

## 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 Siddhant Kataria

Mobile No. [REDACTED]

Date 10/10/2017

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.

## ← SECTION A →

① A great man is different from an eminent one in that he is ready to be servant of the society.

“Life live for others is worth living”<sup>99</sup>  
- A. Einstein

Purpose of life of human can have multifacet perspective. Few want to live for money, better careers, material needs etc. Many of them want to live for spirituality, raising important questions of mind and soul existence. But only few are those who want to live for others, society. They seek happiness in other's happiness.

The essay will ponder over the qualities of eminent and great.

Remarks

persons. Then the difference between two, whether it is service or other things. We will conclude with the discussion of ideal societies which contain only eminent person or great person.

What makes our top industrialist so eminent? Is it money, success, job they are creating or social responsibilities they are catering by their firms? Majority of answers will have money and success.

- They have qualities like efficiency, innovation, adaptability, vision and so on.

Other eminent person may have certain skills which makes him/her eminent.

For eg → M.S. Dhoni, Sania Meza. They excelled in respective field of sports.

Remarks

Hence, eminent person's qualities may have money, success, skills, fame etc. Now - let us take other part of story i.e. great person ✓

Few person in the world starts to look from different perspective. They leave their personal benefits and start to live for others. For eg: V. Kurian, he was living in U.S. and caring handsomely, he left his job and come back to India. He started to combine villagers to make co-operatives. This service orientation made him different from what he was previously. ✓

One renowned sociologist; R. Merton said that, when there is gap between goals and available means then eminent person start innovation to get those goals. For eg → Dhru Bhai Ambani, he did not get available means, hence he innovates

Remarks

to achieve goals. On other hand, great person make their own set of goals and means. For eg Mahatma Gandhi,

he did not get means for goals of equality. He devised his own means i.e, truth and Satyagraha to achieve his

own goal i.e Independence. Hence, it can be inferred that difference between eminent and great person is service orientation. Now let us take other qualities which can make this difference.

Service the society is no doubt biggest difference for a great person.

That is why M. Gandhi & V. Kherkar are not just eminent persons. But there are few other qualities too.  
Great persons suffer for the larger

Remarks

good. Only service is not the only quality, if that is the case then great emperor could have been great person, they did service for their people. But "suffering" for the cause of people is also a dimension

M. Gandhi, lived like a labour, did charaka, denied all political post, lived a simple life, did fast for others.

N. Mandela jailed for almost 30 years for his retaliation and rights for blacks

M. Teresa suffered in service of mankind, these examples signifies the value of suffering and subjugation of personal interest for the larger society.

Another quality that makes

difference for great person is value of equality. Great person always treat everyone equal. There is sense of

Remarks

Others. Than for freedom  
for Hindu-Unity

Struggle  
Cumbria  
Larkin  
Lomax  
Mediam

complete neutrality when he/she treats the society. Many scholars treat Mao a great man. He did service to farmers and workers of China. He also suffered in the process. But he is a eminent personality of <sup>the</sup> world because he did not treat everybody equal. He had a biasness against industrial class and bourgeois person. "Value of equality" is important because great person always has compassion, humility, humanity.

Eminent persons could be many in numerous domain like Hitler, Mao, Zuckerberg, E. Musk etc but great person are never forgotten.

Remarks



personalities, whose values transmitted from one generation to another. For eg. M. Luther King (Jr) once said that "Injustice anywhere is a threat to justice everywhere". This core idea of a great person still follows by newer generations. From person let us move towards broader perspective of society.

If great person have service orientation, values, suffer for others then every society should seek to create only great person and not eminent person!

If society has only great person that what would be the consequences?  
Eminent person bring certain qualities to the society i.e. efficiency, innovations, Success. Even industrialization brought

Remarks

through the concept of individualism. People want factory production and money that is why they used blue collar workers as slaves.

Hence, hypothetical society of only great person may lack innovation, efficiency but society of only eminent person is not desirable. It can see abject poverty and inequality as that of Europe in 18th century. That is why society needs great person like Martin Luther King, N. Mandela who raise voice against inequalities. Then only real balance of society will maintain. Now let us ponder why person live for others?

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A. Einstein said " life live for others is worth living ". But why people will live for others. Why they will subjugate their personal interest, individualism and material world? The answer lies in the fact that material world could be unnecessary. Another view is, human inherently seek love and emotions, he/she is a social animal. All other is the veil of society. So, great person, human being of higher self understands the value of humanity. That is why through serving the society he/she becomes satisfied. Real goal of life to them is not personal growth but to do real difference in the growth of others.

Therefore, eminent person could

Remarks

be famous but great person is celebrated. Eminent person is often self oriented while great person is always service oriented.

Their motivations is real source of their act, that is why it is difficult for eminent person to become a great person.   
 ✓ good ✓

Introduction

Other dimensions: ① Ethical: Mother Teresa is ready to serve the society by all means available and this sets her apart from others. Mother Teresa served the poor and needy patients and ultimately received the Noble peace prize for her selfless love.

② Political: There are many eminent politicians from I.P. Narayan, Indira Gandhi, Montek Singh, Nehru etc. But we call Mahatma Gandhi as Father of the nation. This is because of his selfless service to the nation. He worked for Harijans, Women and Hindu-Muslim unity.

③ Business dimension: Nandan Nilekani

④ International dimension: Nelson Mandela, Gandhiji, Abraham Lincoln etc.

⑤ Scientific dimension: Dr. A.P.J. Abdul Kalam.

Remarks

⑥ Economic dimension: M. Srinivasan

SECTION - B

Advertisement and its importance

Advertisement is so important in the world that people it becomes undetachable part of person's life. "Do boond Zindgi ki" which means "Two drops of life" is enormously famous during Pulse polio program that even eradication of polio, it still remain fresh at the minds. Similarly, advertisement has been used for family planning. i.e. "Hum do humare do" which means "We two & our's two". These kinds of powerful message shows importance of advertisement is immense.

This essay will touch different aspects of advertisement, positives and negatives and finally importance of advertisements.

Remarks

## What is advertisement

Advertisement is essentially a market tool which contains certain information.

It is a way of dissemination of information.

For eg: Recently government of India started 'Swachh Bharat' advertisement where small kid knows about the importance of latrine at home.

So, advertisement will show certain information to their target audience.

Their way of disseminating advertisement may be different. It could be through

video, printing newspaper, streetplay, social media etc. Next, important

dimension is to find why advertisement needed at first place.

good

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## Why advertisement

U.S. during 1929, saw tremendous growth of manufacturing. They were numero uno in production of iron, steel, consumer goods etc. Suddenly, wall street of U.S. crashed at unprecedented rate. There were huge unsold products who are not able to get market. It also seen started with rampant job loss and massive inflation.

Many of economists <sup>were</sup> could not able to device the genesis of the problem. Keynes was the economist who said that this depression in economy is due to "demand side". He said that give money to people, create false need so that people will buy products. That is the reason why advertisement.

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This is  
advt.

companies come into picture. They help in creating need among people so that people will always buy.

If one considers Indian example, manufacturers of "two wheelers" companies have abundant of BS-III vehicle available with them. Supreme court said they cannot sold BS-III vehicle because of environment concerns. Manufacturers used advertisement through newspapers, radio, TV and created false need of buying two-wheelers. They sold their huge stock in just 3 days, that is the power of advertisement in the current society. However, this powerful tool has both positive and

Remarks



negative aspects.

Positive aspects of advertisement is that it also make consumer aware.

For eg: Initiative of government in "Jaago Grahak Jaago" campaign. They aware consumer about malpractices and adulteration of products.

Another positive aspect is that advertisement is a link between demand and supply. It could be labour and

employes which uses job applications ad advertisement to seek employce.

It also used in creative ways like in matrimonial advertisements and so on.

Other side of coin can be manifested

Remarks

in form of recruitment for extremist group. In modern time non-state actor like ISIS uses advertisement to recruit followers and to spread their ideology.

Advertisement also creates every sector or institution as a commodity for sale. Whether it is education, health, religion or women, everything are commodify and objectify through advertisements.

For eg :- Advertisement of beauty

soaps and creams ~~imply~~ explicitly

infuses racism in mind of people

Hence, advertisement has both negative and positive aspects. Now, lets move towards importance of advertisement.

Remarks

## Importance of advertisements

Psychologically, advertisement affects people's emotions, and attitude. It could be important in terms of relieving stress and creating mass appeal.

Advertisement today can make a person happy. So its importance lies with entertainment industry.

Advertisement industry is well known to be creative and gender neutral. It creates jobs for creative people without undermining or stereotyping gender in the society.

Next, it is important for the customers. It is his/her rights to know about the product, quality and consequences of the product.

Remarks

Advertisement does make a claim about the product and in return people react on the advertisement.

Advertisement also set a unique platform for companies to make profit.

It is a big industry where companies like phone game provider can earn money by showing different advertisement.

Similarly many news channels and TV channels have advertisement as one of the biggest source of income.

Other than companies, customers, people government can use advertisement in an important way.

Government recently seen using plenty of advertisements to endorse their flagship economic programs like

Remarks

Make in India and Clean India got popularise through advertisement. Hence, one can say that advertisement can make better quality service delivery.

Apart from government schemes, advertisement is increasingly used to improve institutions credibility. Recently,

Election Commission advertise to invite people on the issue of EVM hacking. It organised hackathon and used mass advertisement on the issue.

Importance of advertisement can also be seen in social institutions like family, marriage. Since, role of caste panchayats is continuously decreasing in the light of urbanisation. So, to preserve caste institutions people are

Remarks

using advertisements (matrimonials) to  
 preserve intra-caste marriages. Advertisements  
 also do impact on family through  
 family planning advertisement etc.

Information dissemination is very  
 critical in today's era. Few sectors  
 like agriculture and MSME severely  
 required effective dissemination of  
 information. Hence, advertisement can  
 prove to be critical in these sectors.

Advertisements through PUSA app,  
DD Kisan channel is important. While  
MSME sector requires credit and  
 financial literacy to improve its domain.

So, advertisement has very crucial  
 role to play in future. It should not

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just seen as creator of false need and fake news but it should be vehicle of social change. Advertisements in

future should do same effect as it does during slogan of "Jai Jawan Jai Kisan". It should be used to send correct and effective information to the people. It also should be used by government for effective public service delivery. Then only we can realise true potential of people working in diverse field.

good attempt

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Introduction:

- ① Importance of Advt.
- ② Advt. plays a strong role in the economy.
- ③ Advt. is important for the customers.
- ④ Advt. is important for society.
- ⑤ Negative impact of Advt.

CONCLUSIONS

Remarks

