

## 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 Akshay Temrawal

Mobile No. [REDACTED]

Date 04/10/17

Signature [Signature]

1. Invigilator Signature [Signature]

2. Invigilator Signature [Signature]

### Remarks

--

## 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.

Crisis is a time of intense difficulty or danger when a difficult or important decision must be taken. These decisions either leads to the solution of the problem or have catastrophic effect on the stakeholder involved.

good analysis

We can find many instances of crisis like war or water crisis in several part of the world. Generally the result of crisis like war is harmful and affect the humanity. Sometime these crisis situation are dealt with diplomacy or dialogue which results in benefit for both the party.

very good introduction

water crisis is the most common

Remarks

crisis prevailing since ancient time in various part around the globe. Many times it resulted into fight between two villages, or two states or two family over their share. But these type situation over the years resulted in many solution like creation of dam over the river, canal network, wells, tubewells etc. Rajasthan has created many "bansadi's" to tackle the crisis of water in desert part area.

These water crisis between two countries becomes major concern like India - Pakistan over the water share of Indus water system and India - china over Brahmaputra river. Sometime these crisis also result in war like situation between

Remarks

two countries. Apart from water, boundary dispute or claim over territory also result in crisis like situation between two countries.

The case of Aksai chin resulted

in war between two countries (India China) To tackle such crisis situation

countries opt the path of diplomacy or dialogue to reduce the catastrophic

effect of war. This can be seen

in recent Doklam crisis where army of both countries were

stationed but diplomatic way showed the path and prevented

the war which ultimately

benefited all the party.

Remarks

If war happens its result are harmful similarly natural calamities and disaster comes with catastrophic effect on human and their habitat.

Tsunami, earthquake etc are few example of natural calamities which negatively affect human being.

These crisis situation forced human being to find the reason and ways to reduce its consequences which ultimately resulted in many solution like early warning system for tsunami and other natural calamities, earthquake resistant houses. Clearly the crisis situation leads us to find the solution of such crisis.

Leipant  
V. Indus  
valley  
crisis  
due to  
floods

Remarks

Apart from natural calamities, India ~~is~~ faced famine and food crisis in its history. Food crisis <sup>1965</sup> leads us to think about the way to increase productivity and ~~it~~ solution came in the form of green revolution.

After green revolution, India became self sufficient in food grain and since then she never faced food crisis or famine in her territory.

In the political history of India, she has seen a black day in the form of National emergency. It affected the freedom of individual, freedom of press

arrest of many political leaders and our democracy becomes the dictatorial regime of political elite who were in problem.

To avoid such situation in future and use of such draconian power when there is no other option available, our legislators amended the constitution to put a condition of written recommendation of cabinet as a prerequisite for imposing national emergency.

(Political ~~crisis~~ crisis), lack of prudent decision by our executive and failure of economic policy of government resulted into the



economic crisis of 1991. The foreign level was at the ~~bottom~~ lowest. India could <sup>meet its</sup> imports of only two months with its available foreign currency. This resulted in India taking loan from IMF to meet her import requirement. The policy maker resort to liberalization, privatization and globalization reforms so that such situation do not arise in future. Thus

Thus the crisis situation of 1991 showed us the solution to revitalize our sluggish economy. Fruits of those reform can be seen in present days as the prices of telecom sector are

The conditions led to such a situation of Exim Policy of 1985.

Remarks

cheapest as compared to other countries.

Economic crisis is not only faced by India, it is faced by many countries like Greece or other European countries during 1929. This year is generally termed as economic depression. Also during 2007 economic crisis many countries around the globe faced many problems and slowly came up with solution for their respective problem.

There are many other problems which are faced by our country like terrorism, left wing extremism (Naxalism) and

Insurgencies: These challenges generally brings negative effect on society, resulted into loss of people, loss of public and private property.

To fight such crisis situation, armed force and intelligence network can devices many solution and mitigated the consequences of such violent act.

This means that it is not necessary that crisis situation would either lead's to solution or catastrophe but it may initially result into catastrophe and later on few solution would be devised to reduce the catastrophic effect.

Remarks

In a different case of Cuban missile crisis and nuclear missile crisis between ~~east~~ soviet block and western block did not resulted into war. Also it did not provided any solution to the problem as both Russia and USA ~~is~~ still working to enhance their nuclear and missile stocks to deter each other.

Crises  
both  
no  
result

A few experts has pointed out that these nuclear weapons has prevented third world war and prevented the mass destruction which was seen during the time of world war I and  
WW II

#### Remarks

Everything depends on the attitude of the people towards that problem which makes it a catastrophe or a new and  
better future



Thus, history shows that many crisis situation has resulted in either solution as we have seen. In the case of water crisis, food crisis etc at the same time many crisis situation like war, border disputed resulted in the catastrophic effect on stakeholder involved. But there are few case like vietnam where solution comes after the damage has been done,

good

60

- Introduction:

Body - Historical:

Indus Valley Civilization - extinct, mostly due to floods. some floods led to some flourishing civilizations like mauryan empire and Chalukya kingdom by increasing fertility of the soil.

Political: Britishers created here - explosive artisans, craftsmen, farmers etc. But Gandhi was successful in uniting all these groups into one which led to the awakening of National feeling in all of us.

International: World War I & II created lot of human loss, property etc. solution: people and countries started peaceful progress.

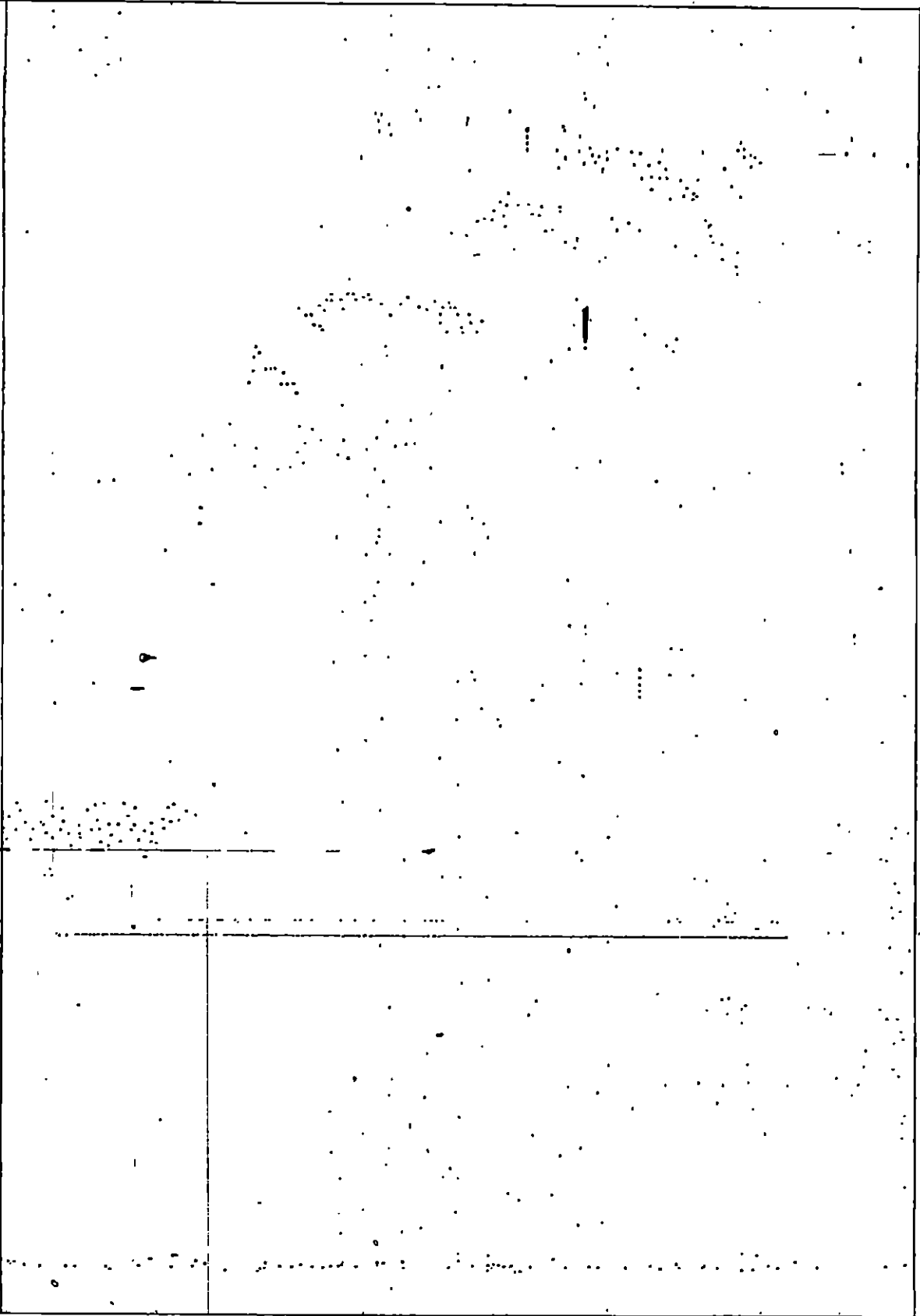
Remarks

the result was UN, IMF & WB creation -  
 (A) national (S) Economy (B) Environmental (D) General.

General: If any problem arises, it also carries a solution to tackle it.

The heat was invented by Humans to tackle animals and weather.

← wheel was invented to ease the movement of people and goods.



*Remarks*

4. Advertisement and its importance.

Advertisement is a old phenomenon across the globe. Advertisement can be said as presentation of one-self or goods & services in front of masses to achieve desired objective. There can be various reasons for an advertisement and different mode to deliver it. Its significance has increased in the era of globalization and general motive behind most of the advertisement - are for profitting. ✓

To earn maximum profit by selling commodities or by providing services to maximum consumer's, an organization first advertise its

Remarks

product like soap, toothpaste etc or services like hotel, restaurant chain etc so that maximum people knows about this product and utilize it.

Good  
introductions

Goods,  
services  
and public  
awareness

Apart from these goods and services, various government organization or private companies advertise the vacancies to attract best talent available in the market.

Different states inside our country or different countries around the globe advertise their tourist destination to attract

Tourist  
purposes

Jobs  
development

maximum number of people, which will result in inflow of money, generation of jobs and other

activity  
Remarks

→  
→  
→  
→



developmental activities in the area. clearly the role of advertisement and its importance has increased tremendously in present context.

To deliver these advertisements which has different objectives there are several different ways and mode are available. The oldest mode of advertisement delivery are news paper and <sup>magazines</sup> ~~magazines~~. It has still the widest reach among <sup>(rural)</sup> all mode and also the cheapest source for consumer as well as advertiser.

With the advent of technology, different equipments like radio, television, mobile phones, laptops

Remarks

Internet etc has been developed,  
 All these technology currently  
 used for advertisement. Globalization  
 and Internet has converted the  
world as global village.

Advertisement of countries opposite  
 to India on earth, reaches within  
 seconds through the Internet.  
 Thus, in present era advertisement  
 hold significant value as various  
 countries show's their policy and  
 act to improve their image at  
 world forum so that talented people  
 can come to work in their  
 MNC and also visit their  
 country for tourist purpose.

Remarks

In this scenario, everyone fights competing with each other to get maximum profit. The capitalist orientation has deteriorated the ethical values of private organization as well as the operators of various modes of advertisement.

Commodification of women body to sell its product and services, to earn maximum profit movies tends to have more scene related to sexual pleasure etc.

The rise of pornography industry, availability of sexual content over internet are common phenomenon these days.

Advertisement of alcohol, drugs, tobacco, and through

not related to the central theme of the essay

Remarks

celebrity and sportsman resulted into more and more youth are addicted to such menaces. Use of these products in film's further ~~aggravate~~ exaggerate their problems.

There are few unwanted consequences of advertisement but at the same time its importance increase when we talk about the positive impact. Awareness about various products, its quality and prices for ~~co~~ customers.

Information regarding much needed services centres like hospitals, fire extinguisher, police station etc. Awareness about the

Remarks

limits  
about the  
uses and  
positive  
uses

why  
negative  
approach

add.  
important  
the  
consequences

government policy, schemes, rules and regulation. Advertisement related to women empowerment through various schemes like Beti Bachao Beti Padhao has improved the sex ratio and increased the enrollment of girl child in school.

The campaign led by present government for cleanliness drive has massive coverage in advertisement field. It has been promoted by various celebrities like Amitabh and sportsman like Sachin. The campaign resulted in 70% of rural area are now open defecation free which earlier was around 30%.

Remarks

increased  
awareness  
amongst  
people  
regarding  
their duties  
and rights

Due to various news and ads,  
now people are aware about their  
right under various schemes like  
food security act, citizen charter  
and also they know how to  
use RTI to curb corruption  
and improve governance.

Regulators

To check the misuse of  
advertisement through various mode  
government has formulated various  
rules and regulation from time  
to time. Press-council act,  
Regulation of Television act and  
IT act to regulate internet  
are among the few of  
them.

Remarks

Various advertisement content like commodification of women body or ads related to drugs and alcohol leaves long lasting impact on young generation, which ultimately affect our society, it is very significant for these organization who deliver ads advertisement and government to regulate such content.

Regulation of internet and various social media is not possible until all the countries come together and incorporate ethical values in advertisement industry to check its misuse and avoid false advertisement.

Remarks

There is a urgent need at the national level as well as at the international form to formulate policy and laws to meet the present requirement. And regulate the advertising industry.

Thus, the significance of advertisement in our daily life and in our society is very high. The billion dollar advertisement industry has both pros as well as cons. It is up to us to utilize this platform for building a better society or deteriorating our value system.

60

8000

Remarks



— Introduction

— Body:

— importance of advt.

— advt. plays a strong role in the economy

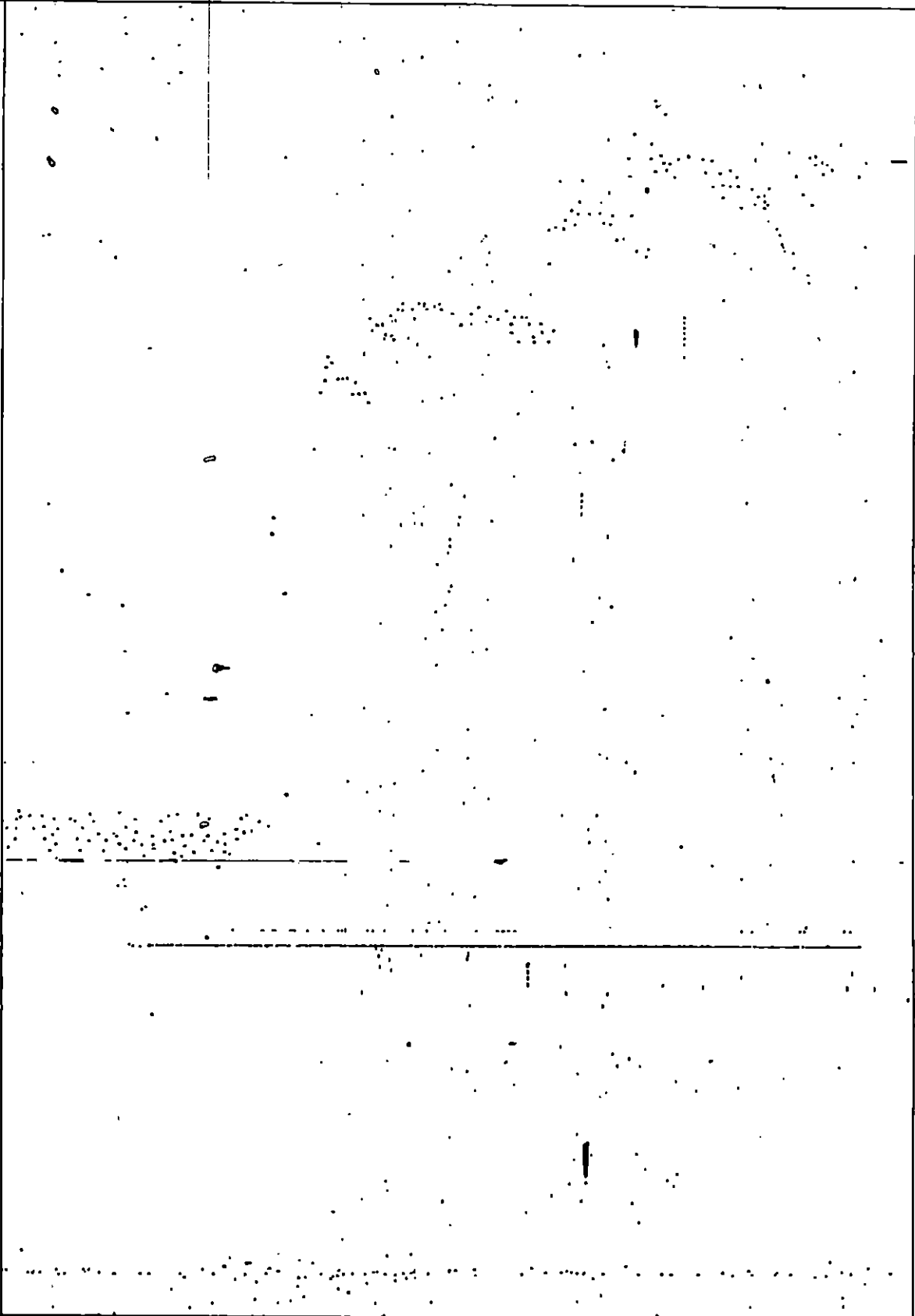
— advt. is important for the customers

— advt. is important for the society

— negative impact of advt.

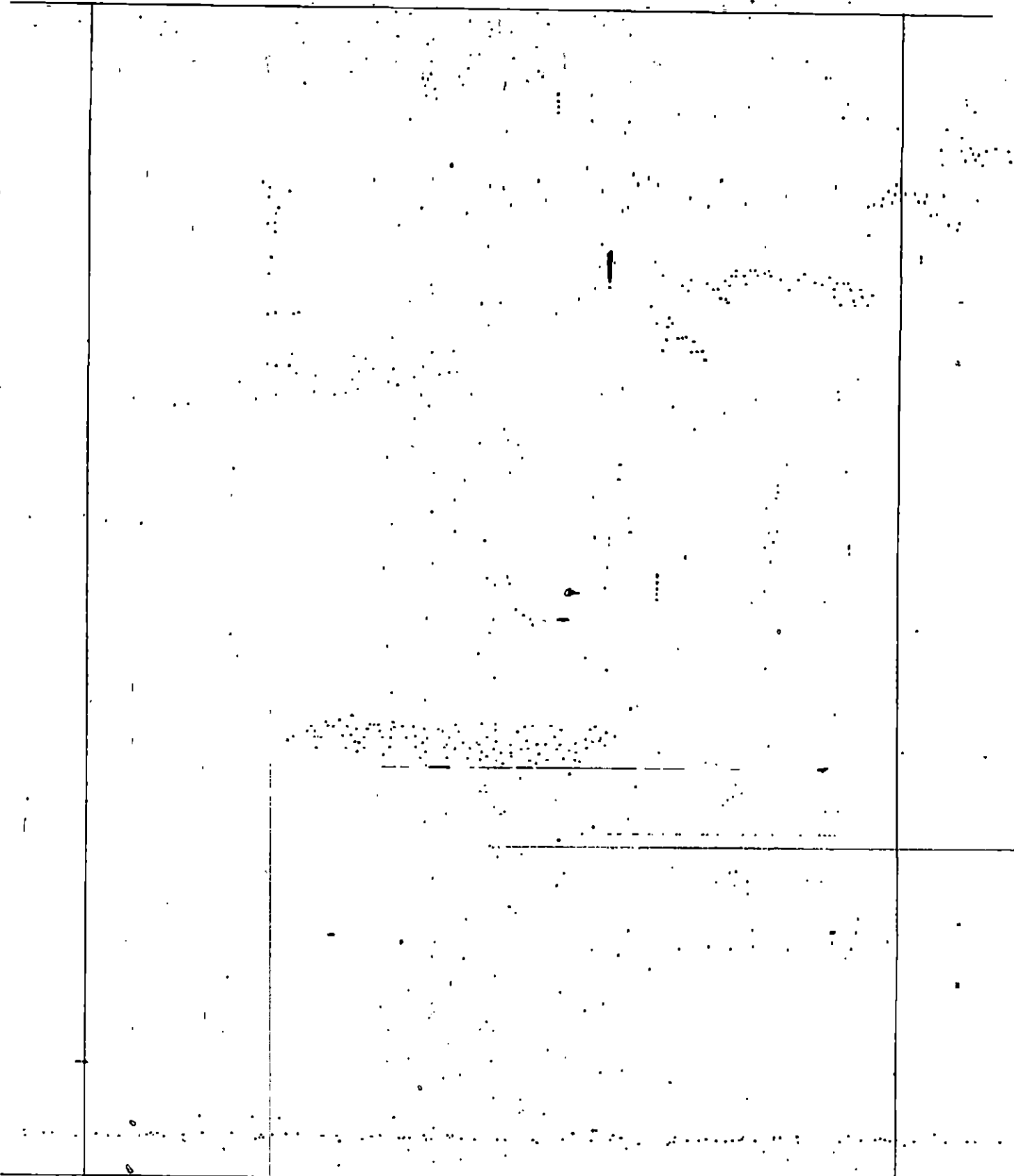
Conclusion

Remarks

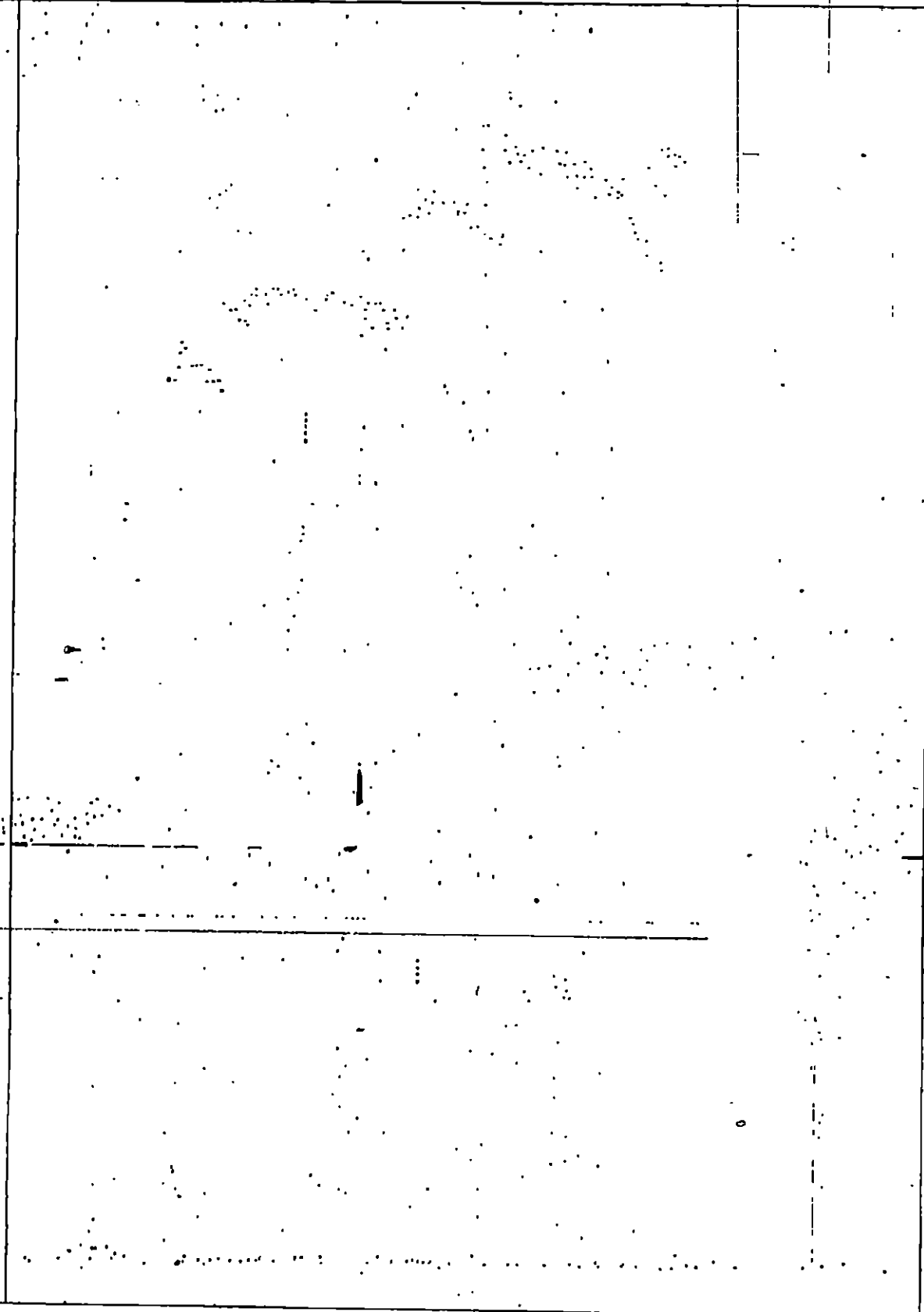


*Remarks*


*Remarks*



*Remarks*



*Remarks*

--	--	--	--

*Remarks*

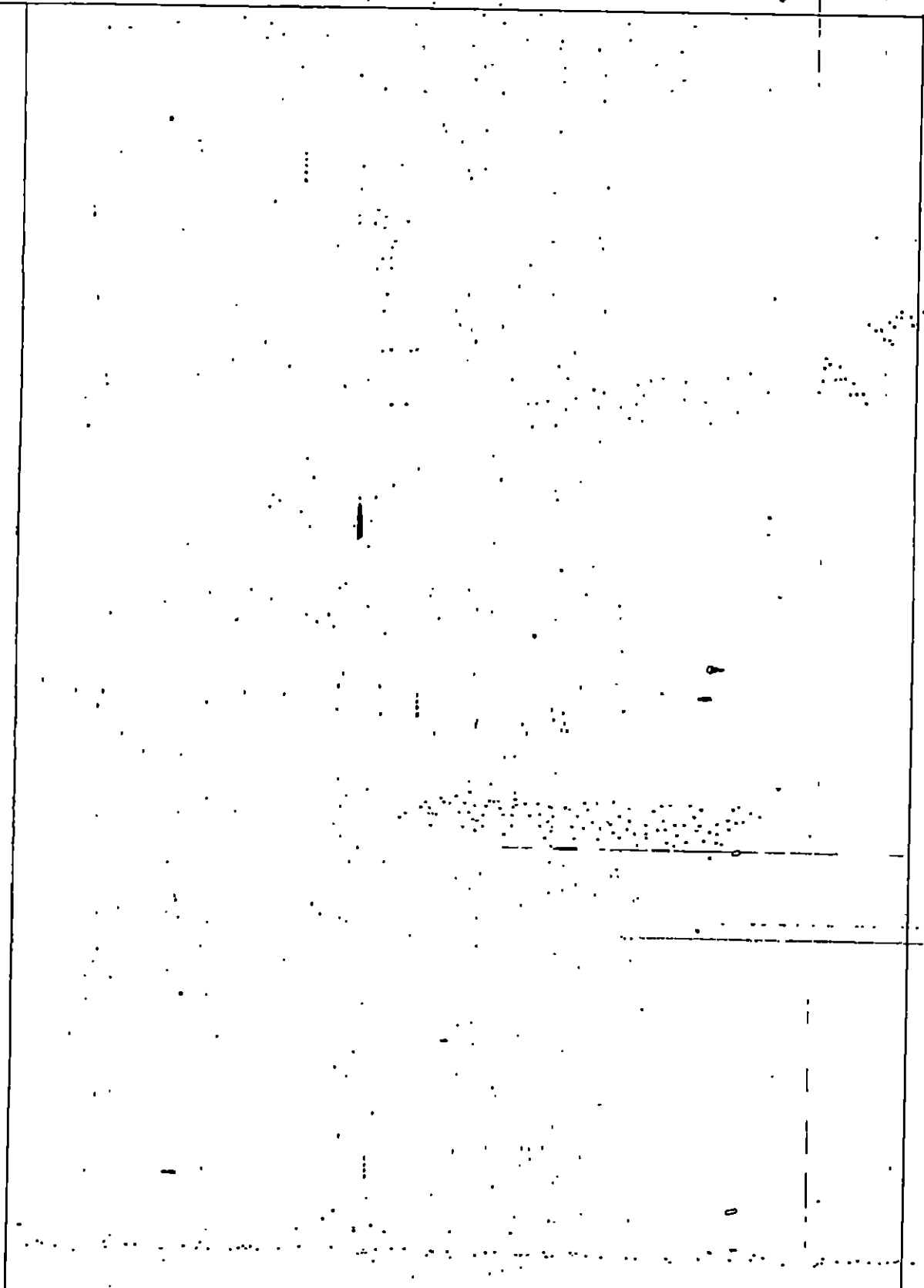


--

*Remarks*



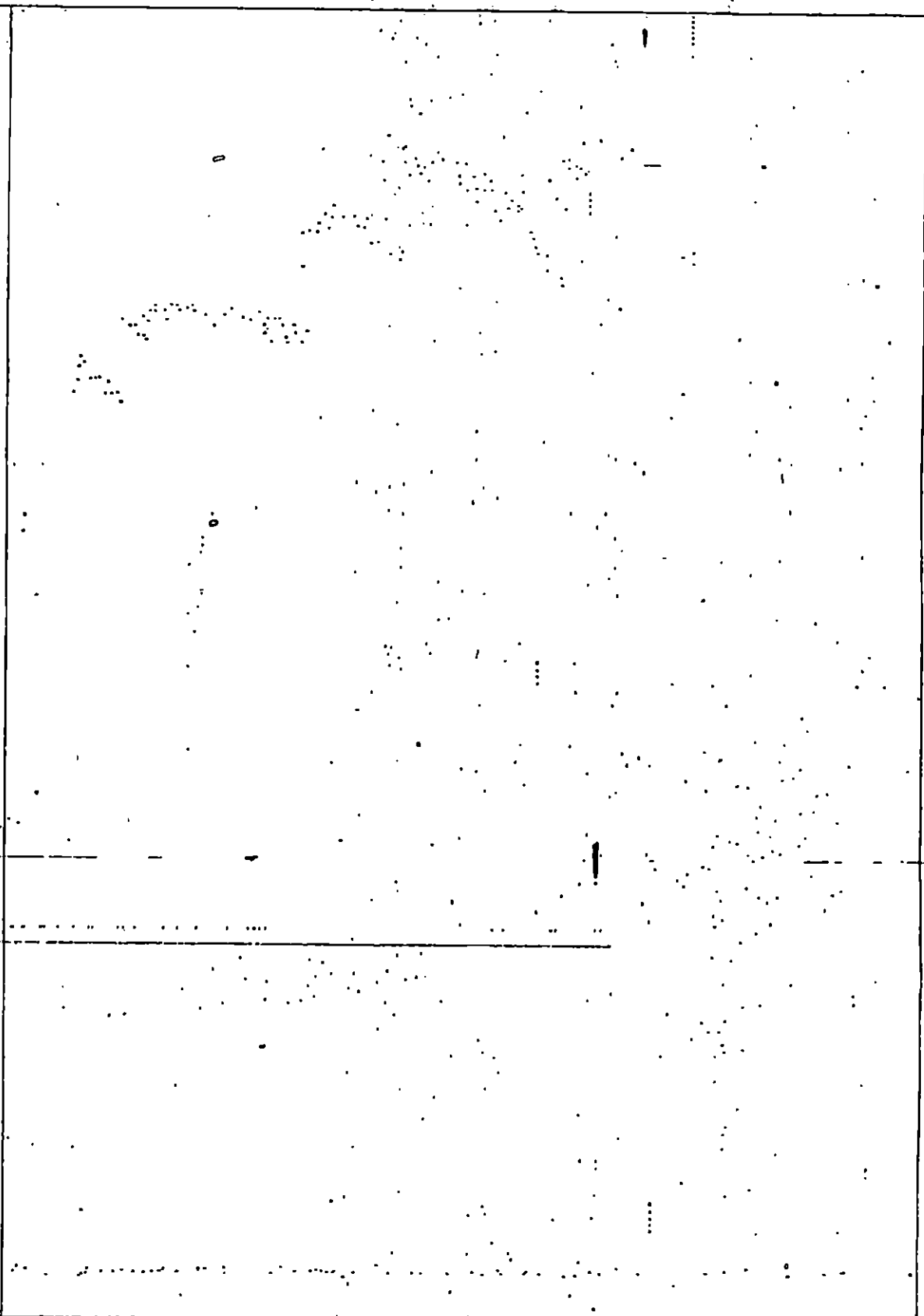
**GS SCORE**



*Remarks*


*Remarks*

*Remarks*



*Remarks*

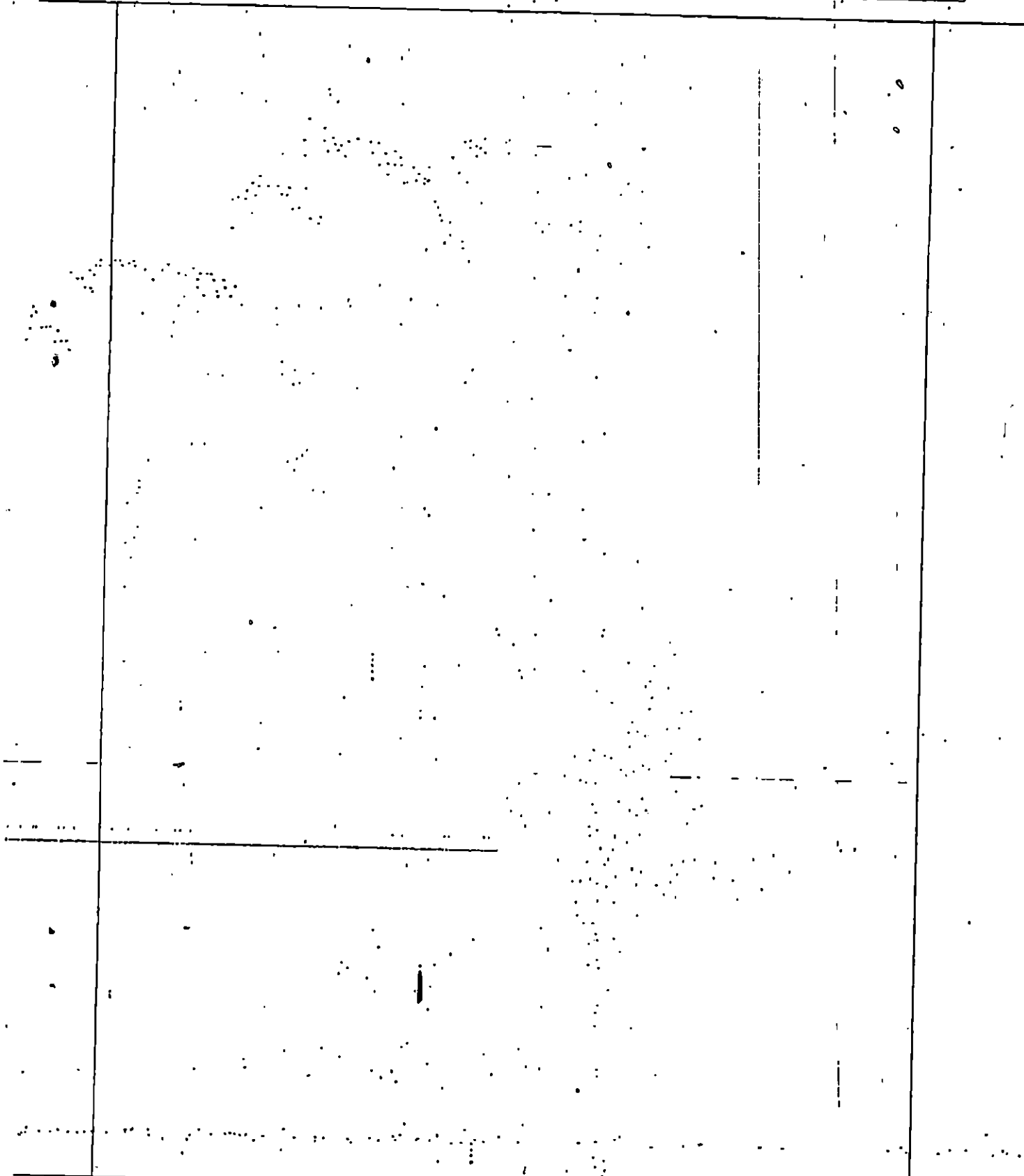


## Advertisement of its importance

Intro.

- ① what is advertise -
- ② why it is required
- ③ mode of add
- ④ Use of Misuse (important ethics society)
- ⑤ Regulation
- ⑥ Go forward

Remarks



*Remarks*

Trust is the foundational value (principle) which holds an  
 history shows crisis either leads to solution  
 or catastrophe - adversity, extremity, distress  
 difficulty, stress

- ① war, Doklam crisis, Aksai Chen
- ② food crisis - green revolution - self suff
- ③ Disaster
- ④ 1991 economic crisis
- ⑤ 17 emergency in India
- ⑥ economic crisis 2007-2009
- ⑦ Internal security crisis
- International: Nuclear, missile crisis - cold war.

Remarks