

## **Creative Flexibility and Lateral Thinking**

**10 Marks**

1. This is an unusual paragraph. I'm curious how quickly you can find out what is so unusual about it. It looks so plain you would think nothing was wrong with it. In fact, nothing is wrong with it! It is unusual though. Study it, and think about it, but you still may not find anything odd. But if you work at it a bit, you might find out.

**"I think the American people should see that the corporations abandoned them long ago.**



That people will have to build their own economies & rebuild democracy as a living democracy. The corporations belong to no land, no country, no people. They have no loyalty to anything apart from... their profits. And the profits today are on an unimagined scale; it has become illegitimate, criminal profit - profits extracted at the cost of life."

**Vandana Shiva**  
[www.vandanashiva.org](http://www.vandanashiva.org)

What are your views on the subject? Is this happening in India too? Can we live in a world without big brands and corporations? What will it mean to people, governments and economy?

## Know your English

### Section 1: Collective Nouns and Subject Verb Agreement

Please put a tick against the correct sentence

- a) Neither Coimbatore District not Coimbatore is included
  - b) Neither Coimbatore District not Coimbatore are included
- 
- a) Mitra, along with her sisters is looking forward to reading Dan Brown's Origin.
  - b) Mitra, along with her sisters are looking forward to reading Dan Brown's Origin.
- 
- a) Ram, Rahim and Robert each have cited the requirement.
  - b) Ram, Rahim and Robert each has cited the requirement.
- 
- a) Each of his six previous fights was shown in Europe.
  - b) Each of his six previous fights were shown in Europe.
- 
- a) It will be a mistake to conclude that NBC's "Nightly News" ABC's "World News Tonight" or the "CBS Evening News" is headed for extinction soon.
  - b) It will be a mistake to conclude that NBC's "Nightly News" ABC's "World News Tonight" or the "CBS Evening News" are headed for extinction soon.

### Section 2: Go through the proverbs and complete them with the passive form of the verbs

- a) A liar \_\_\_\_\_ (not/believe) when he tells the truth.
- b) Even when laws \_\_\_\_\_ (has/have, write) down , they ought not always to remain unaltered.
- c) Persons attempting to find a motive in this narrative \_\_\_\_\_ (be, prosecute)
- d) The die \_\_\_\_\_(cast).
- e) An injury is much sooner \_\_\_\_\_ (forget) than an insult.

**Section 3 Vocabulary: Use the following pairs of words in sentences to bring out their correct meaning**

Compliment :

Complement:

Empathy :

Sympathy:

Stationary:

Stationery:

Flaunt:

Flout:

Disinterested :

Uninterested :

**Media and Advertising**

**10 Marks**

Given below are famous ad campaigns of 2017. Identify the company and the brand.



Name the Campaign: \_\_\_\_\_

Name the Product: \_\_\_\_\_

Name the Campaign: \_\_\_\_\_

Name the Product: \_\_\_\_\_



Name the Campaign: \_\_\_\_\_

Name the Product: \_\_\_\_\_

Name the Companies which use the following taglines:

Ideas for life \_\_\_\_\_ Impossible is nothing \_\_\_\_\_

**In the News**

**5 Marks**

**Identify the new makers and write a few sentences on how they made it to the news in the last one or two weeks.**

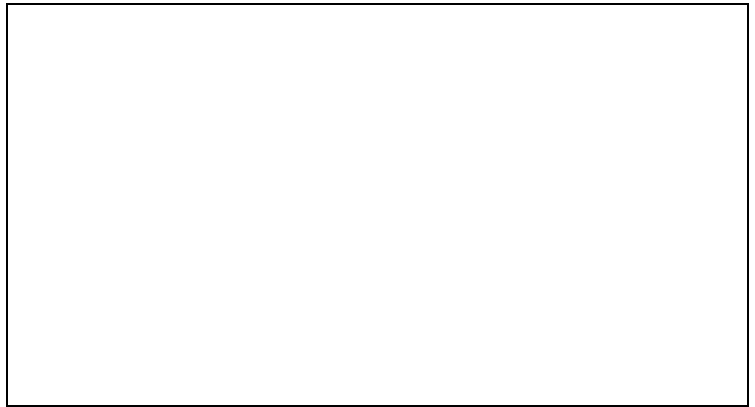


**Current Affairs**

**5 Marks**

**Write two to three sentences summing up the current state of affairs on the given topic.**

The Anti-Sterlite Protests:



CSK's win in IPL 2018

