

DESIGN 2014

APTITUDE TEST

Admit Card Number

Candidate's Name

Candidate's Signature

Exam Centre.....

Instructions:

1. Fill in the information asked above
2. All questions are compulsory
3. The maximum duration of the exam is 180 minutes

**NOTE: DO NOT BREAK THE SEAL UNTIL ASKED TO DO SO
FOR OFFICIAL USE ONLY**

Marks Obtained in	
Section A	
Section B	
Section C	
Section D	
TOTAL	
	Examiner's signature

SECTION - A [COMMUNICATION SKILLS] Marks 20

Q1. Fill in the blanks choosing words from the choice given against each number.

In all compositions ---1--- is the most -----2---virtue. You should write in simple and ----3--- manner. The words chosen should be ---4--- in meaning. Try not to use ---5--- words merely because they are ---6----. Do not allow poetic images of ---7--- to spoil the grace of good style. It is no longer –8--- to stuff your composition with too many ----9---- or proverbs especially if their relevance is ---10---. (5marks)

1.	2.	3.	4.	5.
a.Flourish	a.described	a.showy	a.quick	a.short
b.complexity	b.hidden	b.straightforward	b.haphazard	b.difficult
c.simplicity	c.depicted	c.ornate	c.discriminating	c.appropriate
d.reserve	d.admired	d.Decorative	d.clear	d.small
6.	7.	8.	9.	10.
a.literary	a.stories	a.uncommon	a.writers	a.observed
b.familiar	b.pictures	b.disliked	b.philosophies	b.good
c.distant	c.similes	c.difficult	c.quotations	c.clear
d.admired	d.examples	d.fashionable	d.systems	d.doubtful

Q2. Tick the answers based on the Para given below. (5marks)

In her book “Understanding Fashion”, the cultural historian Elizabeth Rouse explains: "clothing is not a random or totally individual affair: it is a social activity. So, take traditional costume out of context and it feels awkward". Discussing the specific language of costume around the world, Rouse says: "Many Asian women retain the sari as a form of dress, despite its impracticality in British winters, because of its social significance within their culture as an expression of loyalty to that way of life." And it is the significance of clothing in relation to a specific culture that makes me uncomfortable with the casual adoption of traditional attire for "an occasion". It feels too nonchalant, somehow, too lacking in respect for the rich heritage and language of such attire. Because the sari is so deeply ingrained in a certain ethnicity, others do not easily adopt it.

Jessica Frazier, a fellow of the oxford center for Hindu studies and founder and managing editor of the Journal of Hindu studies, stresses the importance of getting the detail correct when wearing a sari. "it is laden with unwritten language: the way you tie it, the length, the fabric, the way the pallu is draped over one's shoulder, the under blouse, the accessories, the posture," she says. "It is a very grand statement, and finessing that is crucial. The Hindu community is very good at letting other people into their space and [letting them] borrow their cultural goods, as long as it is done respectfully, but I have never worn one for work or even to a function hosted by Hindus. I prefer to wear an Indian scarf or some jewellery as a mark of respect."

Alice Cicolini, former director of arts and culture for the British council in New Delhi, now a jewellery designer based in London says "I love the fact that saris embrace all figures, and look amazing on everybody. there is something very democratic about that".

Michelle Obama nailed this dress-code problem perfectly in her own Diwali ensemble last week. The first lady cleverly chose a silk shift dress by Mumbai-born, new York-based designer Naeem Khan, deftly combining a western silhouette with a skirt embellished in exotic silken embroidery that would not have looked out of place on a Rajasthani maharaja. She looked at ease and elegant, seamlessly blending two cultures in a way that was far removed from the clumsy costume-wearing of others.

1.

Many Asian women in the west continue to wear saris as a dress because

a. of social significance of the sari in the Asian culture ()

b. so they can stand out in the crowd ()

c. sari looks better on Asian women then a western outfit ()

d. the layers in the drape of the sari keeps them warm in British Winters ()
2.

Why does the author feel uncomfortable about wearing a sari

a. sari does not look as good on women in west as it does on Asian women ()

b. sari should not be casually adopted by others because of its significance as a traditional attire to a specific culture. ()

c. the author does not know how to wear and carry herself well in a sari ()

d. she doesn't like wearing ethnic outfits from other cultures ()

3.

Michelle Obama's Diwali ensemble was successful because

a. her dress design was a blend of east and west sensibilities ()

b. she wore a traditional outfit by an Indian designer ()

c. the dress had embroidery on Indian silk ()

d. she carried her dress elegantly and was completely at ease wearing it ()
4.

Sari as an outfit is popular even in the west because

a. the sari drape embraces all figures, and look amazing on all women ()

b. Asian influence on fashion continues to grown in the west ()

c. increasing population of Asians across the world ()

d. western people like wearing saris in Hindu functions ()
5.

Ms Frazier prefers not to wear Indian traditional attire because

a. its important to get all the details right ()

b. traditional outfits are too complicated to wear ()

c. She respects the significance of an ethnic outfit to its specific culture ()

d. she wouldn't want to be disrespectful to Hindu community ()
- Q3.

In the following questions, select the word which is most nearly the same in meaning.

(2marks)

1.Preposterous

2.Attest

3.Dominion

4.Qualm

a.formal ()

a.allure ()

a.recreation ()

a.crisis ()

b.judicious ()

b.corroborate ()

b.separation ()

b.scruple ()

c.ridiculous ()

c.assign ()

c.issue ()

c.altercation ()

d.ceremonious ()

d.enlarge ()

d.realm ()

d.attribute ()
- Q4.

In the following questions, select the word which is most nearly the opposite in meaning.

(2marks)

1. Lucid

2. Amalgamate

3. Mercurial

4. Rapid

a.confusing ()

a.blend ()

a.erratic ()

a.swift ()

b.bitter ()

b.segregate ()

b.fastidious ()

b.fast ()

c.austere ()

c.inattentive ()

c.stable ()

c.sluggish ()

d.weird ()

d.righteous ()

d.sloppy ()

d.accelerate ()
- Q5.

A farmer has 15 cows, all but 8 die. How many does he have left?

(1marks)

Answer -
- Q6.

A five letter word becomes shorter when you add two letters to it. What is the word?

(1marks)

Answer -
- Q7.

Choose the order in which the phrases should appear to make.

By the time (P)known to everyone (Q)we appeared on the scene (R)he had already become an institution (S)who had ever stayed at Anand Bhawan.

(1marks)

a. QRPS ()

b. PSQR()

c. RPSQ ()

d. SPQR ()

Q8. Replace the underline word with the most appropriate option. (1marks)

It became clear that the strangers were heading into a serious disaster.

a. along ()
b. towards ()
c. for ()
d. no improvement ()

9. Match the following (2 marks)

a. Between a rock and a hard place	1. A small part of something big
b. All in the same boat	2. Stuck between two very bad options
c. A drop in the bucket	3. Be patient
d. Good things come to those who wait.	4. When everyone is facing the same challenges

- a.
b.
c.
d.

SECTION - B [GENERAL KNOWLEDGE] Marks 20

Q1. Which one of the following statements is correct? (1 marks)

A. Slab of ice kept in a room:

a. Does not radiate heat ()
b. Does not radiate heat but absorbs more heat from the surrounding ()
c. Radiates heat but absorbs more heat from the surrounding ()
d. Radiates more heat then that absorbed by it from the surrounding ()

Q2. Chikan - embroidery of Lucknow: (1 marks)

Phulkari - embroidery of ----- region

a. Rajasthan () b. Gujarat () c. Punjab () d. Himachal Pradesh ()

Q3. Match the following: (2 marks)

a. Adrenalin	1. anger, fear, danger
b. Estrogen	2. attracting partners through sense of smell
c. Insulin	3. Females
d. Pheromones	4. Glucose

a. b. c. d.

Q4. The world's longest river is : (1 marks)

a. Nile () b. Ganges () c. Amazon () d. Mississppi-missouri ()

Q5. The highest mountain peak in India is: (1 marks)

a. Kanchenjunga () b. Mount Everest () c. Mt. K2 () d. Nanda Devi ()

Q6. Edward Cullen and Bella Swam are characters associate with which book and a film franchise : (1 marks)

a. Harry Potter series () b. Chronicles of Narnia () c. Lord of the ring () d. Twilight series ()

Q7. The movie 3 idiots is based on a novel written by: (1 marks)

a. Chetan Bhagat () b. Ruslin Bond () c. JK Rowling () d. Arundhati Roy ()

Q8. How many rings are their in an Olympic Flag : 1 marks)

a. 4 () b. 5 () c. 6 () d. 2 ()

Q9. The first satellite was launched by : (1 marks)

a. Japan () b. U.S.A. () c. Russia () d. France ()

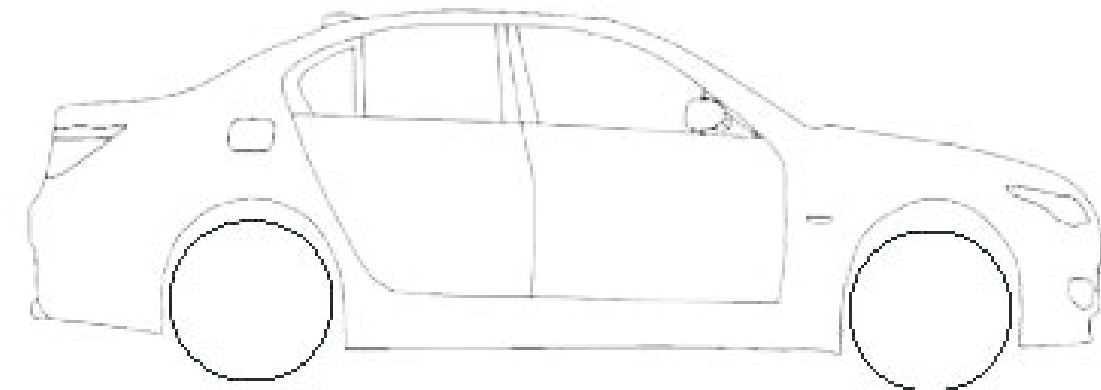
Q10. Match the following : (4 marks)

a. Nike	1. Connecting people
b. Cadbury	2. Utterly butterfly delicious
c. Nokia	3. I am loving it
d. L'oreal	4. Just do it
e. Idea	5. Because you are worth it
f. Amul	6. Kuch meetha ho jaye
g. McDonalds	7. The Ultimate Driving Experience
h. Ford	8. An idea can change your life

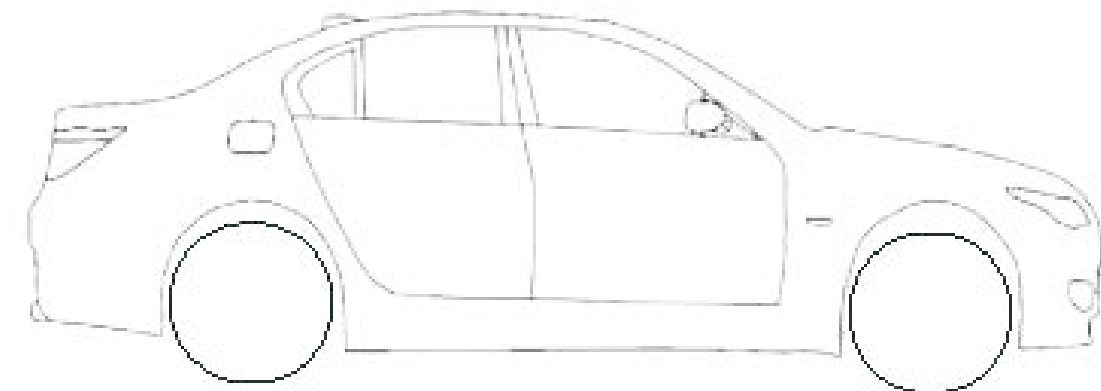
a. b. c. d. e. f. g. h.

SECTION - C [CREATIVE ABILITY],Marks 30

- Q 1. Below is an image of a car. Choose two expressions from the list and color the car to depict the expressions – crazy, relaxed , dynamic, romantic, enthusiastic, gentle, powerful and vintage. (5+5 marks)

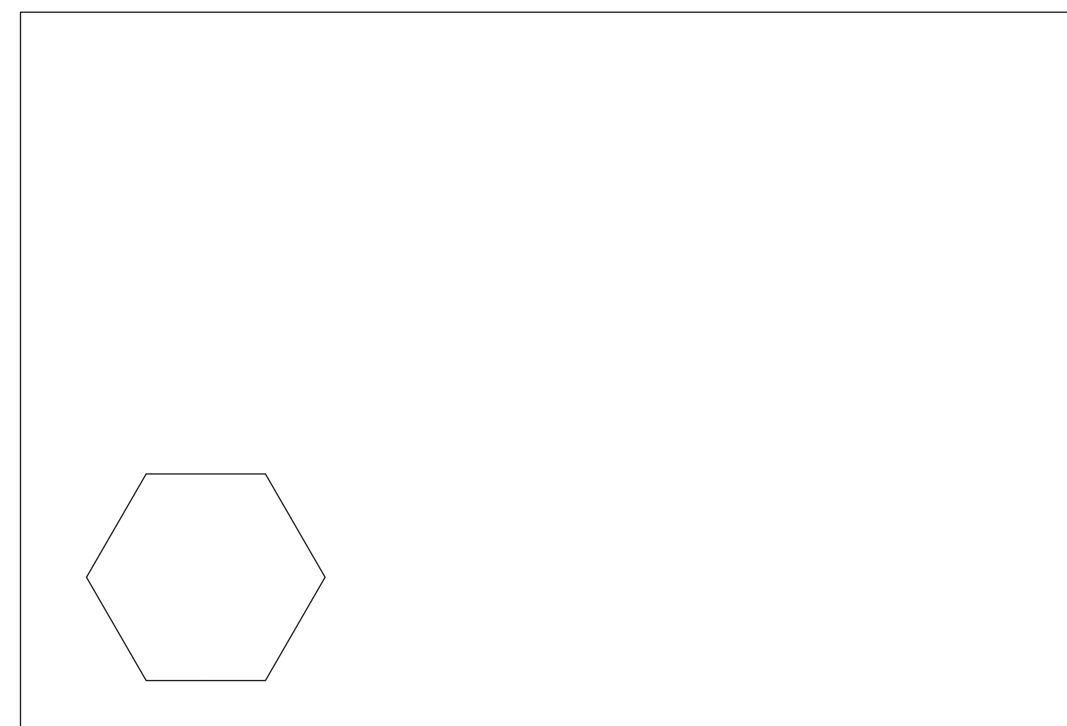


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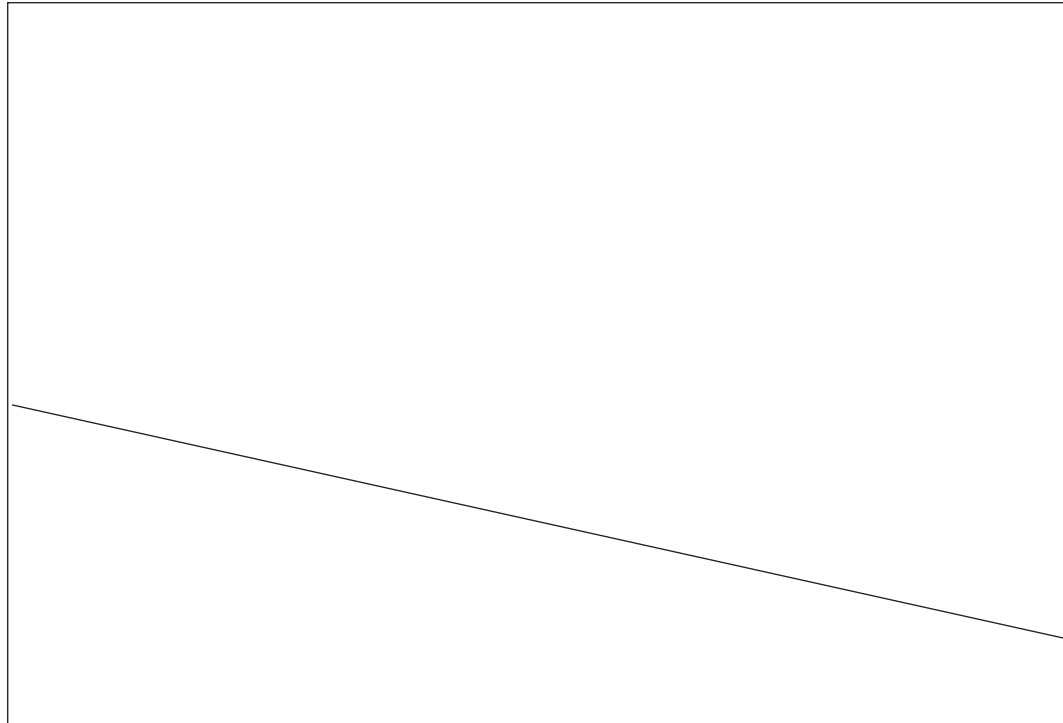


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- Q2. You are given a shape in the box below, make an image using the shape. (5+5 marks)

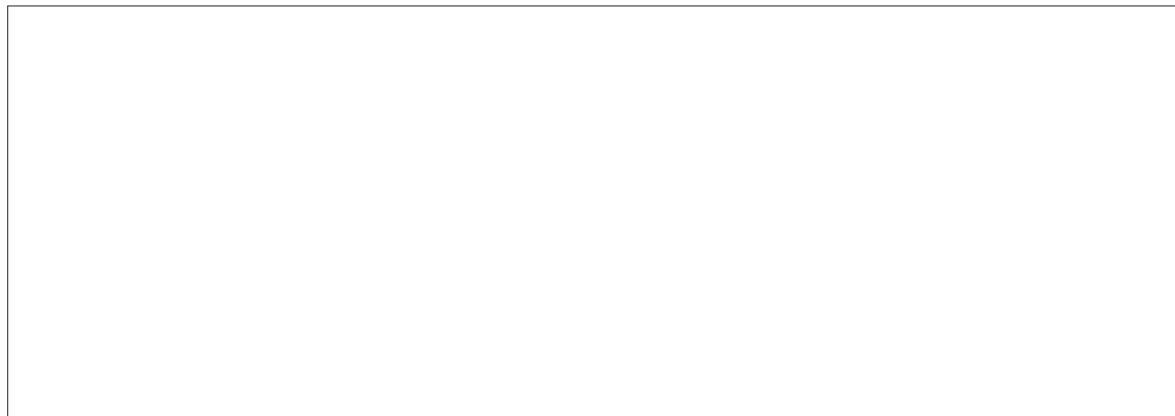


- Q11. The highest peak of the Himalayas in India is in (1mark)
a. Uttar Pradesh () b. Kashmir () c. Sikkim () d. Himachal Pradesh ()
- Q12. 'Madhubani', a style of folk paintings, is popular in which of the following states in India? (1mark)
a. Uttar Pradesh () b. Rajasthan () c. Madhya Pradesh () d. Bihar ()
- Q13. Which Bollywood star hosts big boss ? (1mark)
a. Aamir khan () b. Amithabh Bachchan () c. Salman Khan () d. Shahrukh Khan ()
- Q14. Which famous Indian cricketer retired in 2013 ? (1mark)
a. Rahul Dravid () b. Sachin Tendulkar () c. Anil Kumble () d. Jaques Kallis ()
- Q15. Which country did Nelson Mandela belong to ? (1mark)
a. South Africa () b. South America () c. Egypt () d. New Zealand ()
- Q16. Which Hollywood star is associate with the word 'twerking' ? (1mark)
a. Miley Cyrus () b. Demi Lovato () c. Kim Kardashian () d. Nicki Minaj ()

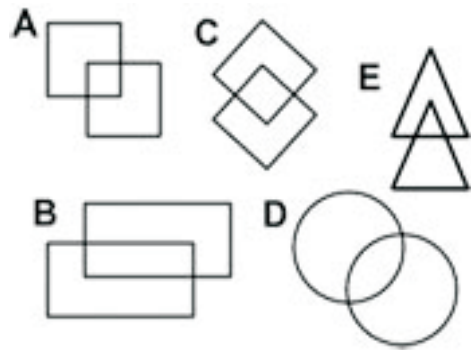


3. Identify the brand of the three cars (not the model); and make the logo for any ONE of them in the box given below (3+2 marks)

a..... b..... C.....

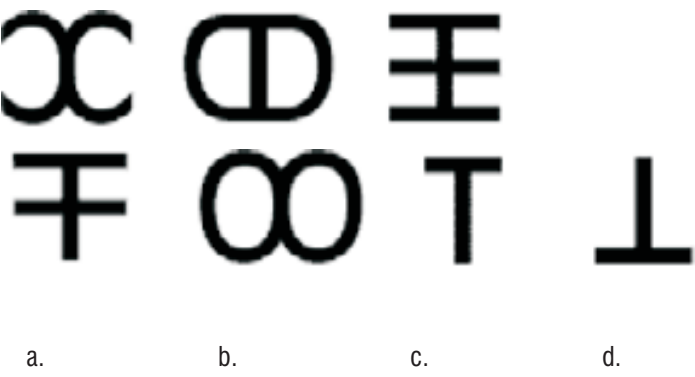


4. Which of the following diagrams is the odd one out? (1marks)



Correct answer:

5. Which of the diagrams follows? (1marks)



Correct answer: . . .

6. Identify the given logo - (any two) (2marks)



AARON CHANG ()
JIMMY CHOO ()
CHANEL ()
GUCCI ()



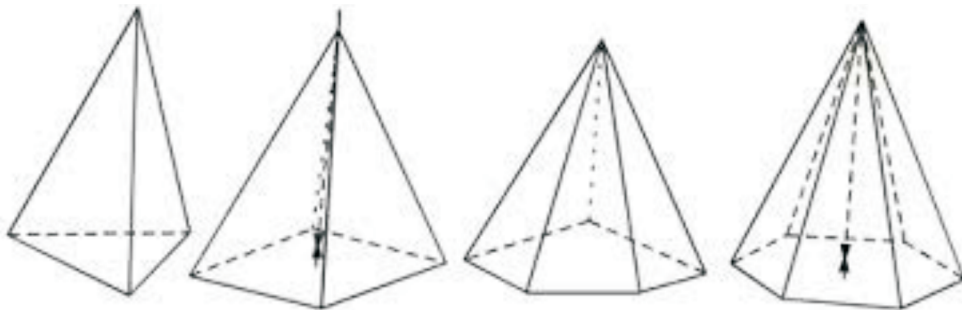
CHANEL ()
GUCCI ()
CUBE ()
WIKIPEDIA ()



COMMONWEALTH GAMES ()
FIFA ()
CITIGROUP ()
COMMONWEALTH BANK ()

Correct answer:

Q7. Give the number of surfaces for each of the above 3D objects. (1 marks)



a. ----- b. ----- c. ----- d. -----

SECTION - D [CREATIVE SKILLS] Marks 30

Answer any ONE of the following questions A, B, C OR D irrespective of the discipline you wish to pursue. Explain your design in 50 to 80 words to express your ideas and to justify your design effectively.

(25+5 marks)

[A]

Identify your favourite rockstar/bollywood star and design a bathroom for him/her keeping his/her personality in mind. Focus more on strong creative and artistic skills to make your designs aesthetically pleasing. Select a variety of colors, fabrics and fittings keeping your star's image and personality and tastes in mind.

[B]

Design an outfit for Lady Gaga, which she wants to wear for 2014 MTV Award function. Keeping her personality in mind, come out with a creative design.

[C]

Design a poster for PETA (People for the Ethical Treatment of Animals) for 2014. PETA believes that animals have rights and deserve to have their best interests taken into consideration, regardless of whether they are useful to humans. Like you, they are capable of suffering and have an interest in leading their own lives. The poster should have a catchy tag line.

[D]

Design a bag for an Artist/Painter to carry his/her supplies such as sketch pad, paper, brushes, water bottle, paints (which can get messy if not stored properly).

[illegible]