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Siting) 2011: अंग्रेजी भाषा का प्रश्नपत्र

## ENGLISH LANGUAGE

**Q.51-65.** Read the following passage to answer the given questions based on it. Some words / phrases are printed in **bold** to help you locate them while answering some of the questions.

The retail market has witnessed a **metamorphosis** with regard to choices, affordability and convenience for customers who are increasingly "Brand" conscious. 'Comfort', 'style', 'luxury' and 'convenience' are expressions synonymous with malls and serve to **pull** shoppers.

There has been a **significant** level of growth in the number of mall properties spread across the country. The Indian retail industry is said to be the fifth largest in the world and accounts for over 10 per cent of India's GDP and around 8 per cent of the employment. Today, retailing is no longer about just stocking and selling, but about efficient supply chain management, developing vendor relationship, efficient merchandising and timely promotional campaigns that lead to quality customer service.

The vast middle class and its almost **untapped** potential for the retail industry are the key attractive forces for global retail giants. According to the McKinsey's India's Urban Awakening - 2010 study, by the year 2030, 91 million households will come under the middle class bracket. In order to offer the customer best-in-class experience and ensure smooth functioning, mall management is of utmost importance.

In its broadest sense, mall management includes positioning a mall, promotions and marketing initiatives, facility management and zoning. While zoning comprises formulating the right tenant-mix and its placement in a mall, tenant-mix or brand-mix refers to the combination of retail shops occupying space in a mall.

Tenant-mix is an area where one simply cannot **afford** to go wrong. Mall developers first identify their anchor tenants and then build their tenant-mix around it. Formulating the right tenant-mix based on zoning helps attract and retain shoppers by offering them multiple choices, facilitating smooth movement of shoppers, avoiding bottlenecks, to create a win-win situation for shoppers and retailers.

Another important concept to be kept in mind is 'Clustering' — a process of gathering tenants of the same type into the same location. Clusters give the customer access to a variety of options in a single category without any inconvenience. Thus, sensible bundling of tenancies will further improve the customer experience at a retail property. For instance, a jewellery brand can be located next to a sari store or space on the same floor can be leased to an art jewellery outlet or a designer handbag store.

Likewise, malls and movie theatres have a symbiotic relationship. When you have a multiplex within a mall, there's always something to do before and after a movie. Maintaining a balance between entertainment, food and retail space is equally important to ensure that lack of sufficient options of any one of these does not become a differentiating factor in a mall-visit decision.

After all a mall is about having everything under one roof and wholesome shopping experience !

- Q.51.** At present how many households are classified as middle class ?  
 (1) 60 million (2) 108 million (3) 91 million  
 (4) Not indicated in the passage (5) None of these
- Q.52.** The term "Retailers" is being referred to for —  
 (1) Buyers (2) Shop-keepers (3) those who manage malls  
 (4) those who sell goods to shop-keepers (5) None of these
- Q.53.** Who among the following are being referred to as "Tenants" ?  
 (1) Mall developers (2) Manufacturing companies (3) Families  
 (4) Buyers (5) None of these
- Q.54.** Tenant-mix and clustering is done mainly for which of the following ?  
 (1) Event management (2) Entertainment (3) Customer Convenience  
 (4) Differentiating factor (5) None of these
- Q.55.** Choices, affordability etc. are being referred to as —  
 (1) tenants (2) things of the past (3) things which will be there by the year 2030  
 (4) clustering (5) None of these

- Q.56.** Around which of the following do the mall developers build their tenant-mix ?  
 (1) Anchor Tenants (2) Brand (3) Zoning  
 (4) Marketing Initiatives (5) Movie Theatres
- Q.57.** Which of the following may be the objective of the passage ?  
 (1) To build a case for protecting small shops  
 (2) To criticize Mall culture  
 (3) To discourage global retail giants from doing business in India  
 (4) To provide an overview of Mall management planning  
 (5) To explain complexities of Brand management
- Q.58.** Which of the following is **not correct** in the context of the passage ?  
 (1) The Indian economy is the fifth largest in the world  
 (2) The Indian retail industry accounts for about 8% employment  
 (3) India has a vast potential for retail industry  
 (4) The Indian retail industry accounts for more than 10% of India's GDP  
 (5) The vast middle class is an important segment for retail industry in India
- Q.59.** Which of the following is correct in the context of the passage ?  
 (1) A mall is like a wholesale market for the retailers  
 (2) Clustering involves planning tenants of the same type around same location  
 (3) A mall has to be a multi-storied building  
 (4) Tenant-mix is more important than brand-mix  
 (5) The Indian retail industry is the third largest in the world
- Q.60.** Which of the following stores may **not** be located around a Sari store ?  
 (1) Handbag (2) Jewellery (3) Sandal (4) Stationery (5) Designer Watch
- Q.61-63.** Choose the word which is **most nearly the same** in meaning of the word printed in **bold**, as used in the passage.
- Q.61.** **afford** (1) spend (2) spare (3) buy (4) allow (5) offer
- Q.62.** **untapped** (1) abundant (2) unregulated (3) unexploited (4) natural (5) unlimited
- Q.63.** **metamorphosis** (1) deterioration (2) degeneration (3) onslaught  
 (4) transformation (5) aggression
- Q.64-65.** Choose the word(s) which is **most opposite** in meaning of the word printed in **bold**, as used in the passage.
- Q.64.** **significant** (1) trivial (2) wider (3) lop-sided (4) regional (5) sole
- Q.65.** **pull** (1) demand (2) dis-service (3) deter (4) decide (5) trick
- Q.66-70.** In each question below a sentence with four words printed in **bold** type is given. These are numbered as (1), (2), (3) and (4). One of these four words printed in **bold** may be either **wrongly spelt or inappropriate** in the context of the sentence. Find out the word, which is wrongly spelt or inappropriate, if any. The number of that word is your answer. If all the words printed in **bold** are correctly spelt and also appropriate in the context of the sentence, mark (5) i.e. 'All Correct' as your answer.
- Q.66.** Usually we are **required** to supply a **tittle** to the **paragraph**.  
 (1) (2) (3) (4) All correct (5)
- Q.67.** The **movement** he was asked to **recite** a **rhyme**, he started to do so in his **clear** voice.  
 (1) (2) (3) (4) All correct (5)
- Q.68.** The **maintenance** **expences** on such **accounts** include **recovery** charges.  
 (1) (2) (3) (4) All correct (5)
- Q.69.** Under the new exploration **licencing** **policy**, companies win exploration blocks in a **competitive bidding process**.  
 (1) (2) (3) (4) All correct (5)

- Q.70.** I have come across many families **who look over** students **who are economically** backward but bright by providing them financial assistance.  
 (1) (2) (3) (4)  
 All correct  
 (5)
- Q.71-75.** In each of these questions, two sentences (I) and (II) are given. Each sentence has a blank in it. Five words (1), (2), (3), (4) and (5) are suggested. Out of these, only one fits at both the places in the context of each sentence. Number of that word is the answer.
- Q.71.** I. It is when he — a new method, he faced opposition.  
 II. The suspect was — for the crime.  
 (1) suggested (2) sentenced (3) tried (4) found (5) evolved
- Q.72.** I. The human — has its own healing powers.  
 II. The elected — is responsible for major policy changes.  
 (1) being (2) body (3) representative (4) segment (5) mind
- Q.73.** I. Even — the book doesn't draw from political characters, the possible coincidence is not missing.  
 II. Our college trip was great — it lasted.  
 (1) while (2) though (3) until (4) when (5) if
- Q.74.** I. Since the sender has not indicated her name, this letter will be classified as —.  
 II. Many of the important things that surround you are still the work of — minds and hands, about whom we may not know.  
 (1) known (2) bogus (3) void (4) anonymous (5) artistic
- Q.75.** I. It is better to keep things on — till we get due approval.  
 II. If our conduct is good, we can — our head high.  
 (1) wait (2) keep (3) watch (4) raise (5) hold
- Q.76-80.** Which of the phrases (1), (2), (3) and (4) given below should replace the phrase given in **bold** in the following sentence to make the sentence grammatically meaningful and correct. If the sentence is correct as it is and 'No correction is required', mark (5) as the answer.
- Q.76.** Two festivals in which I participated recently **brought this home** point to me fairly dramatically.  
 (1) bring this point (2) brought this point home (3) brought home point this  
 (4) this point brought home (5) No correction required
- Q.77.** **As if it had** a rustic look from outside, inside the house was quite modern.  
 (1) Though it had (2) As it had (3) Even when  
 (4) But for (5) No correction required
- Q.78.** I knew it was bad manners, **but I couldn't help** interrupting their conversation.  
 (1) still I could not (2) but I had to (3) facing it I couldn't help  
 (4) still I was required for (5) No correction required
- Q.79.** India **does not always mean** technology, fashion, films or beauty contests.  
 (1) do not means (2) do not always means (3) does it always mean  
 (4) should not always meant (5) No correction required
- Q.80.** I write to **share only those** few every day moments, which my readers can identify with.  
 (1) those only to share (2) to share only this (3) only to share those  
 (4) only those to share (5) No correction required
- Q.81-90.** Read each sentence to find out whether there is any grammatical mistake / error in it. The error if any, will be in one part of the sentence. Mark the number of the part with error as your answer. If there is 'no error', mark (5).
- Q.81.** He contributed a lot / of time and money / by building a hospital / in his village. No error  
 (1) (2) (3) (4) (5)
- Q.82.** All our Zonal Office / have received instructions / to process loan applications / within thirty days. No error  
 (1) (2) (3) (4) (5)



- Q.83.** She shouted at / the children who / was watching television instead /  
 (1) (2) (3)  
 of doing their homework. No error  
 (4) (5)
- Q.84.** We are already / written to the IT Department / last week seeking permission /  
 (1) (2) (3)  
 to set up our own website. No error  
 (4) (5)
- Q.85.** In order to transfer / branch licenses for one / bank to another you /  
 (1) (2) (3)  
 require special approval from RBI. No error  
 (4) (5)
- Q.86.** After a fire destroyed the land records / of many villages, the government /  
 (1) (2)  
 has started maintaining / scanned copies of land records. No error  
 (3) (4) (5)
- Q.87.** This year the number of / counterfeit bank notes detected / in bank branches was /  
 (1) (2) (3)  
 highly, thanks to efficient clerical staff. No error  
 (4) (5)
- Q.88.** India has the / third larger number / of internet users / in the world today. No error  
 (1) (2) (3) (4) (5)
- Q.89.** To be effective it is / very important for employees / to know how various departments /  
 (1) (2) (3)  
 in organisation functions. No error  
 (4) (5)
- Q.90.** When I graduated / I was the only one / in my class who / went to abroad to study. No error  
 (1) (2) (3) (4) (5)
- Q.91-100.** 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 blank appropriately. Find out the appropriate word in each case.

The idea behind staging the World Cup in South Africa was to change how the world thought about the country.

While to the world, South Africa was (91) as a country of wars (92) famines, South Africans prepared for the (93) by building stadiums and airports and (94) their homes and cities to visitors. With the (95) of hundreds and thousands of fans (96) only did the world's perception of South Africa (97) as people experienced the hospitality of its (98), but more importantly the African people (99) to believe in themselves and in their country's (100).

Now there is hope for South Africa to live up to its potential.

- Q.91.** (1) thought (2) regard (3) consider (4) referred (5) known
- Q.92.** (1) also (2) resulting (3) and (4) beside (5) creating
- Q.93.** (1) telecast (2) event (3) issue (4) show (5) war
- Q.94.** (1) opening (2) showed (3) occupying (4) admitting (5) allowing
- Q.95.** (1) cost (2) behaviour (3) population (4) venue (5) arrival
- Q.96.** (1) once (2) forever (3) that (4) not (5) yet
- Q.97.** (1) reversed (2) transformed (3) change (4) exchange (5) substitute
- Q.98.** (1) country (2) nation (3) occasion (4) village (5) citizens
- Q.99.** (1) choose (2) began (3) made (4) start (5) wanting
- Q.100.** (1) future (2) nature (3) friendship (4) competition (5) freedom