Reading Comprehension
Passage 12

Like any other set of engineering products, software products are also oriented towards the customer. It is either market driven or it drives the market. Customer Satisfaction was the buzzword of the 80's. Customer Delight is today's buzzword and Customer Ecstasy is the buzzword of the new millennium. Products that are not customer or user friendly have no place in the market although they are engineered using the best technology. The interface of the product is as crucial as the internal technology of the product. A market study is made to identify a potential customer's need. This process is also known as market research. Here, the already existing need and the possible and potential needs that are available in a segment of the society are studied carefully. The market study is done based on a lot of assumptions.

Assumptions are the crucial factors in the development or inception of a product's development. Unrealistic assumptions can cause a <u>nosedive</u> in the entire venture. Though assumptions are abstract, there should be a move to develop tangible assumptions to come up with a successful product.

Questions

1. From the text one can understand that the first paragraph is talking

about:

1) Digital networks.

2) Set of engineering products.

3) Customer Satisfaction.

4) The best technology.

2. The word "a nosedive "as used by the text means:

1) A descent

2) A slumps

3) A dive

4) A drop

3. The author argues that though assumptions are abstract:

1) A tangible assumptions is needed for a successful product.

2) Inception of a product's development is needed.

3) A model but not a workable solution is needed.

4) A market study should be made.

4. What is the main idea behind the second paragraph:

1) Market Research

2) crucial factors

3) a successful product

4) the market

5. From the text it is understood that the author is:

1) Writing a report on IT.

2) Wring a report on information access.

3) Wring a report on Market Research.

4) Wring a report on market study.

Answers

1 ==> 3

2==> 2

3==> 1

4==> 1

5==> 3