Reading Comprehension
Passage 14

Once the Market Research is carried out, the customer's need is given to the Research and Development division (R&D) to conceptualize a cost-effective system that could potentially solve the customer's needs in a manner that is better than the one adopted by the competitors at present. Once the conceptual system is developed and tested in a hypothetical environment, the development team takes control of it. The development team adopts one of the software development methodologies that is given below, develops the proposed system, and gives it to the customer. The Sales & Marketing division starts selling the software to the available customers and simultaneously works to develop a niche segment that could potentially buy the software.

In addition, the division also passes the feedback from the customers to the developers and the R&D division to make possible value additions to the product. While developing a software, the company outsources the non-core activities to other companies who specialize in those activities. This accelerates the software development process largely. Some companies work on tie-ups to bring out a highly matured product in a short period.

Questions

1. The main point of the paragraph is to describe:

1) The potential of the customer's need.

2) How to conceptualize a cost-effective system

3) The development team.

4) The conceptual system.

2. In paragraph the writer cites a source in these terms: 'While developing

a software...' Which of the following is the aim of the writer?

1) non-core activities

2) core activities

3) the company outsources

4) the software development process

3. In the article 'a niche segment' is closest in meaning to:

1) a suitable position

2) a suitable part

3) a profitable corner

4) a suitable value

4. In the article 'tie-ups' could be replaced by which of the following?

1) commercial links

2) a traffic hold-ups

3) matured products

4) short periods

Answers

1 ==> 2

2==> 1

3==> 3

4==> 1