

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 Soumya Arora

Mobile No. [REDACTED]

Date 10/9/17

Signature Soumya Arora

1. Invigilator Signature [Signature]

2. Invigilator Signature [Signature]

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 us Crisis either leads to solution or catastrophe

In order to make a clay pot strong it is subject to fire.

In order to produce capable guards of the country soldiers are made to undergo rigorous training. Similarly, in

order to check if an applicant is suitable for a particular job, he is subject to extreme pressure in an interview.

Rigorous conditions, pressures, intensity, etc are the test of character of a person.

The ability of a person to come out of a difficult situation or crisis determines the strength of his or her character. A

person of strong character will take the crisis as an opportunity to prove himself and his worth and provide a solution.

A weak character may stumble under the pressure and lead to bitter results.

Remarks

Crisis situations are also important because they serve as inflection points. They help us discover faults that were earlier lurking invisible. For example, without the American sub prime crisis, no one would have realised the housing value problem in the economy. Once such a problem is visible, it can be solved to create a sustainable solution. However, if for some reason it is not possible to find a solution, it may lead to a catastrophe as well, as visible in the expansion of the sub prime crisis to a Global Economic Crisis of huge proportions.

Human civilization faced the worst of floods and changing river courses e.g. Harappan civilization became extinct by a reason such as floods. But the same floods led to some flourishing civilizations like Mauryan Empire & Chakravart Kingdom.

derive as ex. important our ways. By analysing our experiences we can better understand and hence try to solve the problems we face today. If we are to grasp the lesson provided by a crisis, it is an opportunity for this reason that we should keep on analysing various

reasons behind the fall of the Harappan
~~empire~~ civilization, as with it may
 lay the factors that can cause even
 the present civilization to disappear.

By analysing various facets of
 historical periods of crisis, it is also
 important to understand the common
~~themes and factors~~ that inevitably led
 to a solution or a catastrophe, i.e. what
 particular factors enabled some crisis
 to reach to a logical end while
 others could not.

An important underlying factor is
 the ability or power to effect change,
 especially by those who are most affected
 by a crisis. This scientists first
 discovered the ozone hole over Antarctica;
 the entire world came together in the form
 of Vienna Convention and he signed the
 Montreal Protocol. Today, the shrinking of
 the hole is seen as a sign of success of

Nice
 Analysis
 correct

Remarks

this international endeavor. On the other hand, global warming and climate change have been seen as an impending catastrophe for decades but cooperation on this front has been slow and insufficient. As today the United States stands at withdrawing from the Paris accord. According to critics, this is because while the impact of ozone depletion would first affect the higher latitude developed nations, climate change would impact the small islands and developing nations at the equator. Hence, the direction and essential consequences were determined by the powerful nations of the west!

Another important factor is the role of vested interests, that may impede the most genuine efforts to reach to a solution of a crisis. The Cuban missile crisis was an important turning point in the cold war where both superpowers had reached to a dead end and a nuclear catastrophe was evident yet bound strategic thinking led to a period of detente. Today, the same superpowers are at loggerheads in Syria!

Remarks

When the humanitarian crisis has taken toll on millions yet certain actors have greater interest in the continuation of the crisis or status quo than seeing the other side near victory. In the middle of this, children keep dying in a humanitarian catastrophe.

In India too we see how leadership has been a major factor in determining the course of a crisis. The Balance of Payment crisis affected India at a time when it had little international support and weak domestic government. Yet the leadership used the crisis to take strong decisions and used the crisis to turn around the Indian economy to a path of liberalisation, privatisation and globalisation. However, even a strong central leadership could not completely analyse the implications of politics of regions and hate in 1984 and was unable to nip communalism in the bud that eventually culminated into Operation Blue Star, assassination of P.M. Indira Gandhi in the capital, etc.

There is also the importance of strength of character that determines his ability to deal with a crisis at even a personal level. All individuals go through stressful situations like failure

Remarks

in an exam, loss in business or death of a loved one. Yet people of strong character who are able to handle these situations as stepping stones and not stumbling blocks are the ones that succeed in life.

Moreover, crisis may not only be materialistic but it may also be a crisis of values and ideas. It was the crisis that Ashoka found himself in after the battle of Kalinga was won, that influenced him to lead a life based on Dhamma. However, many people are unable to overcome such crisis and fall into a trap of regret, self-doubt, depression, etc.

It may be argued that there can also be a third path to a crisis where it does not lead to a solution or a catastrophe but merely the status quo. Such a path, ascertained by those with weak character would inevitably lead to crisis situations as well, because a crisis situation if unattended only leads to catastrophe.

Nice example
Such examples provide objectivity to your essay

But in several times crisis remains at status quo in the hope

Remarks of getting it resolved in coming future

Hence, 'Ignorance is bliss' cannot be the slogan for the brave.

Hence, it is important to understand and internalize these lessons of history, as they can be used to serve our present. There is a need to learn how to mould opportunities into opportunities which can only be done by critically thinking about the past. This requires a fundamental change in the education system so that past events are not treated as mere facts but students analyse the causes and consequences of each action.

The crisis that we face today is the social tensions in the society, the failure of health and education systems, the attack on moral and gender norms, corruption etc are also serious problems that need serious thinking. It is not enough to follow a status quo approach, otherwise they would lead to catastrophic results.

Remarks

History teachers

to learn from
our failures
as well as
others

Experiences
If teachers
as to
positive
cautious
mindset to
each
every
problem.

58

125

What is required is a new, out
of the box and fundamental shift in
thought process that takes these
challenges as opportunities to utilize the
demographic dividend and realize the
growth potential of the nation. As
Buddha remarked,
'No one can lead us, no one can follow us,
no one may, and no one can: we
ourselves must walk the path.'

You have improved your articulation skills. Essay is well structured. However try to add more dimensions.

• Improve on your representation.

Try do write little clear & bigger.

Remarks

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Remarks

SECTION - B

4. Advertisement and its importance

The little girl in a polka dot dress has become ~~such~~ a symbol of the her brand Amul. The cartoon character is not only leads to an instant recognition of the brand but her subtle take on contemporary issues with humour also make the brand more likeable and socially relevant. Moreover, its expansive reach with billboards and newspapers along with online medium ensures that it reaches all pairs of eyes. Hence, the little girl is a representation of almost everything a successful advertisement campaign would entail.

In simple terms, advertisement is the art of promoting a product in order to sell it. In broader terms, the product may be an idea or a person itself. Advertisement forms a part of the product marketing strategy, even the most perfect product would

Remarks

not be successful if the masses are not aware about it.

The practice of advertisement is not limited to commercial enterprises in order to make monetary profits.

The government uses advertisements and slogans to popularise its schemes and initiatives.

The district administration or police uses advertisements and signs to influence behaviours like drunken driving.

Political parties advertise their programmes and candidates to influence voters. Even

terrorist organisations using internet propaganda for recruitment like by ISIS is an example of advertisement. In today's

world, even individuals need to advertise their traits well in order to

be successful professionally.

Here the use of advertisement has expanded in scope. There has also been an expansion in the type of advertisements, as firms hire specialists

Such as Swachh Bharat Abhiyan

to make their attempts unique. From simple ads in print in newspapers and magazines to television, computer screens and to real world signboards to hot air balloons. The idea is to expand the reach as far and wide as possible.

Hence, the main purpose behind advertisement is to make customers aware of the product, its specifications, advantages etc. It involves product differentiation i.e. making your product appear different and even better than other competitor's through packaging etc. For example, all variants of the same flavoured aerated drinks would appear the same - without packaging and advertisement.

The second purpose is to make the product likeable. Advertisements use emotive factors i.e. influencing the emotions of a person. For this purpose, they also use the goodwill and trust attached to celebrities. Even state governments enlist celebrities as brand

Remarks:

ambassadors of a particular state
to promote their tourism

Advertisements are also ^{needed} ~~best~~ to
reach a target audience. They are made
in a way that they appeal to
the sensibilities of the age, sex or
class cohort of the customers their
product cater to. This is visible from
the difference in the male and female
version of perfume advertisement of the
same brand. With big data analytics,
companies track the preferences of individuals
and show those products that are likely
to be purchased by them using social
media, e-commerce sites, etc.

Moreover, advertisements through
product placement in movies, usage by
celebrities and social media influencers
try to make a product look commonplace,
fashionable and necessary. Hence it is
used to check demands even when
there might not exist one in the
profit place.

Remarks

However, advertisements serve more than just commercial purposes. They are needed to bring social change. In contemporary times, advertisements like 'Jago' or a tea brand seeking political activities or a jewelry brand popularizing widows' remarriages are examples where new social ideas are sought to be made normalized.

Similarly, the 'Beh Bachao Beh Padhao' campaign by the Government of India; the 'Swachh Bharat' Campaign, advertisements by Election Commission using celebrities urging people to vote are examples of creating behavioural change through advertisements.

Nice example and correct.

However, advertisements have their limitations, especially in the absence of a regulatory environment. They may encourage unhealthy eating habits in children, or perpetuate sexist notions often without any significant basis. Advertisement standards are next to non-existent in India. Only television channels tend to listen to complaints against ads. Advertisements are not likely to be misinterpreted.

Children are most likely to be misinterpreted the

Remarks

messages conveyed through the advertisement.

On a more fundamental level, advertisements ~~create false needs~~ and are driven by the pockets of large enterprises trying to alter our behavioural patterns. Moreover, it prohibits the development of an open market when only products that can afford heavy investments in advertisements can compete. People treat advertisements as a mark of a product's quality and prefer a heavily advertised product over others.

Advertising is also

unethical due to its

negative impact on

children, false images,

& unrealistic expectations,

Also, the impact of globalisation on advertisement industry is such that it leads to erosion of local culture and universalisation of Western modernity, creating a uniform culture. Hence, some brands are popular all around the globe whereas local variations are ignored.

The limitations of advertisement are visible in government campaigns too. Recently, the Supreme Court of India ruled that only photographs of P.M., President and C.M.s

Remarks

Could be used in government ads.
 Also, there is a debate on the
 blurring lines between party and
 government advertisements, use of state
 machinery to popularize ruling political
 party's ideas etc.

There are some other fundamental
 questions regarding advertisements too.
 According to present legal system, derived
 from Victorian times, law firms and lawyers,
 cannot advertise their services, create
 their website, etc. A question on the validity
 of this idea, restricting a particular
 profession, lies before the judiciary. Such
 restrictions do not exist in the US and
 the UK has also withdrawn them.

Similarly, there was a question of
 advertisements relating to the hotel sex
 determination. An search engines which
 the court upheld and was seen as
 violation of freedom of speech and expression.

Remarks

Hence, there is a need to rethink the role of regulation in advertisements and the ~~limitations~~ of the same. Since pre-censorship is not a solution as it would violate freedom of expression, there is a need to establish strong grievance redressal institutions that are also independent and accountable.

Good format of Conclusion

More importantly, there is a need to educate the consumers about the right and wrongs of advertising, the ability to distinguish between Propaganda and exaggerated ideas and facts and the existence of government standards like those of FSSAI that can be used as parameters to test a product. A more aware consumer base would lead to a more responsible advertisement industry and a more secure citizenry.

61
125

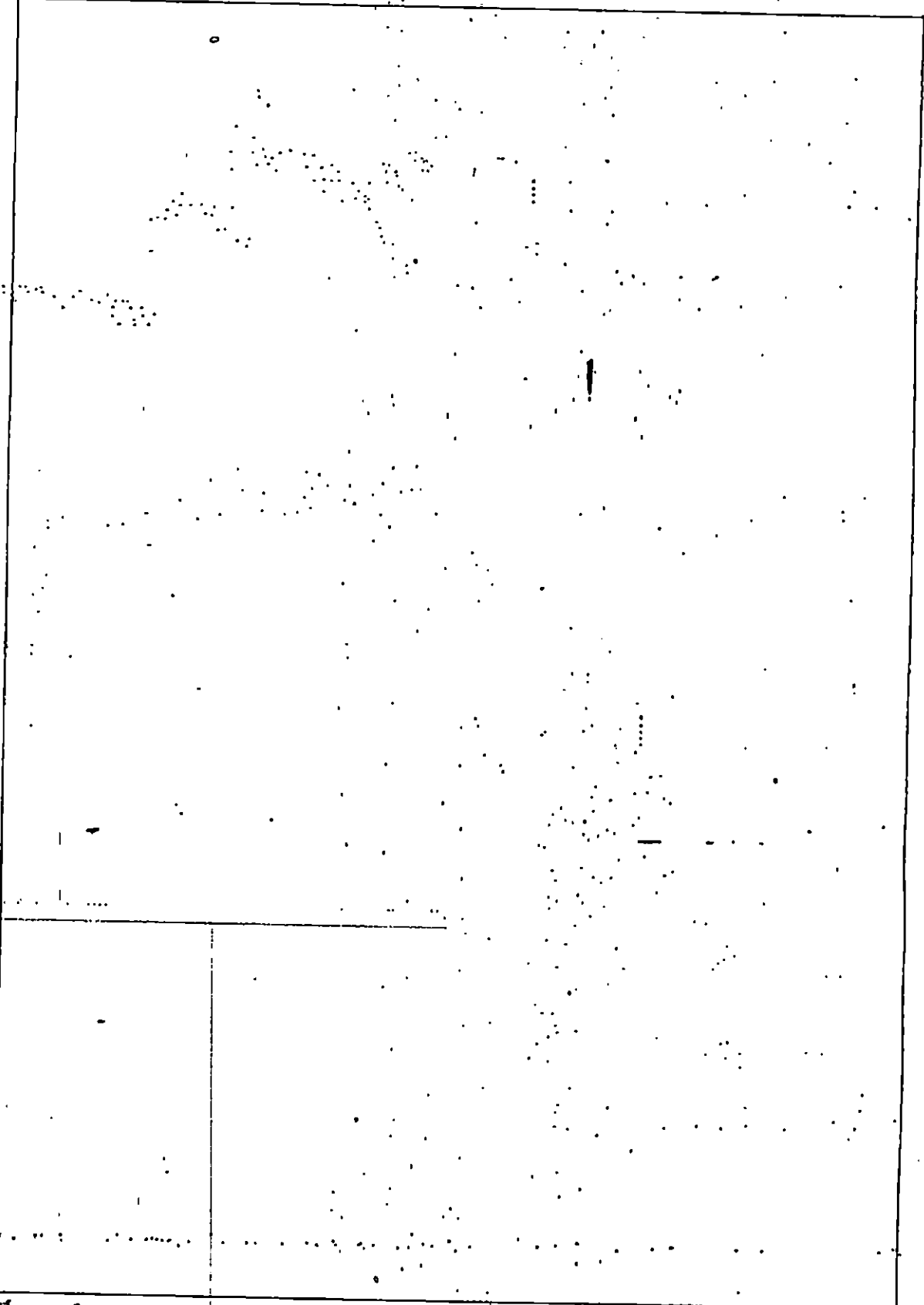
Remarks

You have covered many dimensions in a well structured manner, and good examples provided by you gives objectivity to your essay. However try to add more

points such as: How advertising plays a strong role in the economy. How it is important for the customers.

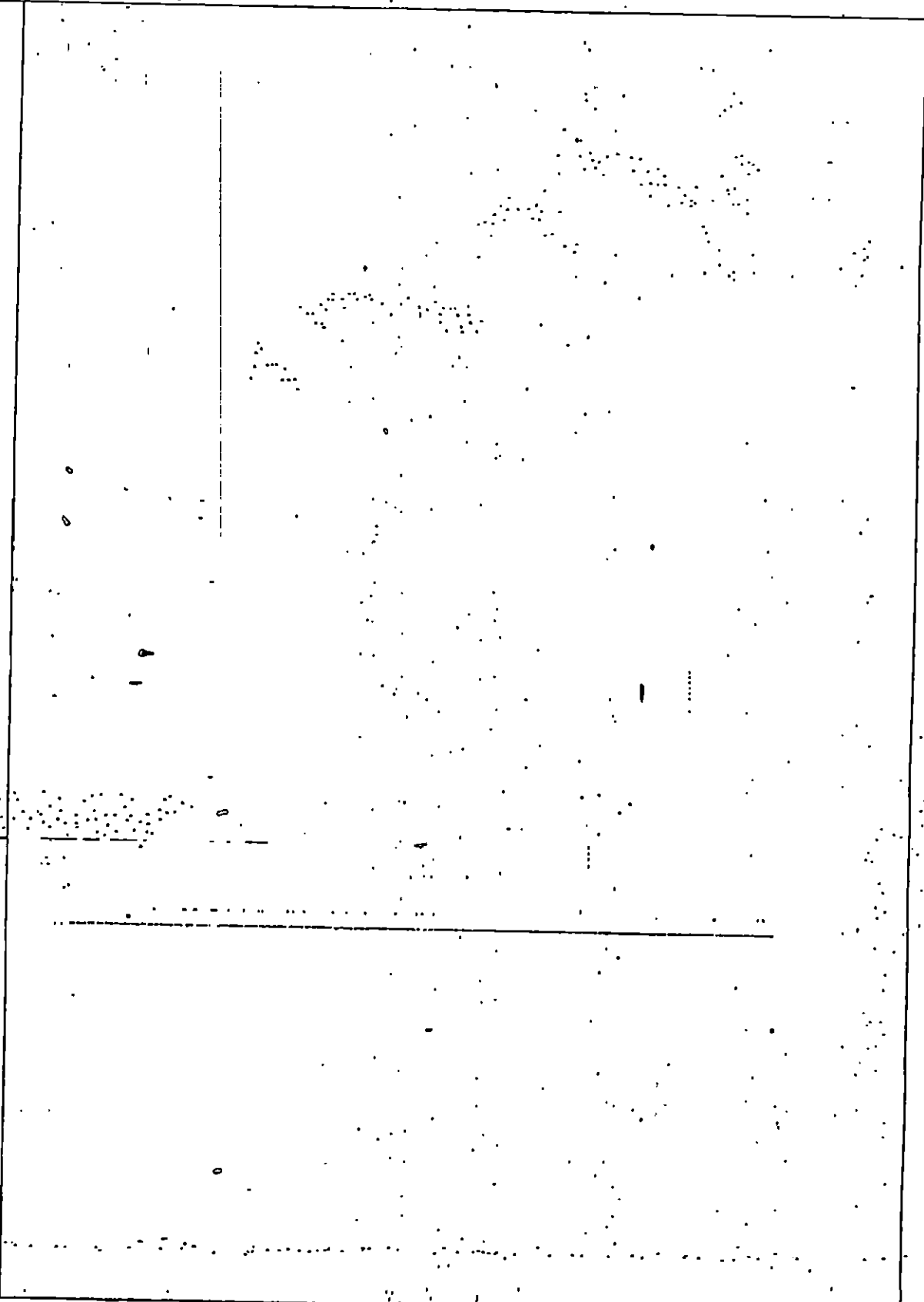
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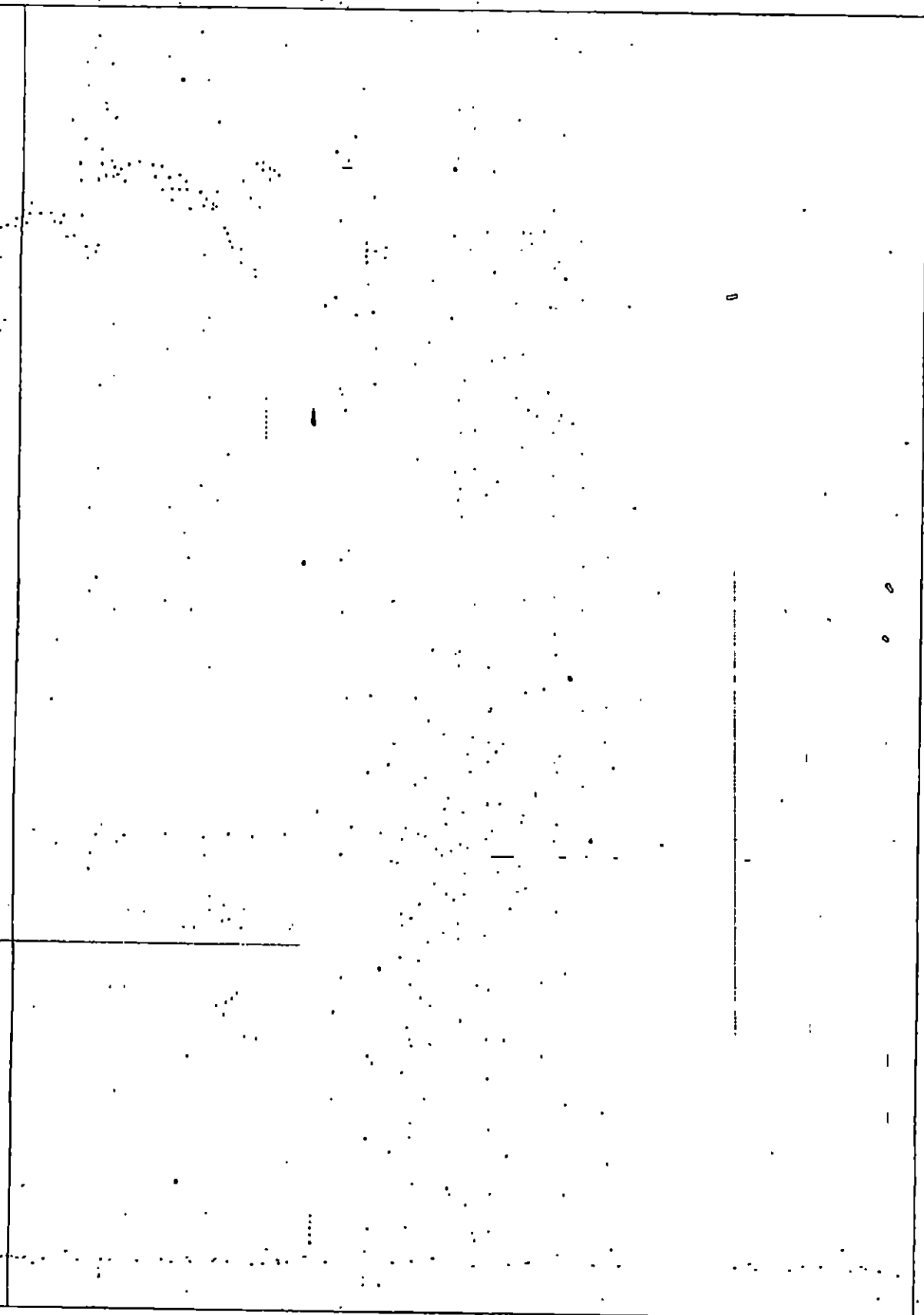


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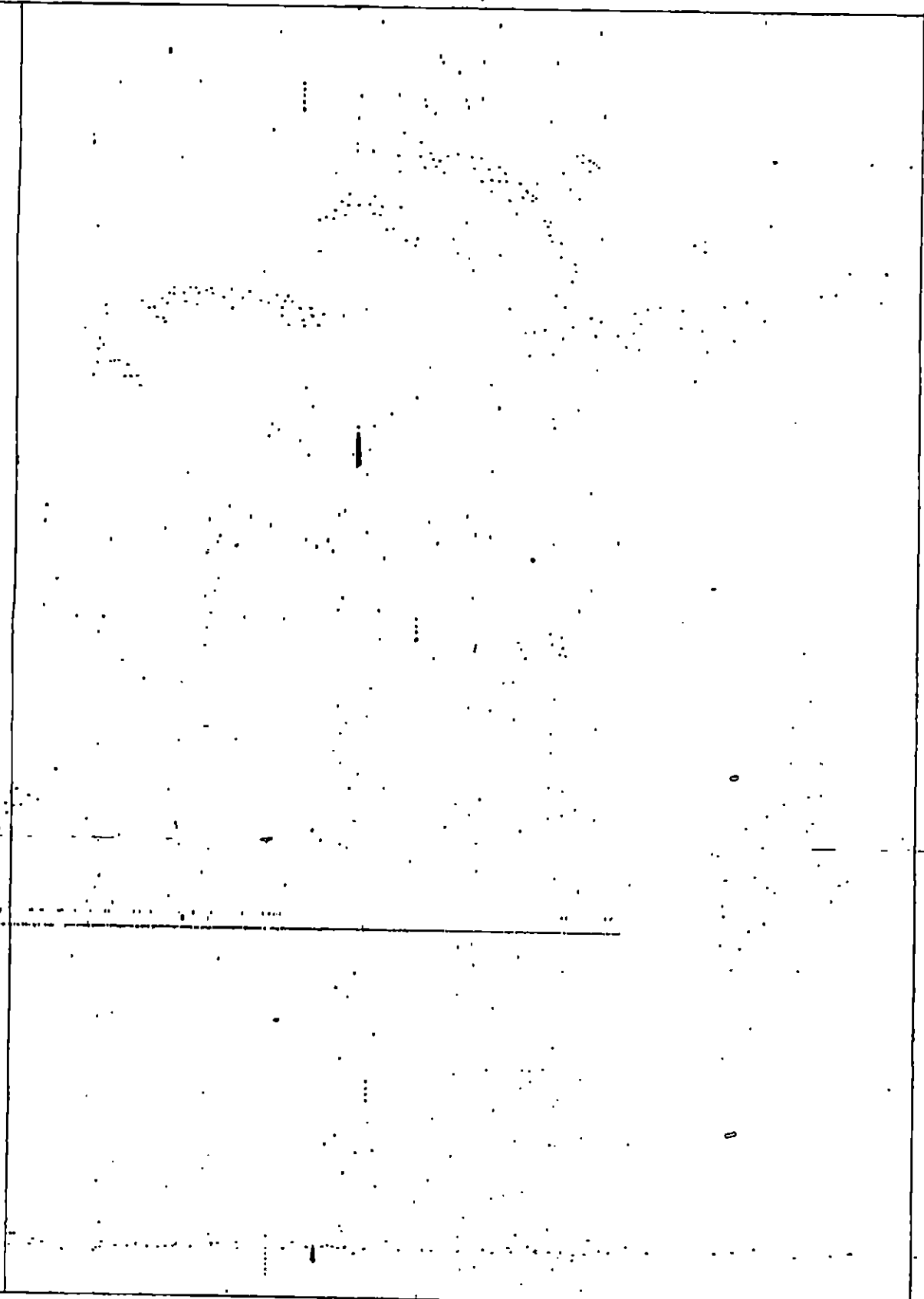


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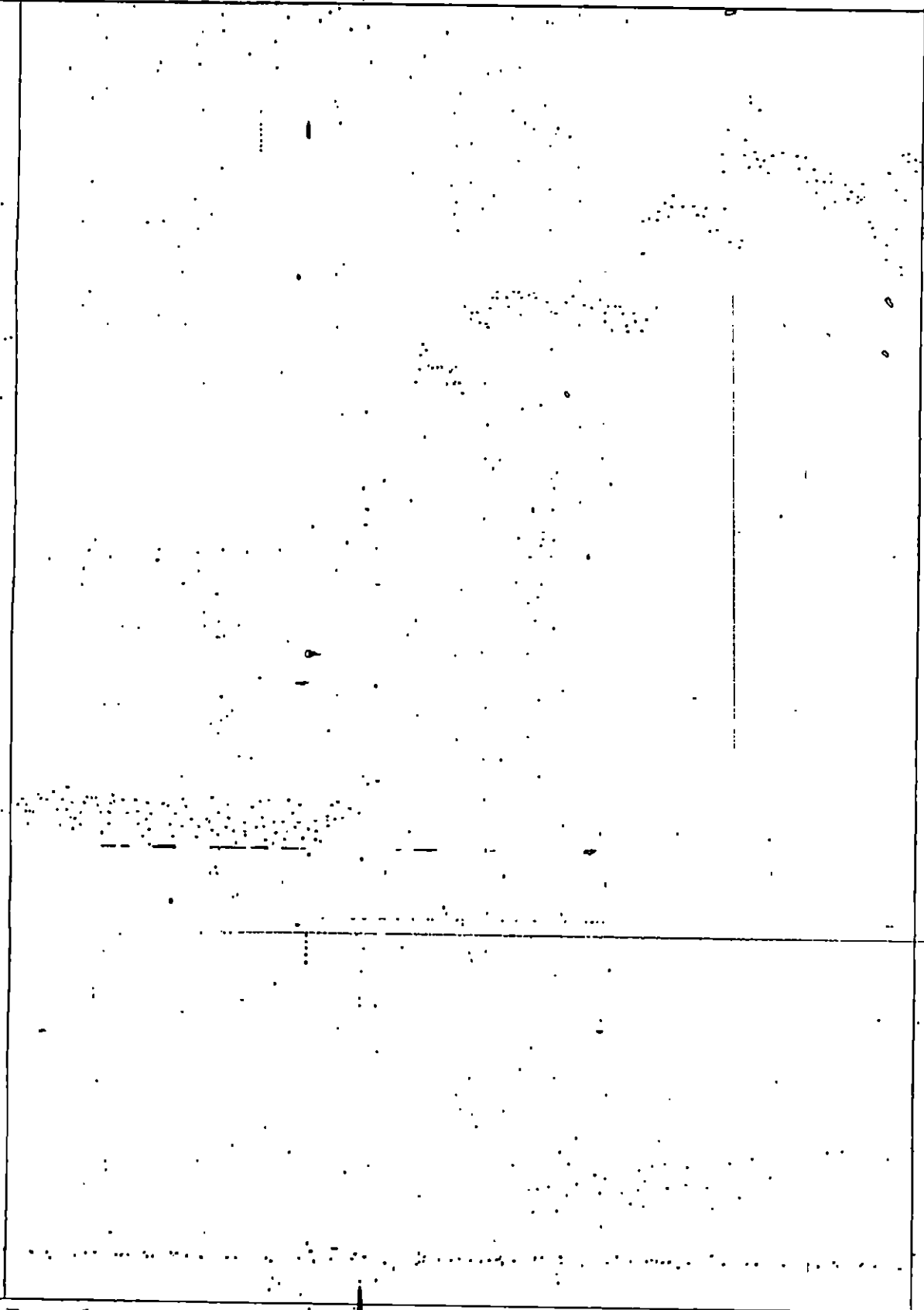


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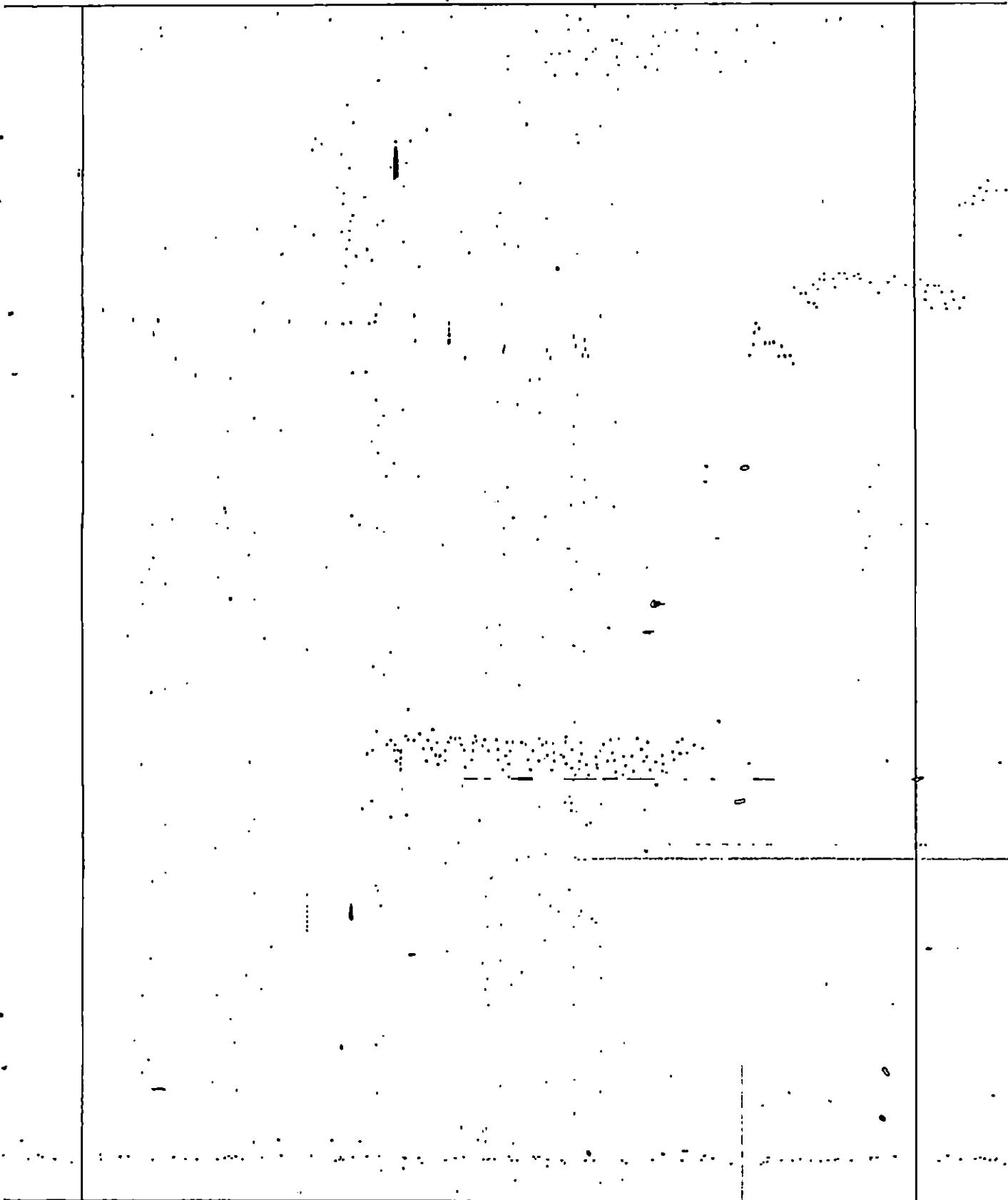


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Remarks



Remarks

Remarks section containing faint, illegible text.

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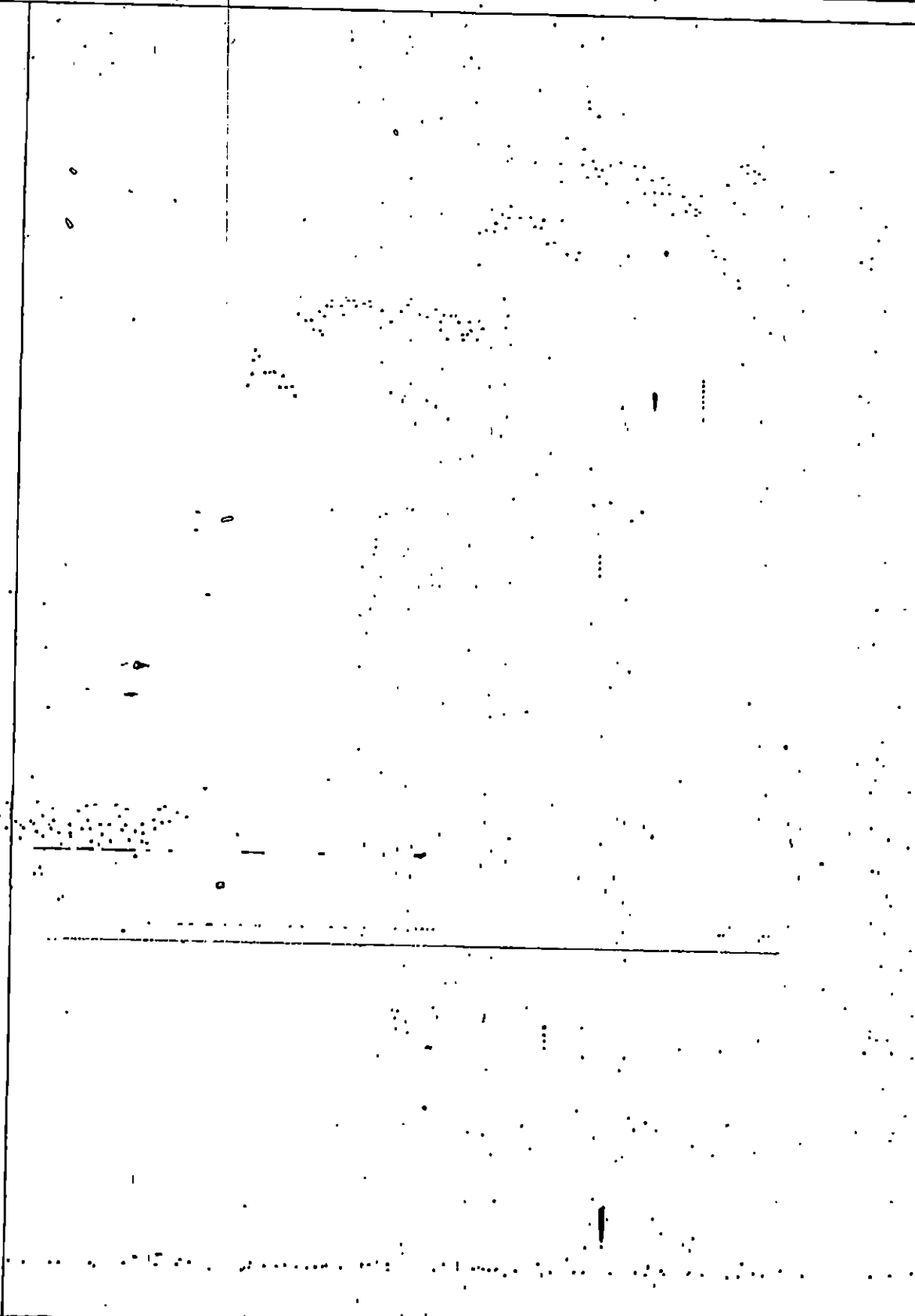


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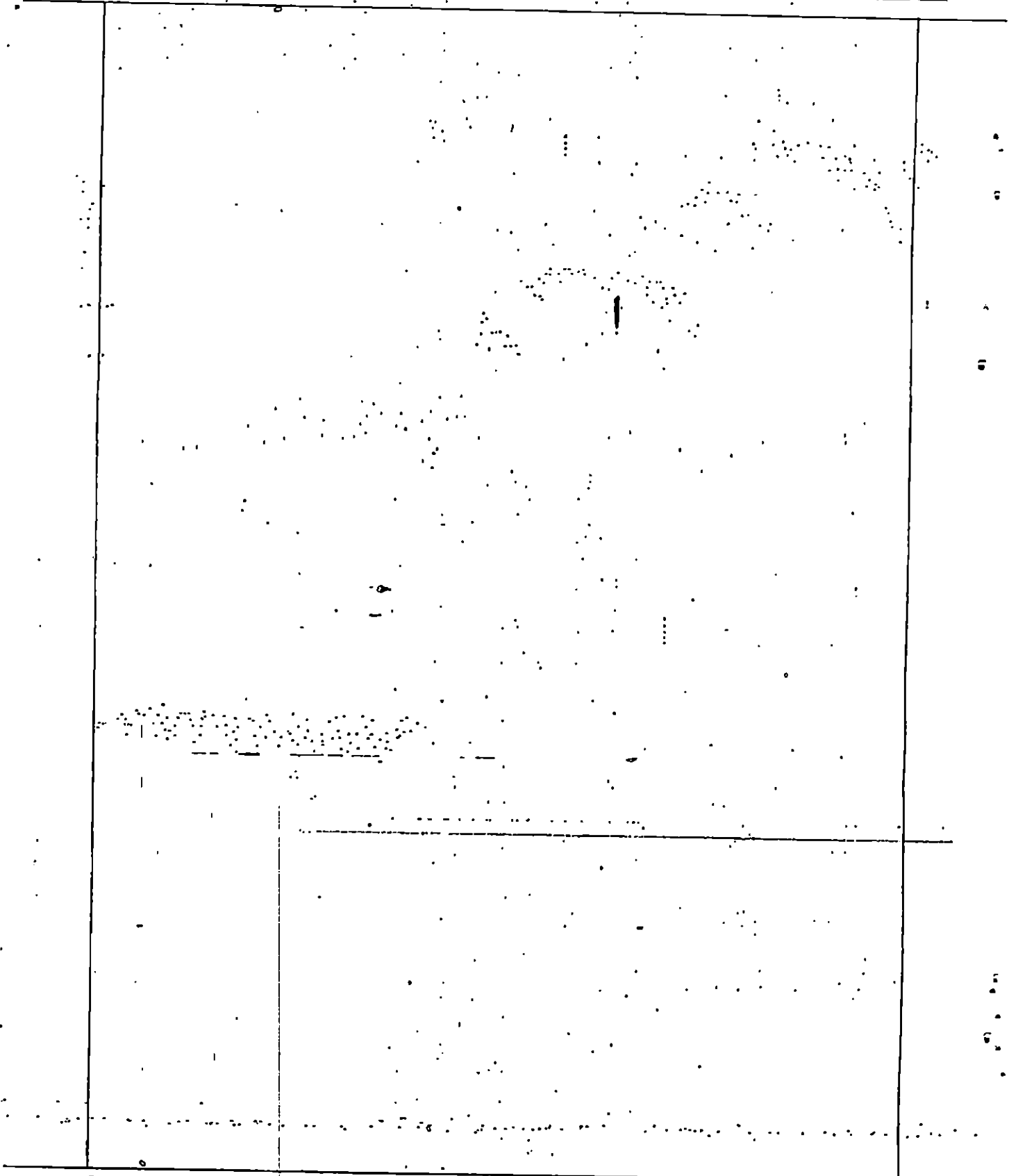
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Remarks

Remarks

GS SCORE



Remarks

Remarks

Who ①

Advertisement & its importance

↳ see Art of product

→ TV - Internet
→ print
↳ make bill boards
AI target

Merit list
criticism
Critical school
works

What
how

Why who
Also why
But why not
What need
Answer

Person
Govt uses

↳ Core of profits
↳ companies

For police

adds
& propaganda
↳ ISIS

- ① Make it likeable
- ② Make ppl aware, familiar
- ③ Target audience
- ④ Become fashion
- ⑤ Social change

① Creates false needs

② Prejudices

③ No equal playing field

④ No central - ASCL post

⑤ Common culture - globalisation

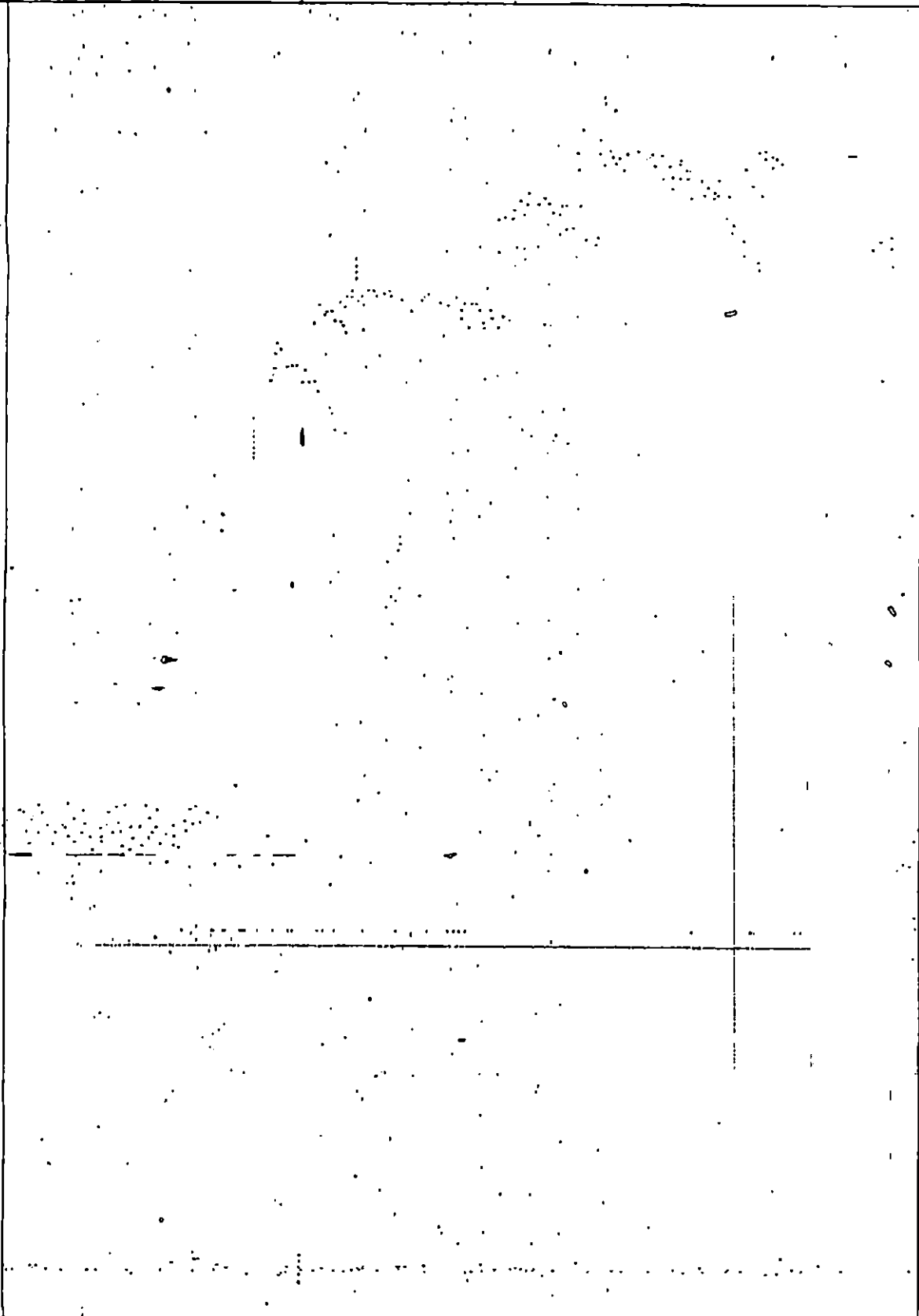
Critically think

Who use
your

Lawyers
advise

Concl -> Implicit learners
↳ expand role

Remarks



Remarks

History shows us crisis either leads to solution or catastrophe

What is Crisis - opportunity - discover faults. India Country
- test/stumbling block

What directions/factors

Examples - env ozone layer - developed nations world
- Culture missile crisis - Solⁿ

Manopp or civilization

Ashoka
Kaunga & Shamma

BOP Crisis India - Structure 1947
- Syria crisis
- extinction of species, global warming, climate change
- Balmisyal - Mumbai virus - Banu lists India
- 1984 Bhojpur gas canals

- Social, political, economic
- Culture of environmental, international, geographical

WWII Atomic bombs

India -> failure in exam, pen and up, less, classmate

Require emotional intelligence, gut

① Willingness

②

Learn from experience/history
Lesser from schools

Problems earlier also -> come up

I Crisis - crisis + importance of crisis
II Role of history - understand, learn - need; why imp
III Crisis leading to solution/catastrophe - reasons

Need to understand & Manopp

- ① Env -> ozone + climate change -> willingness + impact
- ② Power politics -> Cuba + Syrian -> Role of each vested interests
- ③ India -> BOP + Balmisyal -> Role of leadership
- ④ Rev sand values -> value crisis

Remarks

⑤

Identity as Role of India show even if states go -> catastrophe

IV

In our hands Example of Crisis -> need to think of new ways; education
Swami Vivekananda -