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**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

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**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 renounced 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



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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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