

## ESSAY MOCK TEST

Time Allowed: 3 hrs.

Max. Marks: 250

### Instructions to Candidate

- Both sections are compulsory.
- Attempt one essay from each section.
- Each essay carries 125 marks.
- Write each essay in about 1000-1200 words.
- After finishing the first essay, attempt the next on a fresh Page.
- Any page left blank in the answer-book must be crossed out clearly.

(Examiner will pay special attention to the candidate's grasp of his/her material, its relevance to the subject chosen, and to his/her ability to think constructively and to present his/her ideas concisely, logically and effectively).

Name Ratan Kumar Jha  
Mobile No. [REDACTED]  
Date 5/10/2017  
Signature Ratan

1. Invigilator Signature [Signature]  
2. Invigilator Signature [Signature]

Remarks essay!

Not that material is less, but analysis is inadequate. Suggestions not attempted at all (value education, love and care, cooperation, honesty and integrity, being human and liberal)

A subject treatment

Suggestions could be more!

## SECTION - A

1. A great man is different from an eminent one in that he is ready to be the servant of the society.
2. History shows crisis either leads to solution or catastrophe.
3. Trust is the foundational principle that holds in all relationships.
4. Prayers come in variety of ways— Help me! Enlighten me! Emancipate me! Thank you.

## SECTION - B

1. Our outrage is not enough; we must take real and focused action to mend our societies' dramatic failures.
2. Industry revolution 4.0 has established that technology has become bigger than man and it needs serious attention.
3. A second opinion never hurts, not only in medicine, but also in politics.
4. Advertisement and its importance.

Trust is the foundational principle that holds in all relationships

India and china embarked on their journey together. During initial years, Indian prime minister pandit Jawahar Lal Nehru had a lot of trust in china. He believed that India and china

would determine Asia's future.

But 1962 Chinese incursion into Indian territory led to breach of trust between two Nations.

This breach of trust continues to relation linger in relationship between two countries.

Trust builds foundation of relationship at all levels - family, society, government, private sector, international and so on. Trust helps N

in building camaraderie, cooperation,

good working relation to achieve

goals. Lack of trust results

in doubt, suspicion, conflict.

violence which hinders peace and

good  
dono is  
controversial,  
focussed  
and  
relevant!

Remarks

prosperity.

Trust in family relationship

For a happy and prosperous family,

trust is prerequisite in husband-

wife-relation, parents-children

relation, siblings-relation. Lack

of trust in family results

in conflict, anxiety, disturbances.

Traditional joint family system

used to have a lot of trust.

shift towards nuclear family

is being caused by decline

in trust.

Trust between different groups in society

In society, different groups live

Remarks

together. Trust between these group help in avoiding conflict and achieving peace. It becomes very important for multi-ethnic and multi-religious countries like ours.

Our country witnessed partition at the time of independence because of lack of trust between two communities.

Communalism prospered due to trust deficit which led to participation. Communal violences are still witnessed sporadically across the country, which disturbs peace, prosperity and growth of the nation.

Remarks

Trust between government - citizen  
relationship

for smooth functioning of govern-  
ment, trust between government  
and citizenship in line-quality.

citizens will comply with law  
and ~~the~~ order, cooperate with  
government, participate in  
implementation of various  
policies and programme  
based on their trust in

government. A government  
lacking trust of people will  
face various obstacles. There  
will be a lot of chaos  
and conflict.

Rise of protest against  
government in India during  
2011-12 was due to declining  
trust people started losing  
trust because of lack of  
government's effort to contain  
corruption.

Successful opening of more than  
26 crore accounts under Jan-  
Dhan yojana has been successful  
 due to trust between government  
 and citizens.

Trust between centre and state  
relation

Trust between centre and state

~~is~~ is essential for  
Cooperative federalism. Successful  
implementation of governments

you have explained the importance of trust very well. Different areas have been discussed where trust matters. Flagship programme and achievement of shared national goal needs trust between Centre and States. Trust between results in better coordination, cooperation and compliance, which expedite execution.

But why trust is "foundational" principle is not discussed much. However, centre's interference in the form of imposition of president rule (Uttarakhand, Arunachal Pradesh) aggravates distrust and erodes trust deficit.

Remarks Foundational because

- (i) Trust is accumulation of many values and virtues — love, care, honesty, giving, support, motivation and inspiration.
- (ii) Trust is mutual and it sustains only if responded.



Trust between civil servants  
and political master -

civil servants work under  
government of various political  
parties, trust of political  
head in them becomes  
important for formulation and  
execution of policy and  
programmes. Trust helps in  
good working relationship between  
two and in achieving national  
goals.

Trust between politicians and

people  
politicians have to keep trust  
of people because they have  
have to go to people to

Remarks

ask for vote. - breach of  
 trust - results in erosion of  
 voter base.

Trust between civil servants and  
citizens -

civil servants have to develop  
 trust with people. Trust between  
 them result in better outcome  
 of government policies and

programmes. Trust brings  
participation of people in  
 the governance process.

Trust in fiduciary capacity -

In fiduciary capacity, clients  
 give a lot of information.

Remarks

for e.g. relationship between a client and a lawyer. Here lawyer has to keep all information Confidential. Similar is the case with doctors,

Pharmacists. Trust in such relationship is need to smooth functioning of society.

Trust in international relationship -

Trust helps in developing healthy and peaceful relationship

between Nations. First world war and second world war

which brought destruction was due to lack of trust between nations.

Remarks

In present scenario, problems in Syria, Myanmar, South-china sea have one of the causes similar - lack of trust.

Analyse;  
just telling about importance of trust in various areas will not make sense - it is all apparent for ex

prosperity of Europe, reduction in conflict in Europe after second world war have been achieved due to development

① What happens if trust is broken?

India - Pakistan problem and India

② why trust is broken?

China problem is largely driven by trust deficit. Each side suspicion others growing

(Greed, selfishness, military power, etc) marks suspicion, dominance, indifference, arrogance, indignity, ego, somebody etc.)

## Trust at workplace

Trust at workplace helps in developing good work culture. It values all employees towards achievement of organisation's goal.

Trust is sine qua non in all relationship, it should be strengthened and upheld by consistency, integrity, intellectual integrity and by avoiding hypocrisy.

Suggestions  
Trust building measures  
 - If trust is broken, how to react and respond?

Remarks

**GS SCORE**

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*Remarks*

Advertisement and its achievement

Remarks

## Advertisement and its Importance

Sohan got to know about Pradhan mantri Ujjawala yojana through a local daily in a remote village of Bihar. He informed this to his mother, who instantly applied for LPG connection. Now his mother did not have to go through of firewood collection.

Advertisement is done to reach out to people with information. It can be of any product of a private

Remarks



company or can be of  
government policies / programme or  
 can be of a political candidate  
 etc. Advertisement aims to  
Influence people, so three things  
 are very important in advertise-  
 ment. — Messenger, message and  
audience. Messenger is who, who  
 conveys message, if she can be a  
 trusted person, message is what  
 conveyed and audiences are those  
 people to whom advertisement is  
targeted. Success and failure  
 of advertisement depend on  
 these three things.

Importance of advertisement

Excellent!

Remarks

To change attitude of people

Government brings various advertisement for change attitude of people towards a cause. Swachh Bharat

Abhiyan is one such example.

In this programme, the purpose of government's Information, Education and communication campaign is to change attitude of society

towards Sanitation and open defecation. Advertisement is

Such campaign makes people aware about negatives of open-defecation and also counters

Remarks

prevalent myths of pollution and purity.

To make people aware about various aspects of a programme -

Government make people aware about various aspects of a programme

Advertisements of Ujjwal gojans,

Goods and service tax are

such examples in this category. V. good

people know various aspects such as eligibility criteria, <sup>connect</sup> <sup>awareness,</sup> <sup>people's</sup>

benefits etc under such advertisements. <sup>participa</sup> <sup>tion</sup> <sup>good</sup>

To advertise achievements of government

Government reach out to people

through its achievements so

as to keep trust intact.

connect  
awareness,  
people's  
participa  
tion  
good  
govt  
naive!

Remarks

It also helps government to counter simmering discontent against it. Such advertisements are done especially during election year.

Advertisement to fight various disease and epidemics -

Advertisements against dengue, malaria, Tuberculosis, AIDS fall in

this category. Advertisements

in this category make people

aware of various aspects of

these disease and also make

aware about how these

~~the~~ diseases could be prevented.

connect  
Awareness  
and info.  
V. good!

Remarks

Advertisement of a product →

Advertisement of a new product is done to create market for it to make people aware about various feature and to woo them to buy it, advertisement is done. It would be very difficult to reach out to people without advertisement.

Advertisement of a political candidate

in election → Advertisement in such case is done to reach out to voters and make them aware about manifesto of a candidate to seek votes.

Remarks

Advertisement creates job -

Advertisement creates many jobs directly and indirectly, especially for youths.

Advertisement industry is growing at healthy rate due to increasing importance of advertisement.

Very very relevant points!

Advertisement generates revenue -

Advertisement generates revenues, especially for local bodies,

which help them in taking

various developmental works.

However there are various negative aspects in advertisement -

Remarks

Commodification of women → many  
advertisement related to various  
products ~~commodify~~ women,  
which is against basic  
human values.

Very good: critique ↑

Advertisement reinforcing prejudices →

Advertisement of fairness cream  
reinforces prejudices and stereotyping  
prevalent in society, such  
advertisements are antithetical  
to progressive society.

misleading advertisement → false  
and misleading advertisements  
are done to woo consumers.  
Such products in long run  
affects and health and other.

Remarks

## aspects of consumers

Advertisement creates a high-level  
playing field for small scale  
industry —

Small Scale Industries, due to inability of making higher expenditure on advertisement are unable to compete with large firms. Small scale industries have to face this market disadvantage.

## paid news

paid news have become one of the major electoral practices in our country. Such news undermines principles of free

Remarks



and fair election and affects  
voters right to make informed  
choices.

conflict of interest

Advertisement sometimes create  
conflict of interest between  
government and media. Such  
things are not interest of  
- healthy functioning of democracy.

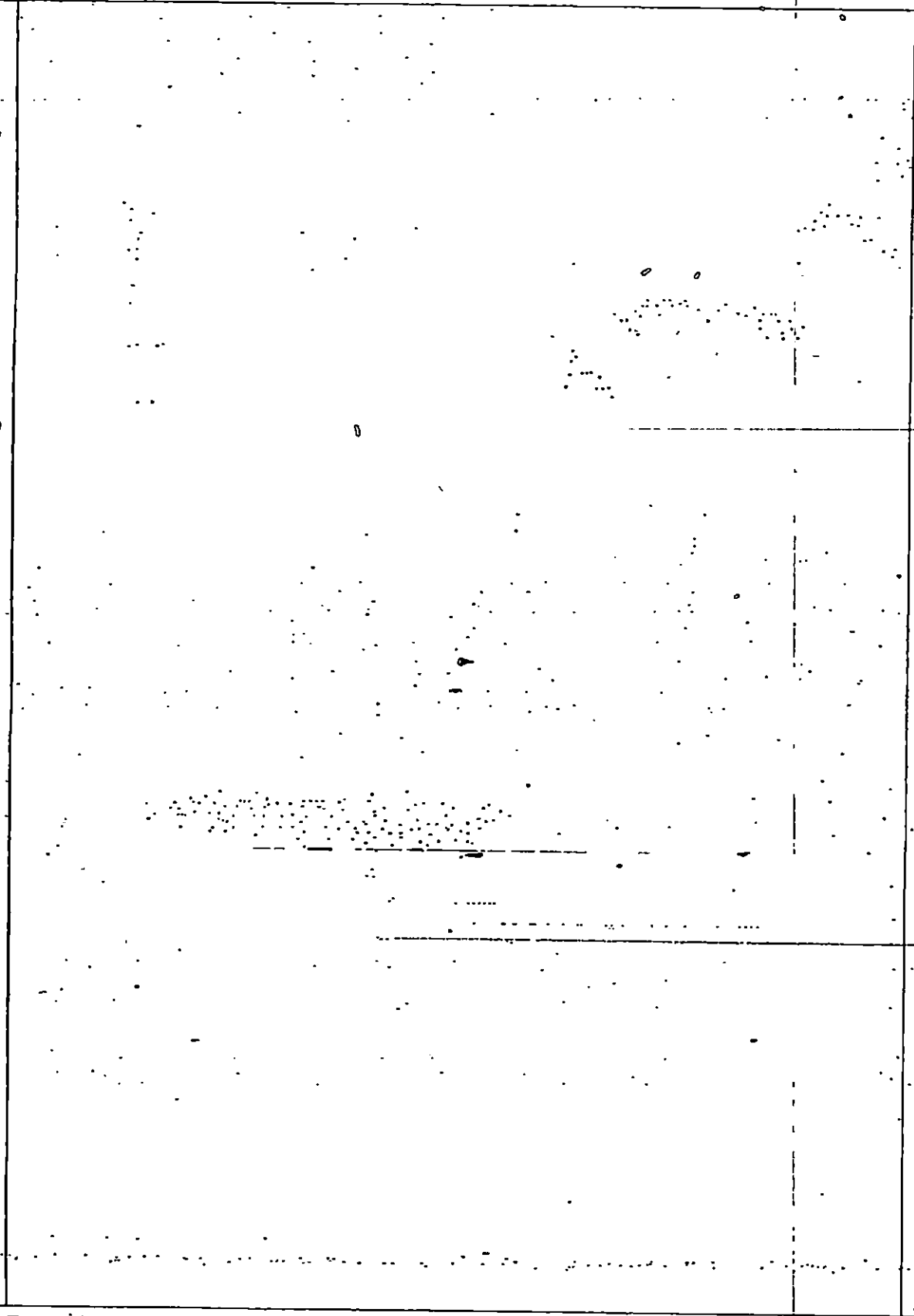
It affects media's independence  
- which leads affect constructive  
criticism of government policies  
and programmes.

Advertisement has various positive  
aspects for society and nation.  
However, it also has negative

Remarks

effects. The proper regulation should be brought to control its negative aspects such as paid news, misleading advertisement etc. Awareness generation of people to better understand negative aspects of advertisement is also needed for healthy advertisement.

Remarks



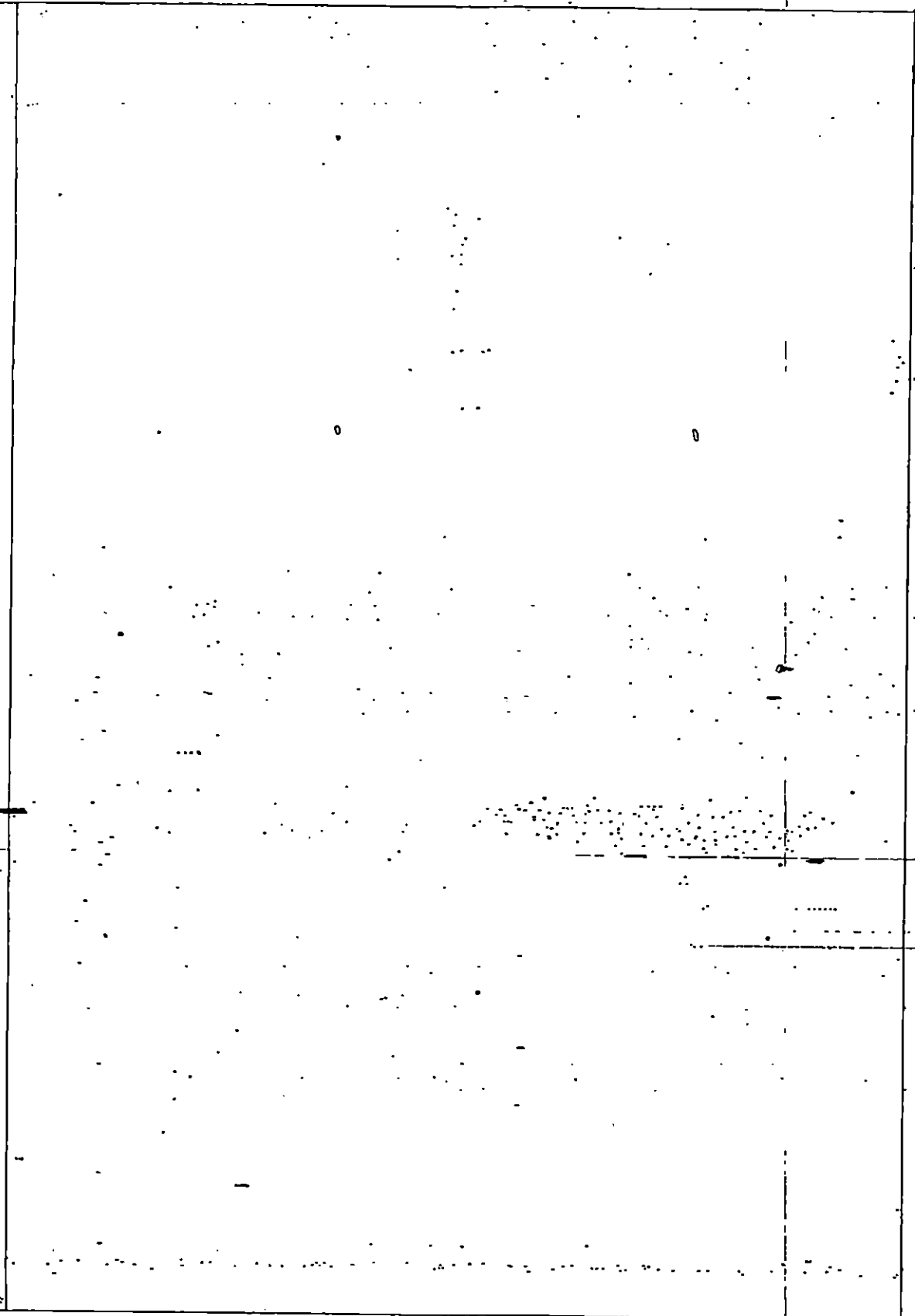
Remarks

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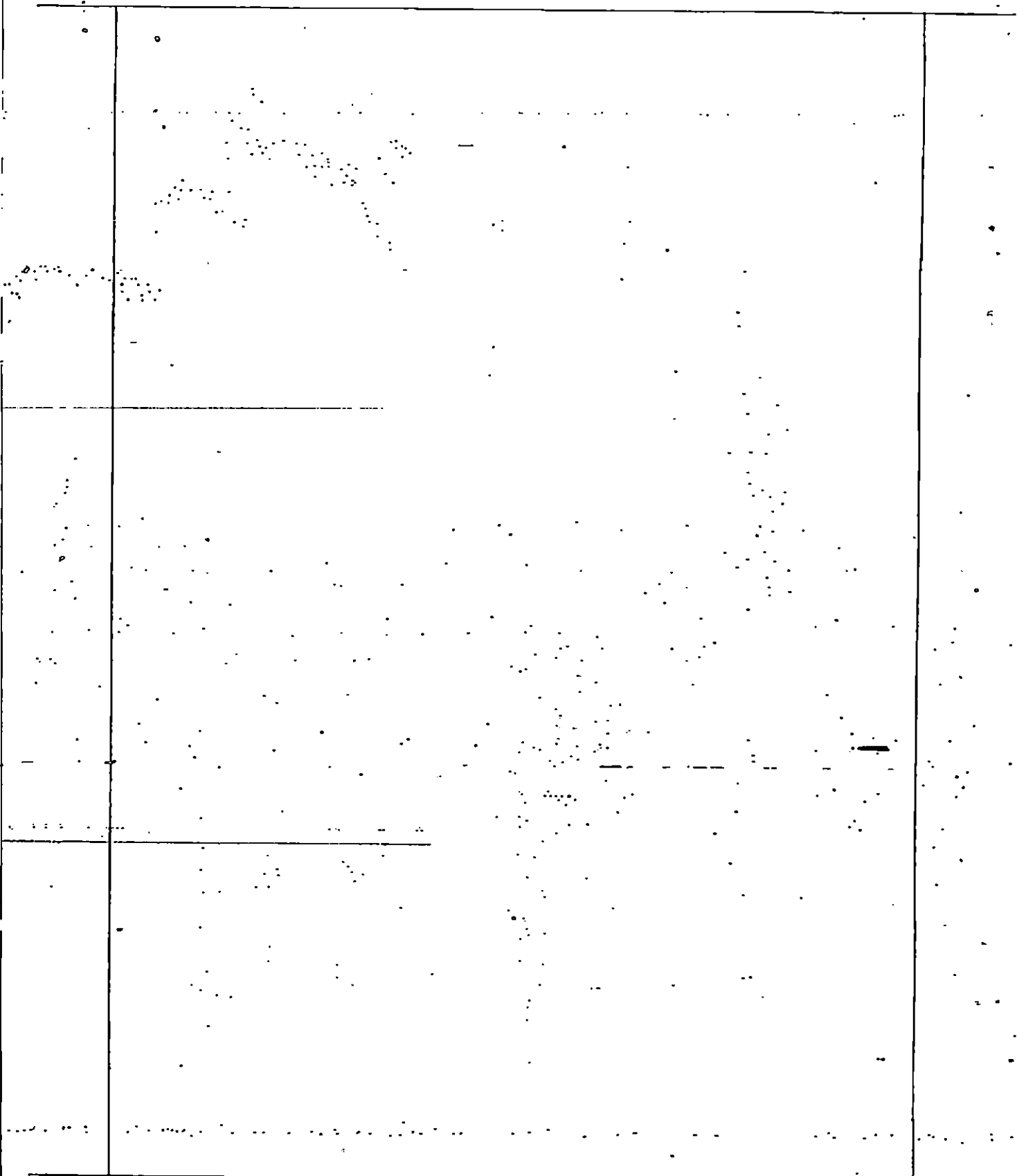
*Remarks*

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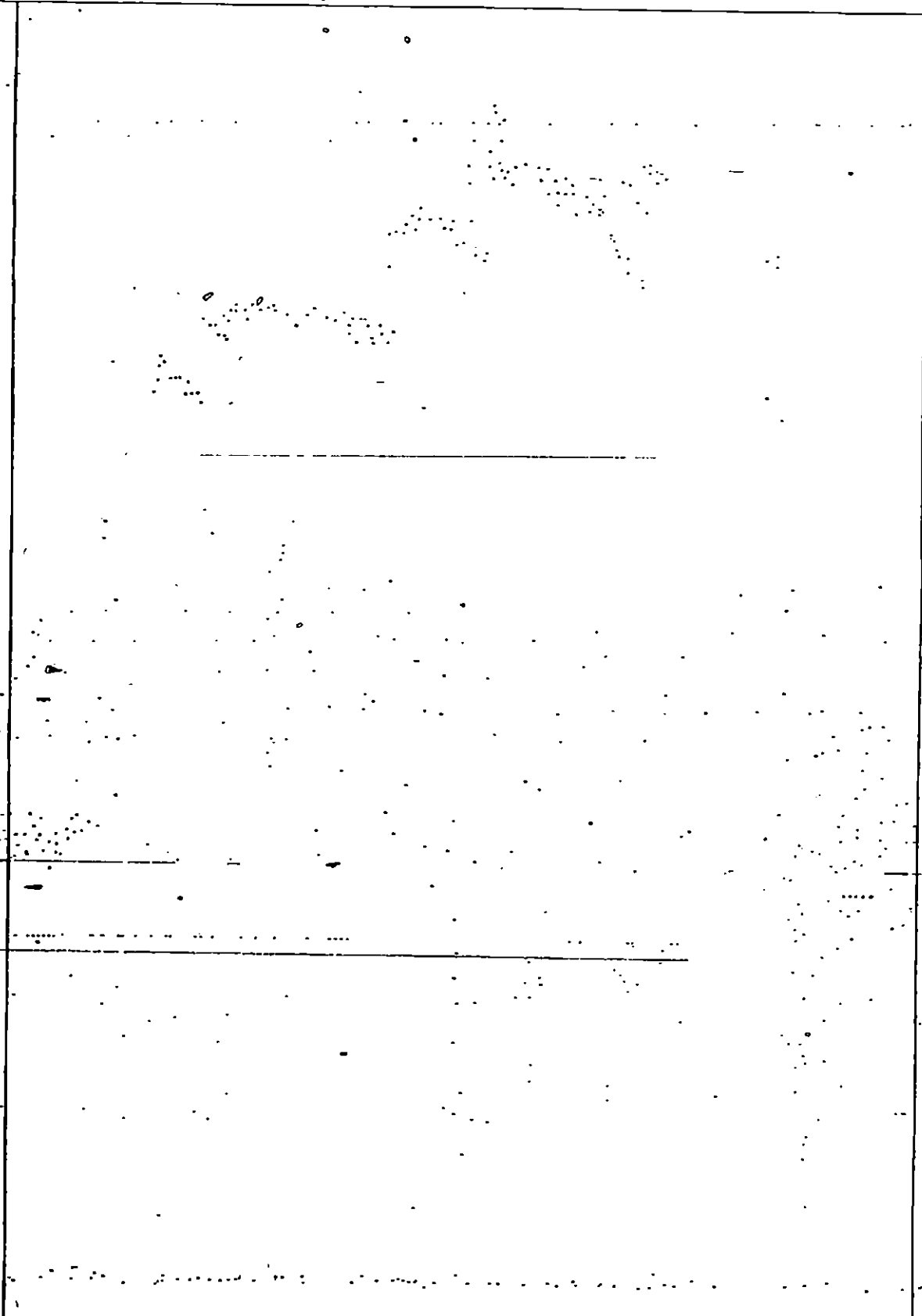


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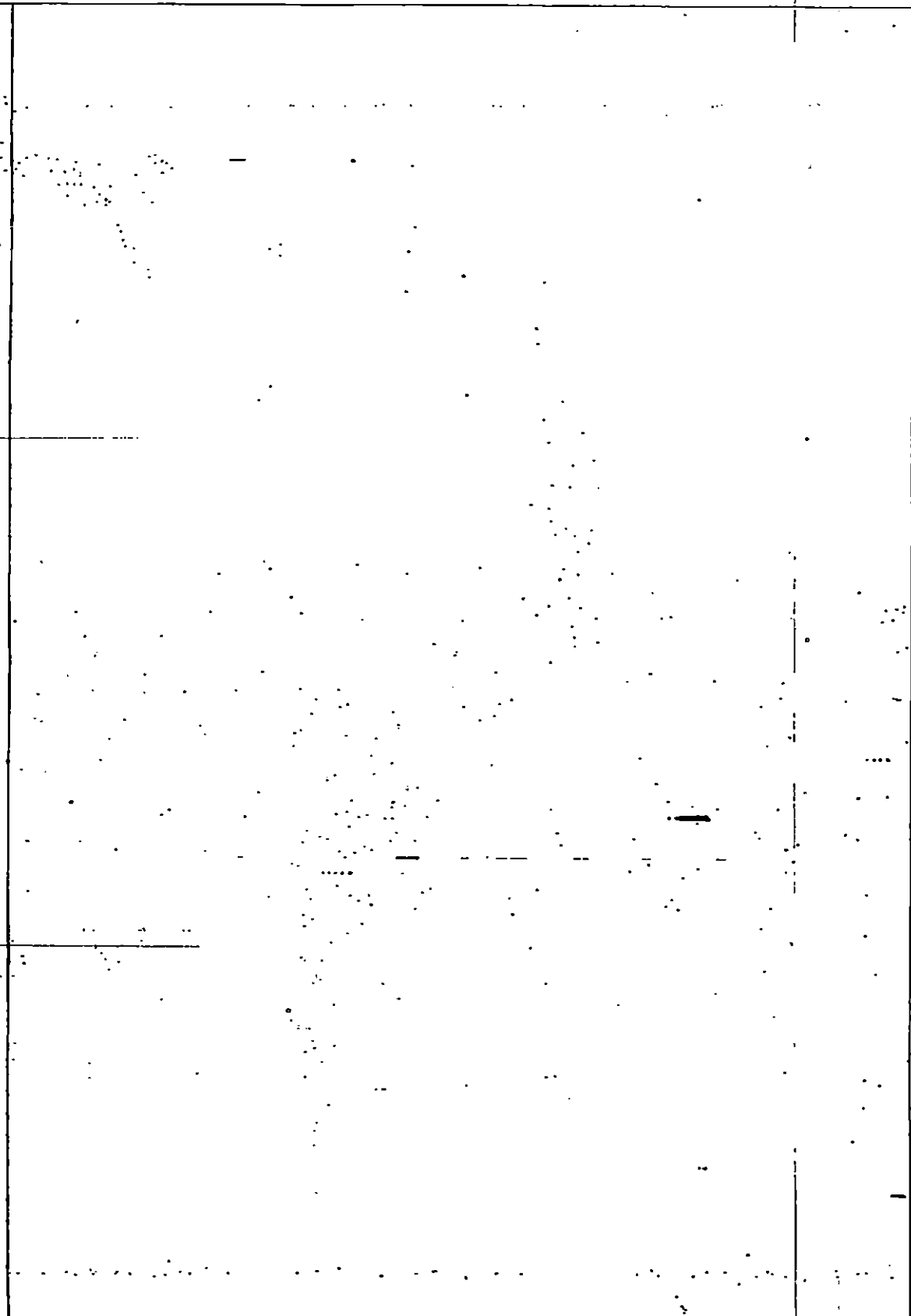
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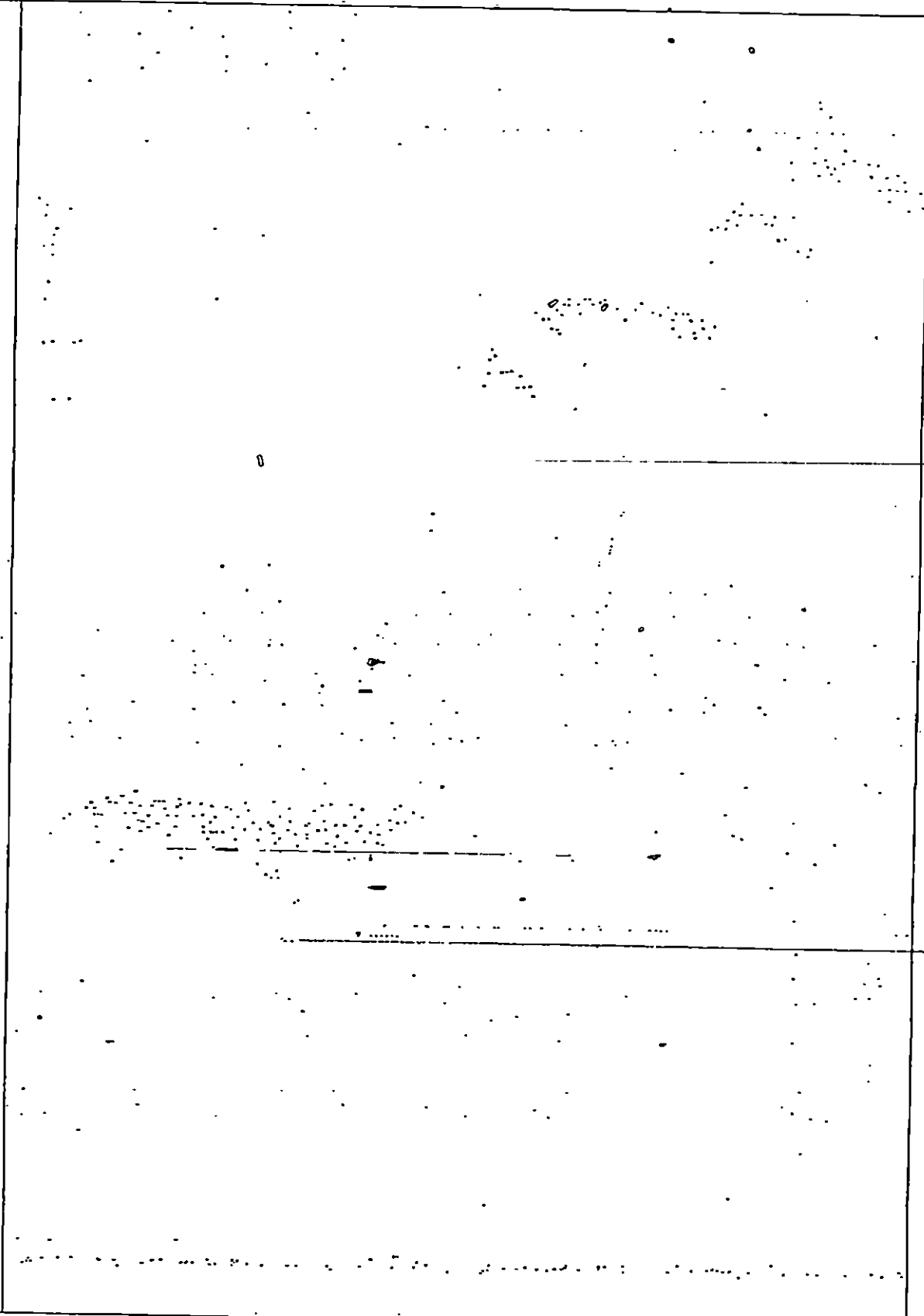


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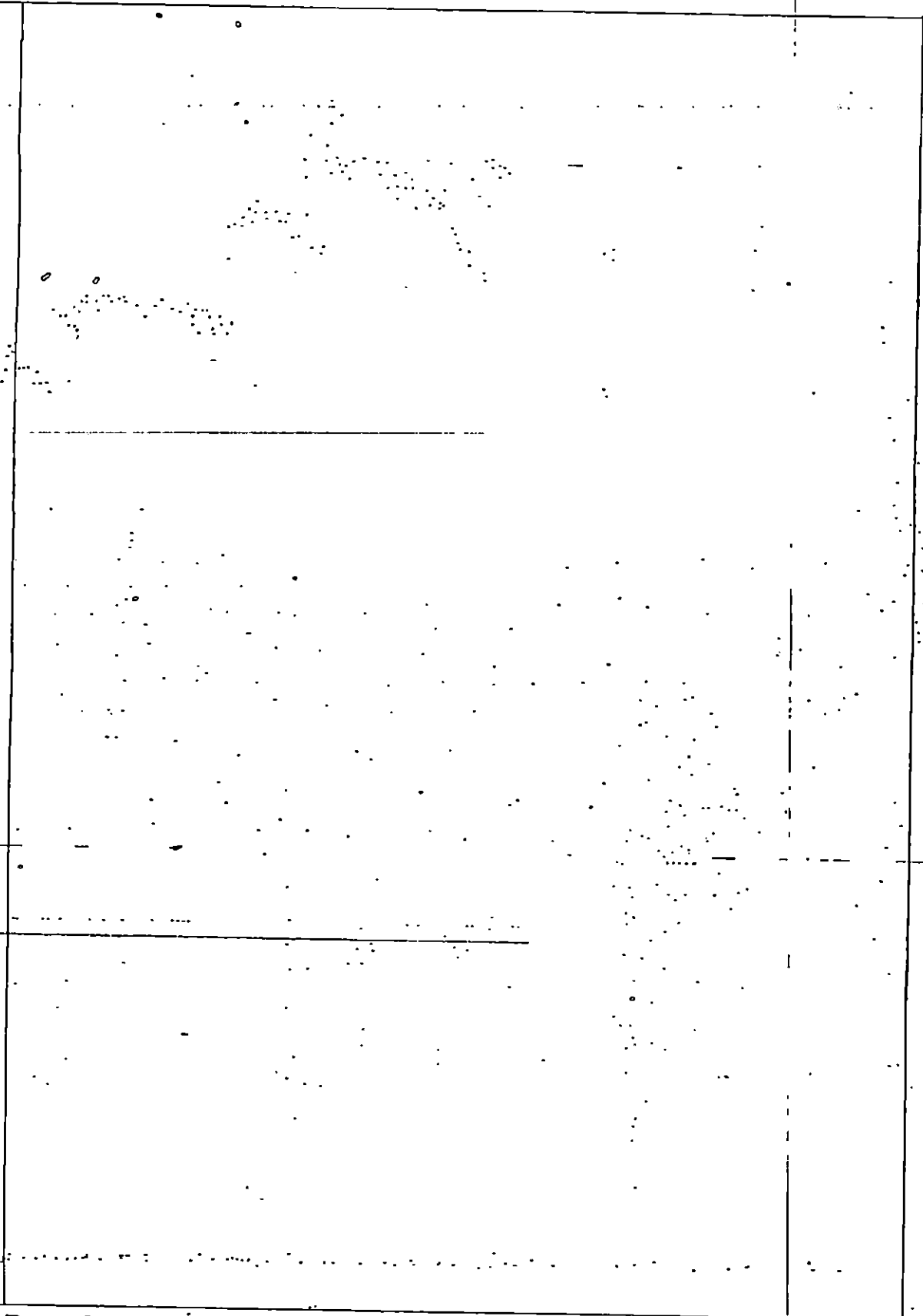
*Remarks .*

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*Remarks*

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*Remarks*

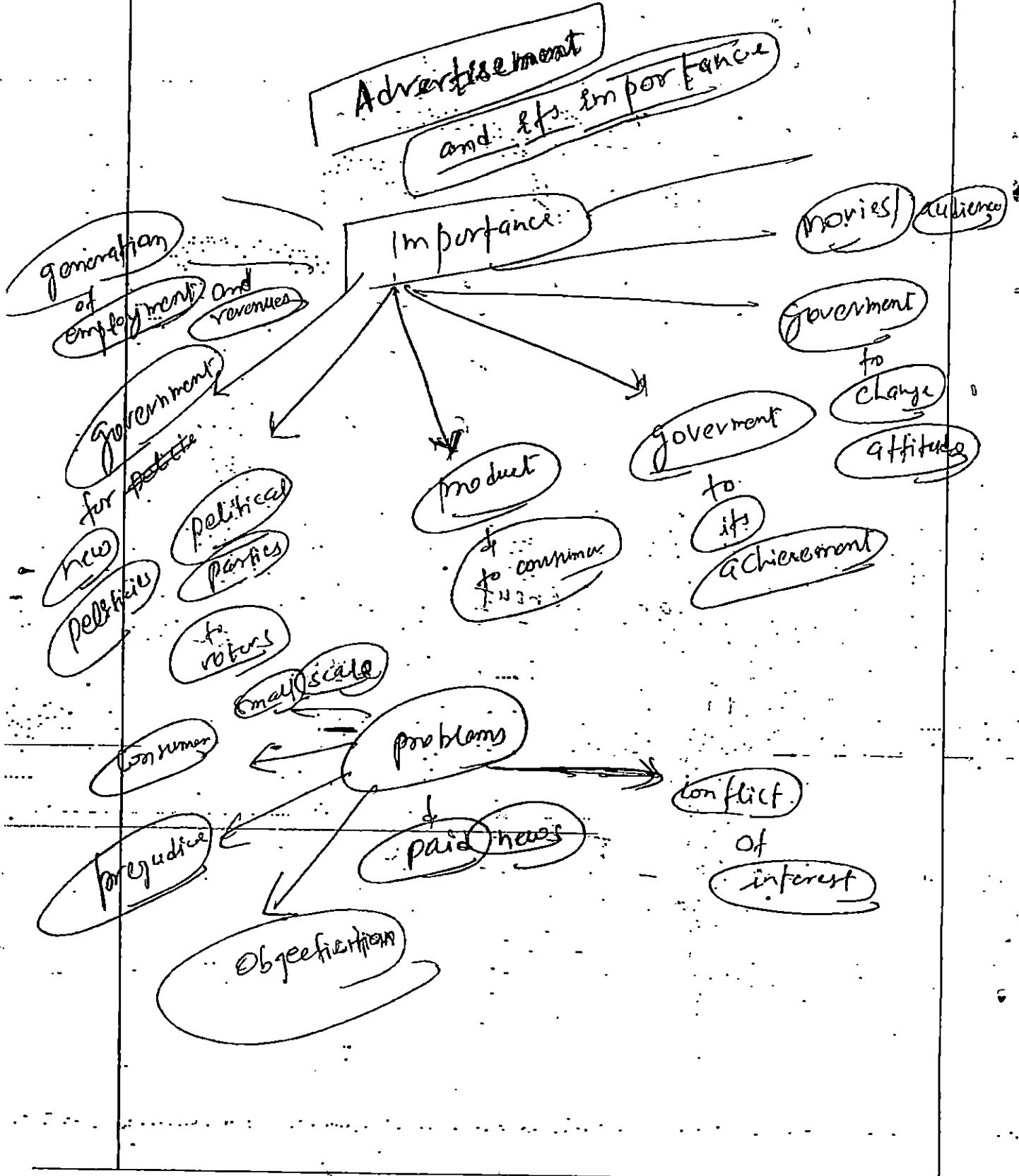


## Advertisement

Advertisement is done to reach out to people. It can be done for a product, or by the ~~the~~ government for any scheme, or by political parties. It make people aware about a government programme, a new product, news process.

Advertisement can be done of a product, a policy programme.

Remarks



Remarks

India and ~~which~~ China embarked  
on their journey together. Then

Indian prime minister Pt. Nehru  
had a lot of frust in China.

He wanted that ~~both~~ India

and China to grow together

and lead the world. However,

Chinese incursion of 1962, breached

the frust between two cont countries.

and this continue to linger.

Frust is underpinning relationship

at every level - family, society,

school, college, government, private

sector, international.

Conclusion

Frust is

Trust is the foundational principle that holds in all relationships

employee-employer

International relation

educational capacity

superstition  
cricketers

family

government

citizens

family

Society

political leaders

people

civil servants

people

Remarks