



**NIFT MFM / MFT / BFT
2018 Original Paper
Solved From**



NIFT MFM / MFT / BFT – Mock Test 3

Student Name :			
Center Name :			
Total Marks: 150	Total Time: 3 hrs.		

SECTION 1 – ENGLISH COMMUNICATION (Q 1 TO 30)

DIRECTIONS (Q. Nos. 1-25): Read the following passages carefully and answer the questions that follows.

PASSAGE-I

But perfect organization, faultless team-work, indomitable courage, superhuman endurance, even the latest equipment all these are unavailable unless the weather is kind. In the mountains it is the weather that rules everything. It may be fair it the early morning when the climb begins, but unexpectedly blizzards may halt the climbers with inadequate protection on an exposed slope. The villains of the piece are cold, wind and snow and in the Himalayas, these conspire together for the whole year, expect for two short periods. In early May and in October, there may be short intervals between the tremendous gales of winter and the treacherous shows of the monsoon. Only in these intervals is there any chance of finding the right weather conditions for an assault upon a peak. Cold can at least be kept at bay by warm clothing and weather there is no defence.

1. The two greatest enemies of the Himalayan Climber are _____.

a) attitude and scarcity of oxygen	b) wind and snow
c) ice fields and rocks	d) slopes and valley

2. It is bet to attempt scaling a peak _____.

a) in the summer months	b) between storms and gales
c) early in May or in October	d) when the monsoon are over

3. The perils of intense cold may be counteracted by _____.

a) a special kind of food and clothing	b) the use of alcohol
c) climbing only during the morning hours	d) the use of drugs and medicines

4. When climbing in the Hirnalayas one must always remember that the weather is _____.

a) Severe	b) Conquerable	c) the supreme arbiter	d) fickle
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5. According to the author, what the mountaineer today needs most is _____.

a) regular exercise	b) adequate medical aid
c) financial support	d) modern equipment

PASSAGE-II

The Rajputs occupy an honoured place in the history of India. They were a war-like people, proud and patriotic. They vere jealous of their honour and would lay down their lives to uphold it. They loved their homes and fought bravely to defend the honour of their women-folk. Nothing would tame their spirits. Perils only called forth their courage and poverty only increased their power of resistance. None could fight like them. Their motto was ‘Better death than dishonour’.

6. Which of the following is opposite in meaning to the word 'proud' in the passage?

a) The pride of the Rajputs	b) Rajputs and their sacrifices
c) The rise and fall of the Rajputs	d) Rajputs – the spirited heroes of Indian history

7. Which of the following is opposite in meaning to the word 'proud' in the passage?

a) Humble	b) Kind	c) Courteous	d) Cowardly
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8. The expression 'tame their spirits' in the passage means _____.

a) suppress their ambitions	b) arouse their enthusiasm
c) develop their courage	d) curb their enthusiasm

9. Which of the following statements is not true in the context of the passage?

a) The Rajputs achieved eminence in history due to their great bravery
b) They were homely people and would fight for upholding women's honour
c) In moments of danger they would exhibit great courage
d) They not however however, face the challenge of poverty

10. According to the writer, the Rajputs occupy an honoured place in history, because

a) they were found of wars
b) they were proud of their wares
c) they were jealous of people's honour
d) they lived and died upholding their self-respect

PASSAGE-III

Religion is the greatest instrument for so raising us. It is amazing that a person not intellectually bright, perhaps not even educated is capable of grasping and living by something so advanced as the principles of Christianity. Yet, there is a common phenomenon. It is not, however, in my province to talk about religion. But rather to stress the power which great literature and the great personalities whom we meet in it and in history have, to open and enlarge our minds and to show us what is first rate in human personality and human character by showing us goodness and greatness.

11. In the passage, the author's ultimate intention is to talk about _____.

a) Religion	b) History	c) Education	d) Character
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12. The phrase 'so raising us' means _____.

a) giving us a sense of spiritual superiority
b) making us feel that we are more important than we really are
c) improving our mental abilities
d) making us realize that we all are children of God

13. What surprises the author is that _____.

a) even uneducated people are attracted towards Christianity
b) Christianity is practiced by a large number of people
c) despite being difficult and complex, the principles of Christianity are practiced by so many people
d) even very intelligent people cannot understand the principles of Christianity

14. The author hesitates to talk about religion because _____.

a) he does not feel himself competent to talk about it
b) nobody around him likes to talk about it
c) he does not believe in any religion
d) he does not fully understand its importance

15. According to the author, we come across examples of greatness and nobility in

a) great works of literature	b) literary and historical works
c) historical records	d) books on Christianity

PASSAGE-IV

It is generally acknowledged that children learn a lot from their parents. It is not so commonly admitted that parents learn a great deal from their children. As adults, it is easy to assume that we are always right, but the laugh was on me one beautiful day.

My daughter Kashmiri knew how much I loved flowers. One day when she was of 9 years, she picked some branches from our neighbour's blossoming fruit tree. Realising she intended to please me, I didn't scold her, but chose a different approach.

"These are lovely, dear, but do you realize that if you had left them on the tree, each of these blossoms would have become a cherry?" "No, they wouldn't have," she said firmly. "Oh, yes, they would have, Each of these blossoms would have grown into a cherry." "Well okay, mother, if you insist," she finally conceded, "but they were plums last year."

16. What is not commonly acknowledged is that

a) children learn a lot from their parents
b) parents teach their children a great deal
c) parents learn a great deal from their children
d) children learn a great deal inspite of their parents

17. "The laugh was on me" means that

a) the mother was caught in the wrong
b) the daughter was wrong
c) people laughed at the mother
d) the mother laughed at herself

18. What the daughter picked from the neighbour's garden were

a) some branches	b) some flowers
c) some branches with blossoms	d) some branches with fruit

19. The mother did not scold the daughter because

a) she loved flowers
b) she liked cherry blossoms
c) she did not understand why her daughter had done so
d) she decided to indirectly make her daughter realize her mistake

20. The-mother was caught in the wrong because the daughter

a) proved that she had not picked the branch with the blossom
b) reminded her that she loved flowers
c) reminded her that the branch with blossoms was from a plum tree
d) proved that those blossoms would not yield any fruit

PASSAGE-V

Recent advances in Science and Technology have made it possible for geneticist to find out abnormalities in the unborn foetus and take remedial action to rectify some defects which would otherwise prove to be fatal to the child. Though genetic engineering is still at its infancy, scientists can now predict a genetic disorder with greater accuracy. It is not yet an exact science since they are not in a position to predict when exactly a genetic disorder will set in. While they have not, yet, been able to change the genetic order of the gene in germs, they are optimistic and are holding out that in the near future they might be successful in achieving this feat. They have, however, acquired the ability in manipulating tissue cells. However, genetic misinformation can sometimes be damaging for it may adversely affect people psychologically. Genetic information may lead to a tendency to brand some people as inferior. Genetic information can therefore be abused and its application in deciding the sex of the foetus and its subsequent abortion is now hotly debated on ethical lines.

But on this issue geneticists cannot be squarely blamed though this charge has often been leveled at them. It is mainly a societal problem. At present genetic engineering is a costly process of detecting disorders but scientists hope to reduce the cost when technology becomes more advanced. This is why much progress in this area has been possible in scientifically advanced and rich countries like the USA, UK and Japan. It remains to be seen if in the future this Science will lead to the development of a race of supermen or will be able to obliterate disease from this world.

21. Which of the following is the same in meaning as the phrase 'holding out' as used in the passage?

a) Catching	b) Expounding	c) Sustaining	d) Restraining
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22. According to the passage, the question of abortion is

a) Ignored	b) hotly debated
c) unanswered	d) left to the scientists to decide

23. Which of the following is true regarding the reasons for progress in genetic engineering?

a) It has become popular to abort female fetuses
b) Human beings are extremely interested in heredity
c) Economically sound and scientifically advanced countries can provide the infrastructure for such research
d) Poor countries desperately need genetic information

24. Which of the following is the same in meaning as the word 'obliterate' as used in the passage?

a) Wipe off	b) Eradicate	c) Give birth to	d) Wipe out
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25. Which of the following is the opposite in meaning to the word 'charged' as used in the passage?

a) Calm	b) Disturbed	c) Discharged	d) Settled
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DIRECTIONS (Q. Nos. 26-28): In each of the following questions, a number/letter series is given with one term missing. Choose the correct alternative that will continue the same pattern and replace the question mark in the given series.

26. 11, 13, 17, 19, 23, 25, ?

a) 26	b) 27	c) 29	d) 37
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27. 22, 24, 28, ?, 52, 84

a) 36	b) 38	c) 42	d) 46
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28. AB, DEF, HIJK, ?, STUVWX

a) LMNO	b) LMNOP	c) MNOPQ	d) QRSTU
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DIRECTIONS (Q. Nos. 29 - 32): Choose the word which is least like the other words in the group.

29.

a) Zebra	b) Lion	c) Tiger	d) Horse
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30.

a) Apple	b) Marigold	c) Rose	d) Lily
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31.

a) Football	b) Volleyball	c) Cricket	d) Chess
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32.

a) House	b) Cottage	c) School	d) Palace
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SECTION 2 – ENGLISH COMPREHENSION (Q 33 TO 50)

DIRECTIONS (Q. Nos. 33-34): Three of the following four are alike in a certain way and so form a group. Which is one that does not belong to that group?

33.

a) Nose	b) Eyes	c) Tongue	d) Teeth
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34.

a) 13	b) 29	c) 37	d) 69
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35. If FISH is written as EHRG in a certain code, then how would JUNGLE be written in that code?

a) ITMFKD	b) ITNFKD	c) KVOHMF	d) TIMFKD
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36. In a code language, A is written as B, B is written as C, C is written as D and so on. Then, how will SMART be written in that code language?

a) TLBSU	b) SHBSU	c) PNBSU	d) SNBRU
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37. Deepak starts walking straight towards East. After walking 75 m, he turns to the left and walks 25 m straight. Again he turns to the left, walks a distance of 40 m straight, again he turns to the left and walks a distance of 25 m. How far is he from the starting point?

a) 25 m	b) 50 m	c) 140 m	d) None of these
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38. Amit walked 30 m towards East, took a right turn and walked 40 m. Then, he took a left turn and walked 30 m. In which direction is he now from the starting point?

a) North-East	b) East	c) South-East	d) South
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39. Rohan walks a distance of 3 km towards North, then turns to his left and walks for 2 km. He again turns left and walks for 3 km. At this point, he turns to his left and walks for 3 km. How many kilometers is he from the starting point ?

a) 1 km	b) 2 km	c) 3 km	d) 5 km
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40. Manick walked 40 m towards North, took a left turn and walked 20 m. He again took a left turn and walked 40 m. How far and in which direction is he from the starting point?

a) 20 m East	b) 20 m North	c) 100p m South	d) None of the above
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41. Raj is walking towards West. He takes three turns while walking, all at an angle of 45° towards right, right and left. What direction is he facing now?

a) North-East	b) South-East	c) East	d) West
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42. If the letters in the word UNDERTAKING are rearranged in the alphabetical order, which one will be in the middle in order after the rearrangement?

a) G	b) I	c) K	d) None of these
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43. Which letter in the word CYBERNETICS occupies the same position as it does in the English alphabet?

a) C	b) E	c) I	d) T
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DIRECTIONS (Q. Nos. 44-45) In each of the following questions, find out which of the letter series follows the given rule.

44. Number of letters skipped in between adjacent letters in the series is two.

a) MPSVYBE	b) QSVYZCF	c) SVZCGJN	d) ZCGKMPR
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45. The group of letters should not contain more than two vowels.

a) BDEJOLY	b) JKAPIXU	c) PRAQEOS	d) ZILERAM
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46. If the letters of the word ADISHANKARACHARAYA were written in the reverse order, which will be the third letter to the right of the seventh letter from the left?

a) R	b) A	c) K	d) N
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47. The positions of how many digits in the number 321465987 will remain same when the digits are arranged in ascending order?

a) None	b) One	c) Two	d) Three
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DIRECTIONS (Q. Nos. 48-49): In each question below is given a statement followed by two assumptions numbered I and II. An assumption is something supposed or taken for granted. You have to consider the statement and the following assumptions to decide which of the assumptions is implicit in the statement.

Give answer

- (a) if only Assumption I is implicit
 - (b) if only Assumption II is implicit
 - (c) if either Assumption I or II is implicit
 - (d) if neither Assumption I nor II is implicit
48. **Statement** "Please note that the company will provide accommodation to only outside candidates if selected"- a condition in an advertisement.
Assumptions
I. The local candidates would be having some or the other arrangement for their stay.
II. The company plans to select only local candidates.
49. **Statement** You can win over new people by your warm smile.
Assumptions
I. It is necessary to win new people.
II. It is possible for us to smile warmly at unknown people.

SECTION 3 – QUANTITATIVE ABILITY (Q 50 TO 60)

50. A is the son of B. C, B's sister, has a son D and a daughter E. F, is the maternal uncle of D. How is E related to F?

a) Sister	b) Daughter	c) Niece	d) Wife
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51. Water has maximum density at _____

a) 1°C	b) 0°C	c) 4°C	d) 100°C
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52. Bamboo is a _____

a) Grass	b) Herb	c) Shrub	d) Tree
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53. The best method for improving the nutrient composition of a diet is by _____

a) combining various foods	b) use of sprouted cereals and pulses
c) use of boiled foods	d) use of processed foods

54. 'Green house effect' means _____

a) pollution in houses in tropical region
b) trapping of solar energy due to atmospheric carbon dioxide
c) prevention from ultraviolet radiations by the ozone layer
d) None of the above

55. Which of the following have not undergone much of a change during the process of evolution over millions of years?

- 1. Crocodile
- 2. Cockroach
- 3. Horse

Select the correct answer using the codes given below

a) 1 and 2	b) 2 and 3	c) 1 and 3	d) All of these
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56. When an object is placed between two mirrors placed parallel to each other, how many images will be formed?

a) 2	b) 4	c) 6	d) Infinite
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57. If a boy sitting in a train, moving at constant velocity, throws a ball straight up into the air, _____

a) the ball will fall in front of him	b) the ball will fall behind him
c) the ball will fall into his hand	d) the ball will not return downwards

58. Clothes keep us warm in winter because they _____

a) supply heat	b) do not radiate heat
c) prevent air from entering	d) prevent the heat of the body from escaping

59. When a person enters a dark room from bright light, he cannot see anything clearly for some time. Slowly, he starts seeing things. This is because the _____

a) length of lens increases	b) iris expands
c) iris contracts	d) distance between the lens and retina increases

60. McMahon Line demarcates the boundary between _____

a) India and Pakistan	b) India and China
c) India and Nepal	d) India and Bangladesh

SECTION 4 – ANALYTICAL ABILITY (Q 61 TO 85)

61. Zozila Pass connects _____

a) Kashmir and Tibet	b) Nepal and Tibet
c) Leh and Kargil	d) Leh and Srinagar

62. First railway line in India was laid in _____

a) 1835	b) 1853	c) 1917	d) 1923
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63. Arjuna Award is given for _____

a) bravery on battlefield	b) outstanding performance in sports
c) exceptional service in emergency	d) exceptional service to slum dwellers

64. Who wrote the line, 'A thing of beauty is a joy for ever'?

a) PB Shelley	b) William Wordsworth
c) John Keats	d) Robert Browning

65. Khyber Pass is in _____

a) India	b) Nepal	c) Pakistan	d) Bangladesh
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66. The Indian National Calendar is based on _____

a) Christian era	b) Saka era
c) Vikram era	d) Hijri era

67. Who is the first Indian sportsperson to win an individual Gold Medal in the Olympic Games?

a) Leander Paes	b) Vijender Kumar	c) Abhinav Bindra	d) Vikram Rathore
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68. Which of the following countries is the largest producer of Jute in the world?

a) Bangladesh	b) India	c) Myanmar	d) Sri Lanka
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69. Which country has the largest rail network in the world?

a) India	b) UK	c) China	d) USA
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70. Which is India's national airline?

a) Indian Airlines	b) Indigo	c) Air India	d) None of these
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71. The headquarters of UNO is located in _____

a) Washington DC	b) Hague	c) New York	d) Geneva
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72. The 'PAN' in PAN Card issued by the Income Tax department stands for _____

a) Permanent Account Number	b) Permanent Audit Number
c) Permitted Account Number	d) None of the above

73. The classical dance from Kathakali originated in which Indian State?

a) Orissa	b) Tamil Nadu	c) West Bengal	d) Kerala
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74. What is the legally marriageable age for women in India?

a) 18 years	b) 19 years	c) 20 years	d) 21 years
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75. The birthday of late Sarvepalli Radhakrishnan, the former President of India, is celebrated as ____

a) Lawyers' Day	b) Teacher's Day	c) Children's Day	d) None of these
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DIRECTIONS (Q. Nos. 76-80): In each of the following questions, out of the given alternatives, choose the one which best expresses the meaning of the given word.

76. EAGER

a) Clever	b) Enthusiastic	c) Curious	d) Devoted
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77. COMMEMORATE

a) Boast	b) Remember	c) Manipulate	d) Harmonise
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78. SECURE

a) Secret	b) Comfortable	c) Safe	d) Independent
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79. WHIM

a) Fancy	b) Clumsy	c) Desire	d) Strange behavior
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80. CANDID

a) Rude	b) Impertinent	c) Blunt	d) Frank
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DIRECTIONS (Q. Nos. 81-87) In each of the following questions, choose the word opposite in meaning to the given word.

81. AUTONOMY

a) Submissiveness	b) Dependence	c) Subordination	d) Slavery
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82. TRAGEDY

a) Humorous	b) Comedy	c) Romance	d) Calamity
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83. ACCORD

a) Solution	b) Act	c) Dissent	d) Concord
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84. UNIVERSAL

a) Narrow	b) Regional	c) Miniature	d) Subsidiary
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85. OBSTINATE

a) Inflexible	b) Prominent	c) Pliable	d) Fashionable
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86. SUBJUGATE

a) Liberate	b) Enslave	c) Enrich	d) Identify
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87. SUPERFICIAL

a) Artificial	b) Deep	c) Shallow	d) Real
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SECTION 5 – GENERAL KNOWLEDGE & CURRENT AFFAIRS (Q 88 TO 110)

DIRECTIONS (Q. Nos. 88 - 91): In each of the following questions, out of the four alternatives, choose the one which can be substituted for the given words/sentence.

88. A person who does not believe in any religion

a) Philatelist	b) Rationalist	c) Atheist	d) Pagan
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89. A person who believes that pleasure is the chief good

a) Stoic	b) Hedonist	c) Epicure	d) Sensual
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90. One who loves mankind

a) Anthropologist	b) Philanthropist
c) Seismologist	d) Optometrist

91. To break off proceedings of a meeting for a time

a) Convene	b) Terminate	c) Adjourn	d) Procrastinate
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DIRECTIONS (Q. Nos. 92-96): In each of the following questions, an idiomatic expression/a proverb has been given, followed by some alternatives. Choose the one which best expresses the meaning of the given idiom/proverb.

92. To turn over a new leaf

a) To change completely one's course of action
b) To shift attention to new problems after having studied the old ones thoroughly
c) To cover up one's faults by wearing new marks
d) To change the old habits and adopt new ones

93. Hobson's choice

a) Feeling of insecurity	b) Accept for leave the offer
c) Feeling of strength	d) Excellent choice

94. To get into hot waters

a) To be impatient	b) to suffer a huge financial loss
c) To get into trouble	d) To be in a confused state of mind

95. Dog in the manger

a) An undersized bull almost the shape of a dog
b) A dog that has no kennel of its own
c) A person who puts himself in difficulties on account of other people
d) A person who prevents others from enjoying something useless to himself.

96. A square peg in a round hole

a) An impossible task	b) A scheme that never works
c) A person unsuited to the position he fills	d) None of the above

DIRECTIONS (Q. Nos. 97-100): In each of the following questions, a word has been written in four different ways out of which only one is correctly spelt. Find the correctly spelt word.

97.

a) Comemorate	b) Commemorate	c) Comemmorate	d) Commemorate
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98.

a) Mountaineous	b) Mountaneous	c) Mountainous	d) Mountanous
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99.

a) Hindrence	b) Hindrance	c) Hinderence	d) Hinderance
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100.

a) Servent	b) Servant	c) Sarvant	d) Sarvent
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101. If the outer radius of a metal pipe is 2.84 inches and the inner radius is 1.94 inches, then the thickness of the metal pipe (in inches) is

a) 0.75	b) 0.80	c) 0.90	d) 0.95
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102. A shopkeeper marks the price of his goods 20% higher than the original price. After that he allows a discount of 10%. What profit or loss did he get?

a) Profit 10%	b) Profit 8%	c) Loss 5%	d) Loss 7%
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103. The prices of a scooter and a moped are in the ratio of 9 : 5. If a scooter costs Rs 4200 more than a moped, then find the price of the moped.

a) Rs 5250	b) Rs 3350	c) Rs 6500	d) Rs 5700
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104. Rs 120 is divided among A, B and C such that A's share is Rs 20 more than B's and Rs 20 less than C's. What is B's share?

a) Rs 10	b) Rs 15	c) Rs 20	d) Rs 25
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105. $40 \div 20 - (-4.2) = ?$

a) 497.8	b) 5.786	c) 947.0	d) 8.22
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106. A man travelled $\frac{2}{11}$ of his journey by coach, $\frac{17}{22}$ by rail and waked the remaining 1 km. How far did he go?

a) 22 km	b) 20 km	c) 33 km	d) 27 km
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107. Find the value of x in the following propaortion. $75 : 3 = x : 9$

a) 125	b) 120	c) 225	d) 220
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108. Two numbers are in the ratio of 4 : 5. If the larger number is 15 more than the smaller number, then find the product of the numbers.

a) 3500	b) 3000	c) 4500	d) 4550
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109. Anil invested an amount for 3 yr at a simple interest of 9% per annum. He got an amount of Rs 19050 at the end of 3 yr. What principal amount did he invest?

a) Rs 14500	b) Rs 11050	c) Rs 15000	d) Rs 10950
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110. Amar started a business investing Rs 45000, six months later Prakash joined him with Rs 30000. In what ratio should the profit they earn be distributed the end of the year?

a) 3 : 1	b) 3 : 4	c) 3 : 2	d) Data inadequate
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SECTION 6 – CASE STUDIES (Q 111 TO 150)

DIRECTIONS (Q. Nos. 111-133): Read the following cases and answer the questions given at the end of each case on the basis of information provided.

CASE-I

Eureka Forbes leader in the Rs 3800 crore water purification systems market, is betting big on ‘customized solution’ to expand its footprint. Eureka Forbes has mapped the water quality in over 85% of India’s pin codes over the last 15 years. “This holds us in good stead in offering solutions for over 17 different types of water conditions in the country so far”, said Senior Vice-President (Marketing), Eureka Forbes Ltd. It recently moved up the value chain from just ‘pure’ to Entranceindia.com position its products on the ‘health’ platform, with its new tagline ‘More than just pure, Healthy water’. Based on its internal feed-back system, the company undertakes various research programmes across the country to understand the needs of different sets of consumers. Over the last 30 years, Aquaguard has invested heavily in research and technology to understand customer needs and customize solutions and products to suit every water type in India. For instance, it has launched mobile water purifier Aquaguard-on-the-Go, he said. Eureka Forbes is expanding its retail network to cover tier-II and tier-III markets. Initially, a pure-play direct sales company, it now has a significant presence in retail, fracnchised, rural, stitutional community, and e-tail platforms. VP says the rural market holds high growth potential, particularly for offline water purifiers, and “we have come out with a new range of affordable purification units for rural markets”. It has set up water kiosks in several tier II and tier III towns that sell water at 15 paise a litre. So far, it has established over to 200 such kiosks in the country. It also proposes to set up such kiosks in major cities including Chennai, Bangalore, Mumbai and Kolkata. But it may not sell a litre at 15 paise, as cost of running those kiosks i major cities will be much higher. “We are planning to do some pilots before we launch them,” he said. He market for water purifiers in the country is growing at 15% year on

year. Many homegrown and global brands have jumped into the fray. “We welcomes all competition. It fuels innovation and eventually that will benefit the consumer,” says VP

111. Eureka Forbes is focusing on rural market due to the fact that

a) it holds tremendous growth potential
b) Eureka Forbes plans to provide pure water at a reasonable price to rural areas
c) it has already made units for rural markets
d) All of the above

112. Eureka Forbes has made efforts to study quality of water in various locations and

a) has covered only some areas
b) these efforts have not been much successful
c) has already covered a large area of the country
d) None of the above

113. Consequent to research to observe needs of various category of people, Eureka Forbes now plans to offer

a) generic solutions	b) customized solutions
c) one-time solutions only	d) one solutions for all

114. As per the case, which of the following statements is not true?

a) Eureka Forbes is quite averse to competition
b) Eureka Forbes pays adequate attention to research
c) Eureka Forbes has set up some outlets to supply pure water at a reasonable cost in small towns
d) None of the above

CASE-II

The fragmented home appliance category is poised for consolidation, with companies looking for acquisitions to strengthen their manufacturing capabilities and expand operations into newer areas. Early this year, the Netherlands based Royal Philips Electronics had acquired Tamil Nadu based Preethi, makers of mixers and grinders. In May, France’s Groups SEB bought out the 45% stake of Maharaja Whiteline in order to take full control of the company. Market leader Bajaj Electricals is now scouting for acquisitions to make a mark in the non-electrical kitchen appliance space, while new entrant Borsil is seeking a foothold in manufacturing with the help of smaller companies. “We want to strengthen our position in the non-electrical kitchen appliances space like pressure cookers, gas stoves and non-stick cookware, for which we are open to acquiring smaller companies in these categories,” says Executive Director, Bajaj Electricals. Earlier, some of these items were reserved for the small scale sector. Bajaj Electricals said it is looking for players who make an brand these products to add them to its roster of kitchen and small appliances. The company continues to sell the largest number of mixer grinders (2.5 million a year) and irons (at 3.5 million) in the country. Bajaj Electricals has a research and development centre in Mumbai, but most of its home appliances are out-sourced to third party players. With a sales turnover of Rs 1500 crore from the home appliance division, Bajaj Electricals has already tapped into the premium end of the category with its imported Morphy Richards brand. The mass-end comprises its own brand of Bajaj, with appliances ranging from sandwich makers to water heaters. Borosil, which has recently entered the home appliance category, is also eager to acquire smaller players with manufacturing capabilities. Glassware maker Borosil’s foray into home appliances is expected to get a let-up with potential acquisitions. “We have set aside a budget of Rs 150 crore for acquisitions. Since we do not have our own manufacturing facilities, we will look at small companies with manufacturing facilities in categories like tableware and crockery. An acquisition will ensure a position of strength and

know-how in the kitchen appliance category,” says Managing Director, Borosil Glass Works. Considering that the company already has 14000 outlets for its glass works, it would use the same for some of its kitchen appliances such as mixer grinders. “Once you start your own manufacturing, it helps in building the kitchen appliance business further,” MD, Borosil Glass Works adds.

115. Borosil, which is basically a glassware maker, presently

a) has huge manufacturing facilities of their own
b) has just a few manufacturing units of their own
c) does not have manufacturing units belonging to it
d) None of the above

116. To market its kitchen appliances, Borosil plans to

a) open a large number of outlets in all parts of India
b) open only a few outlets in selected towns
c) open big outlets only in Metro cities
d) utilize its existing outlets

117. Bajaj Electricals is currently planning to

a) expand its existing business of selling electrical appliances
b) come out of its business of dealing with electrical appliances
c) enter into selling non-electrical kitchen appliances
d) close down its business altogether

118. As per the given case, which of the following statements is not true?

a) Some home appliance companies are acquiring properties to enhance their manufacturing capacities
b) Bajaj Electricals does not outsource its electrical appliances
c) Bajaj Electricals is a leader in selling Mixer grinders
d) None of the above

CASE-III

Swiss watch brand Tag Heuer plans to tweak its collections and improve instore services as it bets on enhancing customer experience to power the next phase of growth in India, a top executive said. “The brand is doing well here and has a great platform to go forward. As the next step, we want to do some qualitative work. The focus will be on customer experience,” said General Manager at Tag Heuer India. The brand owned by French luxury conglomerate LVMH, is currently one of the top three in the Swiss watches category in terms of revenue and recall value in the country, GM said. He said Tag Heuer will focus on having the right collections and being at the right retail shops rather than chasing numbers mindlessly. “We want to get into the finer details of selling luxury watch to get into the finer details of selling a luxury watch to the Indian consumer. The numbers (sales) are being met, what is missing is the brand experience,” said GM.

119. Tag Heuer is currently focusing on

a) quantity sales	b) customer service	c) both (a) and (b)	d) None of these
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120. As per the case. Tag Heuer has

a) low brand value	b) high brand name in the market
c) to improve availability of its products	d) tremendous pressure to improve sales

121. Which of the following statements is not true?

a) Tag Heuer plans to give better experiences to its customers
b) Before further expansion in India, Tag Heuer wants to improve its services in its existing stores
c) Tag Hauer feels that current sales are just not adequate
d) None of the above

CASE-IV

Maruti Suzuki planning to introduce a new compact multi-utility vehicle that would help it log volumes in the fiercely competitive compact car space, once been its forte, but now being threatened by bigger rivals like Hyundai, Honda and Toyota. This all-new compact, MUV, code-named YJC, is being conceived especially for India, and will be placed under the flagship Ertiga. Maruti is trying to create a new niche segment that will bridge the gap between hatchbacks and crossover vehicles in terms of size and seating capacity. A company spokesperson, however, refused to confirm the developments. "As a company policy, we do not comment on future products." Currently, under development stage, YJC would be sold in India and may be shipped to South East Asia, Just like the Ertiga. The company has floated proposals to its vendors and suppliers for designing and sourcing components of the car. Maruti Suzuki, which is likely to introduce the car in the festive season of 2016, is targeting around 80,000 units in the first year, said a person close to the development. "Maruti plans to develop a new product, which is niche area until now as there are no premium wagons in the country. It is expected to be a premium product that's likely to be placed over its popular Wago R and is expected to deliver higher volumes for the company trying to regain its turf in the compact car segment. It has also floated request for quotations from its suppliers," the same person added. According to sources in the industry, Maruti is trying to create a new niche segment to drive volumes like it has accomplished with its automated vehicles at an affordable price. The AMT, introduced in the Celerio hatchback, has been a hit with a large chunk of Indian customers who prefer it over regular manual cars with just a 10% premium. Trying to emulate its success, Maruti Suzuki's R and D teams are working with their Japanese counterparts to develop a new segment that would be spacious, but will have the ease of a regular compact car.

122. In the recent past, Maruti had launched a vehicle with automated manual transmission which has been

a) a failure	b) quite popular with customers
c) only partially successful	d) subsequently withdrawn by the company

123. Maruti is planning to launch a new vehicle in 2016, which will be a

a) premium hatchback	b) compact MUV	c) premium Wagon	d) All of these
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124. As per the policy of Maruti, the company

a) does not launch a new product before 5 yr of the earlier launch
b) does not believe in passing comments on its future vehicles
c) reveals its assessment on its future products.
d) None of the above

125. According to the case, which of the following statements is not true?

a) The new vehicle to be launched will not be placed under the Ertiga brand
b) The new car would have more space and can be easily operated like a compact vehicle
c) Currently, Maruti is being seriously challenged in the market by number of auto majors
d) None of the above

CASE-V

Starbucks Corp is expanding its partnership with Tata Group beyond India by launching the latter's single origin coffee in the US and Himalayan mineral water in Singapore. The world's largest coffee retailer will also launch specialty tea brand Teavana in India by year end, a top official said. "The vision and partnership signed five years ago was not just for the business and joint venture in India. As two global iconic company with strong capabilities around the world, its about how we could continue to look at ways to partner together beyond India," said John Culver, group President at Starbucks Coffee China and Asia Pacific.

"Both can leverage expertise around sourcing, blending are bringing coffee and tea products outside India. The brand-Starbucks Reserve Tata Nullore Estates will be the first coffee from India t be roasted and launched in Seattle later this year. In addition, Starbucks' coffee will also be exclusively made available on all flights by Vistara, a JV between Tata Sons and Singapore Airlines. The local unit-Tata Starbucks-opened their first Indian store in October 2012, and now has 84 outlets making its pace of expansion a record in Starbucks' 45 year history. The Indian JV generated revenue of Rs 171 crore in the year ended March 2015 and 80% jump even as losses narrowed to Rs 47 crore from Rs 51.87 crore a year ago. The Seattle based coffee chain posted per-store sales that were more than two-and-a-half times higher than its largest rival, thanks to premium pricing and locations that attract more customers. Starbucks also expected its Indian business to eventually rank among its top five markets.

126. Which is world largest coffee retailer in world?

a) Coffee Café Day	b) Costa Coffee
c) Starbucks	d) MC Café

127. With which group Starbucks Corp is expanding its retail chain in world?

a) Tata Group	b) Reliance Group
c) Birla Group	d) United Beverages Group

128. What is the vision of partnership between Starbucks Corp and Tata Group?

a) To do business only in India	b) To expand their capabilities around the world
c) Business in India and USA	d) To expand business in China and Asia Pacific

129. What lead to sales two and half times higher than its largest rival?

a) Premium pricing	b) Location
c) Premium pricing and location	d) Quality

CASE-VI

Beverages major Coca-Cola India Pvt Ltd is hoping that he Unnati farms contribute majorly to make its mango fruit drink Maaza a one billion dollar brand and also help in localization or oranges for its Minute Maid orange juice brand said a top company official.

"The two lakh tone mango pulp need when Maaza becomes a one billion dollar brand is majorly expected from the mangoes grown in Unnati farms. The entire two lakh tone of mango pulp will be for the domestic market," Venkatesh Kini, President, Coca-Cola India and South-West Asia told reporters here. Project Unnati is aimed at a large scale adoption of Ultra High Density Plantation (UHDP) technique, at least in the areas where Jain Irrigation Systems and Coca-Cola have influence. India accounts for 50 per cent of the world's mango production but the per acre yield as very low as compared to other countries.

130. For which drink Coca-cola opened Unnati Farms?

a) Minute Maid and Maaza	b) Limea
c) Spril	d) Real Fruit Juice

131. What will be the contribution of Unnati Farma in development of Mazza brand?

a) It will become top brand	b) It will become 1 billion dollar brand
c) It will become 2 billion dollar brand	d) None of the above

132. How much mango pulp will be available from Unnati farms of Coca-Cola India Pvt Ltd?

a) 1 lakh tonne	b) 2 lakh tonne
c) 50 thousand tonne	d) 8 lakh tonne

133. What is India's share in mango production in world?

a) 50%	b) 30%	c) 40%	d) 60%
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DIRECTIONS (Q. Nos. 134-150): Each of these questions has a statement based on the preceding passage. Evaluate each statement and mark answer as.

- (a) if the statement is a Major Objective in making the decision : one of the goals sought by the decision maker.
- (b) if the statement is a Major Factor in making the decision : an aspect of the problem, specifically mentioned in the passage, which fundamentally affects and/or determines the decision.
- (c) if the statement is a Minor Factor in Making the decision : a less important element bearing on or affecting a Major Factor, rather than a Major Objective directly
- (d) if the statement is a Major Assumption in Making the decision : a projection or supposition arrived at by the decision maker before considering the factor and alternative.

CASELET-I

The Centre has decided to recast the boards governing trade of commodities such as tea, coffee and spices to make them more performance oriented and accountable at a time when global competition is fast intensifying. The move, which will involve amendment of archaic Acts to make the boards more responsive to contemporary challenges comes after commerce and industry minister felt that these boards need to improve their working and achieve specific results in promoting exports. There have been reports of closure of several tea plantations in West Bengal and Assam, home to Darjeeling tea and Assam tea. The department of commerce is working on amendment of the Tea and Coffee Acts, which date back to 1942 and 1953, respectively. "We are planning to update Acts for tea and coffee to streamline framework of operations. They are very old. We want greater decentralization of powers and simplifications of systems." said the official, who did not wish to be identified. The commodity boards for tea, coffee, rubber, spices, tobacco, etc., working under the commerce department are responsible for not only carrying out export promotion but also developing the domestic industry. They have offices in India as well as abroad. Tea Board is concentrated in Kolkata, prompting the government to decentralize its operations and give powers to other centres such as Guwahati and Coonoor. This will help bring in more players into the market, making it easier to obtain licenses. While boards do not directly export, they regulate the sector, register exporters and given licenses. The government is also trying to scale up incentives for marketing and export promotion. The manufacturers will need to comply with the Plant Protection Code from next year and procure a certificate of complying with the standard. The government is also working on an insurance based sceme for stabilization of prices of four plantation based crops-tea, coffee, rubber and spices. Another official involved in the exercise cited the example of Coffee Board, saying the body has not been able to boost exports even as it has supported domestic trade primarily because it lacks the vision required to succeed in international markets.

134. The Centre has decided to recast the boards governing trade of commodities such as tea, coffee and spices to make them more performance oriented

135. The move involves amendment of archaic acts to make the bards more responsive to contemporary challenges
136. We are planning to update Acts for tea and coffee to streamline framework of operations
137. This will help bring in more players into the market
138. Board lacks the vision required to succeed in international markets

CASELET-II

Ultra Tech cement has signed a memorandum of understanding (MoU) to buy two cement plants of Jaiprakash Associates in Madhya Pradesh, a deal that will help consolidate its position as India's biggest cement-maker. For Delhi-based Jaypee Group, the deal is part of ongoing exercise to reduce debt, which stood at Rs 65000 crore as on March 31, 2014, and would shrink to close to Rs 44000 crore, if this deal is consummated. The Aditya Birla Group from will sign a definitive agreement after completing a due diligence process that will start shortly. A late evening press release from the company put the total enterprise valuation of the transaction, including debt, at Rs 5400 crore. The company's board approved the acquisition recently. "The deal will help us scale up our presence in eastern and central UP and Eastern and central MP. We have a marginal presence in these markets which is roughly growing at 8.9%," said MD, Ultra Tech Cement. The acquisition will help the company ramp up capacity 5 million tonnes to 68 million tonnes. Further, surplus clinker capacity (clinker is a key input for cement) at the two units will enable Ultra-Tech to boost capacity by 2 million tonnes, said the press release. The plants are located at Satna in Madhya Pradesh. In the near term, it will have a financial impact as Ultra Tech have to pay higher interest on the debt accrued through the deal, said analyst at Brokerage Elara Capital. "But if you take a view of FY18 or later, the deal will be highly accretive as the region is expected to see minimal capacity addition." "Utilization levels of cement plants in FY18 are expected to profits," said Elara Capital's. The acquisition, if concluded would mean that the company's plans to boost capacity to 71 million tones by 2016 will be achieved ahead of schedule. Ultra Tech had acquired the Gujarat units of schedule. Ultra Tech had acquired the Gujarat units of Jaiprakash Associates, with a earmarked Rs 7000 crore to expand capacities over the next three years.

139. The deal is part of an ongoing exercise to reduce debt.
140. The acquisition will help the company ramp up capacity by 5 million tonnes.
141. Surplus clinker capacity at the two units will enable Ultra Tech to boost capacity 2 million tonnes.
142. In the near term, it will have a financial impact as Ultra-Tech will have to pay higher interest
143. The company's plans to boost capacity to 71 million tonnes by 2016 will be achieved ahead of schedule

CASELET-III

Just a few years ago, seeing an Indian youth with a Nokia or an office-goer with a Blackberry device on the road was common sight. In 2009, about 70% of smartphones sold globally had operating systems offered by Blackberry and Nokia and the two stalwarts were going strong. But even tech leaders can, at times, fail to gauge when a particular phenomenon can go extinct. The mobile operating systems offered by Google, Apple and Microsoft, which account for nearly 99% of sales today, were in less than 25% of mobile devices sold at that time, says a recent blog post by Whatsapp which has decided to end its support to Blackberry phones and those powered by Nokia's Symbian OS by the end of this year. After acquiring Nokia for \$ 7.2 billion in 2013, Microsoft soon realized it made a big mistake and is now selling off Nokia's phone-making business to Apple's supply-chain partner Foxconn. With the Nokia acquisition, Microsoft actually placed a bet on hardware which has never been its strength. On the other

hand Canadian mobile company Blackberry reported a \$ 670 million loss in the first fiscal quarter this year-its biggest loss in over two years. “Blackberry can’t catch up on the plethora of offerings IOS and Android-players are providing with their vast ecosystem. The surges in vendors offering android devices at competitive prices dominate the smartphone market globally. Similarly, Windows based smartphones are likely to decline sharply given the fact that Nokia is no longer a part of Microsoft”.

144. The mobile operating system offered by Google, Apple and Microsoft, which account for nearly 99% of sale today.
145. Whatsapp hs decided to end its support to Blackberry phones and those powered by Nokia’s Symbian OS by the end of this year.
146. Microsoft is now selling off Nokia phone making business to Apple’s supply chain partner Foxconn.
147. With the Nokia acquisition, Microsoft actually placed a bet on hardware which has never been its strength.

CASELET-IV

Economic liberalization and globalization have put pressures on Indian industry, particularly on the service sector, to offer quality products and services at low costs and with high speed. Organizations have to compete with unequal partners from abroad. It is well recognized that developing countries like India already behind other countries technologically.

In many areas, although some of them, particularly India, boast of huge scientific and technical manpower. In addition to his, if an entrepreneur or industrialist has to spend a lot of his time, money and energy in dealing with unpredictable services and in negotiating with the local bureaucracy, it can have a significant dampening effect on business.

148. Indian service industry was more comfortable before economic liberalization.
149. India at present is to some extent at par with the developed countries in terms of technological development.
150. Foreign companies are more equipped than domestic companies to provide quality service in good time.



NIFT GAT- MFM - Answer Key to Mock Tests

Q.No.	Mock Test 3	Q.No.	Mock Test 3
	Ans.		Ans.
1	B	76	B
2	C	77	B
3	A	78	C
4	C	79	C
5	D	80	D
6	D	81	D
7	A	82	B
8	D	83	C
9	D	84	A
10	D	85	C
11	D	86	A
12	B	87	D
13	A	88	C
14	A	89	C
15	B	90	B
16	C	91	C
17	A	92	A
18	C	93	B
19	D	94	C
20	C	95	D
21	C	96	C
22	B	97	D
23	C	98	C
24	B	99	B
25	C	100	B
26	C	101	C
27	A	102	B
28	C	103	A
29	B	104	C
30	A	105	D
31	D	106	A
32	D	107	C
33	D	108	C
34	D	109	C
35	A	110	A
36	C	111	A
37	D	112	B
38	C	113	B
39	A	114	A
40	D	115	C
41	A	116	D
42	C	117	C
43	B	118	B
44	A	119	B

NIFT GAT- MFM - Answer Key to Mock Tests

Q.No.	Mock Test 3	Q.No.	Mock Test 3
	Ans.		Ans.
45	A	120	B
46	A	121	C
47	D	122	B
48	A	123	D
49	B	124	B
50	C	125	A
51	C	126	C
52	A	127	A
53	B	128	B
54	B	129	C
55	A	130	A
56	D	131	B
57	C	132	B
58	D	133	A
59	C	134	A
60	B	135	B
61	D	136	B
62	B	137	C
63	B	138	D
64	C	139	A
65	C	140	A
66	B	141	B
67	C	142	D
68	B	143	A
69	D	144	A
70	C	145	D
71	C	146	A
72	A	147	B
73	D	148	C
74	A	149	A
75	B	150	A