

Q #02

PRECIS:

## Futility of Unrealistic Commercials

Disregarding annoyed viewers, television commercials continue to be unrealistic despite their futility. Because they are out of touch with reality, commercials are looked upon either as humorous or outrageous. Interestingly, these vexing clips in no way promote the advertised products. Probably, one reason of such wasteful resource allocation is viewership of a channel. It is enticing for the manufacturers to acquire exposure. Nonetheless, these advertisements are merely watched for fun or simply due to their inevitability as they cannot be skipped.

(WORD COUNT). Passage: 258

Precis: 83

TIME ALLOWED: THREE HOURS  
PART-I(MCQS): MAXIMUM 30 MINUTES

PART-I (MCQS)  
PART-II

MAXIMUM MARKS = 20  
MAXIMUM MARKS = 10

- NOTE: (i) Part-II is to be attempted on the separate Answer Book.  
(ii) Attempt ALL questions from PART-II.  
(iii) All the parts (if any) of each Question must be attempted at one place instead of at different places.  
(iv) Write Q. No. in the Answer Book in accordance with Q. No. in the Q.Paper.  
(v) No Page Space be left blank between the answers. All the blank pages of Answer Book must be crossed.  
(vi) Extra attempt of any question or any part of the question will not be considered.

2. Write a précis of the following passage and suggest a suitable title: (20)

Despite complaints from viewers, television commercials are not getting any more realistic. Their makers continue to present idealized people in unreal situations. The wide gaps between their fanciful depiction and the mundane realities of life in most cases make them appear funny as well as repulsive. A footballer suddenly starts scoring goals after consuming a particular energy-drink. A would-be groom avoids hugging his father-in-law because he recalls not having used a particular shampoo that morning. A busy manager leaves an important meeting to grab a dozen packets of his favourite cookies, and so on. The advertisers also persist in showing a version of male-female relationships that can hardly exist in two households in an entire city. A wife panics simply because a meddling neighbor points out that her husband's shirt is dirty, while another fears for her marriage because her finicky husband doesn't like her coffee. What do the advertisers know about us, or how we see ourselves, that make them continue to plunge millions of dollars into these kinds of commercials? They probably don't know that these glamorous and noisy clips in no way promote the product for which they are aired. The reported number of viewers may be heartening and tempting for the manufacturers of the products. It might also be the main reason for them to keep on hiring the advertisers for promoting these products. In fact, however, these advertisements are mostly watched either to laugh at, or because the viewers are unable to skip them by changing the channel as soon as they start.