

MICA Paper Year2003

Time: 90 minutes

Instructions

Do not write anything on the question paper. Read each question carefully and write your answers only in the answer booklet in the space provided for each question. Use the last page of the answer booklet for rough work. Use only **HB pencil** to write your answers.

Section A

Directions for questions 1 and 2

Explain the key message of the following paragraphs in two lines. Use the space given in the answer booklet.

1. "For us it is above all a question of changing purpose and function of music. Not by using more and more intoxicating devices, but by using devices in a more reasonable way. What we have to do is clarify the emotions of our listeners and not confuse them. The worst thing I can think of is music that causes emotional confusion. Even that archaic, intoxicating 'musical' element, which all music contains, must be utilized consciously and not spontaneously." (Hanns Eisler)
2. "The poet didn't scare off when they said he was a rebel. Poetry is rebellion. The poet was not offended when he was called subversive. Life transcends all structures, and there are new rules of conduct for the soul. The seed sprouts anywhere, all ideas are exotic, we wait for enormous changes everyday, we live through the mutation of human order avidly and spring is rebellious." (Pablo Neruda)
- 3.

Directions for questions 3 to 6

The Table given below presents the data on the Japanese Direct Foreign Investment by Industry. Based on the data, select the correct answers from the options given under each question. Enter the alphabet against the question number in the answer booklet.

Table: Japanese Direct Foreign Investment by Industry
Total Investment from 1951-1988

	Billions of Dollars	Percent of Total
Manufacturing	49.8	26.7
Mining	13.9	7.5
Commerce	20.0	10.7
Finance and Insurance	41.9	22.5
Real Estate	20.6	11.1
All Others	40.2	21.6
TOTAL	186.4	100.0

Source: Japan External Trade Organization, Nippon 1990 Business Facts and Figures

4. The pattern of Japanese investments is concentrated in the:
 - (a) Primary sector
 - (b) Secondary sector
 - (c) Tertiary sector
 - (d) Primary and tertiary sector

5. The area where maximum Japanese FDI's are located is in:
 - (a) Mining
 - (b) Manufacturing
 - (c) Real estate
 - (d) Finance

6. The percentage constitution of the tertiary sector segment is:
 - (a) 33.2
 - (b) 36.7
 - (c) 28.2
 - (d) None of the above

7. Please plot the data of the above table in a graph. Use the space given in the answer booklet.

Directions for questions 7 and 8

Read the following paragraph carefully and answer the questions given as under. Use the space given in the answer booklet.

The Accident Scene

A truck has collided with a car. The car happens to belong to a local politician who is injured along with his driver. There is commotion all around. People are asking about the identity of the truck driver – who was he, which company did he work for, where was he going, what was he carrying, is this his normal route, what clothes was he wearing, what religion did he belong to, was he carrying any weapon, where did he live, how serious is his condition, will he be able to talk etc. People are also talking about the politician, his life, his work, his friends, his party politics, his enemies, his family and so on. Party workers have arrived on the scene and some are rushing towards the hospital.

7. Imagine yourself as a TV reporter – You have to report this accident live on air for viewers: Write a short paragraph on the scene and what would you say to maintain the interest of the viewers. Use the space given in the answer booklet.

8. Imagine you were telecasting the news from New Delhi, and talking on phone to your reporter who is present at the scene of the accident. List three questions that you would ask the reporter. Use the space given in the answer booklet.

Directions for questions 9 to 12

Read the following paragraph and answer the questions given as under. Enter the alphabet against the question number in the answer booklet.

In particular, economic news coverage - specially, emphasis upon favorable or unfavorable developments or indicators - may help shape evaluations of presidential job performance because it provides citizens with socio-tropic criteria on which to judge the president. Scholars repeatedly have found that voters do not evaluate economic conditions through their own pocketbooks, focusing instead on national economic conditions. Although the informational demands of monitoring the state of economy seem great, Kinder and Kiewiet (1981) suggest, "Voters must only develop rough evaluations of national economic condition". Thus, news media may either help "construct" a picture of the national economy through their reporting or function as a "conduit" through which economic information reaches citizen. Regardless, coverage linking the President to economic conditions may be a predominant influence on citizens' assessments of political performance.

9. The criteria to evaluate the performance of the nations' top executive is usually:
- Coverage of micro-economic condition
 - Coverage of macro-economic condition
 - None of the above
 - Both a) and b)
10. In terms of economic news the media helps:
- In providing a representative picture of the economy
 - In serving as a filter for information
 - None of the above
 - Both (a) and (b)
11. The essence of the above paragraph is:
- Examination of media and its reportage of the economy
 - Voter behaviour vis-à-vis media coverage of the economic condition
 - Role of the executive
 - None of the above
12. Explain the key message of the above paragraph in a visual form, which can be a drawing, table, chart or graphs. As a second choice, you may suggest a headline that captures the essence of the paragraph.

Directions for questions 13 to15

Read the statements given below and state what would you say to deal with the person making each of the following statements? Write your answer in the given space in the answer booklet.

13. " Things are getting tough today and I have problems from all corners. Customers are complaining, my own people are leaving and there are several legal suits pending. I am not able pay attention to my family and my son is very unhappy about everything. I do not know what to do and I can not even sleep well."
14. " I am now losing interest in what I am doing. I do not find it challenging at all. In fact, I find it disgusting even to go to office. I am always late to office and there is a clear fall in my performance at the job and I have already been warned by my boss."
15. "I actually want to do something significant at the job. But I just cannot get any ideas. I am working hard but even then my colleagues often misunderstand me. I sometimes lack confidence and cannot assert myself with other people. They sometime take undue advantage of me. Quality of my life has not changed much for the past ten years. In fact, it is getting worse day by day as my expenses at home are on the increase and there is no improvement in my income."

Directions for questions 16 to 20

Part 'A' consists of the proverbs. Part 'B' are some the statements that explain the meaning of the proverbs. . Please choose the correct answers from part 'B' and enter the alphabet against the question number in the answer booklet.

Part 'A'

- Do not cross bridges until you get to them.
- He who rides the tiger cannot dismount.
- A change of pastures makes fat calves.
- Beauty is only skin deep.
- The harder the storm, the sooner it's over.

Part 'B'

- a. A tiger cannot change its stripes.
- b. The grass is always greener on the other side.
- c. A woman may paint her face but not her soul.
- d. Do not burn bridges ahead of you.
- e. It's most calm after a storm.
- f. Bigger problems are solved sooner than the small ones.
- g. Character is more important than the outward appearances.
- h. Do not worry about your troubles till they come.
- i. A risky venture is often hard to get free of.
- j. New experiences stimulate people.

Section B**Directions for questions 21 to 40**

Items listed in Part 'A' are the popular slogans that appear in media frequently in relation to various products and companies, names of dances, festivals and other well known things associated with places. The Part 'B' provides you the choices of right answers. Please choose the correct answers from part 'B' and enter the alphabet against the question number in the answer booklet.

Part 'A'

- 21. "When you really mean it"
- 22. "I'm an Indian"
- 23. 'India's family store'
- 24. 'Hutch'
- 25. 'Black stands out'
- 26. "Palat meri jaan"
- 27. "Whistle and win contest"
- 28. 'Magazine of the new economy'
- 29. "Here Today Here Tomorrow"
- 30. "We Know India Better"
- 31. "Want a friend who's always by your side?"
- 32. "With us, you're sure"
- 33. Carnival
- 34. Pongal
- 35. Puskhar fair
- 36. Garba Dance

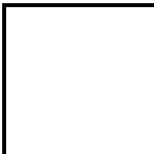
- 37. Bhangra Dance
- 38. Onam festival
- 39. The great temple of the sun-god
- 40. Jahangir Art Gallery**

Part 'B'

- a) Archies
- b) LIC
- c) Pantaloons
- d) Compaq
- e) Essar Cellphone
- f) Business India
- g) Tata – Indicom
- h) Goa
- i) Punjab
- j) Kerala
- k) Konark
- l) SBI Life
- m) Rajasthan
- n) Pizza Hut
- o) Prestige
- p) Business world
- q) AT&T
- r) Mumbai
- s) Domino's Pizza
- t) Tamil Nadu
- u) Big Buzz
- v) Gujarat
- w) The Times of India
- x)

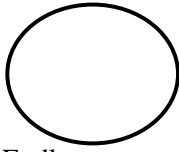
Directions for questions 41 to 45

Please attach a meaning to each form from the given choices and enter the alphabet against the question number in the answer booklet.

41. 

- a) Interesting
- b) Dynamic
- c) Wow
- d) Reliable

42.



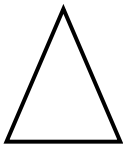
- a) Endless
- b) High energy
- c) Unstable
- d) Kinky

43.



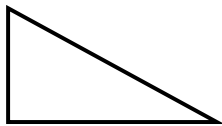
- a) Direction
- b) Focus
- c) Conventional
- d) Hi tech

44.



- a) Tension
- b) Rhythmic
- c) Marriage
- d) Spiritual

45.



- a) Messenger
- b) God
- c) Friend
- d) Enemy
- e)

Directions for questions 46 to 50

Part 'A' consists of the names of symbols. Part 'B' provides meaning of these symbols. Select the correct answer from Part 'B' and enter the alphabet against the question number in the answer booklet.

Part 'A'

- 46. Dharamchakra
- 47. Ek Onkar
- 48. Full Moon
- 49. Peepal
- 50. Snakes

Part 'B'

- a) God is one
- b) The eight rules of living
- c) Cosmic Creation
- d) Romance and Beauty
- e) Eternal life
- f) Energy

Section C

Directions for questions 51 to 54

Generate as many offbeat/unconventional solutions as you may think of (no matter how impractical these may seem to you) to the following problems. Use the space given in the answer booklet.

51. “The Indian Administrative Services take in bright and idealistic young people but within ten years they are left with nothing but cynicism and conformity.”
52. “Our cycle has always enjoyed a reputation for a quality born out of sophisticated manufacturing technology that was imported. Over the course of years, bicycle technology in the country has become indigenised and cheaper with attendant loss of quality and reliability to a certain degree. Our main competitors are using indigenised technology and are selling their cycles at a much cheaper price. The consumers acknowledge our higher quality level but refuse to accept the extra price that it implies. In other words, the extra quality that our sophisticated technology gives is, in their views, not worth the extra price.”
53. “Cricket as a game has now increasingly become dull. More and more people watch the cricket game casually. Something needs to be done to make the game more exciting and interesting.”
54. “Most universities in our country are increasingly becoming irrelevant in the current context of revolution in information and communication technology. Most teachers in universities have no concern about the deteriorating educational standards.”

Directions for questions 55 to 58

Write down as many different uses as you may think of for the following objects. Use the space given in the answer booklet.

55. Rose
56. Old clothes
57. Stapler
58. Spoon

Directions for questions 59 to 62

Write down as many ideas that you may think of to improve the following systems/products in our country. Use the space given in the answer booklet.

59. Indian Telephone services
60. Traffic system
61. Caste System
62. Marriage System in India

Directions for questions 63 to 66

Write down as many consequences as you may think of to the following problems. Use the space given in the answer booklet.

63. Deteriorating standards of education in schools in India.
64. War on Iraq
65. Disinvestment policy of the Government of India
66. Child Labour in Indian Industry

