E. The situation on the Eastern front was catastrophic.

(a) EDACB

(b) BEDAC

(c) BDECA

(d) CEDAB

**Ans: (b)**

**DIRECTIONS** (Q. Nos. 21-25) *In each of these questions, a word has been spelt in four different ways, one of which is correct. Choose the correctly spelt word.*

21.

(a) Necessary

(b) Necesarry

(c) Necessary

(d) Neccessary

**Ans: (a)**

22.

(a) Supreintendent

(b) Superintendent

(c) Suprintendent

(d) Supereintendent

**Ans: (b)**

23.

(a) Ommission

(b) Omision

(c) Omission

(d) Ommision

**Ans: (c)**

24.

(a) Forein

(b) Fariegn

(c) Foriegn

(d) Foreign

**Ans: (d)**

25.

(a) Coleagu

(b) Colleagu

(c) Coleague

(d) Colleague

**Ans: (d)**

**DIRECTIONS** (Q. Nos. 26-30) *Choose the plural form of the given word.*

26. Foot  
(a) Feet  
(b) Foots  
(c) Feat  
(d) Feets

**Ans: (a)**

27. Switch  
(a) Switchs  
(b) Switch  
(c) Switches  
(d) Switchhes

**Ans: (c)**

28. Cat  
(a) Catty  
(b) Cat  
(c) Cats  
(d) Kitten

**Ans: (c)**

29. Salt  
(a) Salts  
(b) Salty  
(c) Salt  
(d) Saults

**Ans: (a)**

30. Volcano  
(a) Volcanos  
(b) Volcanoes  
(c) Volcanose  
(d) Volcanae

**Ans: (b)**

**DIRECTIONS** (Q. Nos. 31-50) *Study the passages below and answer the questions that follow each passage.*

**PASSAGE-I**

While the word 'hyperlocal grocery' seems to have excited the investors thus, making them pump in millions of dollars in this space, the real challenge has just begun. Global venture capital Tiger Global-led Grofers has announced that will temporarily shut operations in nine cities. According to reports, the Gurgaon-based company will no longer deliver in the following cities: Bhopal, Bhubaneswar, Coimbatore, Kochi, Ludhiana, Mysuru, Nashik, Rajkot and Vishakhapatnam. The decision comes a few weeks after the company had issues

delivering products in the Delhi-NCR region. While market experts are questioning the viability and sustainability of these hyperlocal businesses, the company stated that it has just shut operations in the smaller cities as the market is not yet matured enough to order daily essentials and groceries on an app. The consumers in these cities still have a habit of buying grocery products from trusted local stores and big brands. Gurgaon-based Grofers, started in 2013 by Albinder Dhindsa and Saurabh Kumar, is an on-demand delivery start-up that delivers items from nearby stores of the cities to the customer. It has a mixed model and is partly inventory-led. The company has raised over \$35 million, highest in the segment, from DST Global, SoftBank and Tiger Global, and is valued at \$115 million. The founder of a Pune-based grocery start-up, requesting anonymity, said that the company's major issue was scaling up too fast in a short span of time.

Another investor, who also requested anonymity, said that the 'hyperlocal' business model just runs like a courier service, thus, needs a lot of investment on the distribution part. Industry experts are of the view, that there are too many start-ups competing with one another in this segment, and hence, a consolidation is quite inevitable sooner or later. According to industry reports, there are over 20 such start-ups that came up in Bengaluru last year. Many of them such as Town rush and Town essentials have already downed their shutters. Meanwhile, a few like PepperTap, ZopNow and Zopper have got funding and have acquired a few smaller ones e.g. PepperTap acquired Jiffstore recently.

Even Paytm tried to run a grocery app, but shut within a month of launch. Ola, which has a grocery app called Olastore, is also struggling with this business model. Major problem with online grocery start-ups is maintaining inventory and distribution of perishable goods. Another major issue is the rising competition from biggies such as Flipkart, Amazon, Tata Group's My 24 x 7 market, who are also trying to grab a pie of the hyperlocal grocery business. Industry research agencies such as Technopak and IGD expect the online grocery business to grow at 25-30 per cent year-on-year in major Indian cities. India's online grocery market, which is estimated to be less than \$ 100 million at present, is expected to cross \$25 billion by 2020.

31. Which among the following is the primary reason due to which Grofers had to close its activities in a number of cities?

- (a) Poor financial backup
- (b) Inefficient manpower
- (c) Adverse mind-set of customers to buy grocery online
- (d) Not adequate infrastructure

**Ans: (d)**

32. During the next 4-5 years, online grocery business is likely to

- (a) go down gradually
- (b) remain as it is now
- (c) grow substantially
- (d) remain unattractive

**Ans: (c)**



33. Currently, hyperlocal groceries are facing tough competitions from

- (a) big brands
- (b) local stores
- (c) Both 'a' and 'b'
- (d) None of these

**Ans: (c)**

34. Which of the following statements is not true?

- (a) Hyperlocal groceries entered the market with considerable hope
- (b) Distribution of perishable goods has never been a problem with online groceries
- (c) Attempts made by the Ola and Paytm to run online groceries have not been much successful
- (d) All of the above are not true

**Ans: (b)**

### **PASSAGE-II**

The Union Government's decision to accelerate its vehicular emission norms process is as ambitious as it is audacious. Making the shift from Bharat Stage IV to VI by 2020, skipping BS-V altogether, will be a huge challenge; and it almost borders on the impossible. But before listing the many difficulties that lie ahead, it is important to properly contextualize the situation: India has no choice but to make the shift, and quickly so, towards clean energy (and green vehicles). The national capital is already the world's most polluted city, and a dozen other Indian cities feature in the World Health Organization's list of 20 most polluted urban centres of the world. The situation will progressively worsen as the country develops further—adding more cars to our roads, skyscrapers to our cities, and factories to our national landscape. Here is also the looming threat from climate change which puts India's poorest and most vulnerable communities on the frontline of the environmental war. In short, these are desperate times, and desperate times call for desperate measures.

Unless there is a gargantuan effort to innovate and incorporate clean technologies, adopt and adapt to clean fuel, schemes, such as the current odd-even road rationing policy being tried out in Delhi, will become the norm across the country. The new policy will face two main problems: First, oil producing and marketing companies, may not be able to fast-track their technologies quickly enough to meet BS-VI standards and, second, automobile producers may also not be able to do the same in the reduced timeframe. e.g. even four years after the introduction of BS-IV norms, the BS-IV motor spirit (petrol) and BS-IV high speed diesel are available only in 24 per cent and 16 per cent of the domestic market respectively. Similarly, auto-makers are already arguing that the new timeline is not feasible as the green technologies and designs currently in use in the US, Europe and Japan, where the equivalent of BS-VI norms are in effect, cannot be copy-pasted into the Indian system because of different local requirements.

e.g. Indian cars travel at much lesser speeds than their Western counterparts, making it difficult to achieve the 600 degree Celsius temperature necessary to burn the soot in the Diesel Particulate Filters (DPF), which will be mandatory under BS-VI. Also, the DPFs will have to be re-designed to fit into the small bonnet space of most Indian cars; as a bigger car will attract greater will attract greater excise duty. Then there are safety concerns about fast-tracking new technologies without properly testing them or synchronizing them with

existing systems. Finally, all technological upgrades will require huge sums of money, and the public will have to bear some of the cost at least in the foreseeable future. These are serious challenges, and let there be no doubt that implementing the accelerated programme will be an uphill task. However, India needs to make this work. If it succeeds, it will be well worth the effort.

35. As India continues to develop in the next few years, the menace of pollution

- (a) would drastically reduce
- (b) may not affect us formidably
- (c) would become much worse
- (d) may not bother us

**Ans: (c)**

36. Which of the following may pose problems in enforcing BS-VI norms by 2020?

- (a) Small size of Indian cars
- (b) Lower speeds of cars that move in India
- (c) Adopting new technologies to Indian conditions
- (d) All of the above

**Ans: (b)**

37. To overcome the present grim situation of extreme pollution, we need to

- (a) switch over to clean fuel at the earliest
- (b) innovate and use latest technologies
- (c) Both 'a' and 'b'
- (d) continue using BS-IV norms

**Ans: (c)**

38. Which of the following statements is not true?

- (a) Both automobile companies and oil producing and marketing corporate would find it difficult to switch over to BS-VI norms in a short time
- (b) Short-term measures to control pollution are much needed
- (c) Presently, India may be figuring in the most polluted countries in the world
- (d) All of the above

**Ans: (c)**

### **PASSAGE-III**

Toshiba Corp will exit the television and home appliance business in India and prune losses after failing to cut much teeth in the country as the Japanese company struggles globally to recover from a multi-billion dollar accounting scandal. Toshiba has informed key trade partners and dealers in India about its decision and has stopped importing goods for over a month now four senior industry and trade executive said, asking not to be identified. The company is trying to clear inventory, they said. The parent company is exploring options to license the brand or tie up with an Indian company to sell consumer electronics products. It has held exploratory talks with Videocon, although no deal has been finalized. When

contacted, Videocon Chairman Venugopal Dhoot denied that the group is in talks with Toshiba for any brand licensing deal or business relationship.

For laptops, Toshiba will focus on business-to-business sales. "The Toshiba group is undertaking a fundamental restructuring of its visual products business and personal computer business globally," a Toshiba India spokesperson said in an e-mailed response to queries. "Toshiba already stopped their operation of television sales last year in India and is currently considering a brand licensing structure regarding its overseas television business, including India. Regarding the PC business, Toshiba will end the B2C business in markets other than Japan and US." The company will focus on the profitable and sustainable B2B as a core activity and will expand its customer base. "Toshiba has recognized India not only as a growing market but also as a strategic export and development base," the spokesperson said. Toshiba faces one of the biggest accounting scandals in Japan after overstating profit for seven years. It is expected to make a \$4.5 billion loss in the current financial year, cut several thousand jobs and undertake a global restructuring that includes exiting several businesses. A senior industry official said several employees in Toshiba's Indian consumer business have already quit the company, while business head Sanjay Warke has been given another responsibility. Toshiba's exit comes after Sharp Corp last month announced its decision to sell its Indian operations after failing to make significant progress in the country's consumer electronics market and due to recurrent losses of the parent.

39. During the past several years, Toshiba has been incurring heavy losses due to

- (a) inappropriate marketing strategies
- (b) its inability to provide quality products
- (c) its involvement in a huge accounting scandal
- (d) its inability to provide after-sales services

**Ans: (c)**

40. Presently, Toshiba has

- (a) stepped up importing goods in India
- (b) reduced importing goods in India
- (c) has totally stopped bringing goods in India for over a month
- (d) None of the above

**Ans: (c)**

41. Currently, Toshiba is involved in which of the following activities in India?

- (a) Disposing of its goods in India
- (b) Reducing manpower
- (c) Restructuring globally
- (d) All of these

**Ans: (c)**

42. Which of the following statements is not true?
- (a) Sharp Corp has already decided to sell its Indian business
  - (b) Toshiba is considering a brand licensing structure for some products
  - (c) Toshiba does not consider India as a growing market
  - (d) All are not true

**Ans: (c)**

#### **PASSAGE-IV**

The entry into India of the Big Bo of streaming media is good augury, smaller rivals believe, as Netflix, will smooth the path for them and help popularize online video consumption. CEO off the US-based Netflix, announced his company's international expansion into dozens of countries, but India is expected to be the key prize because of its size and the relative maturity of its media market. It's a good thing Netflix has entered the market. What Netflix's arrival does is it educates the market and lot of people will now buy devices to stream content.

With over 400 million users, India has the third-largest number of internet users after China and the US, making it an attractive target for media streaming companies which are still trying to understand the complexities of the market. India is a big market, in terms of size, if not value, so it is natural that Netflix wanted to come to India. Founded in 1997, Netflix is listed on the Nasdaq and has market value of nearly \$ 50 billion (Rs 3.3 lakh crore). At the end of October 2015, it had nearly 70 million subscribers. But Netflix has several hurdles it must4 cross before it can make an impact on the Indian market. Its services start from Rs 500 per month, a steep price point for the average Indian. Besides it has to contend with problems arising from rampant piracy and cramped bandwidth.

43. Media streaming companies find Indian market
- (a) big and easy to do business
  - (b) not big but fairly smooth for business
  - (c) quite large but complicated
  - (d) not worth operating

**Ans: (c)**

44. Which of the following is considered the second largest internet user country?
- (a) India
  - (b) China
  - (c) US
  - (d) Brazil

**Ans: (c)**

45. Rivals of Netflix feel its entry in India
- (a) very discouraging
  - (b) extremely bad for their business
  - (c) will popularize online consumption
  - (d) None of them

**Ans: (d)**

46. Which of the following statements is not true?
- (a) Netflix will have to face the menace of piracy in India
  - (b) Netflix will be offering very cheap services in India
  - (c) Netflix has a very large number of subscribers presently
  - (d) All are not true

**Ans: (b)**

#### **PASSAGE-V**

Swedish commercial vehicles major Volvo on Monday announced consolidation of its bus business in India into a group company, Volvo India Pvt. Ltd, which is also responsible for manufacturing of Volvo trucks, among others. "With effect from 31<sup>st</sup> December, 2015, Volvo Buses India has merged into the joint company of Volvo Group in India, namely Volvo India Private Limited (VIPL). Volvo India Pvt. Ltd (VIPL) Managing Director said it's quite natural' for all businesses and brands of the group to be part of a unified legal organization in order to harness synergies, competencies, create greater efficiencies and responsiveness at the back-end, leading to better customer experience.

Volvo Buses will, however, continue to be responsible for its brand, market and business operations while leveraging the tremendous synergies and strength of the joint company. Volvo Group in India includes multiple business areas and brands such as Volvo Buses, Volvo Penta Engines, Volvo Construction Equipment, UD Buses, Volvo Trucks and Eicher Trucks and Buses, among others. Eicher and Volvo trucks are sold via a joint venture company – VE Commercial Vehicles Ltd.

With the consolidation, VIPL is now responsible for almost all manufacturing and business areas that make up the group globally. It also hosts various global support and engineering services engineering design and development, IT support and services, accounting and logistics services, catering to both domestic and global operations of the group.

VIPL is headquartered in Bengaluru and has three manufacturing facilities near the city, namely the Volvo Trucks facility in Hosakoe, Volvo and UD Bus factory in Hosakote too and Volvo and SDLG Construction Equipment factory in Peenya Industrial Area. With the merger, the group has over 3,500 employees and approximately 300 sales and supports points across the country, excluding operations of VECV, it said.

47. VE Commercial Vehicles Ltd. is currently involved in which of the following activities?
- (a) Business of Volvo Construction equipment
  - (b) Marketing of Volvo trucks
  - (c) Marketing of Eicher trucks
  - (d) Both 'b' and 'c'

**Ans: (d)**

48. VIPL has been formed mainly to
- (a) consolidate resources and competencies
  - (b) improve efficiencies
  - (c) deliver better customer satisfaction
  - (d) All of the above

**Ans: (d)**

49. Sales and support network Volvo is ..... as per the passage.

- (a) highly inadequate
- (b) just about satisfactory
- (c) quite sufficient
- (d) unsatisfactory

**Ans: (c)**

50. Which of the following statements is not true?

- (a) There is not change in the leadership of Volvo Bus Business in India
- (b) Manufacturing units of Volvo are located near Chennai
- (c) VIPL will be in a position to extend global support to Volvo business in various activities
- (d) All are not true

**Ans: (b)**

51. Which of the following fractions is less than  $\frac{7}{8}$  and greater than  $\frac{1}{3}$ ?

- (a)  $\frac{1}{4}$
- (b)  $\frac{23}{24}$
- (c)  $\frac{11}{12}$
- (d)  $\frac{17}{24}$

**Ans: (d)**

52. Forty five men can complete a work in 16 days. Six days after they started working, 30 more men joined them. How many days will they now take to complete the remaining work?

- (a) 16
- (b) 12
- (c) 6
- (d) 10

**Ans: (a)**

53. A man takes 3 h 45 min to row a boat 15 km downstream of a river and 2 h 30 min to cover a distance of 5 km upstream. Find the speed of the river current.

- (a) 1 km/h
- (b) 1.5 km/h
- (c) 1.2 km/h
- (d) 1.3 km/h

**Ans: (a)**

54. The sum of successive odd numbers from 1 to 15 is .....

- (a) 81
- (b) 64
- (c) 49
- (d) 36

**Ans: (b)**

55. A shirt with marked price Rs 800 was sold at Rs 680. The rate of discount allowed on the shirt is .....

- (a) 10%
- (b) 15%
- (c) 20%
- (d) 25%

**Ans: (b)**

56. Find the compound interest on Rs 48000 for one year at 8% per annum when compounded half yearly.

- (a) Rs 3916.20
- (b) Rs 3812.10
- (c) Rs 3916.80
- (d) Rs 3716.80

**Ans: (c)**

57. To gain 25% after allowing a discount of 10% the shopkeeper must mark the price of the article which costs him Rs 360 is .....

- (a) Rs 500
- (b) Rs 450
- (c) Rs 460
- (d) Rs 486

**Ans: (a)**

58. A pond was dug by four men – Ram, Rahim, Rahul and Rohan. They were paid a total of Rs 1500 and the money is to be shared in the ratio of 1 : 2 : 2 : 1, respectively. What is the share of Ram and Rohan together?

- (a) Rs 1000
- (b) Rs 250
- (c) Rs 500
- (d) None of these

**Ans: (c)**

59. In a mixture of 120 L milk and water, the amount of water is 40 L and the remaining milk. What is the ratio of milk to water?

- (a) 1 : 2
- (b) 1 : 4
- (c) 4 : 1
- (d) 2 : 1

**Ans: (d)**

60. The cost of five chairs and three tables is Rs 3110. Cost of one chair is Rs 210 less than cost of one table. What is the cost of two tables and two chairs?

- (a) Rs 1660
- (b) Rs 1860
- (c) Rs 2600
- (d) Cannot be determined

**Ans: (a)**

**DIRECTIONS** (Q. Nos. 61-64) *Read the following information carefully to answer these questions.*

There is a group of five persons – A, B, C, D and E. One of them is a horticulturist, one is a physicist, one is a journalist, one is an industrialist and one is an advocate.

- Three of them i.e. A, C and the advocate prefer tea to coffee and two of them i.e. B and the journalist prefer coffee to tea.
- The industrialist, D and A are friends to one another but two of them prefer coffee to tea.
- The horticulturist is C's brother.

61. Who is a horticulturist?

- (a) A
- (b) B
- (c) C
- (d) D

**Ans: (a)**

62. Who is an industrialist?

- (a) A
- (b) B
- (c) D
- (d) E

**Ans: (b)**



63. Which one of the following groups includes a person who likes tea but is not an advocate

- (a) ACE
- (b) DE
- (c) BCE
- (d) None of these

**Ans: (d)**

64. Who is a physicist?

- (a) A
- (b) B
- (c) C
- (d) D

**Ans: (c)**

**DIRECTIONS** (Q. Nos. 65-67) *Each of these questions has a statement followed by two conclusions I and II. Consider the statement and the following conclusions. Decide which of the conclusions follows from the statement.*

**Give answer**

- (a) if conclusion I follows
- (b) if conclusion II follows
- (c) if neither conclusion I nor II follows
- (d) if both conclusions I and II follow

65. **Statement**

The best way to escape from a problem is to solve it.

**Conclusions**

- I. Your life will be dull, if you don't face a problem
- II. To escape from problems, you should always have some solutions with you.

**Ans: (b)**

66. **Statement**

India's economy is dependent mainly on forests.

**Conclusions**

- I. Trees should be preserved to improve the Indian economy.
- II. India wants only maintenance of forests to improve economic conditions.

**Ans: (a)**

67. **Statement**

This world is neither good nor evil; each man creates a world for himself.

**Conclusions**

- I. Some people find this world quite good.
- II. Some people find this world quite bad.

**Ans: (d)**

**DIRECTIONS** (Q. Nos. 68-70) *In each of these questions, two statements I and II are given. These may have a cause and effect relationship or may have independent causes or be the effects of independent causes.*

**Give answer**

- (a) if statement I is the cause and statement II is its effect
- (b) if statement II is the cause and statement I is the effect
- (c) if both the statement I and II are effects of independent causes
- (d) if both the statement I and II are effects of some common cause

68. **Statement**

- I. The prices of petroleum products dropped marginally last week.
- II. The State Government reduced the tax o petroleum products last week.

**Ans: (a)**

69. **Statement**

- I. Many people visited the religious place during the weekend.
- II. Few people visited the religious place during the week days.

**Ans: (c)**

70. **Statement**

- I. A large number of people living in the low-lying areas have been evacuated during the last few days to safer places.
- II. The Government has rushed in relief supplies to the people living in the affected areas.

**Ans: (d)**

**DIRECTIONS** (Q. Nos. 71-73) *For the Assertion (A) and Reason (R) given in each of the questions below, choose the correct alternative from the following.*

- (a) Both (A) and (R) are true and (R) is the correct explanation of (A).
- (b) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (c) (A) is true, but (R) is false
- (d) (A) is false, but (R) is true

71. **Assertion** (A) Leakages in household gas cylinders can be detected.

**Reason** (R) LPG has a strong smell.

**Ans: (a)**

72. **Assertion** (A) Baking soda creates acidity in the stomach.

**Reason** (R) Baking soda is alkaline.

**Ans: (d)**

73. **Assertion** (A) Cut fruits and vegetables should not be kept in the open for long.

**Reason** (R) Their vitamin content is ruined.

**Ans: (a)**

**DIRECTIONS** (Q. Nos. 74-77) *Find the odd one out.*

74. 8, 13, 21, 32, 47, 63, 83

- (a) 13
- (b) 21
- (c) 32
- (d) 47

**Ans: (d)**

75. 8, 14, 26, 48, 98, 194, 386

- (a) 14
- (b) 48
- (c) 98
- (d) 194

**Ans: (b)**

76. GLQ, OTY, AFL, DIN, CHM, EJO

- (a) OTY
- (b) AFL
- (c) DIN
- (d) EJO

**Ans: (b)**

77. BFD, MQO, RVT, EJG, PTR, CGE

- (a) RVT
- (b) PTR
- (c) EJG
- (d) CGE

**Ans: (c)**

**DIRECTIONS** (Q. Nos. 78-81) *Complete the series by replacing the missing term'?'.*

78. ABD, DGK, HMS, MTB, SBL, ?

- (a) ZKU
- (b) ZAB
- (c) XKW
- (d) ZKW

**Ans: (d)**

79. 13, 35, 57, 79, 911, ?

- (a) 1110
- (b) 1112
- (c) 1113
- (d) 1315

**Ans: (c)**

80. 13, 32, 24, 43, 35, ?, 46, 65, 57, 76

- (a) 45
- (b) 52
- (c) 54
- (d) 55

**Ans: (c)**

81. 2, 1, 2, 4, 4, 5, 6, 7, 8, 8, 10, 11, ?

- (a) 9
- (b) 10
- (c) 11
- (d) 12

**Ans: (b)**

82. Six children B, D, C, M, J and K are split into two groups of three each and are made to stand in two rows in such a way that a child in one row is exactly facing a child in the other row. M is not at the ends of any row and is to the right of J, who is facing C. K is to the left of D, who is facing M. Which of the following groups of children is the same row?

- (a) BDC
- (b) BMD
- (c) MJK
- (d) None of the above

**Ans: (d)**

83. Kamal starts from his house towards the West. After walking a distance of 30 m, he turned towards right and walked 20 m. He then turned left and after moving a distance of 10 m, turned to his left again and walked 40 m. He now turns to the left and walks 5 m. Finally, he turns to his left. In which direction is he walking now?

- (a) North
- (b) South
- (c) East
- (d) South-West

**Ans: (a)**

84. In a certain code language, 'TUTORIAL' is written as "DODNGLCF" and 'DANCE' is written as 'Y CJMZ', how can 'EDUCATION' be written in that code?

- (a) ZYMODCLNJ
- (b) ZYOMCDLNJ
- (c) ZYOMDCLNJ
- (d) None of the above

**Ans: (b)**

85. Pointing to a man on the stage, Rita said, "He is the brother of the daughter of the wife of my husband." How is the man on the stage related to Rita?

- (a) Son
- (b) Husband
- (c) Cousin
- (d) Nephew

**Ans: (a)**

86. Halter top is well known female dress which has

- (a) full sleeves
- (b) half sleeves
- (c) no sleeves
- (d) None of these

**Ans: (c)**

87. Which of the following is a type of a bag?

- (a) Tote
- (b) Duffel
- (c) Sling
- (d) All of these

**Ans: (d)**

88. Baggit is a known brand which offers

- (a) bags
- (b) belts
- (c) caps
- (d) All of these

**Ans: (d)**

89. Emerald is a shade of which colour?

- (a) Blue
- (b) Green
- (c) Red
- (d) Yellow

**Ans: (b)**

90. Batik printing involves use of

- (a) wax
- (b) beads
- (c) mirrors
- (d) shells

**Ans: (a)**

91. Which of the following stones are used to make Navratna jewellery?

- (a) Opal
- (b) Cat's eye
- (c) Turquoise
- (d) All of these

**Ans: (b)**

92. Ad line 'Be You' is linked with which of the following online stores?

- (a) Jabong
- (b) Yepme
- (c) Myntra
- (d) Snapdeal

**Ans: (a)**

93. A close-fitting necklace is called a

- (a) chain
- (b) choker
- (c) mangal sutra
- (d) None of these

**Ans: (b)**

94. Which of the following is a basic variety of cultured pearls?

- (a) Freshwater
- (b) Salt water
- (c) Both 'a' and 'b'
- (d) None of these

**Ans: (c)**

95. In which year did India win the three titles of Miss Universe, Miss World and Miss Asia Pacific?

- (a) 1999
- (b) 2000
- (c) 2001
- (d) 2002

**Ans: (b)**

96. Which of the following stores are known for exclusive sale of shawls, soles and scarves?

- (a) Biba
- (b) Ahujasons
- (c) Binhals
- (d) Jainsons

**Ans: (b)**

97. Which among the following is the India's biggest company in terms of annual revenue of Rs 4,51,911 crores as per an annual list of 2015 Fortune 500 companies in India?

- (a) Indian Oil Corp
- (b) Reliance Industries
- (c) Tata Motors
- (d) State Bank of India

**Ans: (a)**

98. Government of India revised the National List of Essential Medicines (NLEM) to add ..... more drugs in December 2015 for bringing down price of medicines of critical diseases.

- (a) 70
- (b) 45
- (c) 106
- (d) 92

**Ans: (c)**

99. Who among the following cancer expert of India origin is included in the list of New Year Honours 2016 'KNIGHTHOOD' by the British Empire?

- (a) Harpal Singh Kumar
- (b) Rajesh Mistry
- (c) Pritesh Lohar
- (d) None of these

**Ans: (a)**

100. 'Be you' is the trademark of which one of the following e-commerce companies in India?

- (a) Myntra
- (b) Jabong
- (c) Flipkart
- (d) Snapdeal

**Ans: (b)**

101. Which among the following countries has said it has successfully tested a miniaturized hydrogen bomb with a 6 kilotonne yield in January 2016?

- (a) Iran
- (b) Russia
- (c) Israel
- (d) North Korea

**Ans: (d)**

102. Which one of the following technology giants has launched Surface Pro-4 tablets in India in January 2016?

- (a) HTC
- (b) Apple
- (c) Sony
- (d) Microsoft

**Ans: (d)**

103. As per the WHO's recent report based on data collected by the National Vector Borne Disease Control Programme (NVBDCP), India along with Ethiopia, Pakistan and Indonesia account for 80% of all ..... cases worldwide.

- (a) dengue
- (b) malaria
- (c) chikungunya
- (d) kala azar

**Ans: (b)**

104. Which one of the following e-business companies has acquired Delhi based consumer behavior predictable platform 'Shifu' in an \$8 million in January 2016?

- (a) Paytm
- (b) ebay
- (c) Snapdeal
- (d) Quikr

**Ans: (a)**

105. Which is the India's first transgender music band recently launched by noted playback singer Sonu Nigam?

- (a) Indian Ocean
- (b) Kailasa
- (c) 6-pack
- (d) None of these

**Ans: (c)**

106. Retail venture 'Shoppers Stop' and 'Hyper City' is owned by

- (a) Bharti Group
- (b) Future Group
- (c) Raheja Group
- (d) Sriram Group

**Ans: (c)**



107. 'SPACES Home and Beyond', the popular range of Bed, Bath and Rugs from the house of HomeStop is promoted in India by

- (a) Parineeti Chopra
- (b) Esha Gupta
- (c) Priyanka Chopra
- (d) Yami Gautam

**Ans: (a)**

108. Who was the brand ambassador of the recently concluded Premier Badminton League (PBL) in January 2016 in India?

- (a) Ritesh Deshmukh
- (b) Abhishek Bachchan
- (c) Akshya Kumar
- (d) Ranbir Kapoor

**Ans: (c)**

109. 'Vouge Eyewear' in India is promoted by

- (a) Alia Bhatt
- (b) Sonam Kapoor
- (c) Zarine Khan
- (d) Deepika Padukone

**Ans: (d)**

110. Tata Group company 'Titan' and global luxury firm 'Maison Montblanc' formed a joint venture to open latter's retail outlets with an investment of ..... in the next 5 yyears.

- (a) Rs 100 crore
- (b) Rs 150 crore
- (c) Rs 200 crore
- (d) Rs 250 crore

**Ans: (d)**

**DIRECTIONS** (Q. Nos. 111-130) *Read the following cases and answer ht questions given at the end of each case on the basis of information provided.*

**CASE-I**

Stayzilla.com, an onine aggregators hotel roos and home-stay, is baking big on the 'alternative stays' segment for growth. Alternative stays primarily include a home-stay. The company envisages home-stay to account for nearly half of its earnings in FY-17; up from the existing one-third. Ticket size for home-stay bookings vary around Rs 1,000 to Rs 1,500. The Chennai-based company currently offers 40,000 rooms under the alternative stay segment across 10,000 to 12,000 properties in the country. According to Co-founder and COO, Stayzilla, it is targeting to close FY-16 at a gross booking value of Rs 300 crore and more than double it to Rs 750 crore a year later (in FY-17). They see a huge growth opportunity in the home stay segment, especially with the hotel booking market saturating. The company, currently, sees bookings of around 10,000 room nights per day. The inventory is spread across budget and branded hotels, guest houses, lodges and home-stay. In the hotel booking segment, it competes with the likes of OYO, MakeMyTrip, Goibibo, Expedia

and so on. Stayzilla will soon introduce an insurance scheme for homeowners (in home-stay category). The premium so charged varies upward of Rs 1,000 and will cover expenses related to damage of property, by the guest, if any. They have already entered into a tie-up with an insurance company and will now take it to the homeowners. The company is also looking to start a insurance scheme for guests put up at these home-stays. Coming free of charge, the insurance will cover minor medical costs that the guest may encounter during his home-stay.

111. Currently, hotel booking market has

- (a) presented big opportunities
- (b) shown some promise
- (c) no scope at all
- (d) been grossly neglected

**Ans: (c)**

112. Stayzilla plans to grow in a big way mainly banking on which segment?

- (a) Hotels
- (b) Guests houses
- (c) Home-stay
- (d) Lodges

**Ans: (c)**

113. In the immediate future, Stayzilla will be offering insurance for

- (a) homeowners
- (b) guests
- (c) Both 'a' and 'b'
- (d) None of the above

**Ans: (a)**

114. Which of the following statements is not true?

- (a) Stayzilla's income from home-stay is planned to increase.
- (b) As per the insurance scheme offered by Stayzilla, homeowners could get their houses secured from thefts and other disasters
- (c) Presently, Stayzilla competes with leading online aggregators of hotel rooms and home-stays
- (d) All are not true

**Ans: (b)**

#### **CASE-II**

Ujval and Neha Saraf, co-owners of Brandzstorm, are entering a new phase in their business. Brandzstorm, which handles luxury watch brands such as Gio Collection, Giordano,, Giani Bernard, Cross and Swiss Eagle in India, has signed on a five-year-deal with super accessories. For the Sarafs, this deal marks a crucial move away from being a family-owned company to one run by professionals. Neha says, "I handle the online part of the business and Ujval, my husband, s responsible for the offline part." Started in 2010, Brandzstorm owns and holds master licenses for many brands such as Giordano timewear,

Giodano travelger, Cross Time pieces, Swiss Eagle lifestyle, Monte Michelin, Klaus Kobec, Fjord, NU band and Giani Bernard.

Having created a niche for itself in the watch category. Brandzstorm is now looking to launch eyewear and handbags with its brands in the country. The company, which has a staff of nearly 200 employees, has a turnover of Rs 75 crore and is growing at the rate of 35-40 per cent annually. "While 70 per cent of our sales come from offline, the share of online sales has been steadily increasing," says Neha. Brandzstorm's initial deal covers Superdry's watch collection and could extend to eyewear later. Both Ujjval and Neha belong to business families.

Their fathers and forefathers were textile traders. An entrepreneur couple for the last 14 years, Ujjval started his own firm Compact International-which marketed electronic items-to earn extra cash in addition to the pocket money he received. Neha is an MBA graduate. Both were certain about two things: that they wanted to spend their lives together and that they "were least interested in their traditional family business", according to Ujjval. He says, "I bring in my experience and Neha brings in her management and branding expertise tht we put to practical use. "Brandzstorm is actively acquiring brands. Some of its recently acquired brands include Fjord and Klaus Kobec.

It has also acquired the fitness brand NU band and the Sarafs believe that this will help the company foray into the smart wearable business. While Ujjval is responsible for the company's sourcing and overall sales, Neha takes the lead when it comes to marketing, advertising and design. "I have been designing since my childhood. I used to design my own clothes when I was five," she says. "Earlier this year, at the India Beach Fashion Week, I launched myself as a designer with Gio Collection's new line of watches called 'Lust at firt sight.' However, the couple hasn't entirely rejected the old ways. They do take guidance from their families about the business. "Certain values remain the same – transparency, fairness and honesty. But the way that business is done is different now," says Neha. Does the couple manage to keep the professional and personal separate? " We have our moments, but we are ambitious. We are two different people at work," says Ujjval.

115. Brandzstorm's business is currently mostly offline, and online business

- (a) has not shown much progress
- (b) did show a marked decline
- (c) has increased slowly
- (d) has shown dramatic progress

**Ans: (c)**

116. Owners of Brandzstorm plan to run their business

- (a) by strictly following fairly business model
- (b) in a more professional manner
- (c) by totally rejecting the old ways
- (d) None of the above

**Ans: (b)**

117. Currently, Sarfas wish to
- (a) acquire more watch brands only
  - (b) not expand and consolidate on their present business
  - (c) diversify into other accessories etc
  - (d) expand their offline business only

**Ans: (c)**

118. Which of the following statements is not true?
- (a) Brandzstorm is showing a steady growth in business
  - (b) Owners of Brandzstorm do not come from business families
  - (c) Brandzstorm is also acquiring fitness brands
  - (d) All are not true

**Ans: (b)**

### **CASE-III**

The world Bank expects India's growth to pick up to 7.8% in the next financial year, projecting it to be the fastest growing economy in the world for the next three years by a distance, riding on stronger domestic policy reforms. India is expected to notch near 8% growth in the subsequent years as the world economy also picks up pace to 2.9% growth in 2016 compared with modest 2.4% in the just concluded year. "South Asia will be a bright spot, reflecting improved conditions in India," the World Bank said in its flagship report 'Global Economic Prospects'.

The report pegs growth in the current year at 7.3%, same as last year while raising concerns over legislative reforms. "In India, progress in reforms is not assured as the Upper House of Parliament, which the ruling party does not control, has the power to block the government's legislative agenda," the report said, adding that the government has made progress in key areas such as energy and in November announced major reforms to liberalize Foreign Direct Investment (FDI) in several sectors. According to the report, weak growth in 2016, but economic activity should still pick up modestly to a 2.9% pace, from 2.4% in 2015, as advanced economies gain speed. Recognizing that the simultaneous weakness in most major emerging markets is a concern for achieving the goals of poverty reduction and shared prosperity, the report warned that the spillovers from major emerging markets will constrain growth in developing countries and pose a threat to hard-won gains in raising people out of poverty. "More than 40% of the world's poor live in the developing countries where growth slowed in 2015," said World Bank Group President Jim Yong Kim. "Developing countries should focus on building resilience to a weaker economic environment and shielding the most vulnerable.

The benefits from reforms to governance and business conditions are potentially large and could help offset the effects of slow growth in larger economies." According to the report, developing economies are forecast to expand by 4.8% in 2016, less than expected earlier but up from a post-crisis low of 4.3% in the year just ended. "Growth is projected to slow further in China, while Russia and Brazil are expected to remain in recession in 2016. The recently negotiated Trans-Pacific Partnership could provide a welcome boost to trade" it said. "There is greater divergence in performance among emerging economies. Compared to 6 months ago, risks have increased, particularly those associated with the possibility of a disorderly slowdown in a major

emerging economy,” said World Bank Group Vice-President and Chief economist Kaushik Basu. “A combination of fiscal and Central Bank policies can be helpful in mitigating these risks and supporting growth.”

119. According to World Bank report, which of the following countries is likely to go into recession in 2016?

- (a) Russia
- (b) China
- (c) India
- (d) None of the above

**Ans: (d)**

120. India may not be able to bring in reforms due to the fact

- (a) government is not very keen to do so
- (b) government needs more time to prepare reform agenda
- (c) government does not have full control over legislative process
- (d) there is no need to bring in so many reforms

**Ans: (c)**

121. Which of the following is true in respect of developing countries?

- (a) Economic growth slowed in 2015
- (b) A large number of poor live in these nations
- (c) Economic growth will improve in 2016, compared to 2015
- (d) All are true

**Ans: (b)**

122. Which of the following statements is not true?

- (a) India will be able to ear the change in the global financial market in the near future and do well
- (b) World economy will go down in 2016, compared with 2015
- (c) India brought in reforms in FDI recently
- (d) All are not true

**Ans: (b)**

#### **CASE-IV**

Modern retailers are creating exclusive ‘Patanjali destinations’ at their outlets as Yoga guru Baba Ramdev’s products fly off the shelves. Big Bazaar, Reliance Retail, Spencer’s Retail and SRS report Patanjali products such as ghee, honey, chyawanprash, juices, instant noodles and shampoo among the top-selling brands in their respective categories. Retailers are putting up standalone racks, counters or bays depending on the size of the stores to stock Patanjali’s grocery products. While rivals are closely tracking Patanjali products, analysts have taken note of the growing popularity of the brand. Patanjali is ‘injurious to listed FMCG health’, IIFL Institutional Equities wrote in a report. The brokerage estimates the brand’s sales to reach Rs 20,000 crore by fiscal 2020. It didn’t give current numbers. “The reason for Patanjali’s success is its unique business model of a single brand, a wide spread of categories, exclusive store network and a close association of a personality.

The growing appeal of Ayurvedic products and low price help,” the brokerage firm wrote. “We estimate the highest impact on Colgate as Patanjali is gaining substantial traction in oral care, followed by Dabur due to multiple category overlap.” Reliance Retail pioneered the concept of selling Baba Ramdev’s products through Patanjali destinations over a year back. The Future Group, which runs the Big Bazaar chain of supermarkets, has a tie up with Patanjali. This is the first time in grocery retail that standalone spaces are being given to one entire umbrella brand clubbed together. Patanjali is causing disruption across all categories. Patanjali has created a large dedicated customer base through a combination of focus on organic and Ayurvedic ingredients and attractive pricing. Hence, they are showing outstanding growth in a mature and slow market.

Hyper city has dedicated special shelves, counters and point of sale for Patanjali products. At Reliance Retail stores, Patanjali products like chyawanprash and ghee have high double-digit share of sales in those categories while in toothpaste and soaps, the sales are in single digit, trade executives said. Reliance Retail was the first modern retail chain to sell Patanjali products, when it created dedicated spaces almost a year back for the brand. The supermarket customer is more evolved and has an inclination for healthy and natural products which has triggered the demand for Patanjali products. We identified Patanjali’s potential over a year back and today Reliance Fresh is the highest selling modern trade partner for Patanjali. In dormant categories like honey, e.g. there’s share of voice from all players.

This is exactly why competition is good for consumers. Now, one player positions on price, one on functional benefits and the third on purity. It’s the category that’s getting focus and like the cola wars or detergent wars, honey wars will ensure new recruitment and growth in existing consumption. In 6 weeks, the products have already taken high double-digit share in Spencer’s National Capital Region stores. Chains such as SRS retail, with a concentrated footprint, too, are reporting similar trends. Managing Director at SRS e-Retail, said in categories such as biscuits, soap and ghee, it is seeing 30% month on month step up of Patanjali products, across its 32 offline outlets as well as online. They sold close to 5,000 packs of Patanjali biscuits in the first month it was launched. For a brand to have this kind of consumer traction in such a short span is remarkable.

123. Which of the following is considered the main reason for Patanjali’s success?

- (a) Linkage with a known person
- (b) Availability of items of various categories
- (c) Business model of a single brand
- (d) All of the above

**Ans: (d)**

124. According to present estimates in the next 4-5 years, sales of Patanjali are likely to

- (a) decline drastically
- (b) increase marginally
- (c) maintain the present level
- (d) increase substantially

**Ans: (d)**

125. The first modern retail chain to market products of Patanjali is

- (a) Big Bazaar
- (b) Reliance Retail
- (c) Spencer's Retail
- (d) SRS Retail

**Ans: (b)**

126. In the oral-care segment, due to arrival of Patanjali products, sales of which of the following would be most adversely effected?

- (a) Colgate
- (b) Dabur
- (c) Closeup
- (d) None of the above

**Ans: (a)**

127. Which of the following statements is not true?

- (a) Emergence of Patanjali has led to intense competition in even products such as honey
- (b) Reliance fresh is selling Patanjali products in a big way
- (c) SRS Retail does not sell products online
- (d) All are not true

**Ans: (c)**

#### **CASE-V**

SpiceJet, which has activated plans to place orders for new planes to expand its fleet strength, is considering Embraer jets for its fleet among others. The Brazilian aircraft maker had late last year given a presentation on its aircraft to the SpiceJet management, which is exploring all options before taking a final call on the purchase order, top airline sources said here, adding at present, "all options are on the table". If the budget carrier opts for Embraers along with other types of aircraft, it will become the second domestic carrier to have such planes, after regional airline Air Costa.

The now-defunct Paramount Airways also had an all-Embraer fleet when it was operational. SpiceJet currently has a total of 41 aircraft in its fleet comprising 25 Boeing 737s, 14 Bombardier Q400s and tow leased A320 family Airbus planes. SpiceJet is evaluating all options before placing order for new aircraft. As par of this exercise, an Embraer team has also given its presentation. The Gurgaon-based airline has not yet decided about the type or type of new aircraft it will buy nor the number of planes, the sources said. When contacted, a SpiceJet spokesperson said that the airline is talking to multiple aircraft makers, but refused to share details.

128. In the recent past,SpiceJet has

- (a) not revealed any plans to purchase new aircraft
- (b) not intentions to expand its fleet
- (c) not made any decision to purchase aircraft from any aircraft maker
- (d) made the announcement to buy Embraer planes now

**Ans: (c)**

129. In the past, which of the following airlines had only Embraer aircraft in its inventory?

- (a) Paramount Airways
- (b) Air Costa
- (c) SpiceJet
- (d) None of them

**Ans: (a)**

130. As per the paragraph, which of the following statements is not true?

- (a) At present SpiceJet has more than 40 aircraft
- (b) SpiceJet plans to buy 20 more aircraft
- (c) SpiceJet has more Boeing 737s than Bombardier aircraft on its fleet
- (d) A team of Embraer has been interacting with SpiceJet authorities

**Ans: (a)**

**DIRECTIONS** (Q. Nos. 131-150) *Each of these questions has a statement based on the preceding caslet, Evaluate each statement and mark answer as*

- (a) If the statement is a Major Objective in making the decision one of the goals sought by the decision maker
- (b) if the statement is a Major Factor in making the decision: an aspect of the problem, specifically mentioned in the caselet, which fundamentally affects and/or determines the decision
- (c) 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
- (d) if the statement is Major Assumption in making the decision: a projection or supposition arrived at by the decision maker before considering the factor and alternative

#### **CASELET-I**

Exclusively.com launched designer Anju Modi's collection inspired by Deepika Padukone-starrer Bajirao Mastani. The steeply priced collection (from Rs 80,000 – 3 lakh), inspired by the Persian culture, is an exclusive collaboration between the designer and the portal Exclusively.com is expecting a 10-fold increase in its designer wear sales as Padukone's ensembles have become a rage after the blockbuster opening of the movie. Chief Executive said thanks to festivities and New Year celebrations, sales of designer wear went up three times in the past quarter compared with the previous one. Sales of products costing more than Rs 1 lakh went up eight times. "It makes great business sense as designers are able to showcase to a much larger audience, there's greater accessibility and marketing costs are minimal," said Chief Executive.

Luxury consumers are slowly and steadily testing the online waters and purchases range from booking private jets and yachts to ordering a Tarun Tahiliani to gifting bespoke L'occitane spa experiences for their loved ones. Spurred by the boom in e-commerce, companies like Sokudo, Jetsetgo and Labelcentric are also eyeing online buyers by selling luxury products and experiences. Kanika Tekriwal's JetSetGo, an online marketplace for private jets that received seed funding from You We Can Ventures of cricketer Yuvraj Singh, is processing 10 charter queries and one charter flight a day. "We are targeting to launch several customer-centric products based on the opportunity we see. This includes exploring the possibility of an intercity private jet shuttle, products around weddings, special



experiences and helicopter travel experiences. "Chitra Goenka launched portal Label Centric 4 months ago, which sells pre-owned luxury goods by brands like Louis Vuitton, Dior, Gucci and Chanel at almost 80% of. "Online helps you sale up and reach a much larger audience. At times, people want to sell their products which are two seasons old rare gifted or those that they have rarely used. We arrange for free pickups, authenticate, revalue the products after dry-cleaning, etc and give a final payout price to sellers and buyers," said Goenka. Unlike label centric and other fashion portals, Zokudo ws set-u with an aim to e-gift luxury products and experiences.

Customers can shop for luxury vouchers for products and experiences which can be sent to recipients via SMSes or e-mails. There are options of swapping brands if the recipient so desires, and group gifting. "Through our internal research we discovered that close to 70% of the HNIs are extremely open to the online medium and that 68% of online buying is for gifting purposes", said founder Yash Mehta. "With more brands jumping and testing the space, with the niche online players gradually expanding operations and understanding how to forge true-value adding partnerships with such brands, the space will get more rewarding for all. For sure, the online space can't be ignored by anyone, even the high-end brands," said managing director at Swarovski India.

131. com is expecting a 10-fold increase in its designer wear sales.

**Ans: (a)**

132. Designers are able to showcase to a much larger audience.

**Ans: (b)**

133. There is a boom in e-commerce.

**Ans: (c)**

134. You We can Ventures are targeting to launch several customer-centric products.

**Ans: (c)**

135. The online space will get more rewarding for all.

**Ans: (d)**

#### **CASELET-II**

India's growth strategy for energy has shifted from being led by the private sector-led approach. The public sector companies which were considered laggards till a few years ago-as the private sector implemented aggressive targets with vigour-are now in the driving seat.

State-run oil marketing companies are slated to set-up the country's largest refiner and they continue to dominate the fuel retail business despite the sector opening up. Even in the power sector, chronically sick electricity boards are on the revival path and NTPC continues to expand even as privately owned generation companies are limping. "This is a heavily capital intensive space and no many companies have the financial strength to expand. Only public sector enterprises with deep pockets have the wherewithal to invest on expansion," said senior Vice-President and Co-head, corporate ratings, ICRA. "The private sector may take another three-four years to repair their balance sheets to be back in the reckoning."

While PSUs' performance picking up is a big positive, critics feel that for long-term growth, steps need to be taken to get the private sector back in the ring. "We still have a strong case for private sector participation, but for that to happen, the problems on the ground need to be resolved. It would be an unfortunate mistake to break the momentum of the private sector. There are ongoing arbitration cases worth thousands and so many other issues.

The government needs to solve these issues and facilitate investment by private firms instead of only focusing on public sector investment," said CEO of the Mohali Campus and Deputy Dean of the Indian School of Business. Oil and Gas Minister has been talking about how the fall in crude prices presents an opportunity for domestic energy companies as service providers are cutting costs. Indian state-run oil companies have bucked the trend by going ahead with their expansion plan at a time when most energy companies have cut capex, Essar Energy is holding back capex plans and is also believed to be exploring cost-saving measures. Reliance Industries continues with its capex plans, but the company's key focus is on expanding its broadband network. RIL and Cairn are also entangled in battle with the government, a situation that doesn't augur well for their expansion plans. "The fall in crude prices has created more fiscal headroom for investment and investment by the public sector will help kickstart the slowed down economy. The Indian economy on the whole is operating at 65% utilization, and unless this rises to 80%, the private sector is unlikely to restart investment," said senior director-consulting at Deloitte Touche Tohmatsu India.

136. Energy sector is a heavily capital intensive space.

**Ans: (b)**

137. There should be a long-term growth.

**Ans: (d)**

138. There are ongoing arbitration cases worth thousands of private sector.

**Ans: (b)**

139. There has been fall in crude prices.

**Ans: (c)**

140. There will be a kickstart in the slowed down economy.

**Ans: (d)**

### **CASELET-III**

The steep fall in oil prices have helped reduce the cost of developing and maintaining oilfields by at least 40% but Oil and Natural Gas Corp (ONGC) is unable to gain from this. Reason : Lack of discretion. Oil majors have deferred investments and cut costs, but ONGC, being a state form, can't fire people or renegotiate contracts easily. Most of its contracts are written with an intent of not allowing discretionary powers to executives to change the terms midway. This means terms are fixed for the duration of the contract and can be negotiated only at renewal. This is what is happening. The rates for rigs or other equipment and services needed for exploration and production in the oilfields have crashed across the globe as the oil glut forces companies to shelve projects and cut capital expenditure. This is already benefitting many oil providers, terminating or deploying them at far lower rates. But

for ONGC, the gain have been slim this fiscal year as it can't rework contracts underway and must wait for the renewal.

In 2016-17, the company hopes to save about 20-25% of its costs as more contracts are now due for renewal, a senior company executive said. By contrast, Cairn India, a private firm controlling a quarter of the country's crude oil production, started a massive cost reduction exercise at the beginning of the last year, about 6 months after the crude oil prices had started tumbling from a peak of \$115. It fired more than 300 people, terminated several rigs and renegotiated lower rates for many services. The absence of this flexibility to a state firm is surely a disadvantage when rates keep falling. "But we also escape its flipside when the prices are rising," said another senior company executive. When the commodity cycle is on an upswing, ONGC can keep its rates stable for the entire term of the contract, usually 3 years.

141. There is a steep fall on oil prices.

**Ans: (b)**

142. Most of the contracts of ONGC are written with an intent of not allowing discretionary powers to executives to change the terms midway.

**Ans: (c)**

143. The rates for rigs or other equipment and services needed for exploration and production in the oil fields have crashed across the globe.

**Ans: (c)**

144. ONGC hopes to save about 20-25% of its cost.

**Ans: (a)**

145. Cairn India started a massive cost reduction exercise at the beginning of the last year.

**Ans: (c)**

#### **CASELET-IV**

Huawei, China's biggest telecom devices company, has set its eye, its eyes on India. The company, which sold a little over 100 million devices last year globally and lagged only Samsung and Apple, said India is one of the key markets where it wants to grow and the expansion plan will include possibility of having a manufacturing presence in the country. Huawei joins a growing list of major Chinese makers who are ageing the fast-growing Indian mobile handset market companies such as Xiaomi, Oppo and Vivo are likely banking on the Indian market for the next phase of growth, as the country looks set to overtake the US and emerge as the second biggest smartphone market (behind only China).

"India is a strategic, and a critical market for us," George Zhao, President of Huawei's 'Honor' smartphone range said "we are confident on the potential of the Indian smartphone market and will be increasing our investments and product range going forward." The company is likely to decide on a local manufacturing base as a first step. The Union Budget last year had given an excise benefit of nearly 12% to those making locally and this has prompted companies to make in India, in line with the power pitch to boost local manufacturing "We are evaluating aspects related to local manufacturing.

We may either it them a contract” arrangement or through an independent set up. This is still being finalized, Zhaq said. The focus of Huawei will also be to boost sales of ‘Honor’ band, which may originally started as an ‘online only division’, but is gradually being pushed through the offline channels as well. The company is taking to mobile operators. Such as Reliance Jio and Airtel ‘Honor’ is one of the fastest growing business for us and closed. Last year with \$ 6 billion in sales against just \$ 100 million in 2013. We will provide localized devices which are in synch with conditions in the Indian market, “an official said Huawei sold around a million devices in India last year and hopes for an exponential growth in the coming years. “We have an R & D set-up in India which understands what the Indian consumers want.”

146. Huawei wants to have a manufacturing presence in India.

**Ans: (a)**

147. India is set to emerge as the second biggest smartphone market (behind only China).

**Ans: (d)**

148. Huawei is confident on the potential off the Indian sales market.

**Ans: (c)**

149. The union budget last year had given an excuse benefit of nearly 12% to those making locally.

**Ans: (b)**

150. Huawei hopes for an exponential growth in the coming years.

**Ans: (a)**