

## 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).*

### Remarks

Name Yogesh Kumar

Mobile No. [REDACTED]

Date 10/09/17

Signature [Signature]

1. Invigilator Signature [Signature]

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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.

History has been source of guidance to human civilizations since ages. The lessons learnt from history tells us ~~what~~ about the ~~mistakes~~ our ancestors committed. ~~and~~ Analysing Past mistakes, we can shape the present and future actions.

To take lessons from history, require understanding of it. For many history is just chronological order of past events and does not add anything ~~new~~ productive to our knowledge. There are the people who understand history <sup>in a limited sense,</sup> as dyshastic or event based order.

In reality, history can be called mother of all knowledge and subjects. Since beginning of life on earth <sup>to</sup> today can be studied under history. A rational definition

of history can be, systematic <sup>study</sup> ~~study~~ of the past <sup>in</sup> ~~with~~ objective ways, to draw lesson for present.

Its true that, in the process of writing history, many ~~factual~~ and chronological orders being produced, but these are

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essential, to draw valuable lessons.

A person with rational attitude always looks into history before making important decisions. This gives him an opportunity to analyse possibilities of results his action could produce. Seeing the similar actions in history, guides us what not to do, which resulted in failure earlier.

In today's globalizing and heavily competitive world, the role of history and need of lessons to be learnt from it has increased ever than before. In today's world we face crisis on various fronts, almost in all aspects of life. Management of these crisis, is very crucial. Hence, history can be of great use in ~~the~~ dealing with crisis at individual, social, national and global levels.

The first lesson history teaches us is that ~~crisis~~ ~~at~~ ~~the~~ situation of

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crisis either leads to solution or to catastrophe or anarchy and more crisis  
 In its support history provides many examples, for both crisis leading to a solution and crisis leading to catastrophe

⇒ Crisis leading to solution Historical Evidence

The crisis in Brahmanical society in later vedic society had caused wide spread inequalities; out of that crisis born many unorthodox sects like Buddhism, Jainism. These new sects not only provide new faith and values (non-violence, truth) but also altered the whole structure of society. They also influenced kings like Ashoka to build an largest empire in history based on principles of non-violence, truth and co-existence.

Don't commit systematic mistakes

Similarly, the crisis faced during two world wars, had made the world leaders to feel the need of a global institution, that could prevent such future wars. Therefore we today have

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UNO, that has evolved as global peace maker, UNO till now has ~~been~~ successful in preventing a large scale war at global level. This clearly suggests that out of a crisis, sustainable solutions can also be born.

But history also provides us example, where a crisis was led to calastrophe.

Crisis in Ancient regime in France led to French revolution. Though, the revolution was based on moral principles and modern ideas of equality, justice, and freedom. But it in reality intensified the crisis ~~by this~~ by paving the way to anarchy under Reign of terror and dictatorship of Napoleon. What revolution aimed for, were replaced with what it was against. i.e. dictatorship, violence, the qualities. Though ideas of French revolution leaved thereafter, but outside France.

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The ~~creation~~ repercussion of cold war still haunts us in many ways. The Korean (North) threat today is a culmination of cold-war rivalry. ~~The~~ Similarly the Palestinian crisis since its origin with creation of Israel in 1948, has only intensified and led to more violence and casualties. All these culminations of cold-war rivalry suggest that crisis many times leads to bigger crisis.

Moreover, history do not teach us the incidents of crisis but also about crisis itself and its various dimensions.

History laid out before us various sorts of crisis ~~Political~~, Economic, Political, Environmental, Social and mix of all.

The Moral crisis in Nazi Germany led to holocaust. Political crisis in Pakistan has led to its backwardness and breed of terrorism.

The Economic crisis of 1929 has shaken the whole world economy, and there after suggest the role of government intervention.

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in economic affairs.

The Environmental Crisis caused by industrial revolution has reached its limits now. The phenomena of climate change and global warming suggest that Environmental Crisis has intensified with the time. Similarly the refugee problems in today's world suggest ~~society~~ a mixed crisis on all fronts.

History, not only points out problems only, it also imbeds answers in itself. It teaches us what factors led to crisis in past. Some of the important factors that could be identified are following:

One, leadership, history shows that leadership was responsible for both as cause of crisis as well solution to it. On one hand leadership of Hitler, Mussolini led world towards crisis, ~~the~~ At the same time leaders like

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~~Gandhi~~, Mandela guided their people against colonial domination and cultural and social inequalities of society. It is because of their leadership that today both India and South Africa are the big emerging economies of world.

J.F. Kennedy's role in American civil war against slavery led to abolition of slavery not ~~from~~ America but from world.

Second, prevailing social conditions and social attitudes also define the course of crisis either to solution or to catastrophe. A crisis is caused ~~by~~ due to unequal relations in society. When those who are in power decides to recognized concerns of left-outs and agree to extend share in power, a solution is reached. As it happened in Britain, by adopting Parliamentary democracy with monarchy, and giving up feudal privileges.

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But opposit happened in France, where the first two estates did not agree to recognize ~~third estates~~ concerns. This caused into French revolution.

Third, Manytimes, The outcome of a crisis also decided by outside influences. The persistence of crisis in Pakistan, Palestine, Iraq, & Syria are examples where outside interests had not objected reaching to a solution.

But some time outside influence of UNO has also led to solutions of crisis.

Moreover, history can teach us many lessons. We should wisely use the history for our present day

crisis and their management. The answers to today's crises i.e. environmental degradation, growing inequalities can be found from the ancient philosophies of India i.e. Buddhism's middle path theory, the

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Updated knowledge and facts can offer many solutions for today's problem.

The most important lesson we should learn from history is that it's the humans who create crisis and it's they only who could seek solutions, if they have liberal, reasonable and cooperative values.

52  
125

You have enough knowledge to write good essays, as it is evident from the dimensions and examples that you have covered whether at political level (Gandhi & Mandela) or at International level (Syrian Crisis etc).

However improve sentence formation and avoid spelling mistakes.

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Advertisement is an art of presenting thoughts, ideas, products and commodities in a way that those attract people and incentivise them to buy those. Advertisement has become ~~an~~ an important marketing strategy in today's world.

Many times, about half of the cost of product or an idea is constituted by its advertisement cost. Also the rise of advertisement industry as a booming activity suggest how important advertisement has become in the globalized world.

Before understanding growing importance of advertisement in present, we should first understand its history.

Advertisement has been practiced since ancient times. Buddha, roamed around in whole northern India, to preach his ideas to people and advertisement them so that they would be followed.

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Going a step ahead in advertisement, Ashoka used stone pillars, rock edicts to popularize his ideas of Dhamma. Thus he brought visualization as a way of advertising.

With the coming of industrial revolution and mechanical production, the whole notion of advertisement has also changed. Now more than promotion of ideas it was used for commodity promotion.

Moreover, advertisement emerged as a technique of influencing behaviours, ideas and life style of people with

the deepening industrialization, free-market economy. The level of competition also increased in the economy. More companies producing the same product more will be the competition. It also means more choices with the customer.

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In such conditions, the sale of a product is determined by the ways it is introduced and presented to the buyer. This has led to the growing importance of advertisement. With its importance the ways and means of advertisement also got evolved and diversified.

Today, there are many ways of marketing and advertisement. Use of Media, is very prominent one, road side hoardings, social media, word of mouth, specialized and trained advertising agents etc. are some of the ways of advertisement. Most recently, the use of celebrities in product promotion has increased tremendously.

It is because, the ability of a celebrity to influence people is great as people consider them as their ideals and heroes.

Now, the advertisement has grown so much that it has started resulting in many negative aspects. For most,

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Majority of advertisements are <sup>invariably</sup> misleading. They also convey an incorrect view of certain products.

The use of advertisement has reached ~~crossed~~ its limits as now companies rely on advertisement more than quality of product in selling them. It has become a moral issue now. Promotion of fake, duplicate products has become a general practice.

Companies to raise their sales use lies about their products and make fool of people. The use of celebrities has further intensified over exaggeration of qualities of products. For example promoting of fairing creams, cold drinks is completely fake.

It causes an economic chain reaction that generates a net gain in indirect sales jobs.

This leads to various issues in society. The breach of customers trust can cause serious losses to the company. It also results in artificial inflation. As ~~the~~ about half of the cost of the product is cost of spending on advertisement which has no relation to raw materials used in making of the product.

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due to promotion of the industries, products & services. This way advertising plays a strong role in the economy.



Marketing of a product does not involve only the buyers and producer. A whole range of stakeholders involved in marketing i.e. producer, ~~and~~ ~~whole~~ sale dealers, suppliers of raw material, middlemen, retailers and finally the buyers. Extensive advertising can affect interest of all these stakeholders.

Similarly, in advertising a product multiple stakeholders are involved such as media, companies, celebrities, advertisement companies and the customers. Advertising is also unethical due to its negative impact on children, interest of all these stakeholders in false images, various capacities, & unrealistic expectations.

More than anything else, today advertisement has become an issue of morality and breach of customer's trust.

Unprecedented and unscrupulous advertisement has been on rise and this could damage the customer-producer relations; and

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At the same time it helps educating people. There are some social issues also which advertising deals with like child labour, liquor consumption,

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girl child add to inequalities in society. As now companies produce only for a certain section of the society which could pay for the luxury items. The focus on production of essential goods has been shifting to luxury goods. This can further harm the poor.

Thus control of irrational advertisement has become necessary today. The problem becomes more serious when we find no mechanisms in place to regularize and standardize the advertisement industry.

The existing regulatory mechanisms are poor and fragmented. In India there is no special body to oversee the advertising industry and related issues. It is regulated under Consumer rights act to some extent. But these provisions are neither sufficient

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nor holistic.

Moreover, now is the time to enact ~~under~~ progressive legislations to regulate advertisement. Advertisement for abortion and sex selection has boomed up and led to severe decline in child-sex ratio in India. Though this was made illegal under ~~PNPDT~~ PNPDT act, but could not be successful. ~~All these facts~~

Growing use of social media and internet has provide new dimensions to advertisement industry. Now it has become even more difficult to check false and fake advertisements.

Thus considering all these new challenges an ~~Act~~ Act to regulate advertisement is immediately required. The act should give proper consideration to globally following best practices. It should primarily ensure the customers rights and also put some responsibility on celebrities for the quality of product they promote.

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moreover, There is no doubt that importance of advertising in marketing of the product has increased tremendously.

But it has come with various new sets of challenges as discussed above. This regulation of advertising market has become the need of hour.

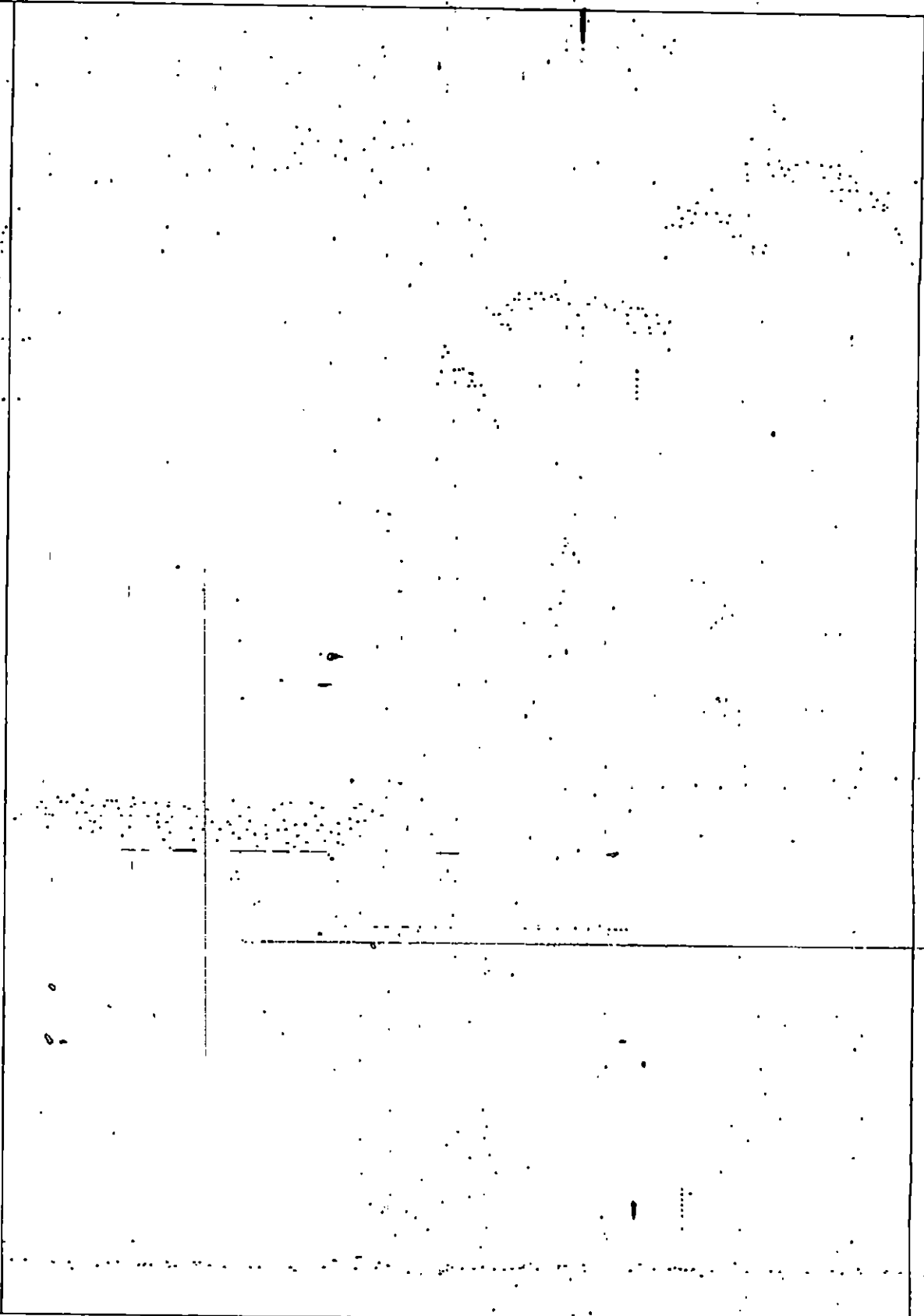
Conclusion  
could  
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You have covered few dimensions. Please go through the hints provided by the institute to improve your content.

Remarks





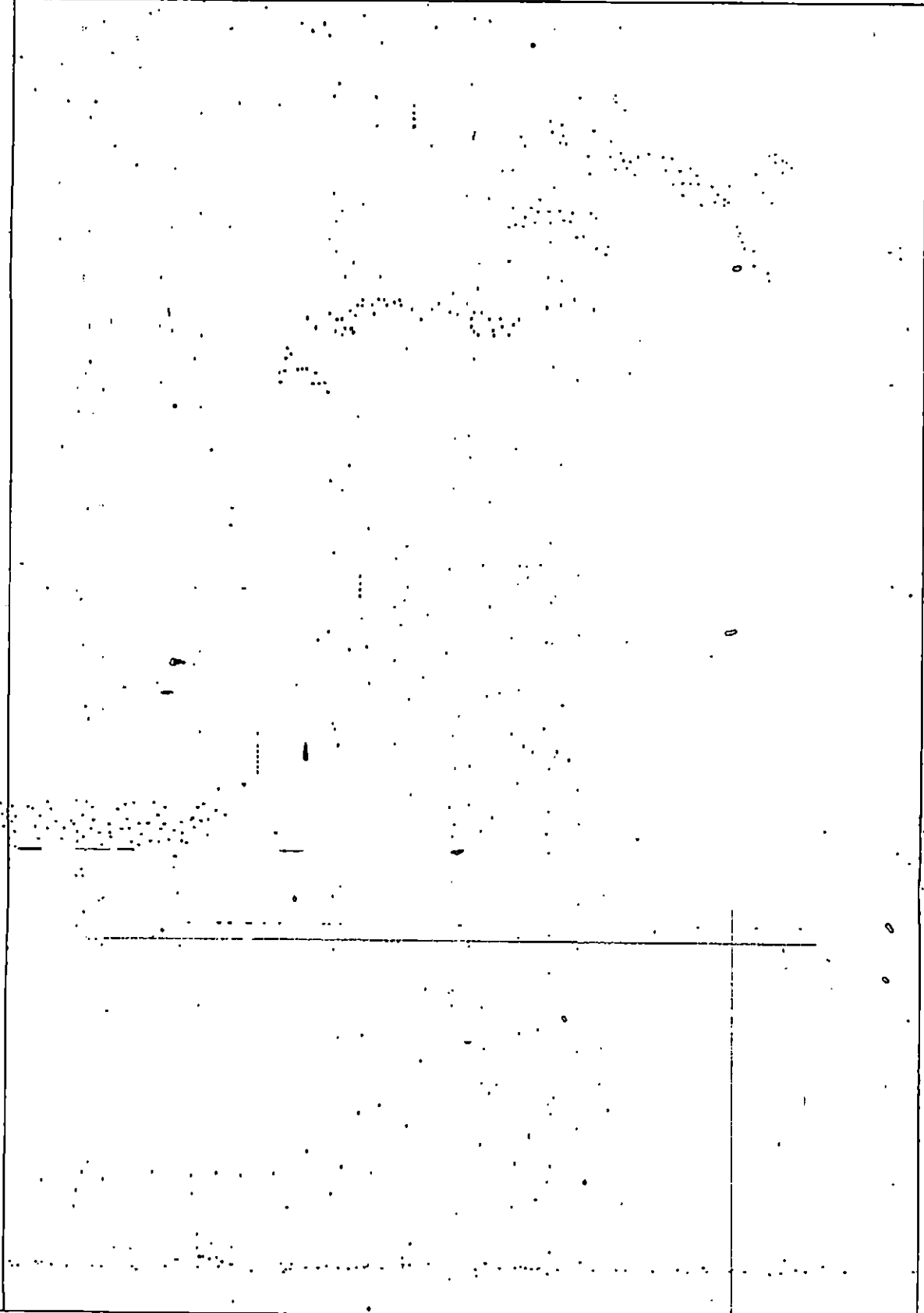
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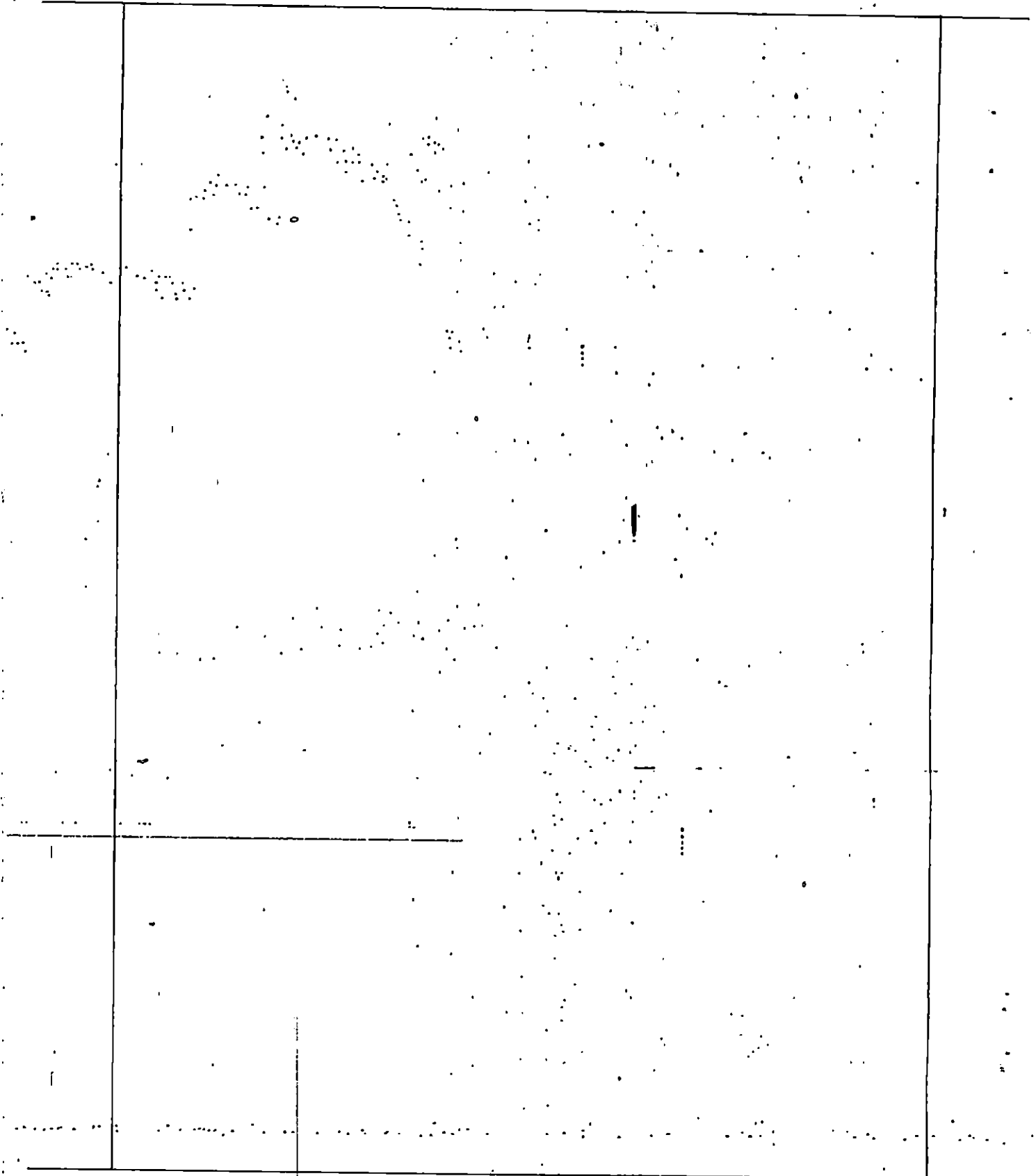
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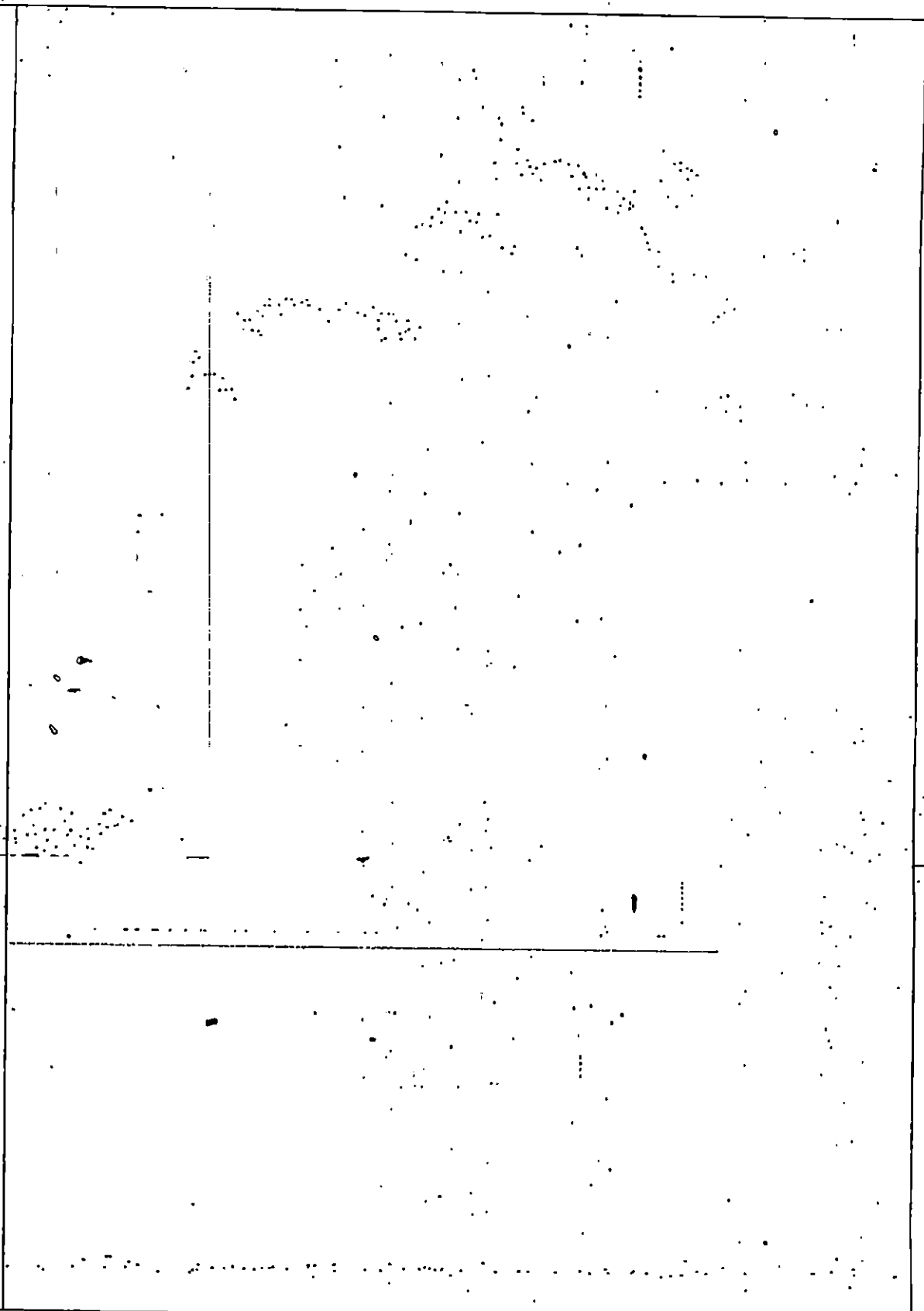




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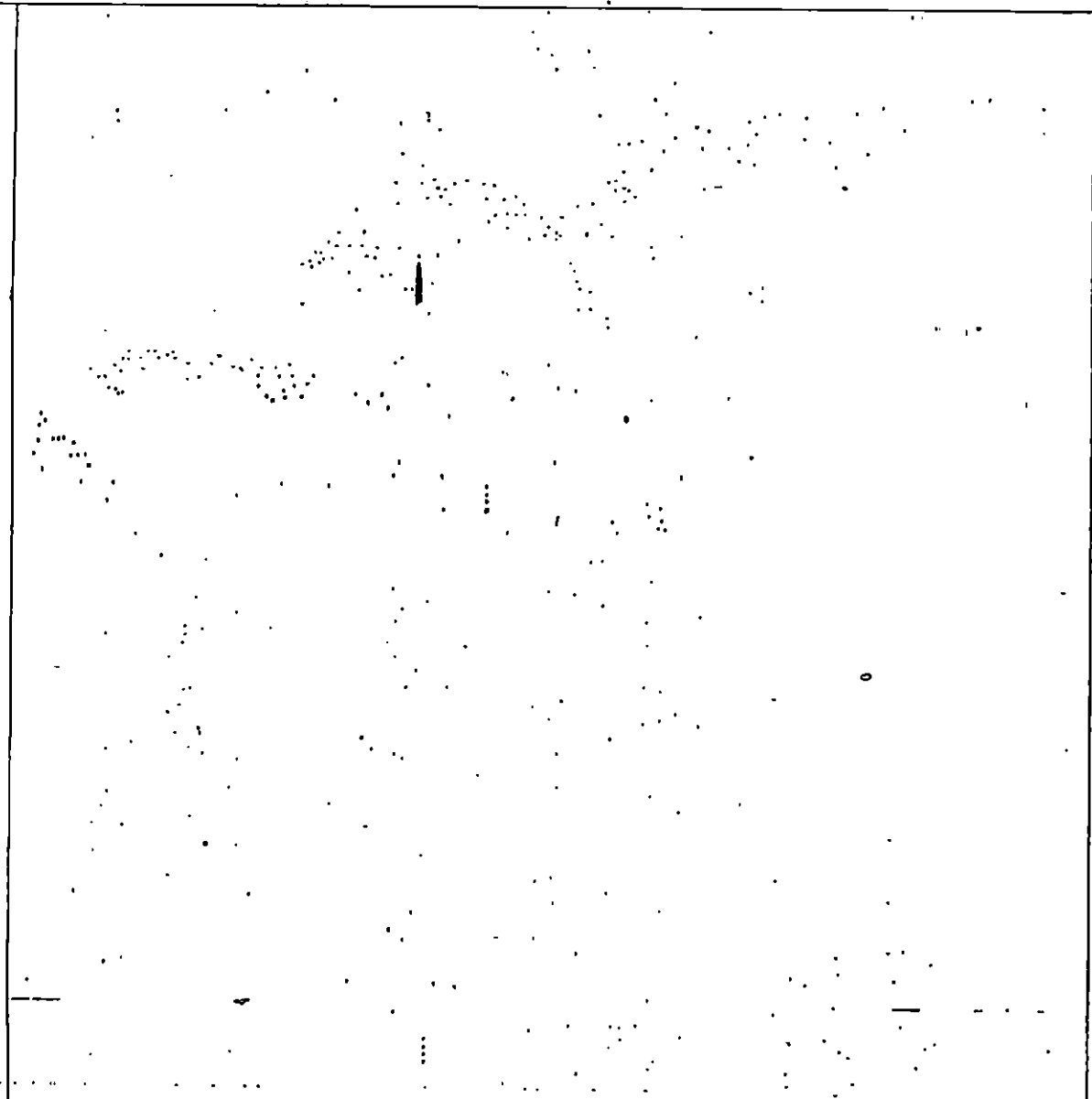
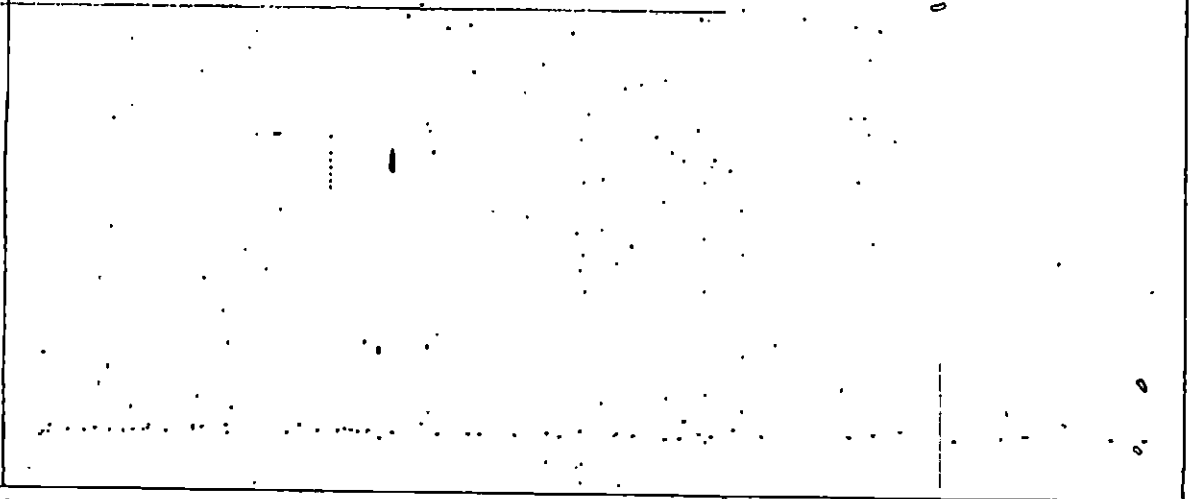




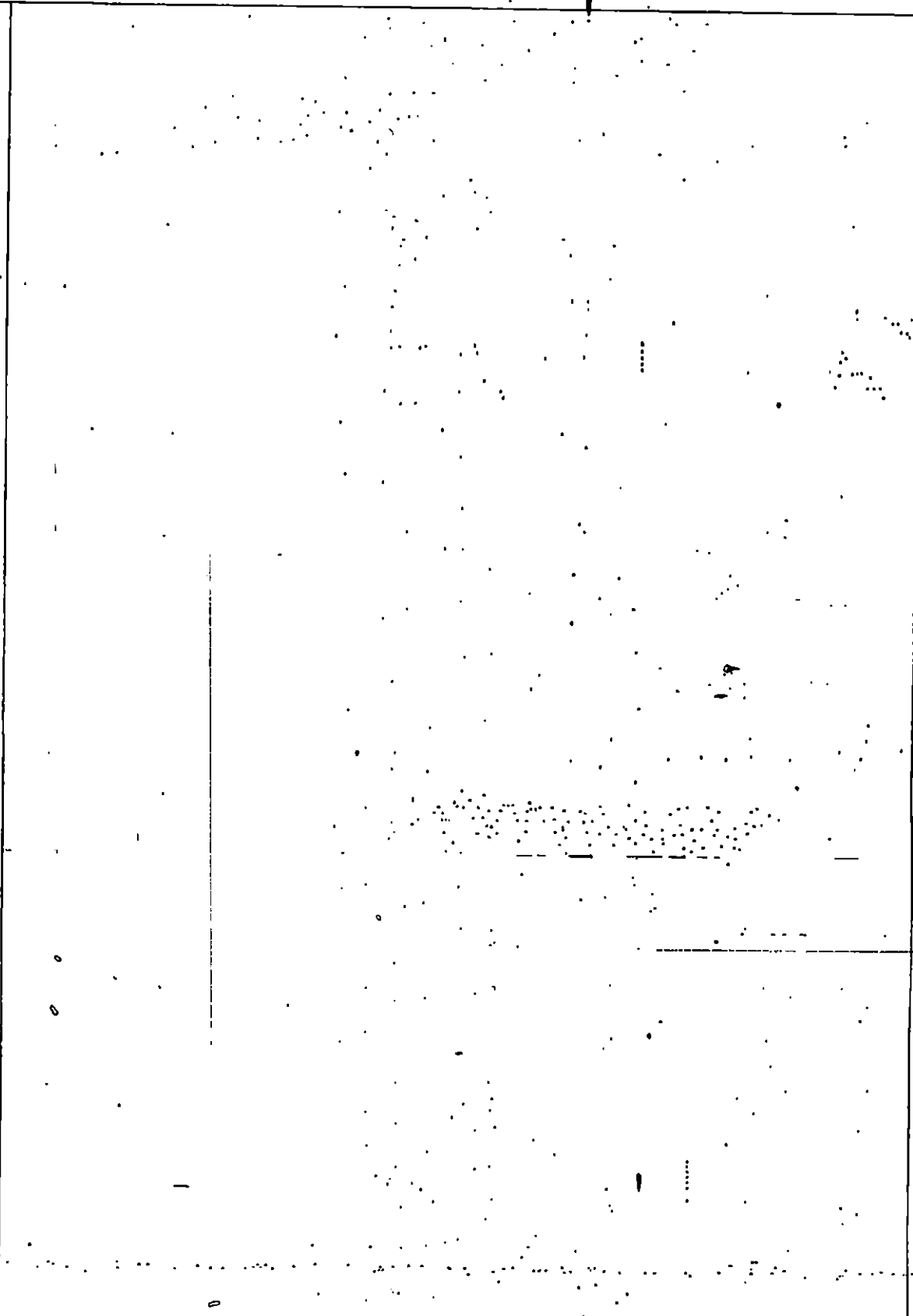
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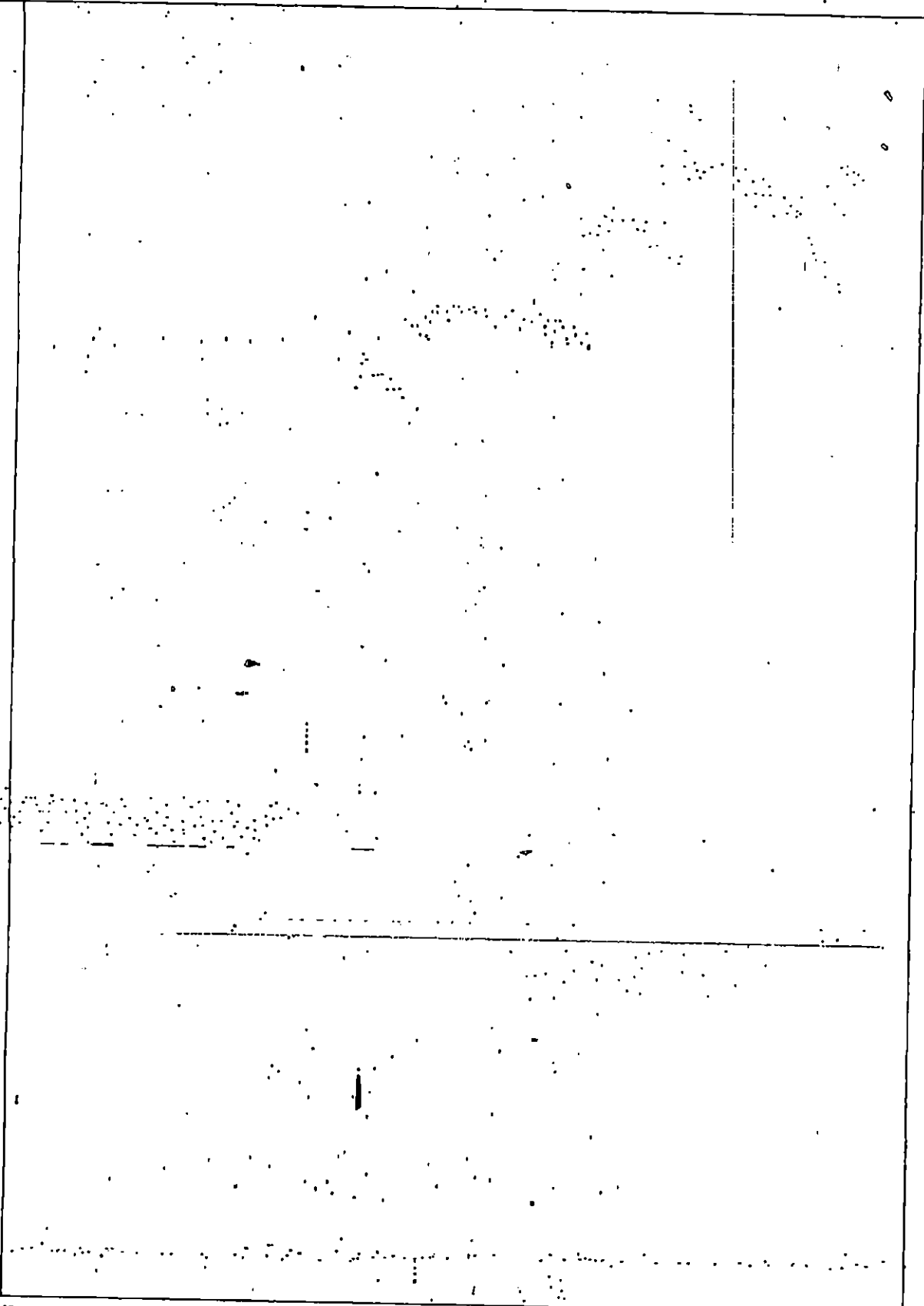
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