

This question paper contains 8+2 printed pages]

HPAS (Main)—2012

GENERAL ENGLISH

(Compulsory)

Time : 3 Hours

Maximum Marks : 100

Note :— Attempt All questions. Neat handwriting and good expression will get credit.

1. Read the following passage carefully and answer the questions given at the end of the passage :

Our age is characterized by two things—extremely wide markets and cut-throat competition. The businessmen have not only got to reach the market but they must create and enlarge it also. So they have to advertise their goods extensively. We have come to a stage where

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we cannot ignore the importance of advertising. An American expert says, "The business that considers itself immune to the necessity of advertising sooner or later finds itself immune to business."

Advertisements, now as omnipresent as the Almighty God, are not only necessary but also extremely useful. There is absolutely no justification in the belief that spending money on advertising is a wasteful practice. Nor is every advertisement a nail in the customer's coffin. Advertising helps manufacturers to promote the sale of their goods, indirectly giving a fillip to production, maintain steady level of sale and resist seasonal fluctuations. It is true that it is a costly process and its cost is added to the cost of production which is

ultimately borne by the customer. But ads educate the customer also by acquainting him with the various brands available and enable him to decide what to buy, where to buy and how to buy. Besides, they help the society in general by ensuring regular income to the Press, encouraging the artists, promoting industrial research and leading to a rise in the standard of living.

Good advertising is based on sound scientific principles — study of the psychology of the prospective buyers, their income charts and the changing trends in fashion.

Women would spend their last penny to buy the product that could enhance their physical attraction and make them covetable and adored. So will men do. Who would be young and still bother about durability or

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inexpensiveness of the product ? Today people do not buy a toothpaste because it whitens their teeth; it must refresh their breath and make their company agreeable to the opposite sex.

However, the tendency of exploitation of the female form as an adjunct to ads is a ridiculous misconception.

Many a time female's figure distracts from the virtues of the product. It must be remembered that 'Good wine needs no bush'. Good products would sell even without publicity for their quality will generate a kind of self-publicity campaign. Only bad products need redemption through too much publicity.

Questions :

- (i) Make a precis of the above passage in about one-third of its length and give it a suitable title.

(The precis should be written on the special sheet provided for the purpose). 15+3

- (ii) For what do the young people not bother ? 2

- (iii) What factors have to be kept in mind for advertising ? 2

- (iv) What have the customers to bear and how ? 2

- (v) Find words in passage meaning : 2

Free, boost, worthy of being desired, recovery from bad condition.

2. Use the following idioms/phrases in meaningful sentences

(any six) :

6×2=12

Come about, let off, put up, bring round, break out,
at loggerheads, of no avail, break into, in vogue.

3. Correct the following sentences :

6×2=12

- (i) I don't know what is the answer.
- (ii) Shoryan got nearly cent percent marks.
- (iii) If Dr. Contractor would have come on time, he
would have saved the patient.
- (iv) The climate of Bhopal is better than Jabalpur.
- (v) More Kriti reads, more she wants.
- (vi) What is it which makes you so angry ?

4. Use the following words both as noun and verb :

(Eight sentences in all to be written)

1×8=8

Guard, account, butter, station.

5. Fill in the blanks with suitable articles/prepositions : 10

(i) Help poor and
needy.

(ii) happiness lies in having
..... little more.

(iii) Abhilasha will think the
proposal.

(iv) Butter is made milk.

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(v) many in Britain a negro is a
nigger.

(vi) He is none worse for it.

(vii) employers like
employees with good character and personality.

(viii) What has Kush been doing I
left him.

(ix) Rani must abide rules.

(x) Many man goes to see
..... fair.

6. (a) Make abstract nouns from the following
words :

5

Broad, please, fertile, young, humble.

- (b) Bring out the distinction between the following pairs of words by using each word in a sentence :

10

[Petrol] [Veracity] [Refuse]
[Patrol] [Voracity] [Refuge]

[Concert] [Physic]
[Consort] [Physique]

- (c) Punctuate the following :

5

wretch said the king what hard did i do you that
you should seek to take my life with your own
hand you killed my father and my two brothers
was the reply.

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7. Write a paragraph on any *one* of the following

topics (200-250) :

12

- (a) Handsome is that handsome does.
- (b) No wise man ever wished to be young.
- (c) Genius is infinite capacity of taking pains.
- (d) A little knowledge is a dangerous thing.