

Mock Test Series Batch-1(Online)
CSS-2024 (Jan 2024)
English Précis & Composition Test-1
Total Marks: 50

Test-1

Q.1. Make a precis of the following passage; also suggest a suitable title. (15+5 = 20)

I do not think there is anything deserving the name of society to be found out of London and that for the following reason. London is the only place in which each individual in company, is treated according to his value in company, and to that only. In every other part of the Kingdom, he carries another character about with him, which supersedes the intellectual or social one. It is known in Manchester or Liverpool what every man in the room is worth in land or money, what are his connections and prospects in life—and this gives a character of servility or arrogance, of mercenariness or impertinence to the whole of provisional intercourse. You laugh not in proportion to a man’s wit but his wealth. You have to consider not what, but whom you contradict. You speak by the pound and are heard by the rood. In the metropolis there is neither time nor inclinations for these remote calculations.

Every man depends on the quantity of sense, wit or good manners he brings into society for the reception he meets with, in it. A member of the parliament soon finds his level as a commoner. The merchant and manufacturer cannot bring his goods to market here: the great landed proprietor shrinks from being the lord of acres into a pleasant companion or a dull fellow. When a visitor enters or leaves a room it is not enquired whether he is rich or poor, whether he lives in a garret or a palace or comes in his own or a hackney coach, but whether he has a good expression of countenance, with an unaffected manner, and whether he is a man of understanding or a blockhead. These are the circumstances by which you make a favorable impression on the company, and by which they estimate you in the abstract. In the country, they consider whether you have a vote at the next election or a place in your gift, and measure the capacity of others to instruct or entertain them by the strength of their pockets and their credit with their banker. Personal merit is at prodigious discount in the provinces. I like the country very well, if I want to enjoy my own company, but London is the only place for equal society, or where a man can say a good thing or express an honest opinion without subjecting himself to being insulted, unless he first lays his purse on the table to back his pretensions to talent or independence of spirit.

Q.2. Read the passage carefully and answer the questions that follow. (20)

When it came to promoting its new video-game console, the Wii, in America, Nintendo recruited a handful of carefully chosen suburban mothers in the hope that they would spread the word among their friends that the Wii was a gaming console the whole family could enjoy together. Nintendo thus became the latest company to use “word-of-mouth” marketing. Nestlé, Sony and

Philips have all launched similar campaigns in recent months to promote everything from bottled water to electric toothbrushes. As the power of traditional advertising declines, what was once an experimental marketing approach is becoming more popular. After all, no form of advertising carries as much weight as an endorsement from a friend. “Amway and Tupperware know you can blend the social and economic to business advantage,” says Walter Carl, a marketing guru at Northeastern University. The difference now, he says, is that the internet can magnify the effect of such endorsements. The difficulty for marketers is creating the right kind of buzz and learning to control it. Negative views spread just as quickly as positive ones, so if a product has flaws, people will soon find out. And Peter Kim of Forrester, a consultancy, points out that when Microsoft sent laptops loaded with its new Windows Vista software to influential bloggers in an effort to get them to write about it, the resulting online discussion ignored Vista and focused instead on the morality of accepting gifts and the ethics of word-of-mouth marketing. Bad buzz, in short.

BzzAgent, a controversial company based in Boston that is one of the leading exponents of word-of-mouth marketing, operates a network of volunteer “agents” who receive free samples of products in the post. They talk to their friends about them and send back their thoughts. In return, they receive rewards through a points program—an arrangement they are supposed to make clear. This allows a firm to create buzz around a product and to see what kind of word-of-mouth response it generates, which can be useful for subsequent product development and marketing. Last week BzzAgent launched its service in Britain. Dave Balter, BzzAgent’s founder, thinks word-of-mouth marketing will become a multi-billion-dollar industry. No doubt he tells that to everyone he meets.

Questions:

- Q1. What is the experimental approach discussed in the passage? (4)
- Q2. What can we infer from Walter Carl’s statement? (4)
- Q3. What is the effect of the internet on Word-of-mouth marketing? (4)
- Q4. According to Peter Kim, what happened to Microsoft’s marketing campaign for Vista? (4)
- Q5. What is the challenge for the marketers? (4)

Q3. Choose the word that is most SIMILAR in meaning to the Capitalized word. (10)

- 1. BURNISH (a) Tarnish (b) Dull (c) Polish (d) Praise
- 2. TACIT (a) Assumed (b) Expressed (c) Conformist (d) Penitent
- 3. BANAL (a) Provocative (b) Stale (c) Fresh (d) Degrade
- 4. FOMENT (a) Provoke (b) Demote (c) Upgrade (d) Placate
- 5. ABASE (a) Boost (b) Lower (c) Polish (d) Improve
- 6. QUELL (a) Surrender (b) Compliment (c) Repress (d) Cheer
- 7. EXPLICIT (a) Literal (b) Suggested (c) Criticism (d) Affable
- 8. SANCTION (a) Prohibit (b) Certify (c) Encourage (d) Praise
- 9. PENITENT (a) Apologetic (b) Unrepentant (c) Lively (d) Conformist
- 10. WARY (a) Heedless (b) Careful (c) Rebel (d) Spur
