



# NIFT Admission 2014

## SAMPLE QUESTIONS

The sample questions are only illustrative and not exhaustive in terms of type and difficulty level of the questions which will be set in the test. The types given below may also be arranged in the test in a different order.

### BACHELOR OF DESIGN (B.Des.)

#### General Ability Test (GAT)

**Directions (Questions 1-2) :** Study the following Passage and answer the question that follow the Passage

#### Passage

Jogging may be okay, but going for extreme endurance events such as marathons could take a toll on your health says a new study. It's said that putting the heart under heavy strain for long periods causes scarring of the heart muscle, known as fibrosis. This damage is normally reversed within a week of an event, the process of repairing serving to make the heart fitter. However, researchers who followed 40 elite Australian athletes have found evidence of "more permanent damage" in five of them, the European Heart Journal reported. According to them, fibrosis can impair how well the heart performs when a person is exercising intensively. It can also lead to irregular heartbeats, called arrhythmias. And serious arrhythmias can be life-threatening. The lead researcher at a hospital in Belgium said: "It is likely to affect only a minority of athletes, particularly those in whom more intense training fails to result in further improvements in their performance." He said that the five who saw longer-term damage had been training and competing for longer than the others. "It is most important that our findings are not over-extrapolated to infer that endurance exercise is unhealthy. Our data do not support this premise," he added. The researchers found damage in the right ventricle, one of the four chambers of the heart, using MRI scanning. They found no damage in the left ventricle. However, experts are fully convinced. A consultant cardiologist and medical director of the London Marathon, was quoted by The Daily Telegraph as saying, "It is too early to say that taking part in endurance sports causes long-term damage to the right ventricle. But, this study is an indication that it might cause a problem in some endurance athletes with a predisposition and, therefore, it should be studied further," he added.

- The study referred to in the passage does NOT support which of the following statement(s)?
  - Jogging is good for the heart, but marathon running is better.
  - Fibrosis is a permanent form of damage of the heart muscle.
  - Endurance sports always cause long-term damage to the heart.
  - All these
- It is implied in the passage that
  - more intense training by athletes would not always result in better performance.
  - the process of reversal of fibrosis makes the heart fitter.
  - arrhythmias can lead to death.
  - All these.

**Directions (Question 3) :** Choose the word which best expresses the meaning of the word in BOLD in the sentence.

- Harish **ran** the marathon race in less than two hours.
  - succeeded
  - rushed
  - completed
  - scored

**Directions (Question 4):** Choose the option that is the plural form of the given word.

- Candy
  - Candice
  - candy's
  - candies
  - candys

**Directions (Question 5):** A word has been written in four different ways out of which only one is correctly spelt. Choose the correctly spelt word.

- argument
  - arguemant
  - argument
  - arguement

**Directions (Question 6) :** Fill in the blanks.

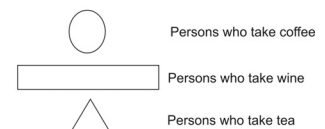
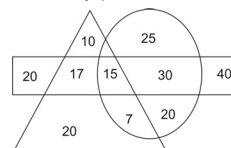
- Education is \_\_\_\_\_ to the economic and social fabric of the nation but, \_\_\_\_\_ that, a few political parties have made it an election issue.
  - eminent, barring
  - concomitant, instead of
  - basic, despite
  - rudimentary, besides

**Directions (Question 7):** A sentence has been broken into four parts. Choose the part that has an error.

- A person
  - whom we call courageous
  - is not one without fear but
  - he who has learnt to face fear without fear.
- The difference between the squares of two consecutive numbers is 25. The numbers are
  - 11, 12
  - 12, 13
  - 15, 14
  - 14, 13
- Raman's salary was decreased by 50% and subsequently increased by 50%. How much percent does he lose in the process?
  - 25%
  - 30%
  - 35%
  - 45%
- How many litres of pure acid are there in 8 litres of a 20% solutions?
  - 1.4
  - 1.5
  - 1.6
  - 2.4
- A sum of money at simple interest amounts to ₹ 815 in 3 years and to ₹ 854 in 4 years. What is the sum?
  - ₹ 650
  - ₹ 690
  - ₹ 698
  - ₹ 700
- A is twice as good a workman as B and together they finish a piece of work in 18 days. In how many days will A alone finish the work?
  - 28 days
  - 10 days
  - 27 days
  - 30 days

**Directions (Question 13) :** Complete the series by replacing the "?" mark

- F, I, M, P, "?"
  - V
  - Q
  - T
  - R
- B is 6km south of A and C is 6 km west of B. What is the direction of A with respect to C?
  - North-West
  - North-East
  - South-East
  - South-West
- How many persons take tea and wine but not coffee?



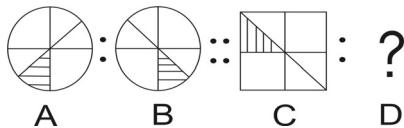
- 20
- 17
- 25
- 15

**Directions (Question 16) :** Select the pair of words which exhibit the same relationship between each other as the given capitalized pair of words.

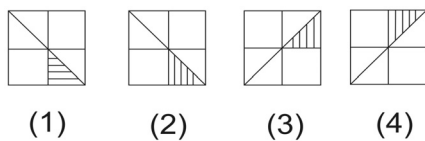
- TREE : SAPLING
  - Hut : Mansion
  - Giant : Dwarf
  - Horse : Foal
  - Ant : Elephant

**Directions (Question 17) :** The question consists of two sets of figures. Figures A,B,C and D constitute the Problem Set while figures 1,2,3 and 4 constitute the Answer Set. There is a definite relationship between figures A and B. Establish a similar relationship between figures C and D by selecting a suitable figure from the Answer Set that would replace the question mark(?) in figure D.

17. Problem Set



Answer Set



18. Which of the following women won the Nobel Prize for Peace in the year 2011?  
 (1) Ellen Johnson Sirleaf (2) Aung San Suu Kyi  
 (3) Wangari Muta Maathai (4) All these
19. On April 02, 2011 India won the World Cup trophy in which sport?  
 (1) Hockey (2) Cricket  
 (3) Kabaddi (4) Boxing
20. Which leading Indian textile company has recently changed its logo to depict free flowing fabric?  
 (1) NTC (2) Reliance Textiles  
 (3) Bombay Dyeing (4) Dinesh Suitings
21. 'Arrow' is a leading international brand of \_\_\_\_\_ brought to Indian in 1993 by Arvind group.  
 (1) Shoes (2) Ties  
 (3) Shirts (4) Jeans
22. Formula One car racing event was held in India for the first, time in 2011, in  
 (1) New Delhi (2) Greater Noida  
 (3) Sholavaram (4) None of these

**CREATIVE ABILITY TEST (CAT)**

1. Design a mascot for any **ONE** of the following campaigns and narrate the concept:  
 (1) India Against Corruption (2) Pulse Polio
2. Portray in four pencil sketches the movement of an aircraft arriving to land at an airport.
3. Design an implement/equipment which can make life easier for bus conductor. *Explain your concept in five lines. (For each question.)*

**BACHELOR OF FASHION TECHNOLOGY  
 (B.F. Tech.)**

**General Ability Test (GAT)**

**Directions : (Question 1) :** Study the passage below and answer the question that follow passage.

**Passage**

Jogging may be okay, but going for extreme endurance events such as marathons could take a toll on your health, says a new study. It's said that putting the heart under heavy strain for long periods causes scarring of the heart muscle, known as fibrosis. This damage is normally reversed within a week of an event, the process of repairing serving to make the heart fitter. However, researchers who followed 40 elite Australian athletes have found evidence of "more permanent damage" in five of them, the European Heart Journal reported. According to them, fibrosis can impair how well the heart performs when a person is exercising intensively. It can also lead to irregular heartbeats, called arrhythmias. And serious arrhythmias can be life-threatening. The lead researcher at a hospital in Belgium said: "It is likely to affect only a minority of athletes, particularly those in whom more intense training fails to result in further improvements in their performance." He said that the five who saw longer-term damage had been training and competing for longer than the others. "It is most important that our findings are not over-extrapolated to infer that endurance exercise is unhealthy. Our data do not support this premise," he added. The researchers found damage in right ventricle, one of the four chambers of the heart, using MRI scanning. They found no damage in the left ventricle. However, experts are fully convinced. A consultant cardiologist and medical director of the London Marathon, was quoted by The Daily Telegraph as saying, "it is too early to say that taking

part in endurance sports causes long-term damage to the right ventricle." But, this study is an indication that it might causes a problem in some endurance athletes with a predisposition and therefore, it should be studied further, he added.

1. Fibrosis, the damage caused by heavy strain on the heart muscle, is  
 (1) usually reversed within a short period.  
 (2) irreversible.  
 (3) a condition associated with athletes only.  
 (4) None of these

**Directions (Question 2) :** Choose the word which is opposite in meaning of the word in bold in the sentence.

2. One can **acquire** fame only by being truthful, honest and faithful.  
 (1) lose (2) deprive  
 (3) forsake (4) surrender

**Directions (Question 3):** Choose the option that is the plural form of the given word.

3. Cherry  
 (1) cherries (2) cherry's  
 (3) cherrys (4) cherries

**Directions (Questions 4):** Choose the option which best expresses the meaning of the idiom/phrase in bold in the sentence.

4. If you **rub him the wrong way**, he is bound to react.  
 (1) annoy him (2) abuse him  
 (3) flatter him (4) encourage him

**Directions (Question 5):** A word has been written in four different ways out of which only one is correctly spelt. Choose the correctly spelt word.

5.  
 (1) scriptare (2) skripture  
 (3) scripture (4) scripcher

**Directions (Questions 6):** A sentence has been broken into four parts. Choose the part that has an error.

6.  
 (1) Their main (2) complain  
 (3) is related to (4) the arrangement of the class

7.  $5\frac{5}{6} - 3\frac{8}{9} = 1$

- (1)  $\frac{2}{3}$  (2)  $\frac{3}{2}$   
 (3)  $\frac{17}{18}$  (4) 3

8. If  $\frac{1}{6.198} = 0.16134$ , then the value of  $\frac{1}{0.0006198}$  is

- (1) 16134 (2) 1613.4  
 (3) 0.16134 (4) 0.016134

9. If the duty on an article be reduced by 40% of its price, by how much percent should the consumption of that article increase so that the revenue may be increased by 10%?

- (1)  $83\frac{1}{3}$  (2)  $72\frac{1}{3}$   
 (3)  $63\frac{1}{3}$  (4) can't say

10. Two numbers are 20% and 50% more than a third number respectively. What percentage is the first of the second?

- (1) 80% (2) 50%  
 (3) 60% (4) 40%

11. The simple interest on a sum of ₹ 892 lent out at 6% per annum for 8 months will be

- (1) ₹36.68 (2) ₹35.68  
 (3) ₹48.58 (4) ₹33.38

**Directions (Question 12):** In the question, arrange the given words in a meaningful sequence and then choose the correct sequence from amongst the alternatives.

12. a. Leaf b. Fruit  
 c. Root d. Flower  
 (1) c,a,d,b (2) c,d,a,b  
 (3) d,c,a,b (4) b,a,c,d

**Directions (Question 13) :** Complete the series by replacing the “?” mark.

13. Z, U, Q, “?”, L  
 (1) I (2) K  
 (3) M (4) N
14. If X is to the East of Y and Z is to the East of X; which of them is on the West?  
 (1) X (2) Y  
 (3) Z (4) None of these
15. Daya has a brother Anil. Daya is the son of Chandra. Bimal is Chandra’s father. In terms of relationship, what is Anil of Bimal?  
 (1) Son (2) Grandson  
 (3) Brother (4) Grandfather

**Directions (Question 16) :** The question consists of two sets of figures. Figures A, B, C and D constitute the Problem Set while figures 1, 2, 3 and 4 constitute the Answer Set. There is definite relationship between figures A and B. Establish a similar relationship between figures C and D by selecting a suitable figure from the Answer Set that would replace the question mark(?) in figure D.

16. Problem Set

			?
A	B	C	D

Answer Set

(1)	(2)	(3)	(4)

17. Ivian Lunasol Sarcos Comenares, who was crowned Miss world 2011, hails from which country?  
 (1) Phillipines (2) Puerto Rico  
 (3) Vietnam (4) Venezuela
18. Who was awarded the Rajiv Gandhi Khel Ratna Award by the Hon’ble President of India in 2011?  
 (1) Gagan Narang (Shooting) (2) Leander Paes (Tennis)  
 (3) Sania Nehwal (Badminton) (4) Abhinav Bindra (Shooting)
19. The film that won the “Best Feature Film” Award in the 58<sup>th</sup> National Film Awards announced in May 2011 was made in which language?  
 (1) Bengali (2) Marathi  
 (3) Hindi (4) Malayalam
20. “Dressing Up New India” is the tag line of which leading Indian textile brand ?  
 (1) Reliance (2) Raymond  
 (3) NTC (4) None of these
21. MYCK is a leading Indian made brand of  
 (1) Jewellery (2) cosmetics  
 (3) home furnishings (4) watches

**Directions (Questions 22-23) :** Each of these questions has a statement based on the preceding passage. Evaluate each statement and mark answer as  
 (1) if the statement is a Major Objective in making the decision: one of the goals sought by the decision maker.  
 (2) 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.  
 (3) 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.  
 (4) 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.

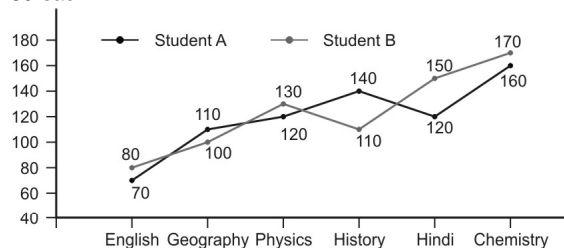
**Passage**

Britannia Industries has seen its margins rise in the current fiscal despite rising costs of inputs, according to a top company official. The company hopes to improve its margins further in the last quarter through a tight leash on costs and if necessary, by increasing product prices. “We had operating margins of 4.3 per cent last year. We have already posted relatively higher margins so far during this year. We intend to grow it further, through a combination of cost control measures and also by passing on the effect of

price hike to the consumers to some extent if necessary,” the category director (health and wellness), Britannia, told newsmen here on Saturday. Britannia has hiked prices of its products across various categories by about 6 per cent over last nine months. While the hike has been steeper to the tune of 8-10 per cent on premium category biscuits, it has been 4-5 per cent in the staple line. “We will try to hold prices at current levels. However, even if we have to raise it, then the hike will be much less than what has happened so far.” Britannia holds about 33 per cent share in the total biscuits market in the country pegged at Rs. 15,000 crore. The company’s health and wellness segment accounts for almost 50 per cent of its total turnover which stood at Rs. 46,000 crore as on March 31, 2011. The adult health category accounts for a mere 3 per cent of the total health and wellness segment of the company at present

22. The increase in prices would be less than before.  
 23. Ending the current financial year with higher margins.

**Directions (Questions 24-25) :** Study the graph to answer these questions. The following graph give the information of marks obtained by two students in six subjects in an examination. Maximum marks in Physics. Chemistry and English is 200 each. History, Geography and Hindi have maximum marks 150 each.



24. Marks obtained by student B in Hindi was what percentage of the marks obtained by student B in physics?  
 (1) 252.22% (2) 150.32%  
 (3) 125.25% (4) 115.38%
25. Approximately what was the average percentage of marks obtained by A in all the subjects?  
 (1) 73 (2) 70  
 (3) 75 (4) 78

**Direction (Question 26) :** This question has a statement followed by two conclusions marked as 1 and 2. Consider the statement and the following conclusions. Decide which of the conclusions follows from the statement. Mark answer as  
 (1) if conclusion 1 follows.  
 (2) if conclusion 2 follows.  
 (3) if neither conclusion follows.  
 (4) if both conclusions follows.

26. Statement: By educating women, we can educate the whole nation.  
 Conclusions :  
 (1) An educated woman can become financially independent.  
 (2) An educated woman can take care of the education of the entire family.

**Directions (Question 27) :** This question contains a small paragraph followed by four statements. Read the paragraph critically and select the statement that best captures the essence of the paragraph.

27. Modern industry has established the world-market, for which the discovery of America paved the way. This market has given an immense development to commerce, to navigation, to communication by land. This development has, in time, developed the bourgeoisie, increased its capital, and pushed into the background every old class.  
 (1) Market forces led to the establishment of a new world market and strengthened the bourgeoisie.  
 (2) Market forces led to the establishment of a new world market for which discovery of America paved the way.  
 (3) Market forces led to the establishment of a new world market for which discovery of industry paved the way.  
 (4) Discovery of America led to rise in proletariat.

**Directions (Question 28):** Answer the question based on the following information.

Five students were asked to be interviewed by a psychologist. In his report, the psychologist pointed out that student 'L' is less intelligent than student 'M'. The student 'N' is less intelligent than student 'O'. The student 'M' is less intelligent than student 'N' and student 'L' is more intelligent than student 'P'.

28. Which student is most intelligent?

- (1) N (2) M  
(3) O (4) P

## MASTER OF FASHION TECHNOLOGY (M.F.Tech.)

### General Ability Test (GAT)

**Directions (Question 1) :** Choose the order of the sentences marked A, B, C, D and E to form a logical paragraph.

1. A. This is the fundamental concept of a filter.
  - B. The action of a light filter is to stop light of certain colours.
  - C. A light, the filter appears coloured, by the colour which it absorbs.
  - D. It should be kept in mind whenever a filter is so used.
  - E. That is, rays of some colours are allowed to pass through freely, while others are partially or wholly absorbed.
- (1) ABCDE (2) BECAD  
(3) ADCEB (4) BCADE

**Directions (Question 2) :** In the question, a word has been written in four different ways out of which only one is correctly spelt. Choose the correctly spelt word.

2. (1) rapprochmant (2) rapprochment  
(3) rapproachment (4) rapprochement

**Directions (Question 3) :** Fill in the blanks.

3. Children are more \_\_\_\_\_ than adults, it is \_\_\_\_\_ their quickness in Learning a new language.
- (1) Intelligent, disproved by (2) adaptable, reflected in  
(3) conservative, seen in (4) susceptible, demonstrated in

**Directions (Question 4) :** A sentence has been broken into four parts. Choose the part that has an error.

4. (1) Vishakha should (2) stand up to  
(3) what she (4) believes in
5. In a division sum, the divisor is 10 times the quotient and five times the remainder. What is the dividend, if the remainder is 46 ?  
(1) 5636 (2) 5536  
(3) 5336 (4) 5436
6. The sum of the squares of two numbers is 90 and the square of their difference is 46. The product of the two numbers is  
(1) 22 (2) 24  
(3) 26 (4) 28
7. Evaluate :  $\frac{(0.96) \times (0.96) \times (0.96) - (0.1) \times (0.1) \times (0.1)}{(0.96) \times (0.96) + 0.0096 + (0.1) \times (0.1)}$   
(1) 1.06 (2) 0.97  
(3) 0.95 (4) 0.86
8. The ratio of salary of a worker in July to that in June was  $2\frac{1}{2} : 2\frac{1}{4}$  by what percentage was the salary of July more than salary of June ?  
(1)  $11\frac{1}{9}\%$  (2) 11%  
(3)  $12\frac{1}{9}\%$  (4) 12%
9. Groundnut oil is now being sold at ₹ 27 per kg. During last month its cost was ₹ 24 per kg. find by how much percentage a family should reduce its consumption, so as to keep the expenditure the same.  
(1) 11% (2) 15%  
(3)  $11\frac{1}{9}\%$  (4)  $15\frac{5}{3}\%$
10. From a man's salary, 10% is deducted as tax, 20% of the rest is spent on education, and 25% of the remaining amount is spent on food. After all these expenditures, he is left With 2700. What is his salary ?  
(1) ₹ 5000 (2) ₹ 6000  
(3) ₹ 12000 (4) ₹ 10000

**Directions (Questions 11-12) :** These questions are based on the following passage : and each Question contains an inference. Examine each inference separately in the context of the Passage and decide upon its degree of truth or falsity. Mark answer as

- (1) If the inference is 'definitely true' i.e., it directly follows from the facts given in the Passage.
- (2) If the inference is 'probably true' though not definitely true in the light of the facts given.
- (3) If you think the data are inadequate i.e., from the facts given you cannot say whether the inference is likely to be true or false.
- (4) If you think the inference is 'definitely false' i.e., it contradicts the given facts.

Ministry of Environment and Forests has granted environmental clearance to the Karkatla Open-cast expansion project of the Central Coal fields Ltd. in Bihar that envisages exploitation of non-coking coal reserves. The present production level of 0.8 million tones is proposed to be Expanded to 1.5 million tones per annum at an estimated cost of Rs. 67.82 crores under the project. The total land area requirement for the proposed mining activities is about 651 hectares which includes about one-sixth of it as foreign land.

11. The expansion plan would require about 100 hectares of forest land.
12. Karkatla open-cast mine is the only one producing non-coking coal in the country.

**Directions (Question 13) :** In the question, arrange the given words in a meaningful sequence and then choose the most appropriate sequence from amongst the given alternatives.

13. a. Animal b. Leopard  
c. Mammal d. Vertebrate  
(1) b, c, d, a (2) a, e, d, b  
(3) c, d, a, b (4) a, b, c, d

**Directions (Question 14) :** This question is followed by two statements numbered I and II. Decide whether that data given in the statements are sufficient to answer the question. Mark answer as

- (1) if statement I alone is sufficient but statement II alone is not sufficient to answer the question.
- (2) if statement II alone is sufficient but statement I alone is not sufficient to answer the question.
- (3) if both statement I and II together are sufficient to answer the question but neither statement alone is sufficient.
- (4) If statement I and II together are not sufficient to answer the question.
14. Is George older than John ?  
I. The average age of George and John is 32 yrs.  
II. Mary is 5 yrs younger than George but 3 yrs younger than John.
15. The Dibrugarh – Kanyakumari Vivek Express, India's longest train service, covers a distance of  
(1) 4,286 km (2) 2,846 km  
(3) 6,426 km (4) 8,246 km
16. Who amongst the following was declared the world's smallest living woman, in the Guinness World Records in 2011 ?  
(1) Jyotiba Phule (2) Jyotirmoyee Sikdar  
(3) Jyoti Baba (4) Jyoti Amge
17. "Coming home to .....". Complete this jingle of a leading suitings brand of India.  
(1) OCM (2) Digjam  
(3) Dinesh (4) Siyaram's
18. "Only Vimal, only Vimal, only Vimal, Vimal". This jingle is of which leading textile/Suitings brand of India ?  
(1) OCM (2) Digjam  
(3) Raymond (4) Reliance Textiles
19. "Royale Touch" is a well known brand of \_\_\_\_\_ endorsed by leading Hindi film actor Saif Ali Khan.  
(1) Paints (2) Suitings  
(3) Shoes (4) Shirts
20. The fashion Design Council of India organized "India Fashion Week" is held  
(1) once in two years (2) once a year  
(3) once in three months (4) twice a year

**Directions (Questions 21-22) :** Study the following passage and answer the question that follow passage.

**Passage**

Kolkata headquartered menswear apparel and accessories maker Turtle is planning to launch its own brand of casual wear clothing. The company is in talks with several foreign players – mostly UK-based denim brands – to firm up its product portfolio for the new range. The new brand is expected to be launched between end of 2012 and early 2013. A name has not been decided. “Some foreign collaborator may partner us for the project. However, if the talks fail, we may go ahead on our own,” says the director of Turtle. “Plans have not yet been cemented but we are expecting the launch of this new brand in another 12 to 15 months.” Market sources say that a possible entry of foreign brands in a market could be through a licensing agreement, a joint venture or a buyout of the intellectual property rights of the (foreign) brand. Turtle has some denim offerings, but it does not have a dedicated range of casual wear. “Most casual brands concentrate on denim as an offering and we are also exploring the option,” he said. The brand with sales of ₹ 85 crore is targeting ₹ 130 crore in the current fiscal. The company has two lifestyle brands under the names Turtle and London Bridge. While Turtle competes with premium brands such as Scullers and Lombard, London Bridge is a value brand offering lower priced products. According to the director, the company is firming up its production capacities to cater to an increase in demand as well as its new clothing range. While talks are on with private labels in Bangladesh, it is also in discussions with Indian private labels to ensure higher supply. The company produces nearly two million units annually from its facilities – one each in Kolkata (West Bengal) and Bangalore (Karnataka). It procures another one million units from private labels in India.

21. The range of clothing offered by Turtle includes  
A. Menswear                      B. Casualwear                      C. Denim  
(1) A & B                              (2) A & C  
(3) A only                              (4) A, B & C
22. Turtle is looking at possible collaborators from which of the following countries in order to launch its own casualwear clothing ?  
A. UK                                      B. Bangladesh                      C. India  
(1) A only                              (2) A & B  
(3) A, B & C                              (4) A & C

**Directions (Questions 23-24) :** Read the following business situations and answer the question that follow :

**Situation**

One man's junk is another man's dream. Mobile phones castaway years ago are not only finding their way to collectors' shelves but also attracting people eager to own the simplistic versions of today's oh so light and fragile communication devices. Entrepreneurial ventures such as [www.lekki.fr](http://www.lekki.fr) and [www.imashop.com](http://www.imashop.com) are refurbishing old popular mobile phones such as Motorola's StarTac, Ericsson's T28, Noika 5110s and 3110s and Panasonic G51mini-phones for a growing genre of users keen on getting a retro feel. “At IMA shop we don't just sell classic mobile phones ; we also sell dreams.” Said the Hong Kong based company's executive director. “Some of our customers might be resellers, some may be phone collectors, but many are people who want to buy back good old dreams. “ While a good refurbished handset with a working battery can be had for as less as Rs. 1,800 including shipping, the price escalates if the model was popular during its time. The refurbished phones are comparable to the new ones in terms of quality, if one discounts the scuffs and scratches.

23. The customers of IMA Shop are essentially  
(1) day dreamers.  
(2) dreamy-eyed youngsters.  
(3) Collectors or resellers of old phones.  
(4) All these
24. The experience of IMA Shop in Hong Kong shows that  
(1) they have to offer a discount on handsets that have scratches on them  
(2) refurbished popular models of old mobile phones command bet ter prices today than Before.

- (3) a sizeable and growing segment of people today are showing a preference for used phones.  
(4) for many customers old mobile handsets have nostalgic value.

**Directions (Question 25) :** This question has a statement followed by two assumptions numbered I and II. An assumption is something supposed or taken for granted. Consider the statement and the following assumptions. Mark answer as

- (1) If assumption I is implicit.  
(2) If assumption II is implicit.  
(3) If either assumption I or II is implicit.  
(4) If neither assumption I nor II is implicit.
25. Statement : Incentives must be given to strengthen the motivation of the employees.  
Assumptions :  
I. Incentives are expected to motivate the employees.  
II. Employees at present are not motivated.

**Directions (Question 26) :** This question is followed by two statements numbered I and II Decide whether the data given in the statements are sufficient to answer the question. Mark answer as

- (1) If statement I alone is sufficient but statement II alone is not sufficient to answer the Question.  
(2) If statement II alone is sufficient but statement I alone is not sufficient to answer the question.  
(3) If both statements I and II together are sufficient to answer the question but neither statement alone is sufficient.  
(4) If statements I and II together are not sufficient to answer the question.
26. What is the average of 3 consecutive odd integers ?  
I. One of the integers is – 1.  
II. The sum of 2 of the integers is 4.

**Directions (Question 27):** This question is contains a small paragraph followed by four statements. Read the paragraph critically and select the statement that best captures the essence of the paragraph.

27. The Internet is about to get more accessible for millions worldwide with the imminent approval of a new multi-lingual address system that uses Asian and Arabic scripts, a global regulator said on Monday. The Internet Corporation for Assigned Names Numbers (ICANN) said it would declare an end to the exclusive use of Latin characters for website addresses on Friday, the final day of its six-day conference in Seoul. “This is the biggest change technically to the Internet since it was invented 40 years ago.” The chairman of The ICANN board in charge of reviewing the change, told a press conference.
- (1) The ICANN board has plans to abolish exclusive use of Latin characters in the addresses and introduce both Arabic and Asian scripts to make Internet more Broad-based.  
(2) Multi-Lingual internet addresses with Chinese, Arabic, Korean and Japanese Characters would soon be a reality as the ICANN board has approved this move.  
(3) Exclusive use of Latin American characters in internet addresses over the last 40 years has hindered the growth of internet in Asian and Arabic Countries.  
(4) Internet is to get more accessible soon with the move by global regulator ICANN to introduce a multi-lingual address system that uses Asian and Arabic Scripts, instead of just Latin characters.

**MASTER OF FASHION  
MANAGEMENT (M.F.M.)**

**General Ability Test (GAT)**

**Directions (Questions 1-2) :** Study the following passage and answer the questions that follow passage.

Others goof off work. Indians , says a new study, goof off holidays. They leave 20 per cent of their Vacations unused. Conducted by the online travel firm expedia, the “vacation deprivation survey”, which polled employed people across 21 countries, finds that 29 per cent of Indians couldn't plan their holidays due to work pressures. In all, 28 per cent Indian respondents

said they would prefer getting paid for unused vacations. An equal percentage cited their boss' disapproval for not availing themselves or their earned leave. The head marketing, Expedia (India), points out, "In India, vacations tend to be viewed as a guilty habit." Europeans and Brazilians, by contrast, view vacation as a necessity rather than a luxury, says the survey. Most Indians don't disconnect from work even while on holiday. Fifty three per cent of Indians regularly check in on their emails and work status even during vacations and 31 per cent sometimes. Japan has a similar percentage. Most European employees seem to know how to relax – they completely switch off during vacation, hardly ever checking in, with the exception of France with 56 per cent checking in regularly and 31 per cent sometimes. Indians get about 25 days off in a year, while Europeans get the maximum vacation at 25-30 days in a year. The Koreans and the Japanese get the least amount of holidays – just 10-11 days a year. Amazingly, they still don't avail themselves of all their leave for work reasons. Scandinavians are most likely to use all of their vacation days, leaving no days on the table.

- What is essential difference between Indians and "others" as per the passage?
  - Indians are hard-working while the others are not
  - Indians check their emails, while others strictly do not
  - Indians seem to view vacations as a luxury while others view them as a necessity.
  - All these.
- It could be inferred from the passage that
  - Indians relax completely while on holidays.
  - many Indian working class people take leave only with prior approval of their bosses.
  - eighty per cent of employed Indians take vacations every year.
  - all the Indians who go on vacations continue to stay connected to work.

**Directions (Question 3) :** Choose the order of the sentence marked A,B,C,D and E to form a logical paragraph.

- A. Doctors rearrange them.  
B. People make jokes about their unflattering characteristics.  
C. Boxers flatten them  
D. Worst of all when it comes to smell no one really understands them.  
E. Noses have it pretty hard.
  - BDECA
  - ACEDB
  - ECABD
  - EDACB

**Directions (Question 4) :** Choose the word which is opposite in meaning of the word in bold in the sentence.

- This window-glass is **transparent**
  - Opaque
  - translucent
  - solid
  - fragile

**Directions (Question 5) :** Fill in the blanks.

- Hence the word sophistry has an unfavourable \_\_\_\_\_ and means arguing deceitfully, attempting to turn a poor case into a good one by means of clever but \_\_\_\_\_ reasoning.
  - impact, cogent
  - denotation, ingenuous
  - significance, vague
  - connotation, specious

**Directions (Question 6) :** A sentence has been broken into four parts. Choose the part that has an error.

- It is suggested that
  - a part of the reserves is drawn on
  - to set up a sovereign wealth fund
  - to acquire raw material assets abroad.

**Directions (Question 7) :** In this question, arrange the given words in a meaningful sequence and then choose the most appropriate sequence from amongst the given alternatives.

- |           |            |
|-----------|------------|
| A. Rain   | B. Monsoon |
| C. Rescue | D. Flood   |

  - b,a,d,c
  - a,b,c,d
  - c,a,b,d
  - a,c,b,d

**Directions (Question 8) :** In this question, complete the series by replacing the "?" mark

- 3,10,15,26,35, "?"
  - 37
  - 40
  - 50
  - 64
- A man travels 1 km east and turns to his right. After travelling 1 km, he again turns to the right. In which direction is he going?
  - North
  - East
  - South
  - West
- Pointing to a lady, a man said, "The son of her only brother is the brother of my wife." How is the lady related to the man?
  - Mother in law
  - Sister of father in law
  - Maternal aunt
  - Mother's sister

**Directions (Question 11) :** This question is followed by two statements numbered I and II . Decide whether the data given in the statements are sufficient to answer the question. Mark answer as

- if statement I alone is sufficient but statement II alone is not sufficient to answer the question.
  - if statement II alone is sufficient but statement I alone is not sufficient to answer the question.
  - if both statements I and II together are sufficient to answer the question but neither statement alone is sufficient.
  - if statements I and II together are not sufficient to answer the question.
- How long will the tank take to fill up completely?
    - Two taps can fill up the tank in 6 hours.
    - One tap can empty the tank in 14 hours.
  - If Suresh walks at 4km/h, he misses the bus by 10 minutes. If he walks at 5 km/h he reaches 5 minutes before the arrival of the bus. How far did Suresh walk to reach the bus stand?
    - 7km
    - 6km
    - 5km
    - 8km
  - If income of Ram and Shyam are in the ratio 3:5 and that of shyam and Mohan are in the ratio of 7:4, then what is the ratio of incomes of Ram, Shyam and Mohan?
    - 21 : 35 : 20
    - 21 : 7 : 15
    - 21 : 35 : 19
    - None of these
  - Sixty metres of a uniform wire weighs 80kg. What will 141 metres of the same wire weigh?
    - 120 kg
    - 145 kg
    - 188 kg
    - 155 kg
  - Working 7 hours daily, 24 men can complete a piece of work in 27 days. In how many days would 14 men complete the same piece of work working 9 hours daily ?
    - 32 days
    - 31 days
    - 36 days
    - 39 days
  - A sum of money is invested at compound interest payable annually. The interest in successive year was ₹ 225 and ₹ 238.50. Find the rate percent per annum.
    - 7%
    - 6%
    - 8%
    - 9%
  - The value of  $9^3 \times 18^4 \div 3^{16}$  is
    - $\frac{2}{3}$
    - $\frac{4}{9}$
    - $\frac{16}{81}$
    - $\frac{32}{243}$
  - Monte Carlo is a leading Indian brand of
    - Winter wear and apparels
    - Casual wear only
    - Formal wear only
    - Fashion accessories
  - MYCK is a leading Indian made brand of
    - Jewellery
    - cosmetics
    - home furnishings
    - watches
  - Nakashatra Diamond Jewellery brand is endorsed by which of the following leading Indian film stars?
    - Katrina Kaif
    - Sonam Kapoor
    - Deepika Padukone
    - None of these
  - The term 'tap out' is used in which sport ?
    - Wrestling
    - Baseball
    - Football
    - Gymnastics

22. The longest train journey in India is between  
 (1) Trivandrum – Jammu Tawi (2) Dibrugarh – Chennai  
 (3) Mumbai- Kolkata (4) Kanyakumari -Dibrugarh

**Directions (Questions 23-24) :** These questions consist of a passage followed by five statements based on the preceding passage. Evaluate each statement and mark answer as

- (1) If the statement is a Major Objective in making the decision : one of the goals sought by the decision maker.
- (2) 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.
- (3) 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.
- (4) 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.

#### Passage

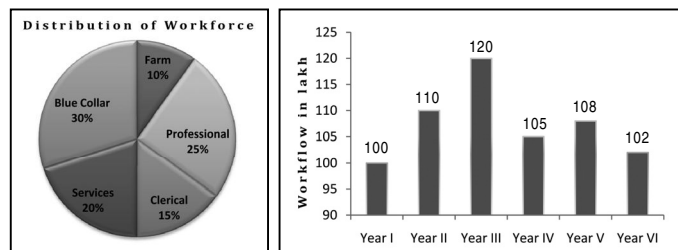
The Union Commerce and Industry Minister on Friday unveiled a new corporate logo for the National Textile Corporation (NTC), reflecting the new face of the state-owned enterprise as part of the plans to make it a world-class textile company. "The government is committed to making NTC a world-class eco-friendly integrated textile company and flag bearer of the sector. The ongoing revival-cum-modernization program and new corporate and brand identity launch by NTC is aimed at achieving this goal," he said at a function organized for the purpose. He said NTC was a key player in the textile sector and its recent moves would definitely transform it into an integrated company capable of addressing the needs of the nation. NTC had made a turn-around within a short span to emerge as a debt-free company with a highly competitive revival strategy, he added. He also launched two new look retail stores of NTC – one in Delhi and another in Coimbatore, Tamil Nadu, via satellite link up . This is part of revamping of NTC's 93 stores to reflect the company's new face across the country. Speaking on the occasion, the Textile Secretary said the revamp and modernization steps taken by NTC in the recent past in view of the changing times and consumer aspirations of modern India would help in instilling confidence in the minds of all stakeholders. The NTC Chairman and Managing Director said the new corporate logo reflected the new face of NTC to the world it had been designed as free flowing fabric, indicating the new aspirations and changing aspirations of India. Apart from re-branding, NTC had developed a new marketing and corporate strategy that included revamping of all NTC stores and setting up of new stores, he said. The internal marketing programme to employees and key customers includes undertaking a complete programme to bring the new vision and culture to its employees. Respective mill managers would be conducting a smaller unveiling ceremony of the new logo along with the NTC anthem at all the mills. Besides, all the employees would be given a small commemorative badge of the new Logo.

23. Making NTC a world-class integrated textile company and the leader of the Indian textile industry.

24. The new corporate logo of NTC reflects its new face to the world.

**Directions (Questions 25-26) :** Study the following graphs to answer these questions.

The pie chart shows distribution of workforce in city 'X'. The distribution of workforce in city X was found to be same in different sections during the period under consideration. The bar chart gives total workforce in different years in lakhs.



25. What is the average of number of workers in professional category during the period Year 1 to year VI ?  
 (1) 16.88 Lakh (2) 26.88 Lakh  
 (3) 36.88 lakh (4) 46.88 lakh
26. What is the median of number of workers in clerical category over the period of six years ?  
 (1) 15.975 (2) 16.275 (3) 15.750 (4) 16.975

**Directions (Question 27) :** The question has a statement followed by two assumptions numbered I and II. An Assumption is something supposed or taken for granted. Consider the statement and the following assumptions. Mark answer as

- (1) If assumption I is implicit.
  - (2) If assumption II is implicit.
  - (3) Either assumption I or II is implicit.
  - (4) Neither assumption I nor II is implicit.
27. Statement : The KLM company has decided to go for tax-free and taxable bonds to raise its resources.

Assumptions :

- I. The KLM company has already explored other sources to raise money.
- II. The products of KLM company have little competition in the market.

**Directions (Question 28) :** The question contains a small Photograph followed by four statements. Read the paragraph critically and select the statement that best captures the essence of the paragraph.

28. When class distinctions have disappeared, the public power will lose its political character. If the proletariat, by means of a revolution, makes itself the ruling class, then it will have swept away the conditions for the existence of class antagonisms and of classes generally, and will thereby have abolished its own supremacy as a class.
- (1) The proletariat as a class will always exist even when class distinctions have disappeared.
  - (2) The proletariat as a class will no longer exist when class distinctions have disappeared.
  - (3) The proletariat as a class will no longer be required to exist when class distinctions have disappeared as the oppressive political power will be gone.
  - (4) The proletariat as a class will always be required to counter the reactionaries.

## MASTER OF DESIGN (M.Des.)

### GENERAL ABILITY TEST (GAT)

#### Passage

**Directions (Question 1) :** Study the following passage and answer the questions.

Kolkata headquartered menswear apparel and accessories maker Turtle is planning to launch its own brand of casual wear clothing. The company is in talks with several foreign players – mostly UK-based denim brands – to firm up its product portfolio for the new range. The new brand is expected to be launched between end of 2012 and early 2013. A name has not been decided. "Some foreign collaborator may partner us for the project. However, if the talks fail, we may go ahead on our own," says the director of Turtle. "Plans have not yet been cemented but we are expecting the launch of this new brand in another 12 to 15 months." Market sources say that a possible entry of foreign brands in a market could be through a licensing agreement, a joint venture or a buyout of the intellectual property rights of the (foreign) brand. Turtle has some denim offerings, but it does not have a dedicated range of casual wear. "Most casual brands concentrate on denim as an offering and we are also exploring the option," he said. The brand with sales of ₹ 85 crore is targeting ₹ 130 crore in the current fiscal. The company has two lifestyle brands under the names Turtle and London Bridge. While Turtle competes with premium brands such as Scullers and Lombard, London Bridge is a value brand offering lower priced products. According to the director, the company is firming up its production capacities to cater to an increase in demand as well as its new clothing range. While talks are on with

private labels in Bangladesh, it is also in discussions with Indian private labels to ensure higher supply. The company produces nearly two million units annually from its facilities - one each in Kolkata (West Bengal ) and Bangalore (Karnataka). It procures another one million units from private labels in India.

- Which of the following statements is implied in the passage ?
  - The company (Turtle) would end the current year with a turnover of ₹ 130 crore.
  - Turtle expects to increase its turnover to ₹ 130 crore with the launch of a new Casualwear brand.
  - Turtle has collaboration with a London brand.
  - India and Bangladesh are worthy destinations for foreign collaborators.

**Directions (Question 2) :** Choose the order of the sentences marked A, B, C, D and E to form a logical paragraph.

- They also become spoiled and tyrannical.
  - But hire a former enemy and he will be more loyal than a friend, because he has More to prove.
  - If you have no enemies, find a way to make them.
  - In fact, you have more to fear from friends than from enemies.
  - Be wary of friends – they will betray you more quickly, for they are easily aroused to Envy.
  - CDBEA
  - CEDAB
  - ECDAB
  - EABDC

**Directions (Question 3) :** choose the option which best expresses the meaning of the Word(s) **bold** in the sentence.

- Since he promised to do so, I **presume** he will come.
  - think
  - guess
  - suppose
  - believe

**Directions (Question 4) :** Choose the option which can be substituted for the given words. Pertaining to the science of group cultures, conventions etc.

- biological
- philological
- sociological
- psychological

**Directions (Question 5) :** A sentence has been broken into four parts. Choose the part that has an error.

- when you are
  - going to
  - finish
  - making this design ?
- How much is to be added with 0.685 of 325 to get 300 ?
  - 66.356
  - 45.365
  - 77.375
  - 23.563
- The ratio of number of boys and girls in a school is 3 : 2. If 20% of the boys and 25% of the girls are holding scholarship, what is the percentage of school students who hold Scholarship ?
  - 22%
  - 45%
  - 36%
  - 55%
- If the price of coffee is increased by 3%, by how much percent must a housewife reduce her consumption of coffee, so as to have no extra expenditure ?
  - $3\frac{45}{103}$  %
  - $2\frac{94}{103}$  %
  - 3%
  - 2%
- Simple Interest on a certain sum is 16 over 25 of the sum. What is the rate percent and time, if both are equal ?
  - 8% and 8 years
  - 7% and 7 years
  - 5% and 5 years
  - None of these

- A and B can do a piece of work in 12 days, B and C in 15 days, C and A in 20 days. How long will A take separately to do the same work ?
  - 60 days
  - 20 days
  - 30 days
  - 40 days

**Directions (Question 11) :** Complete the series by replacing the “?” mark.

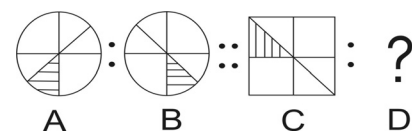
- AC, FH, KM, PR, “?”
  - UW
  - WW
  - UX
  - TV
- A man travels 3 km towards North and turns toward the right and goes 4 km. Then he turns to the South-West and comes to the starting point. How much distance has he Covered ?
  - 11 km
  - 12 km
  - 13 km
  - 14 km
- Saroj is mother-in-law of Vani who is sister-in-law of Deepak. Rajesh is father of Ramesh, the only brother of Deepak. How is Saroj related to Deepak ?
  - Mother-in-law
  - Aunt
  - Wife
  - Mother

**Direction (Question 14) :** This question is followed by two statements numbered. I and II . Decide whether the data given in the statements are sufficient to answer the question . Mark answer as

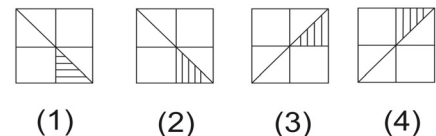
- If statement I alone is sufficient but statement II alone is not sufficient to answer the question.
  - If statement II alone is sufficient but statement I alone is not sufficient to answer the question.
  - If both statement I and II together are sufficient to answer the question but neither Statement alone is sufficient.
  - If statement I and II together are not sufficient to answer the question.
- How many litres of orange juice can an orange orchard of 375 orange trees produce ?
    - Each tree produces an average of 400 oranges.
    - Each orange can give one cup of orange juice.

**Directions (Question 15) :** This question consists of two sets of figures. Figures A, B, C and D constitute the Problem Set while figures 1, 2, 3, and 4 constitute the Answer Set. There is a definite relationship between figures A and B. Establish a similar relationship between figures C and D by selecting a suitable figure from the Answer Set that would replace the question mark (?) in figure D.

15. Problem Set



Answer Set



- (1)
  - (2)
  - (3)
  - (4)
- According to the census data released in July 2011, what is the percentage of Indians living In villages ?
    - 50%
    - 33%
    - 70%
    - 90%
  - Name the noted Indian mathematician whose 125<sup>th</sup> birth anniversary was celebrated on December 22, 2011 ?
    - Ramanujan
    - Bhaskara
    - Shakuntala Devi
    - None to these



18. Which are the countries considered to be the world's five major emerging economies; also collectively known as the 'BRICS' countries ?
- (1) Brazil, Russia, India, China and South Africa
  - (2) Brazil, Russia, India, China and Singapore
  - (3) Belgium, Romania, India, China and Sri Lanka
  - (4) Brazil, Russia, Italy , Canada and South Africa
19. "Coming home to ....." Complete this jingle of a leading suitings brand of India.
- (1) OCM
  - (2) Digjam
  - (3) Dinesh
  - (4) Siyaram's
20. "Only Vimal, only Vimal, only Vimal, Vimal". This jingle is of which leading textile/ Suitings brand of India ?
- (1) OCM
  - (2) Digjam
  - (3) Raymond
  - (4) Reliance Textiles

**CREATIVE ABILITY TEST (CAT)**

1. You have to design the cover page for the biography on any ONE of the following personalities.
  - (1) Anna Hazare
  - (2) Barack Obama
2. Draw a poster on Satyameva Jayate.
3. Using only circles and triangles create a composition representing any ONE of the following :
  - (1) Love
  - (2) Anger