

MIZORAM PUBLIC SERVICE COMMISSION
TECHNICAL COMPETITIVE EXAMINATIONS FOR
JUNIOR GRADE OF MIZORAM ENGINEERING SERVICE (AE/SDO)
UNDER PUBLIC HEALTH ENGINEERING DEPARTMENT,
GOVERNMENT OF MIZORAM, JANUARY-2024

GENERAL ENGLISH

Time Allowed : 3 hours

FM : 100

*Marks for each question is indicated against it.
Attempt all questions.*

1. Write an essay on any 1 (one) of the following topics: (20)
- Unemployment in Mizoram
 - Towards a Greener Planet
 - Reservation of Seats for Women in Legislative Elections
 - My Vision of Mizoram in 50 years

2. Write a précis of the following passage, giving it an appropriate title. (20)

Artificial Intelligence refers to the intelligence of machines. This is in contrast to the natural intelligence of humans and animals. With Artificial Intelligence, machines perform functions such as learning, planning, reasoning and problem-solving. Most noteworthy, Artificial Intelligence is the simulation of human intelligence by machines. It is probably the fastest-growing development in the World of technology and innovation. Furthermore, many experts believe AI could solve major challenges and crisis situations.

Artificial Intelligence has applications in various other fields, such as in healthcare. Companies are trying to develop technologies for quick diagnosis. Artificial Intelligence would efficiently operate on patients without human supervision. Such technological surgeries are already taking place. Artificial Intelligence in business would also significantly save time and effort. There is an application of robotic automation to human business tasks. Furthermore, Machine learning algorithms help in better serving customers. Chatbots provide immediate response and service to customers.

AI can certainly make education more efficient. AI technology can discover the needs of students. Then it can adapt according to their needs. AI tutors provide study help to students. Also, AI can automate grading which results in saving a lot of time.

AI can greatly increase the rate of work in manufacturing. Manufacture of a huge number of products can take place with AI. Furthermore, the entire production process can take place without human intervention. Hence, a lot of time and effort is saved.

To sum it up, Artificial Intelligence looks all set to be the future of the World. Experts believe AI would certainly become a part and parcel of human life soon. AI would completely change the way we view our World. With Artificial Intelligence, the future seems intriguing and exciting.

3. Read the following carefully, and answer the questions that follow:

When it came to promoting its new video-game console, the Wii, in America, Nintendo recruited a handful of carefully chosen suburban mothers in the hope that they would spread the word among their friends that the Wii was a gaming console the whole family could enjoy together. Nintendo thus became the latest company to use "word-of-mouth" marketing. Nestlé, Sony and Philips have all launched similar campaigns in recent months to promote everything from bottled water to electric toothbrushes. As the power of traditional advertising declines, what was once an experimental marketing approach is becoming more popular.

After all, no form of advertising carries as much weight as an endorsement from a friend. "Amway and Tupperware know you can blend the social and economic to business advantage," says Walter Carl, a marketing guru at Northeastern University. The difference now, he says, is that the internet can magnify the effect of such endorsements. Endorsements from social media influencers carry a lot of weight since these influencers have more than a million followers, many of whom are willing to spend a lot of money towards their interests. With the internet's speed and global reach, these endorsements can reach more consumers than the traditional forms of advertisements on TV, magazines and billboards.

The difficulty for marketers is creating the right kind of buzz and learning to control it. Negative views spread just as quickly as positive ones, so if a product has flaws, people will soon find out. And Peter Kim of Forrester, a consultancy, points out that when Microsoft sent laptops loaded with its new Windows Vista software to influential bloggers in an effort to get them to write about it, the resulting online discussion ignored Vista and focused instead on the morality of accepting gifts and the ethics of word-of-mouth marketing. Bad buzz, in short.

BzzAgent, a controversial company based in Boston that is one of the leading exponents of word-of-mouth marketing, operates a network of volunteer "agents" who receive free samples of products in the post. They talk to their friends about them and send back their thoughts. In return, they receive rewards through a points program—an arrangement they are supposed to make clear. This allows a firm to create buzz around a product and to see what kind of word-of-mouth response it generates, which can be useful for subsequent product development and marketing. Last week BzzAgent launched its service in Britain. Dave Balter, BzzAgent's founder, thinks word-of-mouth marketing will become a multi-billion dollar industry. No doubt he tells that to everyone he meets.

- (a) How did Nintendo use 'word-of-mouth' campaign to promote their new video game console? (3)
- (b) What is the difficulty faced by marketers in modern advertising? (3)
- (c) How does BzzAgent incorporate word-of-mouth marketing in their advertisement campaigns? (3)
- (d) How does the internet blend the social and the economic to business advantage? (3)
- (e) Make sentences in your own words using the following words from the passage (4)
 - (i) Controversial
 - (ii) Experimental
- (f) Find words from the passage with the same meanings as those given below: (4)
 - (i) coming after something in time; following
 - (ii) Having great influence on someone or something

4. Make appropriate sentences with the given words to highlight their differences: (5×2=10)

- (a) stationary & stationery
- (b) quite & quiet
- (c) peace & piece
- (d) due & dew
- (e) pail & pale

5. Choose the antonym of the given word:

(5×1=5)

- (a) Diligent
(i) industrious (ii) greatness
(iii) troll (iv) idle
- (b) Fresh
(i) unfirm (ii) stale
(iii) wart (iv) sum
- (c) Deficit
(i) surplus (ii) demerit
(iii) retire (iv) deficiency
- (d) Collect
(i) gather (ii) demote
(iii) scatter (iv) dear
- (e) Sympathy
(i) apathy (ii) pity
(iii) pain (iv) empathy

6. Choose the synonym of the given word:

(5×1=5)

- (a) Inevitable
(i) evitable (ii) wonder
(iii) stress (iv) unavoidable
- (b) Death
(i) demise (ii) sink
(iii) yield (iv) wring
- (c) Yearn
(i) mar (ii) pine
(iii) try (iv) lose
- (d) Force
(i) scatter (ii) excess
(iii) wonder (iv) compel
- (e) Wish
(i) dissonance (ii) sympathy
(iii) desire (iv) hurt

Directions (Question Nos. 7 - 16) : Fill in the blanks with the most appropriate word given below:

(10×1=10)

7. The King _____ the throne to marry a commoner.

- (a) adulated (b) abdicated
(c) allocated (d) eradicated

8. The doctor was exposed as a _____ after his fake degrees and certificates were discovered.

- (a) charlatan (b) jester
(c) cardinal (d) jackanape

9. There was a(n) _____ amount of alcoholic drinks at the party.
(a) susurrus (b) extenuating
(c) mounting (d) copious
10. The singer was able to _____ powerful emotions from the audience through her singing.
(a) amass (b) denote
(c) evoke (d) demote
11. He deliberately bought the phone, _____ of my advice to wait for a better model.
(a) observing (b) heedless
(c) adamant (d) desirous
12. He openly carried on an affair, in _____ disregard for his wife's feelings.
(a) latent (b) potent
(c) content (d) blatant
13. She was _____ over the news of her success in her exams.
(a) apoplectic (b) ecstatic
(c) caustic (d) copacetic
14. The elections will _____ the fate of the whole nation.
(a) implant (b) inflect
(c) impact (d) inflate
15. The Manager _____ the guard for sleeping during his duty.
(a) supervised (b) berated
(c) debated (d) extrapolated
16. The lady was an _____ explorer, who had travelled alone to all corners of the globe.
(a) intrepid (b) insipid
(c) elicit (d) ennobled

Directions (Question Nos. 17 - 26) : Choose most appropriate meaning of the following idioms and phrases. (10×1=10)

17. He has already burned his bridges by alienating all his friends and family.
(a) Do something which makes it impossible to return to an earlier state
(b) To commit a horrible sin
(c) To do something which has unfortunate consequences on others
(d) To forgive someone who has wronged you
18. The boxer was down for the count after the punch landed on him by his opponent.
(a) Feeling hungry (b) Extremely energetic
(c) Feeling motivated (d) Defeated and finished
19. I felt like a fish out of water as the only single person in a room full of married people.
(a) Being the centre of attention (b) To be admired by other people
(c) To be out of your comfort zone (d) To feel accepted
20. Do not disturb me today as I have bigger fish to fry.
(a) Desiring sleep or rest (b) To have too much work to do
(c) To travel long distance (d) To have more important things to do

21. The corrupt politician's victims were pleased to see him hoist by his own petard.
- (a) To be caught in one's own trap (b) To be punished
(c) To have one's misdeeds be discovered (d) To redeem oneself through good acts
22. Michael's tendency to play the Devil's advocate has irritated a lot of people.
- (a) To commit illegal acts (b) To argue, just for the sake of it
(c) To verbally abuse others (d) To wilfully ignore others
23. He puts his personal matters on ice for the duration of his sister's wedding preparations.
- (a) To put oneself and one's problems first (b) To put something on hold
(c) To unnecessarily complicate things (d) To complete one's affairs
24. Since we are both too tired to continue, let us call it a day and resume working tomorrow.
- (a) Decide or agree to stop doing something (b) To call someone daily
(c) To have a short break (d) To be angry with someone
25. This song always makes me cry since it was her swan song.
- (a) The most successful work of an artist
(b) A work which launches an artist into popularity
(c) The last work done by an artist before their death
(d) A work which destroys an artist's credibility
26. You should stop ignoring the problem and just face the music.
- (a) To accept the unpleasant consequences of one's actions
(b) To confess to one's crimes
(c) To solve ones' problems immediately
(d) To escape one's situation

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