

Quiz Date: 16th March 2020

Directions (1-12): Each of the following questions has a paragraph from which one sentence has been deleted. From the given options, choose the sentence that completes the paragraph in the most appropriate way.

Q1. Faced with declining circulation, many US newspapers are trying to engage readers by allowing them to respond to news stories online. But the anonymity of the Internet lets readers \_\_\_\_\_ that would never be allowed in the printed paper. Some ethnic groups were told to "go back where you came from" while one was singled out for comparison with insects.

- (a) Such rants have long been a part of
- (b) Post obscenities and racist hate speech
- (c) Could tell one person at the water cooler
- (d) In the old days were upset about something
- (e) None of these

Q2. A group of Taiwan scientists have developed an environmentally friendly form of rewritable electronic paper that works without electricity. Unlike the e-book technology now available on the market, the rewritable e-paper called "i2R e-paper" \_\_\_\_\_ and therefore does not consume electricity, according to the island's top industrial research unit Industrial Technology Research Institute.

- (a) Trees can be saved with this product
- (b) Can write on such paper for up to 260 times
- (c) Transmitting images onto the flexible
- (d) Does not need to be back lit
- (e) None of these

Q3. The personal data protection Bill, to be tabled in Parliament next week, is likely to retain exemptions for journalists suggested by the Justice BN Srikrishna panel, providing them the freedom to write news reports or opinion pieces that might contain "sensitive personal data." Journalists will have to \_\_\_\_\_ put down by the Press Council of India or "any media self-regulatory organisation," the draft of the Bill had said, and top officials in the government said.

- (a) Specifically sought the information & broadcasting
- (b) Know of the matter, exemption to journalists
- (c) Comply with the code of ethics
- (d) Functions of state during a health emergency
- (e) None of these

Q4. Deal making at one of leading service provider for e-publishing business — Scientific Publishing Services (SPS) has entered the last leg with the Philippines headquartered SPi Global \_\_\_\_\_, of InfosysNSE 1.77 % and WiproNSE -0.85 %. Privately held SPS, part of the Springer Nature group of Germany operates a 3,500 seat e-

publishing services operations, with Chennai being its largest market followed by Trichy — 350 km south of Chennai. It also has a small presence.

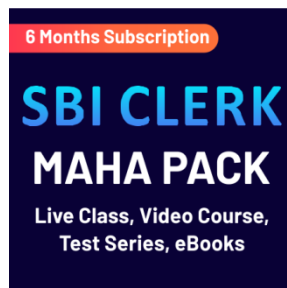
- (a) End to end services for
- (b) Having its nose ahead
- (c) Ended the fiscal with revenue
- (d) Talks are progressing with
- (e) None of these

Q5. Integrated media agency Madison Media planned and executed an innovative multi-media campaign for Tata Salt on the occasion of 'World Iodine Day', October 21. Madison Media built the campaign on the thought of the 'Missing!' conceptualised by Tata Salt and their creative agency Ogilvy. Madison Media got media partners across TV, Print and Digital to come together and make \_\_\_\_\_.

- (a) Editorial changes to make the campaign a huge success
- (b) Highlight the importance of Iodine in their nutrition
- (c) Wanted to emphasize the importance of having a balanced diet
- (d) Execute this campaign across media in record time
- (e) None of these

Q6. The Centre has integrated DigiLocker -the country's first secured cloud-based platform for the storage, issuance and verification of documents -with the Driving Licence & Vehicle Registration System of the road transport ministry. It's the biggest integration of a govt department with DigiLocker since its launch last year. It will \_\_\_\_\_ carrying licences & vehicle papers, which can be accessed on phones using the DigiLocker app.

- (a) Spare people the trouble of
- (b) Download their UAN, PPO through
- (c) Be available in the government's
- (d) Allow you to store the copies of
- (e) None of these



Q7. The Uttarakhand government has swung into action to adopt the Mining Surveillance System to check illegal mining activities across the state. Under this system, developed recently by the union mines ministry, the state's mining department would be in position \_\_\_\_\_satellite technology. The state government is also considering the use of drones in its proposed campaign against illegal mining.

As per the new action plan, the state government will soon set up Geo Informatics Cell to collect every information relating to mining activities across the state.

- (a) Department will also endure proper audit
- (b) To install CCTV at every exit and entry points
- (c) To develop surveillance network using latest
- (d) For creating a secret fund to prompt locals to
- (e) None of these

Q8. Even as there is a huge chatter around digital engulfing everything else, the power and the reach of print continues to remain formidable. Times Group's Power of Print (PoP) initiative has got some of the best creative brains to judge the entries in the competition's maiden edition as the judgement day comes closer. 'Power of Print', an initiative by the Times Group is providing communications professionals across the country a chance to become masters of the art of print advertising. The uniquely designed program is meant to

\_\_\_\_\_ to effect real change.

- (a) Harness the power of print media
- (b) Meet the objective if getting girls
- (c) All the doomsayers and naysayers
- (d) Keeping recreating print in different forms
- (e) None of these

Q9. Selling apartments online in large numbers may continue to be a distant dream for realty developers, but some have started using social media to reach out to potential customers. Digital marketing is gaining hold with developers who have realized that homebuyers are finding \_\_\_\_\_ before physically checking out the short-listed properties. Builders are increasingly forming alliances with Facebook and Google to help connect with homebuyers through personalized messages to right audience and they seem to be getting better visibility and results.

- (a) With plenty of information about its project online
- (b) Through virtual tours and videos are unavailable
- (c) It convenient to explore various options virtually
- (d) That assist buyers in their buying decisions
- (e) None of these

Q10. Even in a sluggish economy, start-ups helped spawn the gig economy that created jobs and new ways of working and sharing. However, the gig economy is seeing challenges because of the Covid-19 scare — especially as delivery personnel are highly exposed to the environment. In a “response note”, online grocer BigBasket said warehouse employees handling fruits and vegetables use disposable masks and gloves. Workers are being

\_\_\_\_\_ with sanitizers and delivery staff with disposable gloves that are changed after every delivery.

- (a) Daunting task as it has monitor gig workers from multiple
- (b) Scanned for any symptoms and offices have been equipped
- (c) Collectively responsible to make a great deal of difference in

- (d) Offered an email collaboration platform and has seen an
- (e) None of these

Q11. As a habit, Tom Joseph, 50, bathes twice a day. This routine makes him reach for the geyser switch at least four times daily. A couple of months ago, Joseph bought a smart plug and his life changed. Today, he doesn't have to bother about switching the machine on or off. It is programmed to function for an hour at 7:00 am and then at 7:00 pm. The smart plug also responds to voice commands. So Joseph, based in the National Capital Region, gets hot water whenever he asks for it. Impressed by the technology, Joseph has now retrofitted his old air conditioner and TV to make them smart. He now

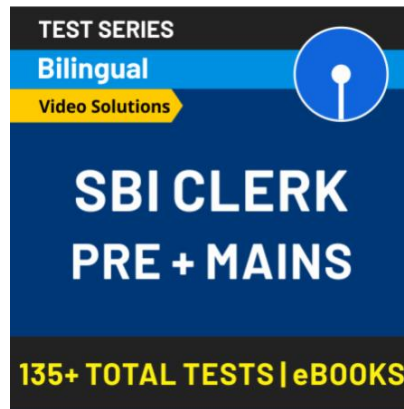
\_\_\_\_\_, instead of depending on manually operated remote controls for each.

- (a) Likes the devices to know what he wants such as AC
- (b) Is excited about get rid of mundane tasks
- (c) Is comprising of networked devices and relates services
- (d) Uses a voice-enabled remote to control all these equipment
- (e) None of these

Q12. Great Scott, it's actually 2015 now — two years and a bit over the deadline for the end of the world according to the ancient Mayans' predictions! So it may be germane to recall that the 1989 cult film Back to the Future II did get a few assumptions right about this year. Though Jaws is still very far away from its 19th sequel, the US still does not have a woman president and Pepsi still has not achieved vitamin-enriched perfection — highlights of the period that Michael J Fox's character Marty McFly propels himself forward into — the film's creators must be complimented for anticipating Google Glass, not to mention Skype and FaceTime. In that context,

\_\_\_\_\_ of smartphones, tablets and even e-papers is quite inexplicable.

- (a) It supposedly teleported into the future only on
- (b) Interested manufacturers still have time to make
- (c) Its inability to predict the invention and spread
- (d) Could well materialize, flying cars even fuelled by
- (e) None of these



### Solutions

S1. Ans. (b)

Sol. **“post obscenities and racist hate speech”** completes the paragraph in the most appropriate way. Hence, **option (b)** is the right answer choice.

S2. Ans. (d)

Sol. **“does not need to be back lit”** completes the paragraph in the most appropriate way. Hence, **option (d)** is the right answer choice.

S3. Ans. (c)

Sol. **“Comply with the code of ethics”** completes the paragraph in the most appropriate way. Hence, **option (c)** is the right answer choice.

S4. Ans. (b)

Sol. **“Having its nose ahead”** completes the paragraph in the most appropriate way. Hence, **option (b)** is the right answer choice.

S5. Ans. (a)

Sol. **“editorial changes to make the campaign a huge success”** completes the paragraph in the most appropriate way. Hence, **option (a)** is the right answer choice.

S6. Ans. (a)

Sol. **“Spare people the trouble of”** completes the paragraph in the most appropriate way. Hence, **option (a)** is the right answer choice.

S7. Ans. (c)

Sol. **“To develop surveillance network using latest”** completes the paragraph in the most appropriate way. Hence, **option (c)** is the right answer choice.

S8. Ans. (a)

Sol. **"Harness the power of print media"** completes the paragraph in the most appropriate way. Hence, **option (a)** is the right answer choice.

S9. Ans. (c)

Sol. **"It convenient to explore various options virtually"** completes the paragraph in the most appropriate way. Hence, **option (c)** is the right answer choice.

S10. Ans. (b)

Sol. **"Scanned for any symptoms and offices have been equipped"** completes the paragraph in the most appropriate way. Hence, **option (b)** is the right answer choice.

S11. Ans. (d)

Sol. **"Uses a voice-enabled remote to control all these equipment"** completes the paragraph in the most appropriate way. Hence, **option (d)** is the right answer choice.

S12. Ans. (c)

Sol. **"Its inability to predict the invention and spread"** completes the paragraph in the most appropriate way. Hence, **option (c)** is the right answer choice.

