

**Instructions for students:**

This Reading Challenge presents you with 06 passages. You are expected to read them carefully and quickly, interpret the text and answer questions given below them.

Although the maximum time to complete the paper is 45 minutes, you are advised to complete and submit the paper as quickly as possible.



Credit will be given for **BOTH ACCURACY AND SPEED.**

All the best!

**UNIT 1: BRANDED**

**Read the given information about the logos of some famous brands .**

 <p>The Nike logo comes with greatest simplicity yet it is a powerful one. The Greek goddess of victory was called Nike. The logo is derived from her wing, 'Swoosh'. It is said in the Greek mythology that Swoosh is the provider of massive power and motivation to the warriors which absolutely makes it the perfect logo for an activewear brand.</p>	 <p>A team of two brothers-in-law, Burt Baskin and Irv Robbins, initially began with their independent business ventures of selling ice-cream which later converted to a joint venture called the Baskin-Robbins Ice Cream. The logo "31@" that represented a flavor for each day of the month was suggested to them by a local agency. But the current logo has a B and R with an inscription of 31 in it along with the name.</p>
 <p>A nation-wide logo competition for Aadhaar was launched in 2010 and Atul.S. Pande emerged the winner, receiving Rs. 1,0000 in prize money. The Aadhaar logo is primarily composed of three parts namely, the sun and the finger print and the text below the logo. The sun signifies brightness, progress and development of the masses. The fingerprint design in red, which also alters into an iris represents the use of these in the identification process.</p>	 <p>The famous online retailer, Amazon, has a fascinating logo which denotes the enormity of the store's directory of items they sell. It also has an arrow moving in the direction from 'A' to 'Z', indicating that the store has literally everything from 'A' to 'Z'!</p>
 <p>The world-famous sports brand, ADIDAS, is believed to stand for 'All Day I Dream about Sports' by numerous people. Although, this is not actually the case. The brand's name is adopted from its founder's name, Adolf Dassler. It includes three stripes like a mountain on top of the word Adidas to symbolize challenges faced by athletes and inspire them to achieve greater heights.</p>	 <p>IBM originally was called International Time Recording Company (ITR). Before it came to be known as the International Business Machines Corporation, it went through several name and logo changing phases. The current logo has horizontal stripes forming the letters IBM which are indicative of the 'speed and dynamism'. Blue color was selected because it projects strength and dominance of the company.</p>

 <p>Nestlé</p>	<p>Henri Nestle was the person behind the artwork of Nestle's logo. The logo initially included a little nest along with his family emblem. But later, the logo was edited to remove the mother bird's beak and the three fledglings have now become two to depict an average modern family.</p>	<p>This company has a tree (originally a banyan tree) as its logo. The tree is a symbol of a provider of shelter, food and protection. On close observation, one finds that the tree trunk mirrors the form having three people with their arms raised conveying triumph in achievement. The broad trunk represents stability and its multiple branches represent growth.</p> 
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Source : <https://www.scoopwhoop.com/Interesting-Stories-Behind-Famous-Brand-Logos/>

**Answer the following questions based on your understanding of the text.**

**Question 1:-** Pick the quality that Dabur showcases via people with raised arms displayed in its logo.

- a) victory
- b) unity
- c) fitness
- d) patriotism

**Question 2:-** Three people write about their favorite companies. Choose the option that correctly identifies them, based on the given text.

**Person 1:** I think \_\_\_\_\_ is a brilliant company. They sell all kinds of products from their platform.

**Person 2:** I really like the concept of a product displaying an average modern following. That's why I connect with \_\_\_\_\_

**Person 3:** True! But I love \_\_\_\_\_ because it is a great symbol of strength for athletes and also mythology connection.

- a) Baskin-Robbins; Adidas; Dabur
- b) Amazon; Nestle; Nike
- c) IBM; Aadhaar; Adidas
- d) Nestle; IBM; Baskin-Robbins

**Question 3:-** The image in the colour red in the Aadhaar logo showcases a fingerprint as well as an iris as both are used

- a) simplification.
- b) verification.
- c) distribution
- d) visualisation.

**Question 4:-** The inspiring element in the Adidas logo is

- a) an elevation
- b) a spiral
- c) an arch
- d) a curve

**Question 5:-** Match the following words from the text to the corresponding meanings.

i) venture	1) beginners
ii) alters	2) modifies
iii) fledglings	3) a minor task
iv) triumph	4) a daring undertaking
	5) accomplishment

- a) i-3, ii-5, iii-1, iv-4
- b) i-1, ii-4, iii-5, iv-2
- c) i-4, ii-2, iii-1, iv-5
- d) i-5, ii-3, iii-4, iv-1

**UNIT 2: TENNIS BALLS REUSED!**

**Read the given information about the interesting way that tennis balls are reused.**



A surprising number of tennis balls, say around 54000, are used annually during the Wimbledon tournament. Such a peaking figure is used because the tennis balls are replaced at regular intervals during a match which ensures that there is no wear and tear or they haven't become too warm, impacting the ball's natural physical dynamics. The spectators on the grounds buy the used balls but nearly 700 balls go missing every year which are most probably picked up by the audience to be kept as souvenirs.

Since 2001, some of these balls go as donations to various animal conservatives around Britain and are used to make

quirky little homes for harvest mice.

Typically, the fields of some common cereal crops like wheat and oats, reed beds and other tall ground vegetation, especially long grass make great place for habitation for the Eurasian harvest mouse weighing only about 4 grams. This species of mice usually weaves shredded grass and reeds to make their homes for themselves.

Due to intensive high-end farming methods, their habitat has become prone to threat. Additionally, their homes are also immensely affected by yearly floods.

Some animal conservative experts then figured out that tennis balls would make brilliant, waterproof homes for these tiny creatures after cutting a small hole into the



balls. The balls are fixed to poles rising about 1-1.5 m above the ground. They can make their nests relatively safe from birds and other predators, which are significantly big to get through the hole. Apart from Wimbledon, multiple lawn tennis clubs have also started donating the used tennis balls regularly to various wildlife conservation organizations.

Source : <https://www.amusingplanet.com/2015/08/used-wimbledon-tennis-balls-become-tiny.html>

**Answer the following questions based on your understanding of the text.**

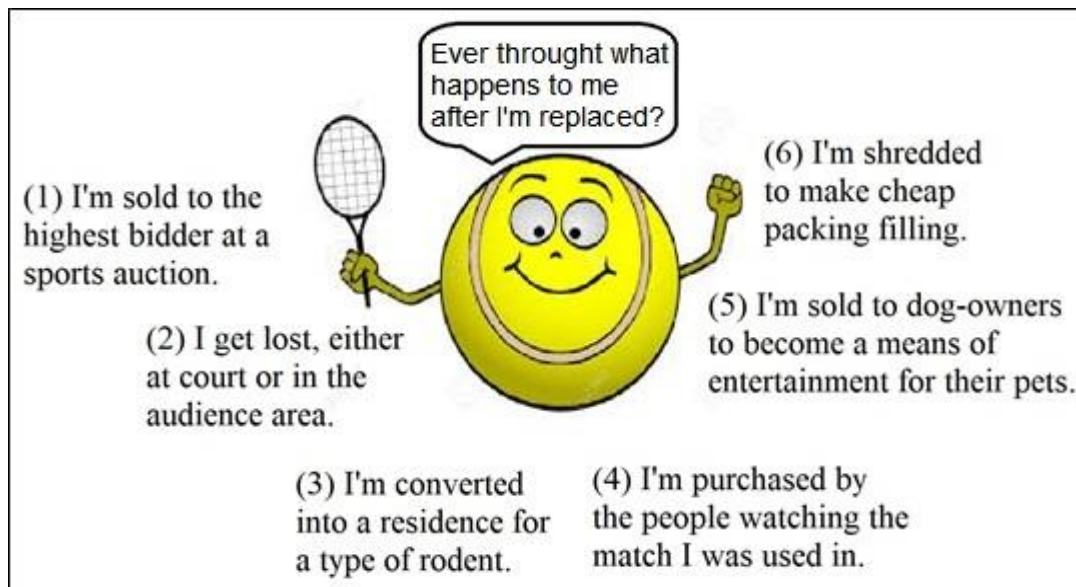
**Question 6:-** Choose the option that correctly brings out the meaning of ‘souvenirs’ as included in the text—

*...picked up by the audience to be kept as souvenirs.*

Person 1	Person 2	Person 3	Person 4
I've got sweets for my mother, from a nearby sweet shop.	I bought a sea shell ring from Goa, to keep as a memory of my visit.	I gifted the latest Harry potter book to my friend on her birthday.	I passed on my most valued earrings to my younger sister, when I purchased new ones.

- a) Person 1
- b) Person 2
- c) Person 3
- d) Person 4

**Question 7:-** Pick the option that lists the correct responses to the question asked, in the illustration below.

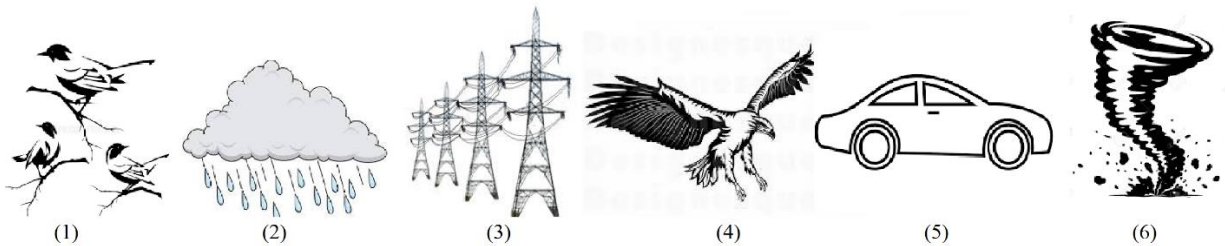


- a) 1 & 5
- b) 2, 3 & 4
- c) 4 & 5
- d) 1, 3 & 4

**Question 8:-** Pick the option that lists the reasons for the loss of habitat of the Eurasian mice.

1. Farmers use severe means, like chemicals, to grow their produce for maximum profit.
  2. Farm labourers burn the carefully-woven homes of the harvest mice.
  3. The mice are aggressive in nature and destroy each other's houses.
  4. The homes of these mice get destroyed by natural calamities.
- a) 1, 2
  - b) 2, 3
  - c) 3, 4
  - d) 1, 4

**Question 9:-** The text states that tennis ball homes offer some protection to the harvest mice. Choose the option that lists these dangers they are protected against.



- a) 1, 5 & 6
- b) 2 & 4
- c) 3 & 5
- d) 1, 2 & 3

**Question 10:-** Choose the option with the most appropriate slogan in a wildlife conversation campaign that caters to the theme and context of the passage given above.

Slogan 1	Slogan 2	Slogan 3	Slogan 4
SAVE THE HARVEST MICE, SAVE NATURE!	SAY NO TO PLAYING TENNIS AND KILLING MICE	PROTECT THE HOMELESS SPECIES BY BANNING TENNIS BALLS	DONATE, NOT THROW THE TENNIS BALL

- a) Slogan 1
- b) Slogan 2
- c) Slogan 3
- d) Slogan 4



**UNIT 3: Its time to Talk!**



**IT'S TIME TO TALK**  
**YOUTH MENTAL**  
**ILLNESS: SIGNS,**  
**SYMPTOMS, SUPPORT.**

**Around 1 in 5 young people have undiagnosed serious mental illness.**

That includes depression, anxiety, and substance abuse.

Although under-researched, this statistic is likely to be **higher for transcultural young people.**

Young people are very concerned about issues such as **copng with stress, school and study, body image, and cultural identity.**

There are many things it is difficult to talk about with parents. Mental health is one of them. The stigma is still prevalent.

**It's time to end the stigma, to help our young people.**

Join us for an informative workshop where we address the stigma, the signs, the symptoms, and the support that parents and the community can provide to our young people in their time of need.

Proudly supported by:



SEPTEMBER 2, 2017  
4:00PM – 6:00PM

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**PRESENTER:**  
**MS SHUKTIKA BOSE,**  
**MPSYCH(CLIN)**

Shuktika is a registered Psychologist and active participant in local religious and cultural communities.

She is experienced in working with young people with mental illness in both preventative and rehabilitative capacities, and as a transcultural young adult, has personal insights into the struggles of juggling personal, social, and cultural identities.

**Question 11:-** Choose an example of the person who is NOT likely to fall under the category of young people suffering from mental illness.

- a) Priya doesn't talk to anyone these days and remains excessively reserved.
- b) Tabassum has started going out for fresh air every morning.
- c) Mukul stays confined in his own room with lights off and hardly ever comes out.
- d) Albert is unable talk about a bad experience despite trying and remains anxious.

**Question 12:-** Choose the option that lists the reasons why mental health is still considered a stigma in our society.

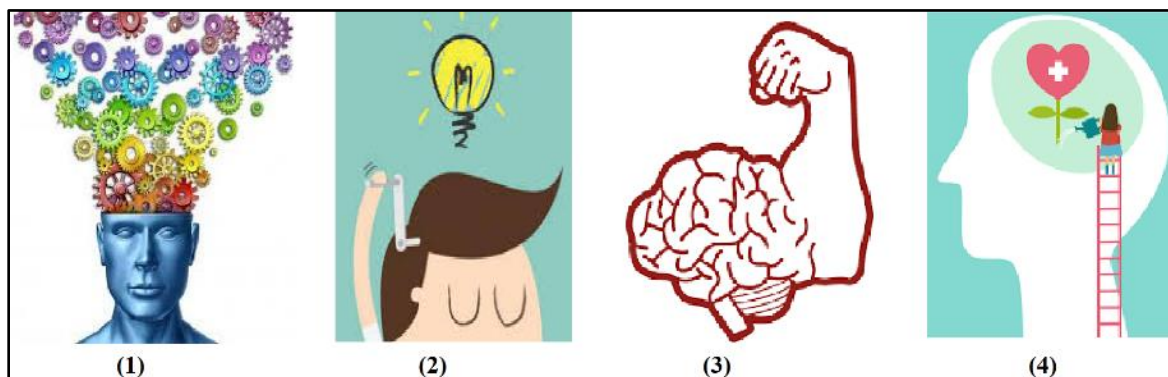
- 1. Mental health counsellors are reluctant to work in this field and deal with patients.
  - 2. People suffering from mental health issues are considered to be 'different' from others.
  - 3. Lack of education and awareness about mental health leads to discrimination against it.
  - 4. Mental health doctors believe that the condition is the fault of the patient.
- a) 1, 2
  - b) 3, 4
  - c) 2, 3
  - d) 1, 4

**Question 13:-** Select the option with the most appropriate slogan that can used in the Mental Health Awareness Week in a school.

Slogan 1	Slogan 2	Slogan 3	Slogan 4
You will never find peace of mind until you listen to your heart.	Train your mind to see the good in every situation.	Your body can almost stand anything; it's your mind that you have to convince.	You don't have to struggle in silence.

- a) Slogan 1
- b) Slogan 2
- c) Slogan 3
- d) Slogan 4

**Question 14:-** Choose the most appropriate logo to represent the purpose of the workshop.



- a) Option 1
- b) Option 2
- c) Option 3
- d) Option 4

**Question 15:-** Based on your reading of this poster, choose an alternative title for this workshop.

- a) Train your Brain : Move against strain
- b) Helping Hearts Be mindful of your Mental Health
- c) Mindfulness for wellness
- d) Health is Wealth : A perspective

**UNIT 4** The Attraction of Levitation

*H. G. Paine*

“Oh, dear!” said little Johnny Frost,  
“Sleds are such different things!  
When down the hill you swiftly coast  
You’d think that they had wings;  
“But when uphill you slowly climb,  
And have to drag your sled,  
It feels so heavy that you’d think  
‘Twas really made of lead.



“And all because an Englishman,  
Sir Isaac Newton named,  
Invented gravitation, and  
Became unduly famed;  
“While if he had reversed his law,  
So folks uphill could coast,

It seems to me he would have had  
A better claim to boast.

“Then coasting would all pleasure be;  
To slide up would be slick!  
And dragging sleds downhill would be  
An awful easy trick!”

Source: <https://www.rd.com/list/funny-poems/>

**Question 16:-** “Oh, dear!” is an example of an interjection conveying a particular emotion.

Choose the option that can be used in its place.

- a) Ouch!
- b) Wow!
- c) My goodness!
- d) Hurrah!

**Question 17:-** The rhyme scheme of the poem can be defined as

- a) ABAB
- b) ABCB
- c) ABBC
- d) AABB

**Question 18:-** Choose the student that lists the main problem that the poet talks about.

Student 1	Student 2	Student 3	Student 4
Boasting is like going uphill.	Using lead to make sleds is wrong.	Newton is not changing his laws of motion.	It is really difficult to drag the sled uphill.



- a) Student 1
- b) Student 2
- c) Student 3
- d) Student 4

**Question 19:-** “It seems to me he would have had  
A better claim to boast.”

Through the following lines in the poem, the poet is presenting

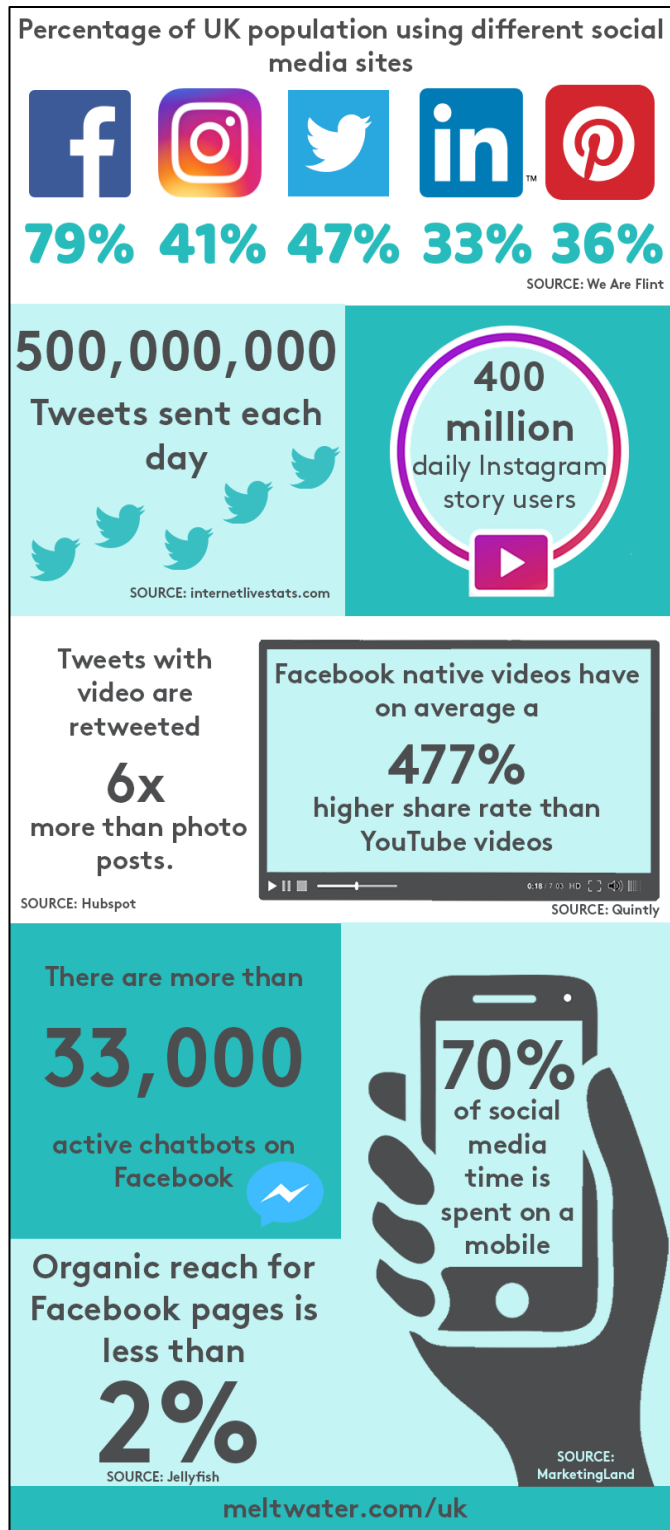
- a) an approval.
- b) an opinion.
- c) an argument.
- d) an encouragement.

**Question 20:-** Choose the option listing statements that are NOT TRUE.

1. The poet feels the weight of the sled is too much while going uphill.
  2. The poet feels that a reversed law of gravity would have been beneficial.
  3. The poet accuses Sir Isaac Newton for being popular.
  4. The poet’s tone is insulting.
- a) 1, 2
  - b) 3, 4
  - c) 1, 3
  - d) 2, 4

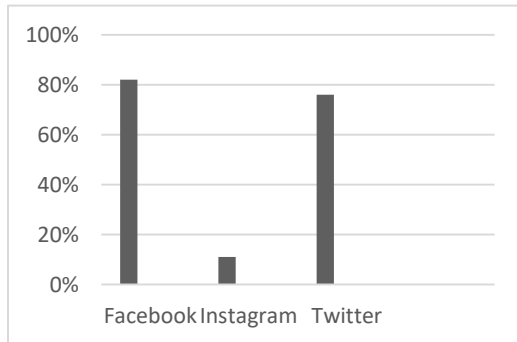
### **UNIT 5: Social Media via Apps.**

With a wide array of content available on social media, it becomes important to filter out the irrelevant every now and then. This, in turn, leads to an organic social environment that has content which is educational and informative. At the same time, it becomes very important to utilize the features of these social media apps in a productive and contributory way. People spend a huge amount of their daily time on various social media platforms which is why it becomes all the more important to give them more visual content in order to keep them engaged.

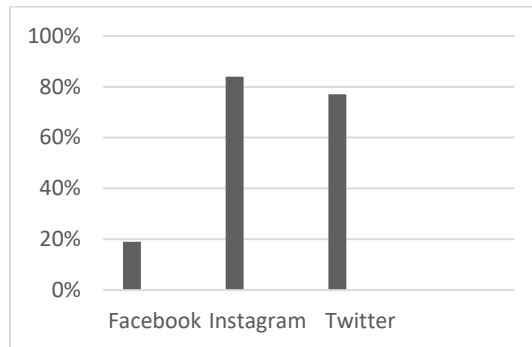


Source: <https://www.business2community.com/infographics/the-latest-social-media-stats-infographic-02125593>

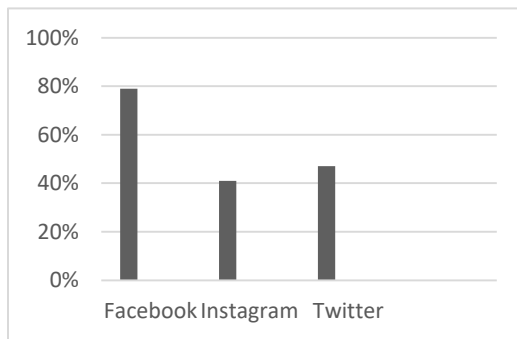
**Question 21:-** Choose the option with the graph that correctly shows the percentage of the usage of the given social media, in the U.K.



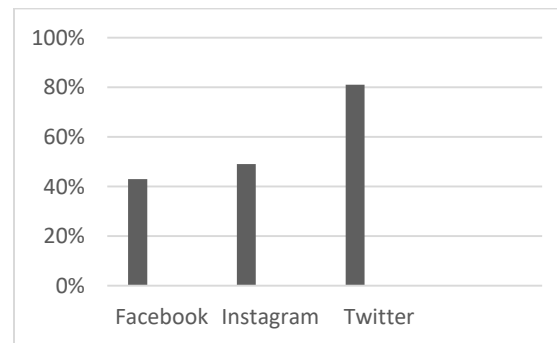
(1)



(2)



(3)



(4)

- a) Option 1
- b) Option 2
- c) Option 3
- d) Option 4

**Question 22:-** Based on the Google search results of some people, choose the option listing the person who is using the social media in a way that is not productive and contributory.

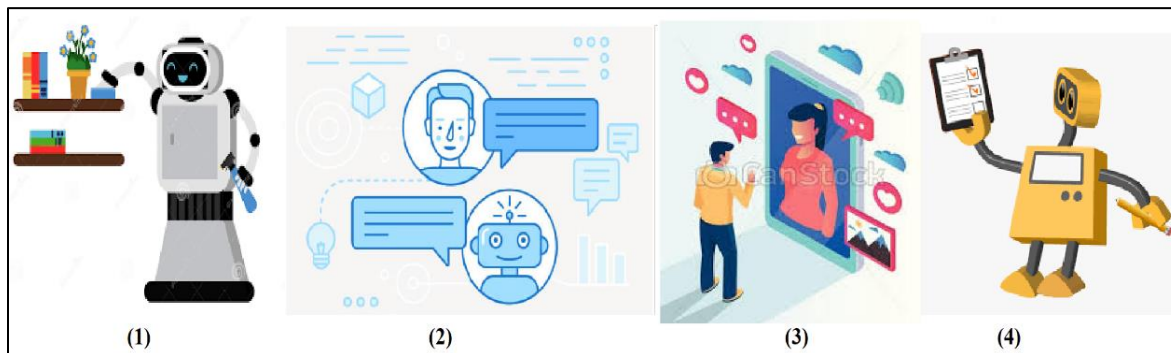
Gayatri	Sumit	Lakshay	Akshita
Method of collaborating with a single work document	Best automobile video games 2020	How to plant a sapling suited for cold weather.	Ways to fix a blacked-out laptop screen

- a) Gayatri
- b) Sumit
- c) Lakshay
- d) Akshita

**Question 23:-** Choose the statements that are TRUE according to the text.

1. People post more photos than videos on Twitter.
  2. Five hundred million tweets are tweeted on a daily basis.
  3. YouTube videos have a better sharing status than Facebook videos.
  4. People spent more than half of their social media time on mobile phones.
- a) 1, 2
  - b) 3, 4
  - c) 1, 3
  - d) 2, 4

**Question 24:-** Choose the option that displays a 'chatbot' correctly.



- a) Option 1
- b) Option 2
- c) Option 3
- d) Option 4

**Question 25:-** Choose the option that fills the blank correctly, according to the textual information.

The given \_\_\_\_\_ has assembled \_\_\_\_\_ from different sources.

- a) graph, solutions
- b) table, illustrations
- c) infographic, data
- d) diagram, files

### UNIT 6: Jumbo Care.

India has opened its first specialised hydrotherapy treatment for elephants suffering from arthritis, joint pain and foot ailments near the Wildlife SOS' Elephant Conservation and Care Centre (ECCC), which currently houses 20 rescued elephants and is run in collaboration with the Uttar Pradesh Forest Department and the NGO Wildlife SOS.

Situated on the banks of the Yamuna in Mathura, the new hydrotherapy jumbo pool is 11-foot-deep and has 21 high pressure jet sprays that create water pressure that massage the elephants' feet and body and help in increasing blood circulation.

“The hospital started in 2018 already offers state-of-the-art modern facilities including wireless digital X-ray, laser treatment, dental X-ray, thermal imaging and ultrasonography to treat injured, sick and geriatric elephants,” said Dr. Yaduraj Khadpekar, senior wildlife veterinary officer.

He said that with each elephant rescue they had observed a disturbing pattern. “In captive elephants, we notice that their bodies are weakened due to improper nutrition, their delicate feet are riddled with wounds and painful abscesses. Osteoarthritis and foot issues are common ailments. Water resistance is useful for muscle strengthening and cardiovascular training while water pressure can reduce oedema and swelling,” Dr. Khadpekar said.

The elephants at the Wildlife SOS have been rescued from extreme distress. Some were privately owned and had the cruel history of being used for begging.

“Captive elephants in such situations are made to navigate environments that their body was not built for. Standing on concrete for long periods becomes an invitation to the early onset of arthritis. Also, due to lack of proper foot care, the toenails and cuticles of the elephants overgrow and become more prone to cracking,” the vet said.

Kartick Satyanarayan, co-founder and CEO Wildlife SOS, said: “The jumbo hydrotherapy pool installed at the Wildlife SOS Elephant Hospital is equipped with high pressure water jets that massage the elephants’ feet and body which is critically important component of the treatment as it also helps oxygen and vital minerals to reach the muscle tissues.”

He said an effective complementary treatment for the elephants’ painful joints and feet is hydrotherapy that uses the therapeutic benefits of water to perform physical rehabilitation in animals. “Exerting hydrostatic pressure that compresses muscle and joints, hydrotherapy helps in relieving chronic muscle aches as well as rebuild muscle memory with its natural resistance,” he said.

Geeta Seshamani, co-founder Wildlife SOS, said while the past cannot be changed for these animals, the team of veterinarians and trained staff work round the clock to cater to the needs of the rescued elephants requiring medical care. “We hope that through such specialised treatments, we will be able to identify and develop a model for management of Asian elephants in captivity across the world,” she said.

Source: <https://www.thehindu.com/sci-tech/energy-and-environment/a-water-clinic-for-jumbos-opens-on-the-banks-of-the-yamuna/article28078217.ece>

**Question 26:-** When two words are joined together to form a new word with a different meaning, it’s called a compound word. ‘hydrotherapy’ and ‘co-founder’ are examples of compound words. Select the option listing examples of compound words from the passage.

1. X-ray
  2. wildlife
  3. specialized
  4. concrete
- a) 1, 2
  - b) 3, 4
  - c) 1, 4
  - d) 2, 3

**Question 27:-** Choose the option that completes the analogy correctly, as per the given passage.  
WATER RESISTANCE: BUILDING MUSCLE: WATER PRESSURE: \_\_\_\_\_

- a) limiting swelling
- b) onset of arthritis
- c) hydrostatic pressure
- d) laser treatment



**Question 28:-** Choose the reasons for traumatic conditions of elephants, based on the information in the text.

1. Elephants confined and not given proper food.
  2. Elephants used to play parts in films.
  3. Elephants made to stand in one position for hours.
  4. Elephants trained to be used in ceremonies.
- a) 1, 2
  - b) 3, 4
  - c) 1, 3
  - d) 2, 4

**Question 29:-** In the phrase, 'The jumbo hydrotherapy pool', the word 'jumbo' means

- a) open air
- b) elephant
- c) medical
- d) very large

**Question 30:-** The purpose for the establishing the given specialised treatments for elephants is directed towards

- a) setting an example of managing elephants that are in captivity.
- b) treating captive elephants and releasing them into the wild.
- c) managing elephants in captivity by spraying them with water jets.
- d) releasing captive elephants into areas with jumbo pools.