

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).

13/9/2017

Name Shruthies Srinivasan

Mobile No. [REDACTED]

Date 12/9

Signature [Signature]

1. Invigilator Signature [Signature]

2. Invigilator Signature [Signature]

Remarks

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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.

2. "HISTORY SHOWS CRISIS EITHER LEADS TO SOLUTION OR CATASTROPHE"

History, they say, is easier in hindsight.
Its true history, after all, is nothing but conjecture by the present, of how the past was.
 Based on artefacts, inscriptions, coins, and memorials, left by the victors of the days of yore, we see the progress of humanity as we want to.

Crisis, or any situation to be deemed
 as 'Crisis' depends on the participants involved,
 for the ancient Roman Kingdom, crisis was the
 fall of Pompeii and for the Egyptians, it
 was the death of the pharaoh. For the common
 people of those times, these 'events' might
 not be catastrophic, or even lead to solutions
 of their problems.

When crisis occurs, the outcome
 can either be a solution to the same, or
 lead to an even worse form of catastrophe.

A counter question at this point - can
 there be a third way out?

The point of such a long drawn out
 discussion on the given statement, is to

Remarks

bring out the subjectivity of the whole statement. What may be a solution for one party, might be not less than a catastrophe for the other, what is crisis can again be questioned, and most importantly, history itself is not a reliable account of catastrophic events and resolved problems.

Nonetheless, the author shall try and present a clear understanding of the same, by referring to various historical "crises" from the beginning of time.

* ROMAN EMPIRE [1st-century AD]

Brutus's betrayal was a huge

catastrophe for Julius Caesar, the Roman empire was on the brink of a crisis; when

Mark Antony gave his famous speech to justify their actions.

The end result was restoration of order, but solution was not reached. The empire found stability under Augustus Caesar, only after creating another crisis.

v. good example of a crisis that ended, after 15 stability and another crisis

Good

①

* EARLY RIG VEDIC TIMES [1500 - 1000 BC]

The entry of Aryans into Indian Subcontinent, led to spread of Vedic cultural practices of rituals and sacrifices. The rituals

were acquiring an orthodoxy, and crisis was brewing, when Buddhism and Jainism

emerged — as a reaction to provide a middle path solution to common masses.

Good

②

Remarks

* RISE OF ISLAM [7th century AD & Now]

Flight of the Prophet to Mecca in 622 AD due to the growing crisis of his genuineness back home, led to emergence of Islam as a separate religion. It was definitely a solution to the followers and the believers, but the issue of Prophet's successor led to another crisis.

(3)
Well argued

Religious example

Separate schools of Islamic thought - Shia, Hanafi, Wahabi deepened the crisis and the resultant catastrophe is before us. Conflicting interpretations of the Koran has led to rise in fundamentalist forces, leading to a 'holy war' - catastrophe of terrorism. But, isn't this 'jihad' the solution for most of the believers?

Remarks

* ENGLAND - (13th CENTURY)

The uprising by the landed gentry of rural England leading to overthrow of King John was a result of long suppressed crisis among them. In 1215, the Magna Carta was drawn up - between King and his nobles; agreeing to abide by certain rules for society.

Magna Carta was long lasting solution to suppressed people elsewhere, till today.

* RENAISSANCE [13th - 15th century]

Ottoman Turks had closed all the trade routes by land; and the common population was gripped by a crisis of identity in life.

This opened the floodgates of scientific temper, reason, and art & literature flourished.

Remarks

In both the above events in history,
a solution was found, but the crisis
 can almost be the trigger for that solution.
 Otherwise, solution would have emerged
 some other way ✓

* FRENCH REVOLUTION [1789 - 1805] ✓

Though the French revolution, historically
 ends in 1789 itself, the crisis among the
nobles, clergy and peasants existed beneath
 the surface. The reign of terror (1791-93) ✓
 and Robespierre rule stretched the state
 of crisis ✓

clearly, the crisis did not lead to any
catastrophic event, or a long lasting solution. ✓

~~The~~ history shows that it was a whole
decade before France find a solution. ||| ✓

* WORLD WAR I & II [1914-1945] ✓

the causal factors for WWI were numerous — leading to undercurrents of crisis all along. Indulging in a few-year war, seemed to lead to peaceful solution in form of versailles treaty 1919. ✓

But this one sided treaty proved to be catastrophic for the victorious powers, World war II had to happen. Great depression 1930 rise of fascist forces all culminated in WWII. ✓

the solution finally emerged in the form of United Nations, but this too is questionable. ✓

* CLOSER HOME IN INDIA [1857 vs 1947] ✓

1857 revolt was a catastrophe for the British — the century old oppression were finally being revolted against; for the

Remarks

Indians, it was beginning of a solution -
laying seeds for freedom struggle.

1947 independence was more a season
of fatigue post WWII, rather than any
immediate crisis within country. 1920 NCM,
1930 CDM, 1942 QIM were all met with
resistance.

ANALYSIS:

Clearly, history shows us mixed examples
while not all bright ~~ideas~~ ^{solutions} can be said to
be result of some crisis, most of the
great calamities can be linked to some
brewing crisis.

This difference is due to the
negativity or positivity of the catastrophe or
solution, respectively.

Remarks

The former leads to a blast of strength, arising out of turbulence of emotions, only to subside later; to emerge again, stronger and more potent.

Solution is more long lasting - indicates the end of the crisis. Beyond this, crisis can occur, but of a different kind. To reverse-engineer, solutions can occur out of prolonged period of calmness also; for example new inventions, discoveries, after putting years of hard work and research.

1947 Kashmir Issue between India and Pakistan is a good example of continuing crisis, with one catastrophic partition and three wars.

Remarks

A THIRD WAY OUT? ✓

to respond to the questions raised in the beginning of the essay; @ it does appear that crisis can occur in such a way, that it leads to neither an

all out catastrophic, nor a clear solution.

we don't need to go deep into history for ~~the~~ substantiating this, the recent Doklam crisis between India, China and Bhutan was exactly this. Neither did both countries declare open ~~war~~ ever border hostilities, which would have been catastrophic; nor did any permanent solution emerge out of the crisis. The Chinese army merely withdrew its PLA troops in view of the upcoming BRICS Summit.

Remarks

in China. Clearly, political and diplomatic
considerations face the crisis in a twenty-
first century globalised world.

History, thus, is being re-woven.

CONCLUSION

History is an amazing teacher; there is
an explanation and a justification for almost
every aspect of crisis that we might face

today. History is rich in ~~the~~ teaching the art of
wading through crisis; the crucial point

is - how do we really want to see it

as - a solution or a catastrophe?

very good attempt

Can also add:

- economic.
- environmental.
- general.

+ good context
crafting context
more to come
better

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Remarks

GS SCORE

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Remarks

"ADVERTISING AND ITS IMPORTANCE"

our ancient philosophers said
 "कर्म करो, फल ही फल मकर" that is,
work towards your goal and don't worry
about fruits of your labour. In today's
 world, this anecdote might have to be
 tweaked a little; work towards your
goal, publicise your work well enough, and
then don't worry about the fruits.

Clearly, the world has increasingly
 become a competitive place, where more
 actions may not guarantee results, it is
 important that the actions are also seen
 to be done. This essay is an insight into
 how advertisement as a concept emerged.

Remarks

and its consequent importance in our daily life. It begins with a historical perspective of evolution of advertisement, and its eventual progression into every aspect of our life - social, economical, technological, political.

Additionally, the importance of advertisement is discussed, again transcending into various aspects of utility, trade & commerce, the value of a product etc. The essay concludes with an analysis of the Indian advertising media and its possible negative impacts on the society yet to come. /

Good
introduction

Remarks

HISTORICAL IMPORTANCE

The invention of Printing Press by Gutenberg in 1498 can be said to be a turning point in history with respect to evolution of advertising. However, even before that, certain incidents can be connected with the early mans' need for "publicity".

In older days, there was no concept of advertising, primarily because of low population, low demand for products, life in self-sustainable environment and overall low trade and commerce. But,

there was a sense of history in people - inscribing on pillars, rock cut caves, inscriptions on highways, beautiful temple architecture

gave account of historical importance

(1)

Remarks

were all proof of the same. By leaving behind
 some part of their culture, their identity, the
 people wanted to 'sell' a part of their society
 to the future explorers.

Advt. through
 print media

Nonetheless, with Printing Press in 1498,
 it revolutionised the way people perceived
 each other; though "media" as a term
 did not yet exist, advertising through print
 media had begun. Circulating the opinions
of so-called 'heretics', printing banned pamphlets
against the crown; people now had a
choice - to blindly believe the church,
or to think through the widely
advised pamphlets liberal ideas.

Remarks

MODERN ERA

the advent of Television, coupled with huge numbers of books, newspapers and editorials opened a whole new world of opinions. Trade and commerce emerged as the primary contenders for "space - everything had a commercial angle to it. Advertising had begun to grow from its baby steps into the youth." (2)

The internet revolution in 1980s further quickered this process, and spread its effect on every imaginable sector. Advertising played role in every aspect of life. example 11

* SOCIAL :

family ties, social relationships and

Remarks

inter-personal relations were directly impacted by TV advertisements. Eg -

① Kamam Soap described pure love between mother and child; a large section of our population actually believed this. This directly contributed to sale of Kamam over other competitors.

② Ramayana & Mahabharata series of 1980s had a very strong mythological impact on the masses, and left an indelible mark on young generations.

③ Using Amitabh Bachan as brand ambassador for Pulse Polio vaccine, or Aamir Khan as the crusader for girl child education had the intended effect on masses. Both programs of government were successes.

Remarks

media/advt. showing social related issues as Advt.

The relationship between advertisement and its target audience is very delicate; a single phrase, or an image, or a behavioural trend can mould the viewer. Indian viewers, especially those influenced by TV, are particularly vulnerable — they tend to relate to situations onscreen. That is why movies are sometimes the best advertisement for the society of those times.

In the global scenario also, the same logic works. Malala Yousafzai was declared the Youth Icon for UNESCO for years 2016-17, the year after she was shot by taliban terrorists. She was not the only one to escape, but her image — as a young, 17-year old

Remarks

teenage girl, from terrorist-infested Pakistan would send a huge message across the globe — this is nothing but advertisement, publicising for a noble cause.

* ECONOMICAL :

⑤ The most obvious impact of advertising is visible in the economic relations between companies and their trading partners. Companies, especially those involved in retail sales, found the importance of advertisement early on —

it is only their presence in the market that can fetch them profits. And this presence can only be through advertising.

Spreading information about their products, their sales, their brand image — will ensure that consumers remember these aspects.

Remarks

also can use the example of IPL - with ^{res} 26,000 crm, ~~at~~ ticket of ^{Rs} 16,000 cr, many people get employment and revenues.

ES SCORE

While buying their products, their image in the minds of the public matter more, than their product quality.

of course, some economists disagree, the quality will eventually overcome consumer ignorance; but again, in a society like ours, where public images are being made and broken by the minute, relying solely on quality might not be beneficial for commercial profit.

Warren Buffet famously said "Advertising is to commerce, what idea is to evolution"

Every entity must ensure that a respectable amount of profit is left for advertising.

Remarks

* POLITICAL :

Perhaps the most successful impact of advertising in our times has been on the political front — the NDA government winning 2014 Lok Sabha elections had a separate advertising cell — social media, blogging sites, facebook, newspapers, even helograms messages of prime ministerial candidates!

The advertisements were aggressive, precise and to the point; exactly what was needed to shape the voters opinion. The voter population too remained enamoured by advertising sites. The rest is history.

Even today, most of the road schemes being launched by the current government is nothing new — in terms of its components,

Remarks

often these political parties the next E. Read-read

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funding, or structure. what is different, is
the publicity - the way media corporations
have been roped in to reflect positively
on all such schemes, has done the magic.
Every speech by our ministers abroad, every
new inauguration is publicised widely.
this has also led to global image of India
being recognised internationally.

very good

the Indian freedom struggle itself
is another example of how importance of
advertising shaped public opinion in early
20th century. Nationalist leaders, pamphlets,
public speeches - were all a part of an
advertising campaign against British colonial
rule /

LSM analysis

Remarks

IMPORTANCE OF ADVERTISING

Each of the above aspects of advertising reflect its importance in different spheres; specifically, the importance can be summarised as follows

- utility
- information to consumers
- informed choice by consumers
- power of imagery over mere products
- automatic extension of trade & commerce
- revenue generation for newspapers and periodicals

This is an important aspect - some newspapers are involved in shaping public opinion till every nook & corner.

Thus, the importance cannot be overstated. However, at the same time, there can be

Remarks

negative impacts of advertising too
especially on the vulnerable youth, and young
minds, whose the maturity to differentiate
the right from wrong has not yet set in,
advertising can be very harmful.

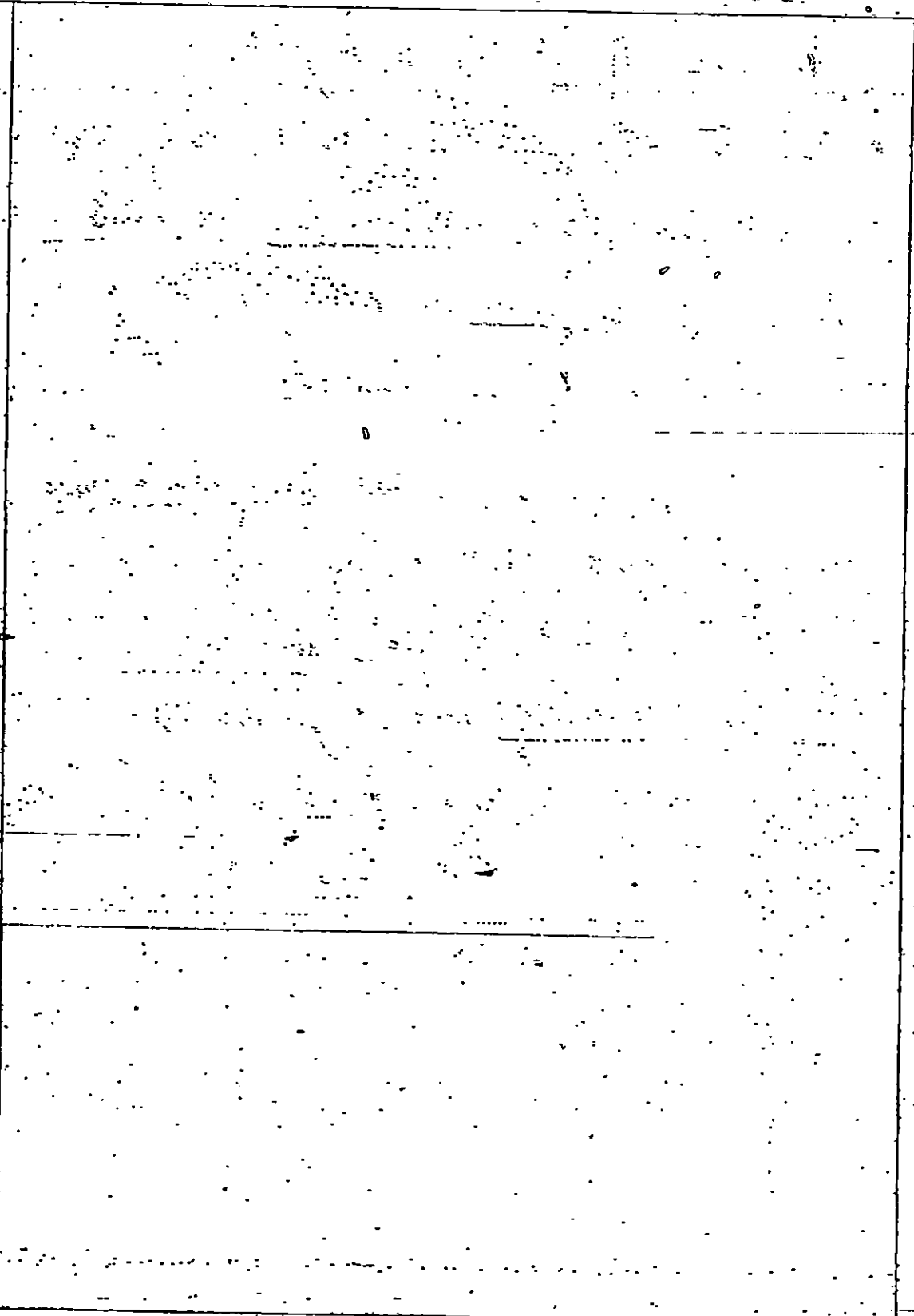
very good

For example, the recent blue whale game
an app on phones, that convince depressed
youths to commit suicide. Such drastic
impacts of advertising are only an inkling
of the times to come. It is high time
that we put in the proper regulatory
measures to reduce negative impact
of advertising.

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Remarks

GS SCORE



Remarks

38 Advertising began its baby steps -

Internet revolution in 1980, father hater's **GS SCORE**

& spread its effect on every imaginable sector.

Social

Family ties, social relationships ^{were} impacted by the advent of using Naman spread extra-terrestrial matter & drill, said experiments with: Ranjan & Malabharati. Several in 1980s took psychological turns.

Economic

Amirab - Polio
Amirabe - HIV
Malala - MMSCO

Companies, esp those involved in retail sales, found the importance of advertising pretty early - it is their presence in market that will fetch them sale, price can be only through advertising. Spreading info - the newspapers, bullet, goal post, car

Deli
eg - Metro general let out space

Warren Buffet has already told; Advertising is to commerce what

idea information is to education. Corporation 1. age of profit to be made.

Technological

Most bloggers & vlog donors sites fail to make much use of their forums to advertise their products. Most startups fail due to lack of aggressive advert.

Business

perhaps most openly successful advertising campaign has been by NM - NDA got - agency, power & to point. Total profit earned by consumers.

closed pervades all section.

Entrepreneur style

Importance

various aspects
- utility
- knowledge & info to buy

Remarks

- custom will have informed choice
- power of imagery over mere products.
- extending life
- revenue for newspaper

Conclusion

"Ad & its importance"

our ancient philosophy said, ~~advertising~~ ~~was not~~ - Doubtful
about fruits of labor - But today, it still holds true, but it
fructified slightly - ~~advertising~~, ~~advertising~~ ~~is~~ ~~not~~ ~~an~~ ~~art~~ ~~of~~ ~~advertising~~
Advt is - Do yr. Advtive & then die

In today's more competitive world, its reported to public
our work - things are modern - media help needs to advertise its own
advtive.

Most Indians
are not aware

This essay is an insight into the info about the way aspect of

social, economic, political, financial, personal, technological &
A historical perspective would begin to explain the evolution of
advertising as a concept - to explain marketing & promotion.

Importance of Advtive - again from across sectors - its
utility, like value of product, an idea, a person -

HISTORICAL

Partly prior - 1600 - the idea of writing ^{partly wrote} they organized later
though writing was age old - In older days, there was
no concept of advertising - mail -
- low population
- low demand
- low commercial

- Birla
- Birla
- Anand
- for govt
- Education
- were
- commercial
- Birla - not
- one shot
- by Talwar
- was very
- one is it
- an advertiser

But there was a sense of history in people - pillars, pyramids,
huge rock temples, leaning pillars - all an aspect of advt - where they
wanted to leave their mark - sell their society/idea to future.

Partly later - 1800 - revolution on way of peccadilly media
opinion could be circulated - etc people had a chance to be heard

Refractor popular opinion of heretics or by local church leaders -

MODERN ERA

Age of TV, Radio, Newspaper opened wide new world of optum
every thing had commercial eye to it - ~~to~~ Trade & commerce emerge

ENIGMA

1215 - King John

Magna Carta

the spirit of noble lords & many, led to overthrow & estb of — that led world to Rome for ps docu.

GS SCORE

Renaissance

- Crisis among population of their identity, their progress in life. The ottoman empire had reached its peak - crisis in Europe led to open floodgates of scientific temper, reason & liter, art flourish.

French Rev

If not for the crisis world might not have witnessed 20th & 21st century. Crisis leads in culture, led to war, catastrophe at that point. But war as crisis also led to solution.

1857 Revolt

1947 independence - though on surface can be said to be breakthrough attempt, the ultimate acceptance of independence only due to WWII global crisis.

The other side

Can we then say all bright ideas, innovation, ultimately are result of some crisis?

No.

Can we say every great calamity, crisis was result of some crisis? maybe yes.

The diff

2007 Attack - growing interplay of US in Afghan Taliban, 1947 Kashmir - crisis still waiting over 70 years - no solution, merely 3 interplay of catastrophic war, and 1 catastrophic partition.

The diff lies in negatv & positv of catastrophe & solutn - former leads to blow out - leads to jubilation of emotion, only to subside later, gain to emerge stronger & more potent.

Solutn is by leading - ordinate end of crisis - after this, only a new crisis can emerge.

A THIRD PATH?

Sometimes crisis may not lead to crisis. eg - Doklam -

Remarks

war crisis - leads one. But no way, neither by force, peace. China only withholds PLA coz of BRICS 3mbs.

Clearly, history is rich in teaching us the art of walking through crisis.

History show crisis - solution or catastrophe

History they say is easier in hindsight. The fact - History is nothing but conjecture of the present, of how the past was - based on the artefacts, inscriptions & records left by the victors. The days of your class project of history, as one wants to see it -

man - certain - copy
English - St John
Propaganda 1215
Iran -

Crisis situation changed from society to state; Ancient Roman era crisis was the fall of Pompeii; while in Egypt it was the death of pharaohs! More imp - what were crisis at that point of time - need not be on -

Crisis leads to solution or catastrophe - a catastrophe, can't lead to any 3rd way out? In every situation; what may be solution for victor, may be no less than catastrophe for defeated / one who loses

The point of such logical description of the given situation is to bring home fact - subjective statement: crisis may lead, but may show, we may not have seen etc. - Still (Month) still will try to present clear understanding of same, by quoting various historical events, as we have decoded it, or wanted to decode it.

Iranian

Crisis
- Caesar - Cleopatra Anthony - Sol - ?
- later for whom?

Early Islamic Period

- Entry of Arabs - spread of Islamic culture, ritual & sacrifice became sacred
Crisis brewing - more intense in religious field -
- but solution for some wars -
- but solution for some wars -

Sanskrit Post - culmination of Age of South India but end of reign of Chola

Islamic Remarks

fight of prophet to Mecca 622 AD - due to crisis at his home led to emergence of Islam. Linking this to further division -
Shia, Hanafi, Maliki - rise of Islamic forces - can we say that crisis in origin of Islam & consequent led to emergence of different sects?
But what solution for most of these religious fundamentalists?