

**SPEED TEST ENGLISH 23**

**Read the passage carefully and answer the questions given below it. Certain words/phrases are given in bold to help you locate them while answering some of the questions.**

Marketing executives in television work with a relatively stable advertising medium. In many ways, the television ads aired today are similar to those aired two decades ago. Most television ads still feature actors, still run 30 or 60 seconds, and still show a product. However, the differing dynamics of the Internet pose unique challenges to advertisers, forcing them to adapt their practices and techniques on a regular basis. In the early days of Internet marketing, online advertisers employed banner and pop-up ads to attract customers. These techniques reached large audiences, generated many sales leads, and came at a low cost. However, a small number of Internet users began to consider these advertising techniques intrusive and annoying. Yet because marketing strategies relying heavily on banners and pop-ups produced results, companies invested growing amounts of money into purchasing these ad types in hopes of capturing market share in the burgeoning online economy. As consumers became more sophisticated, frustration with these online advertising techniques grew. Independent programmers began to develop tools that blocked banner and pop-up ads. The popularity of these tools exploded when the search engine Google, at the time an increasingly popular website fighting to solidify its place on the Internet with giants Microsoft and Yahoo, offered free software enabling users to block pop-up ads. The **backlash** against banner ads grew as new web browsers provided users the ability to block image-based ads such as banner ads. Although banner and pop-up ads still exist, they are far less **prominent** than during the early days of the Internet. A major development in online marketing came with the introduction of pay-per-click ads. Unlike banner or pop-up ads, which originally required companies to pay every time a website visitor saw an ad, pay-per-click ads allowed companies to pay only when an interested potential customer clicked on an ad. More importantly, however, these ads **circumvented** the pop-up and banner blockers. As a result of these advantages and the incredible growth in the use of search engines, which provide excellent venues for pay-per-click advertising, companies began turning to pay-per-click marketing in droves. However, as with the banner and pop-up ads that preceded them, pay-per-click ads came with their drawbacks. When companies began pouring billions of dollars into this emerging medium, online advertising specialists started to notice the presence of what would later be

called click fraud: representatives of a company with no interest in the product advertised by a competitor click on the competitor's ads simply to increase the marketing cost of the competitor. Click fraud grew so rapidly that marketers sought to diversify their online positions away from pay-per-click marketing through new mediums.

Although pay-per-click advertising remains a common and effective advertising tool, marketers adapted yet again to the changing dynamics of the Internet by adopting new techniques such as pay-per-performance advertising, search engine optimization, and affiliate marketing. As the pace of the Internet's evolution increases, it seems all the more likely that advertising successfully on the Internet will require a strategy that shuns constancy and embraces change.

1. The author implies what about the future of pay-per-performance advertising?
  - A. Although it improves on pay-per-click advertising, it is still vulnerable to click fraud
  - B. It will one day become extinct as Internet users discover drawbacks with it
  - C. Internet users will develop free software to block its effectiveness
  - D. It will eventually become less popular with advertisers as the Internet evolves and drawbacks emerge
  - E. It will not face drawbacks due to its differing approach to online marketing
  
2. Which of the following most accurately states the main idea of the passage?
  - A. Although pay-per-click advertising remains a widespread and effective online advertising medium, its popularity is likely to diminish as the Internet evolves.
  - B. Internet advertising is not well received by Internet users, causing independent programmers to subvert advertisers.
  - C. Unlike the television, the Internet has experienced dramatic changes in short periods of time.
  - D. Unlike the television, the Internet has evolved rapidly, forcing online marketers to develop new advertising strategies and mediums.
  - E. The pace of the Internet's evolution is increasing and will only increase in the future.
  
3. According to the passage, which of the following best describes the current status of pop-up ads?
  - A. Widely used
  - B. Less popular now than at earlier times
  - C. A frequent target of click fraud
  - D. Non-existent due to pop-up blockers
  - E. Increasingly popular due to search engines

4. According to the passage, which of the following best describes the practice of click fraud?

- A. Clicking on the banner advertisements of rival companies
- B. Using software to block advertisements
- C. Utilizing search engine optimization to visit the pages of competitors
- D. Fraudulently purchasing products online
- E. Clicking on the pay-per-click ads of competitors

5. According to the passage, the largest point at which the television and Internet differ as an advertising medium is:

- A. The type of individual each medium reaches
- B. Whether the medium is interactive
- C. The pace at which the medium evolves
- D. The cost of advertising with each medium
- E. Whether each medium contains drawbacks

6. The passage implies that which of the following attributes will be the most important for future success in online advertising:

- A. Flexible creativity
- B. Disciplined patience
- C. Uniform approach
- D. Ruthless tenacity
- E. Eclectic approach

7. Which of the following words best describes the author's tone in the passage?

- A. Critical
- B. Analytical
- C. Frustrated
- D. Biased
- E. Surprised

8. Choose the word/group of words which is **most opposite** in meaning to the word/group of words printed in bold as used in the passage.

**Circumvent**

- A. Bypass
- B. Overcome
- C. Encompass
- D. Accept
- E. Frustrate

9. Choose the word/group of words which is **most opposite** in meaning to the word/group of words printed in bold as used in the passage. **Backlash**

- A. Counterblast
- B. Comeback
- C. Retaliation
- D. Bounce
- E. Cause

10. Choose the word/group of words which is **most similar** in meaning to the word/group of words printed in bold as used in the passage. **Prominent**

- A. Obscure
- B. Inconspicuous
- C. Unknown
- D. Protruding
- E. Eminent

**Rearrange the following sentences to form a meaningful paragraph and then answer the questions given below them.**

(A) Close to 82% of workers with secondary education, 76.5% of those with higher secondary education, 48% of graduates and 45% of postgraduates in the industry are employed in jobs that require lower education levels.

(B) If it wasn't already clear that India is walking a tightrope between demographic dividend and demographic disaster, a new working paper from Icrier, by Prateek Kukreja, provides fresh evidence of this.

(C) Using data from the 68th round of the NSS Employment and Unemployment survey, Kukreja shows that the educational mismatch where a worker's level of education is either lower or higher than the standard required to carry out her work in India's textiles and clothes (T&C) industry stood at a whopping 68% in 2011-12.

(D) This mismatch ratio is much higher than the overall educational mismatch ratio in Europe (33%) and even Turkey (54%).

(E) While 26% of the T&C workers in India were employed in jobs that required no formal education, 88% in ones that require upto eight years of education and 4% in jobs that require graduation or higher levels of education, the proportion of over-educated workers is drastically high.

11. Which of the following is the **THIRD** sentence of the coherent paragraph?

- A. B
- B. A
- C. D
- D. F
- E. None of these

12. Which of the following is the **SECOND** sentence of the coherent paragraph?

- A. B
- B. A
- C. D
- D. F
- E. None of these

13. Which of the following is the **FIRST** sentence of the coherent paragraph?

- A. B
- B. A
- C. D
- D. F
- E. None of these

14. Which of the following is the **FOURTH** sentence of the coherent paragraph?

- A. B
- B. A
- C. D
- D. E
- E. None of these

15. Which of the following is the **FIFTH** sentence of the coherent paragraph?

- A. B
- B. A
- C. D
- D. F
- E. None of these

**In each of the questions given below, a sentence is given with one blank. Below each sentence, FOUR words are given out of which two can fit into the sentence. Five options are provided with various combinations of these words. You have to choose the combination with the correct set of words which can coherently fit into the given sentence.**

16. \_\_\_\_\_ politics has stricken the power sector, and its woes have spilt over into banking, a fifth of whose non-performing assets, currently estimated at Rs 10.3 lakh crore, involve some 34 stressed power projects, totalling 39 GW in generation capacity.

- (I) Virtuous
- (II) Scrupulous
- (III) Flawed
- (IV) Fallacious
- A. (I) – (II)
- B. (I) – (IV)
- C. (II) – (III)
- D. (III) - (IV)
- E. All of these

17. Artificial intelligence is advancing to a level where systems become so intelligent that they \_\_\_\_\_ human capabilities and comprehension.

- (I) Surpass
- (II) Authorize
- (III) exceed
- (IV) Sanction
- A. (I) – (II)
- B. (I) – (IV)

- C. (I) – (III)
- D. (III) - (IV)
- E. None of these

18. Landslides and \_\_\_\_\_ rivers have damaged roads, bridges and electricity supply in hilly and low-lying areas.

- (I) Drizzling
- (II) Surging
- (III) Withered
- (IV) Gratifying
- A. (I) – (IV)
- B. Only (II)
- C. (I) – (II)
- D. (III) - (IV)
- E. None of these

19. Kerala has the \_\_\_\_\_ task of rebuilding social infrastructure and getting people back on their feet.

- (I) Onerous
- (II) Arduous
- (III) Mischievous
- (IV) Disastrous
- A. (I) – (IV)
- B. (II) – (III)
- C. (I) – (II)
- D. (III) - (IV)
- E. None of these

20. With the Election Commission of India bound to function within the \_\_\_\_\_ of the existing law, decriminalising politics now rests on how fast-track courts perform.

- (I) Vicinity
- (II) Realms
- (III) Observations
- (IV) Province
- A. (II) – (IV)
- B. (I) – (III)
- C. (I) – (II)
- D. (III) - (IV)
- E. None of these

**In the following questions, a sentence is given with an idiom/ phrase given in bold which may or may not be correct. Choose the most suitable alternative among the four that may replace the incorrect idiom in the sentence. If the given idiom is correct, then choose option (E) i.e. "no replacement required" as your answer choice.**

21. Chotu, an office boy, was dismissed from the employment as the senior management received complaints against him about **eating a humble pie** in the office.

- A. biting the bullet

- B. giving himself air
- C. bringing to light
- D. bone of contention
- E. No replacement required

22. Though, last year **barking is worse than bite** at the National Games , Suresh continued his perspiration in the training camp for wrestling and finally made the golden knock, winning the Gold Medal at the Asian Games.

- A. ended up in smoke
- B. drove home
- C. made the left-handed compliment
- D. taken his coach to task
- E. No replacement required

23. Fearing **ill at ease**, the new office boy in the company greets everyone in the morning, noon and at evening.

- A. beating about the bush
- B. maiden speech
- C. cutting a sorry figure
- D. on tenterhooks
- E. No replacement required

24. Receiving the news of the death of his girlfriend on a call has made Tanmay to start **beating about the bush**.

- A. beside the mark
- B. face the music
- C. call in question
- D. throwing caution to the winds
- E. No correction required

25. Kumar Vishwash appeared like **weal and woe** in Indian Politics when he contested elections against Rahul Gandhi in Amethi in 2014.

- A. pick to pieces
- B. a cuckoo in the nest
- C. draw a blank
- D. a drop in the bucket
- E. No correction required

**In the following passage there are blanks, each of which has been numbered. These numbers are printed below the passage and against each, five words are suggested, one of which fits the blanks appropriately. Find out the appropriate word in each case.**

The world's climate has always changed and species have evolved accordingly to survive it. The surprising fact about the **(26)** between evolution and global warming **(27)** that it is not linear. **(28)** temperatures alone are not **(29)** of evolution. Evolution is also the **(30)** of seasonal changes. As the environment **(31)** those species which don't adapt **(32)** to exist. But the

sheer **(33)** of manmade climate change today is **(34)**. 'Bad things are happening' and by one **(35)** global warming could threaten upto one-third of the world's species if left unchecked. In fact a lot of the species which will be able to survive are the ones we consider pests like insects and weeds.

26. \_\_\_\_\_
- A. difference
  - B. similarity
  - C. argument
  - D. relationship
  - E. alliance

27. \_\_\_\_\_
- A. being
  - B. seems
  - C. mainly
  - D. besides
  - E. is

28. \_\_\_\_\_
- A. However
  - B. Mounted
  - C. Rising
  - D. Elevating
  - E. Inclining

29. \_\_\_\_\_
- A. means
  - B. triggers
  - C. responses
  - D. threats
  - E. stimulus

30. \_\_\_\_\_
- A. result
  - B. precursor
  - C. resistance
  - D. cause
  - E. provocation

31. \_\_\_\_\_
- A. conserves
  - B. stifles
  - C. predicts
  - D. changes
  - E. emerges

32. \_\_\_\_\_
- A. continue
  - B. halt
  - C. cease
  - D. terminate
  - E. discontinue

33. \_\_\_\_\_

- A. luck
- B. value
- C. collapse
- D. pace
- E. attention

34. \_\_\_\_\_

- A. threatened
- B. pursued
- C. unprecedented
- D. record
- E. debated

35. \_\_\_\_\_

- A. forecast
- B. chance
- C. pattern
- D. occasion
- E. imagination