

## AIEED 2011-12

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- Q.1 "For the man who dares to care" is a slogan related to :  
[A] Nivea [B] Ponds  
[C] Lakme [D] Revlon
- Q.2 The First train that ran between which two cities of India :  
[A] Bombay to Thane [B] Bangalore to Mysore  
[C] Chennai to Pondicherry [D] New Delhi to Jhansi
- Q.3 Which is the world's largest island?  
[A] Japan [B] Singapore  
[C] Hawaii [D] Greenland
- Q.4 The earlier name of TOMATO was :  
[A] Caspian Pink [B] Mr. Stripey  
[C] Love Apple [D] Pink Cherry
- Q.5 The "City of Golden Gates" is :  
[A] Hawaii [B] San Francisco  
[C] London [D] Paris
- Q.6 The character of "James Bond" is created by:  
[A] Ian Fleming [B] Sir Arthur Conan Doyle  
[C] Agatha Christie [D] Sir P.G. Wodehouse
- Q.7 Who among these people is the present Governor of RBI?  
[A] Dr. Bimal Jalan [B] Dr. D. Subbarao  
[C] Dr. C. Rangarajan [D] Dr. Manmohan Singh
- Q.8 The 'Blue Revolution' is related to :  
[A] Fish Production [B] Milk Production  
[C] Oil Production [D] Food Production
- Q.9 Who is the author of the Book "The Argumentative Indian"?  
[A] V. S. Naipaul [B] Vikram Seth  
[C] Shashi Tharoor [D] Amartya Sen
- Q.10 The gas predominantly responsible for Global Warming is:  
[A] Carbon Dioxide [B] Carbon Monoxide  
[C] Nitrous Oxide [D] Nitrogen Peroxide

Q.11 The ..... of opinion which emerged at a recently concluded seminar was that the problem of dowry cannot be ..... unless the law against it is made more stringent.

- [A] divergence- managed      [B] convergence- appreciated  
[C] consensus- tackled      [D] similarity- curbed

Q.12 Beneath each sentence, four different ways of phrasing the underlined part are indicated. Choose the best alternative.

Modern films have a detrimental effect on child psychology for they make the children think that violence is justifiable.

- [A] for they make the children think that violence is detrimental  
[B] as these films make them think that violence is justifiable  
[C] for they make them think them violence is justifiable  
[D] as they make children think that violence is justifiable

Read this article thoroughly to answer the questions that follow:

CARLTON WAGNER, head of *The Wagner Institute For Color Research*, recently distributed four different-colored boxes (containing the same detergent) at various Laundromats in twelve test markets. Consumers felt neutral about the powder in green-and-white and orange-and-green boxes, and questioned whether the mild stuff in the blue-and-white carton even contained any soap. Most favored the orange-and-blue detergent, which one consumer thought potent enough to take the tar stains off his car fender.

That didn't surprise Wagner, perhaps the country's leading expert on the psychological effects of color. Blue, he says, connotes authority and commands respect; orange suggests power and affordability.

Research shows that much of a consumer's acceptance of an object depends on the initial impression of its color. In another blind test, consumers complained that coffee from a yellow can tasted too weak, while the same coffee from a dark brown can was too strong; the coffee from a red can was "rich"; and from a blue can "mild".

Years ago, color selection was less scientific: The Campbell's soup label is red and white simply because a Campbell executive liked the Cornell University football team uniforms. But many companies have professional colorists to advise them. Wagner, who has helped Ford select its 1992 car colors and Sears its kitchen-appliance hues, says his business has tripled every year since 1983.

Those in lower socioeconomic strata generally appreciate simple color that can be described in two colors—"grass green" and "sky blue" Wagner says. They find complex color that requires three or more words for an accurate description (like "gray green with a hint of blue") dirty or dull. Higher-income people however prefer those colors.

Some color "declassify"- that is, they extend a product's appeal to a broad range of people. Others "classify"- that is, they elevate a product's position, or target a specific audience. Forest green and burgundy, for instance, are favored by the wealthiest 3% of Americans. "Giorgio perfume was a great success despite the foolish use of the declassifier yellow- it signals inexpensiveness". sighs Wagner.

Marketers and others are also harnessing the psychological power of colors. Engineers have painted bridges blue to restrain potential suicides from jumping. When schoolroom walls were changed from orange-and-white to blue, students' blood pressures dropped and their behavior and learning comprehension soared. Red has many virtues: it make people unaware of how much time is passing. Wagner says, so it's the color of choice of bars and casinos.

Many products- including books, tissues and paper towels are now offered in a range of colors in order to appeal to different buyers. But marketers who experiment with new shades and try to break people in to new color acceptances pay dearly, Wagner warns. "Color" he says, "is an old art".

Read the given article in the PREVIOUS PAGE thoroughly and answer the following :

- Q.13 The main subject matter of the article is about :
- [A] popular colors today      [B] color consultants  
[C] the influence of color      [D] colors that flatter people
- Q.14 What does the paragraph indicate about yellow color ?
- [A] affordability                  [B] command  
[C] cheapness                      [D] purity
- Q.15 "Red" color makes people unaware of how much time is passing?  
This means:
- [A] people are not bothered about the time  
[B] it makes people feel dizzy  
[C] it makes you very commanding  
[D] it raises blood pressure and respiration
- Q.16 You have a bucket of red wine and a bucket of white wine. You take a cup of red wine and pour it into the bucket of white wine. After thoroughly mixing, you then take a cup of this mixture and pour it back into the red wine bucket.  
Is there more red wine in the white wine or is there more white wine in the red wine?
- [A] More red in the white bucket  
[B] Less white in the red bucket  
[C] An equal amount  
[D] Cannot be determined
- Q.17 A man wanted to enter an exclusive club but did not know the password that was required. He waited by the door and listened. A club member knocked on the door and doorman said, "twelve." The member replied, "six" and was let in. A second member came to the door and the doorman said, "six." The member replied, "three" and was let in. The man thought he had heard enough and walked up to the door. The doorman said, "ten". What should man will say to enter?
- [A] Five                                  [B] Three  
[C] Four                                 [D] Twenty

Q.18 Thirty-six vehicles are parked in a parking lot in a single row. After the first car, there is one scooter. After the second car, there are two scooters. After the third car, there are three scooters and so on. Work out the number of scooters in the second half of the row.

- [A] 10 [B] 12  
[C] 15 [D] 17

Q.19 Pointing to a photograph, Arun said she is the mother of my brother's son's wife's daughter. How is Arun related to the lady?

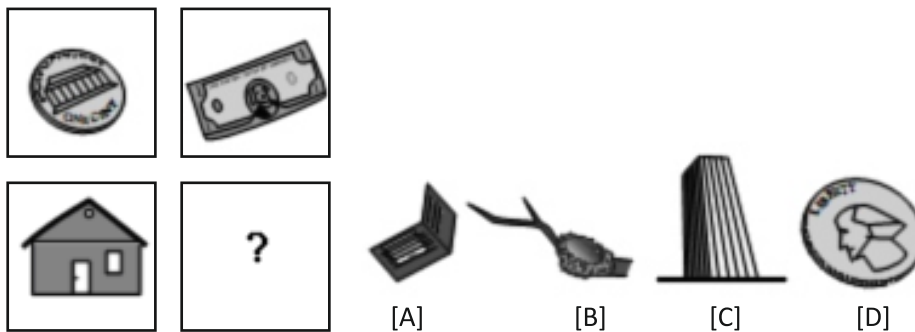
- [A] Cousin [B] Daughter-in-law  
[C] Uncle [D] None of these

Q.20 The words in the bottom row are related in the same way as the words in the top row. For each item, find the word that completes the bottom row of words.

candle lamp floodlight  
hut cottage ?

- [A] Tent [B] City  
[C] Dwelling [D] House

Q.21 Choose the picture that would go in the empty box so that the two bottom pictures are related in the same way as the top two are related.



Q.22. Translate from an imaginary language into English. Then, look for the word elements that appear both on the list and in the answer choices.

Here are some words translated from an artificial language.

slar means jump

slary means jumping

slarend means jumped

Which word could mean "playing"?

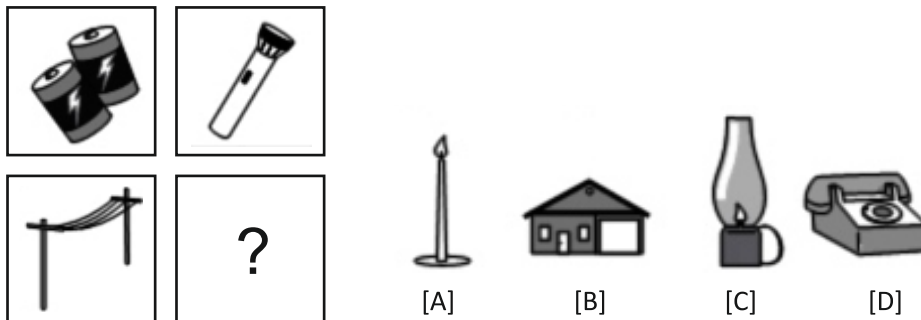
[A] Clargslarend

[B] Clergy

[C] Ellaclarg

[D] Slarmont

Q.23 Choose the picture that would go in the empty box so that the two bottom pictures are related in the same way as the top two are related.



Q.24 If a plane crashes on the Italian/ Swiss border, where do you bury the survivors ?

[A] Central Milan

[B] Switzerland

[C] Anywhere in Europe

[D] This is impossible

Q.25 A cowboy rode into town on Friday, spent one night there, and left on Friday.

How can one explain this ?

[A] He never left the town

[B] He nicknamed his horse, Friday

[C] He left in the same evening

[D] He was not wanting a weekend break

- Q.26 Is your desk, workbench etc. usually in neat and orderly condition?  
[A] Yes [B] No
- Q.27 Do you prefer meeting in small groups than to interact with lots of people at a time?  
[A] Yes [B] No
- Q.28 When solving a problem would you rather follow a familiar approach than seek a new one?  
[A] Yes [B] No
- Q.29 Do you feel at ease in a crowd?  
[A] Yes [B] No
- Q.30 Is the process of searching for a solution, more important to you than the solution itself?  
[A] Yes [B] No
- Q.31 Do you think that almost everything can be analyzed?  
[A] Yes [B] No
- Q.32 Do you find it difficult to speak loudly?  
[A] Yes [B] No
- Q.33 Are your actions frequently influenced by emotions?  
[A] Yes [B] No
- Q.34 Would you trust reason rather than feelings?  
[A] Yes [B] No
- Q.35 Do you believe the best decision is one that can be easily changed?  
[A] Yes [B] No