

**READING COMPREHENSION EXAM 99**

**Read the following passage carefully and answer the questions given below it.**

From 'apparel to aerospace', 'steel to software', the pace of technological innovation is quickening. No longer can companies afford to miss generation of technology and expect to remain competitive. Adding to the pressure, innovations are increasingly crossing industry boundaries; a new fiber developed by the textile industry has potential for building materials and medical equipment. Some companies are adept at using a diversity of technologies to create new products that transform markets. But many others are floundering because they rely on a technology strategy that no longer works in such a fast changing environment. The difference between success and failure is not how much a company spends on research and development (R&D), but how it approaches it. There are two possible approaches. Either a company can invest in R&D that an older generation of technology the 'break through' approach-or its focus on combining existing technologies into hybrid technologies – the 'technologies fusion' approach. It blends incremental technical improvements from several previously separate field of technology to create products that revolutionise markets. In a world where the old maxim 'one technology one industry' no longer applies, a singular breakthrough strategy is inadequate; companies need to include both the breakthrough and fusion approaches in their technology strategy. Relying on breakthroughs alone fails because it focuses the R&D efforts to narrowly, ignoring the possibilities of combining technologies. Yet many western companies still rely almost exclusively – on the breakthrough approach. The reasons are complex: a distrust of outside innovations and not-invented here engineering and arrogance and aversion to sharing research results.

**1. Which of the following is false according to the passage?**

- A. Technological innovation is taking place at a fast pace
- B. All technological innovations have applicability in other industries
- C. Companies failing to adopt new technology may fail.
- D. Companies which adopt technologies of other industries have an advantage
- E. Technology becomes obsolete in a fast changing environment.

**2. Which of the following would correctly reflect the position regarding the two approaches to technology adoption?**

- A. Both the approaches are to be used at the same time
- B. 'Breakthrough' approach is only to be used
- C. 'Technology fusion' approach is only to be used
- D. 'Breakthrough approach' is preferable for many companies
- E. None of these

**3. Which of the following has the same meaning as the word 'generation' as it has been used in-the passage?**

- A. Family
- B. Class
- C. Offspring
- D. Phase
- E. Level

**4. Which of the following features of technology has been highlighted most prominently by the author of the passage?**

- A. Its improper utilization by some companies
- B. The speed at which innovations are happening
- C. The expenses involved in developing technology
- D. The two approaches to adopting technology
- E. None of these

**5. What does the author want to highlight by using the example 'apparel to aerospace' and 'steel to software'?**

- A. Many industries are trying to improve technology
- B. His knowledge about the various industries
- C. The wide spread of technological innovations
- D. The speed of the technological innovation
- E. None of these

**6. What, according to the author, is adding to the pressure on the companies?**

- A. Applicability of technologies of other industries to them
- B. Increasing speed of technological innovations
- C. Work load on their R & D departments
- D. Finding funds for increased R & D activities
- E. Demand from customers for improved products

**7. What is the immediate effect, according to the passage, if a company does not innovate?**

- A. It closes down.
- B. It ceases to be competitive in the market.
- C. The prices of its products go up.
- D. Its R & D departments close down.
- E. It adds pressure on itself.

**8. What, according to the author, is the major drawback of the breakthrough approach of technological innovation?**

- A. It is expensive to innovate with this approach.
- B. It cannot give answers to modern technological problems.
- C. This approach has been overused.
- D. It cannot create new products.
- E. It does take in development in other fields.

**9. Which of the following is the correct way, according to the author, of spending money on research?**

- A. Spend more money on breakthrough research.
- B. Spend no money on breakthrough research.
- C. Spend more money on technology fusion research.
- D. Spend no money on technology fusion research.

E. None of these

**10. Why do Western companies avoid the technology fusion approach?**

A. Distrust of outside researchers

B. Feeling that what one does alone is right

C. Failure to share results with others

D. All of the above

E. None of these