

**MICA Paper Year 2004****Time: 90 minutes**

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**INSTRUCTIONS**

Do not write anything on the question paper. Read each question carefully and write your answers only in the answer booklet in the space provided for each question. Use the last page of the answer booklet for rough work. Use only **HB pencil** to write your answers.

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**SECTION A****Directions for questions 1 and 2**

In the space provided in the answer sheet, give the essence of the following paragraphs (not more than 50 words):

1. And what are we to say of man? Is he a speck of dust crawling helplessly on a small planet, as the astronomers see it? Or is he, as the chemists might hold, a heap of chemicals put together in a cunning way? Or, finally, is man what he appears to Hamlet, noble in reason, infinite in faculty? Is man, perhaps, all of these at once?
2. Life consists of puzzling questions. One cannot settle them by carrying out experiments in a laboratory, and those of an independent frame of mind are unwilling to fall back on the pronouncements of dispensers of universal nostrums. To such as these the history of philosophy supplies what answer can be given. In studying this difficult subject we learn what others at other times have thought of these matters.

**Directions for questions 3 to 7**

Read the following paragraph and answer questions given as under. Enter the alphabet of the correct answer against the question number in the answer booklet.

Let's talk first about the facts on income distribution. Thirty years ago we were a relatively middleclass nation. It had not always been thus: Gilded Age America was a highly unequal society, and it stayed that way through the 1920s. During the 1930s and '40s, however, America experienced what the economic historians Claudia Goldin and Robert Margo have dubbed the

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Great Compression: a drastic narrowing of income gaps, probably as a result of New Deal policies. And the new economic order persisted for more than a generation: Strong unions; taxes on inherited wealth, corporate profits and high incomes; close public scrutiny of corporate management--all helped to keep income gaps relatively small. The economy was hardly egalitarian, but a generation ago the gross inequalities of the 1920s seemed very distant. Now they're back. According to estimates by the economists Thomas Piketty and Emmanuel Saez--confirmed by data from the Congressional Budget Office--between 1973 and 2000 the average real income of the bottom 90 percent of American taxpayers actually fell by 7 percent. Meanwhile, the income of the top one- percent rose by 148 percent, the income of the top 0.1 percent rose by 343 percent and the income of the top 0.01 percent rose 599 percent. (Those numbers exclude capital gains.) The distribution of income in the United States has gone right back to Gilded Age levels of inequality.

3. Figures about the American Economy show that:

- a) The New Deal is responsible for the decline in US economy.
- b) Income differences between American people have become as much as the 1920s.
- c) A drastic narrowing of income differences has occurred.
- d) None of the Above.

4. Between 1973 and 2000:

- a) 90% of Americans have seen relatively better income levels.
- b) 90% of Americans have seen their income transferred to the rich.
- c) 90% of Americans have seen their current value of income better than 1920s.
- d) 90% of Americans' income has escalated more than the income of 0.001% Americans.

5. All the data quoted are from:

- a) US government data.
- b) Data provided by Thomas Piketty and Emmanuel Saez.
- c) Studies done by Claudia Goldin and Robert Margo.
- d) None of the above.

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6. 0.001% of the tax paying population have seen their income levels:

- a) Rise because of speculations in the Stock Market.
- b) Fall because of speculations in the Stock Market.
- c) Rise because of capitalist relations in the production process.
- d) Fall because of capitalist relations in the production process.

7. Represent data mentioned above in terms of a graph or pie chart.

### Directions for questions 8 and 10

Give a brief write up in the space provided in the answer booklet on the following lines:

- 8. Call no man happy until he is dead.
- 9. Many rise in sin and a few fall in virtue.
- 10. All history depends ultimately upon its social purpose.

### Directions for questions 11 to 23

Please match items listed in Part 'A' with the items listed in part 'B'. The Part 'B' provides you the choices of right answers. Please choose the correct answers from part 'B' and enter the alphabet against the question number in the answer booklet.

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### Part 'A'

11. Psychoanalysis
12. Shell
13. Bertelsmann
14. Wall Street
15. Louis Vuitton
16. Emma Measure for Measure
17. Sudan
18. Bicycle
19. Thieves
20. Haiti
21. Living Media India Ltd
22. Trikal
23. Gerson da Cunha

### Part 'B'

- a) Shakespeare
- b) Port AuPrince
- c) Ken SaroWiva
- d) Advertising
- e) Dickens
- f) Khartoum
- g) Shyam Benegal
- h) Jane Austen
- i) Germany j
- j) Oliver Stone
- k) Italy
- l) Retail
- m) Aaj Tak
- n) Adis Ababa
- o) Paul Baran
- p) Skinner

**SECTION B**

**Directions for questions 24 to 57**

Please read the following questions carefully and select the correct answers from the options given for each question. Enter the alphabet of the correct answer in the given space in the answer booklet.

24. CNBC has started up linking from India in a joint venture with:

- (a) NDTV
- (b) Bennett, Coleman & Co. Ltd.
- (c) TV 18
- (d) None of these

25. Which is the home country of Bata Shoes?

- (a) US
- (b) Argentina
- (c) Canada
- (d) None of these

26. Which company markets international brands such as Lee, Wrangler, Arrow and Healthtex in the Indian market?

- (a) Raymonds
- (b) Arvind Brands Pvt. Ltd.
- (c) Grasim
- (d) None of these

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27. Which company uses “Better than the best” slogan?

- (a) Sansui
- (b) Sony
- (c) Whirlpool
- (d) None of these

28. Bharti telecom has recently launched a mobile phone SIM card targeted at the youth in association with

- (a) Channel V
- (b) MTV
- (c) Film fare
- (d) None of these

29. Which among the following countries produces Acer?

- (a) China
- (b) Singapore
- (c) Taiwan
- (d) None of these

30. “Servo” engine oil is owned by:

- (a) Bharat Petroleum
- (b) Hindustan Petroleum
- (c) Indian Oil
- (d) None of these

31. ITC’s recent foray into all categories of biscuits is being marketed under the umbrella brand of

- (a) Bistiks
- (b) Bischips

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(c) Sunfeast

(d) None of these

32. Before setting up Infosys, Narayan Murthy and Nandan Nilekani were working with which company:

(a) CMC

(b) Patni Computer

(c) Tata Consultancy

(d) None of these

33. NIIT, India's leading IT education company, belongs to:

(a) Infosys

(b) HCL

(c) Times of India Group

(d) None of these

34. Which among the following brands was the co-sponsor of recently held Lakme India Fashion Week?

(a) Ebony

(b) MTV

(c) Liberty

(d) None of these

35. "A newspaper is only as interested as its readers" is an ad line associated with

(a) The Economic Times

(b) HindustanTimes

(c) The Indian Express

(d) The Times of India

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36. “Digitally yours” is the punch line of:

- (a) LG Electronics
- (b) Hitachi
- (c) Samsung Electronics
- (d) BPL

37. “We understand your world” is the punch line associated with:

- (a) HDFC bank Ltd.
- (b) Reliance Infocom
- (c) ICICI bank
- (d) HSBC bank

38. “The most special way to say you care” is associated with:

- (a) Hallmark
- (b) Archies
- (c) Tata Indicom
- (d) Cadbury

39. Which television channel has struck a deal with Shekhar Suman for its special election programmes?

- (a) NDTV
- (b) Aaj Tak
- (c) Zee News
- (d) Sahara News

40. Sine die means:

- (a) Since death
- (b) until one’s death

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- (c) from the beginning
- (d) for an indefinite period

41. Skoda is a :

- (a) Star
- (b) an automaker
- (c) a river
- (d) an athlete

42. Arthur Anderson was a :

- (a) A scientist
- (b) An employment agency
- (c) An accounting firm
- (d) Philanthropist

43. Who is the winner of five grand slams before she was 20:

- (a) Martina Hingis
- (b) Steffi Graf
- (c) Anna Kournikova
- (d) Monica Seles

44. Publications Division's journal "Yojana" is devoted to:

- (a) Family planning
- (b) Rural development
- (c) Employment
- (e) Planning and development

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45. The first credit card by an Indian bank was issued by :

- (a) HDFC bank
- (b) Central bank of India
- (d) ICICI Bank
- (e) State Bank of India

46. Which scam is the Justice S.N. Phukhan Commission investigating:

- (a) Tehelka
- (b) Stamp Paper
- (c) Cooperative Bank
- (d) US-64

47. What did Winston Churchill describe as a “riddle wrapped in a mystery inside an enigma”?

- (a) Roosevelt
- (b) Russia
- (c) Mahatma Gandhi
- (d) None of Above

48. The longest running Indian film in a single theatre:

- (a) Kaho na Pyar Hai
- (b) Dilwale Dulhaniya le Jayenge
- (c) Lagaan
- (d) Hum Apke hai Kaun

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49. The Charles Dickens novel A tale of two cities is about:

- (a) London and NewYork
- (b) New York andManchester
- (c) Montreal and Paris
- (d) London and Paris

50. Who among these is not a Nobel laureate:

- (a) Carlos Ximenes Belo
- (b) Alva Myrdal
- (c) Boutros Boutros Ghali
- (d) V.S. Naipaul

51. The Indian who performed Kathak dance continuously for 9 hours and 20 minutes is:

- (a) Gopi Krishna
- (b) Uday Shankar
- (c) Sudha Chandran
- (d) Sonal Mansingh

52. The part of profit or other surpluses of a company distributed proportionately among shareholders is called:

- (a) Preference shares
- (b) Equity share
- (c) Face Value
- (d) None of these

53. The famous management guru, Sumantra Ghoshal was associated with which of the following BschooL?

- (a) Harvard Business School

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- (b) Kellogg School of Management
- (c) London Business School
- (d) Stanford

53. Who amongst the following won the men's Singles title at the Australian Open in 2003:

- (a) Juan Carlos Ferrero
- (b) Andy Roddick
- (c) Andre Agassi
- (d) Roger Federer

54. Who amongst the following has been awarded the Raman Magsaysay award in 2003:

- (a) J M Lingdoh
- (b) Alan Miller
- (c) Goh Chok Tong
- (d) None of the above

56. Who is the highest individual scorer in test cricket?

- (a) Brian Lara
- (b) Gary Sobers
- (c) L. Hutton
- (d) Matthew Hayden

57. Who is the author of the book "A thousand Suns"?

- (a) E..M. Forster
- (b) Dominique Lapiere
- (c) Partha Chatterjee
- (d) Irving Stone

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### SECTION C

Please read the questions given below carefully and write the answer in the space provided for it in the answer booklet.

58. A little girl came to India while her mother was in California. The little girl met with an accident and she was rushed to a nearby hospital where she survived. The nurse working in the hospital claimed, “She is my daughter”. How is it possible when her mother was still in California? Write your answer in the appropriate space in answer booklet.

59. A man worked in a tall office building. Every morning he used to get into the lift on the ground floor, pressed the lift button for the 10th floor, got out of the lift and walked up to the 15th floor. In the evening he would get into the lift on 15th floor and get out on the ground floor. What is the man up to? Write your answer in the appropriate space in answer booklet.

60. What would happen if all human beings wore the same type of clothes (same colour and design)? Write at least three benefits and three negative effects of it in the appropriate space in answer booklet.

61. What would happen if all human beings survived up to the age of 150 years? Write at least three benefits and three negative effects in the appropriate space in answer booklet.

62. The Chief Minister decided to dismiss one of his ministers. He called the minister and gave him two slips. One of the slips had the word ‘go’ and the other ‘continue’. The fate of the minister depends upon the slip he draws. The minister knew that the word ‘go’ appears on both the slips. Explain how does he get to keep his position? Write your answer in the appropriate space in answer booklet.

63. If you take a marker and start from any corner of a cube, what is the maximum number of edges you can trace if you never trace the same edge twice, never remove the marker from the cube and never trace anywhere on the cube except for corners and edges? Write your answer in the appropriate space in the answer booklet.

64. When the price of a machine was increased by 25%, the number of machine sold fell by 25%. What was the effect on the total sale of machines? Write your answer in the appropriate space in answer booklet.

65. Write four analogies that best describe the situation ‘A boss keeps blowing his top even at the slightest provocation’. Write your answer in the appropriate space in answer booklet.

66. Write four analogies that best describe the situation ‘Fee cut imposed on IIMs by the HRD Minister.’ Write your answer in the appropriate space in answer booklet.

67. Write a story beginning with “On the very first day as I stepped into MICA...” Write about 10 lines in the space provided in answer booklet.

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### Directions for question 68 to 74.

In the following questions, you are given three words followed by six options. Choose a word from the given option that would have greatest association with the three words. Enter the alphabet of correct answer against the question number in the answer booklet.

68. Thieves Den Cards

- a) Game
- b) Deck
- c) Set
- d) Group
- e) Pile
- f) Number

69. String Yellow ribbon Finger

- a) Wrist
- b) Rail
- c) Red Train
- d) Oak Tree
- e) Finger
- f) Waist

70. Seek Find Ask

- a) Hide
- b) Receive
- c) Unwind
- d) Fortune & Fame
- e) Fortune
- f) Answered

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71. Curiosity Cat Patience

- a) Parlance
- b) Important
- c) Lengthy
- d) Boring
- e) Virtue
- f) Silent

72. Sun Day Rise

- a) Down
- b) Crest
- c) End
- d) Break
- e) Set
- f) Eclipse

73. Greenhouse Photoelectric Titanic

- a) Acting
- b) Challenger
- c) Standard
- d) Night
- e) Subway
- f) Sky

74. Soup Vegetables Blood

- a) Plasma
- b) Haemoglobin
- c) DNA

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- d) Capillaries
- e) Platelets
- f) Bacteria

75. How would you use six matchsticks to make them equal to eleven? Show it by drawing matchsticks in the given space in the answer booklet.