

**ROYAL CIVIL SERVICE COMMISSION  
BHUTAN CIVIL SERVICE EXAMINATION (BCSE) 2020  
EXAMINATION CATEGORY: GENERAL**

**PAPER II: ENGLISH LANGUAGE AND GENERAL KNOWLEDGE**

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<b>Date</b>	: February 26, 2021
<b>Total Marks</b>	: 100
<b>Writing Time</b>	: 3 hours
<b>Reading Time</b>	: 15 minutes (prior to writing time)

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**GENERAL INSTRUCTIONS:**

1. Write your Registration Number clearly and correctly on the Answer Booklet.
2. The first 15 minutes is being provided to check the number of pages of the Question Paper, printing errors, clarify doubts and to read the instructions. You are NOT permitted to write during this time.
3. This paper is divided into two parts:
  - ❖ Part I has two sections: Section A – Case Study; and  
Section B – Topical Discussion.
  - ❖ Part II has two Sections: Section C – Subjective Questions; and  
Section D – Objective Questions.
4. Section A under Part I and Section D under Part II are compulsory.
5. Specific instructions are provided under each Section separately. Please read the instructions carefully and answer the questions.
6. All answers should be written on the Answer Booklet provided to you. Candidates are not allowed to write anything on the question paper. If required, ask for additional Answer Booklet.
7. All answers should be written with correct numbering of the Part, Section and Question Number in the Answer Booklet provided to you. Note that any answer written without indicating the correct Part, Section and Question Number will NOT be evaluated and no marks will be awarded.
8. Begin each Section on a fresh page of the Answer Booklet.
9. You are not permitted to tear off any sheet(s) of the Answer Booklet as well as the Question Paper.
10. Use of any other paper including paper for rough work is not permitted.
- 11. You must hand over the Answer Booklet to the Invigilator before leaving the examination hall.**
12. This paper has **7 printed pages**, including this instruction page.

**GOOD LUCK!**

PART I

Section A: Case Study

Read the article below and answer ALL FOUR questions that follow. All the questions carry 10 marks each. (40 marks)

**Neutrogena, Sun Activated Advertising**

(Source: *Digital Marketing Industry - Case Study Library*)

Neutrogena wanted to advertise its new *Beach Defense Sunscreen* during sunny days, but didn't want to limit its media to weather forecast apps. By combining weather- and location-based technology, the brand automatically activated its ads based on real-time UV conditions and distance from Neutrogena retailers to create a relevant, engaging campaign that drove awareness and sales.

Real-time triggers used to only target audience at appropriate times (when sun was shining) and the Mobile campaign "followed the sun" across beauty or lifestyle content popular with target audience.

The campaign used many factors, eg. the nearby retailers and time of the day, to push dynamically created ad units and consumers were encouraged to purchase via maps and coupons that were personalized for them. The Product awareness increased from zero to 63% while purchase intent rose by 43%

In 2013, Neutrogena set out to launch its new sunscreen line, *Neutrogena Beach Defense*. Faced with the challenge of breaking through an already cluttered category, the brand focused on activating its mobile campaign based on the ideal weather conditions. However, conventional weather targeting required placing the brand in lackluster environments where users were typically spending mere seconds with the content.

Neutrogena described its target audience as "proactive everyday protectors," women 25 to 54 years old, who are very aware of the damage the sun can cause but still enjoy spending time in the sun with their children. They are careful to protect themselves and their families on a regular basis to ensure that they are safe from the dangers of the sun.

Rather than running the campaign on mobile weather apps, the brand sought to deliver its Neutrogena Beach Defense ads only when the sun was shining, and decided to concentrate on ideal locations during the day when protection from the sun occupied their minds. By combining weather and location cues, the brand could adapt to real-time triggers, only targeting its audience at appropriate times.

Using weather- and location-based technology allowed Neutrogena to be strategic about its media budget. The campaign took a number of factors into account before pushing an ad unit, which was dynamically created, based on distance to a retail location, time of the day, and the surrounding areas.

Neutrogena developed an advanced mobile campaign that allowed real-time UV conditions to automatically activate the Neutrogena Beach Defense ads. Essentially, Neutrogena Beach Defense ads would “follow the sun” across a rich variety of beauty or lifestyle content popular with the target audience.

To further enhance the campaign’s effectiveness, the brand layered customer location data in areas of prolonged sun exposure such as parks, beaches, and pools. This allowed Neutrogena Beach Defense to have a dominant presence in key out-of-home locations when the weather was ideal.

The primary objective of the campaign was to increase purchase intent, so the brand added geofencing that would dynamically replace the click-through to the brand site with directions to the nearest store and a coupon offer when probable audience was near key retail locations.

The campaign was one of the first in the industry to utilize weather targeting without limiting the choices of where the brand could advertise. More importantly, it was successful in launching the new Beach Defense brand into a highly competitive category.

Within the first few months of its launch, the mobile campaign exceeded expectations in awareness and intent to buy, whereby awareness of Neutrogena Beach Defense increased from zero to 63 percent and purchase intent rose by 43 percent.

### **Question 1**

There seems to be a great deal of marketing wisdom in the “mobile campaign” that Neutrogena conducted. What could Bhutanese businessmen learn from the case study?

### **Question 2**

Neutrogena described its target audience as “proactive everyday protectors...” Who were these protectors and what was the general outcome of such a ploy?

### **Question 3**

The ads that Neutrogena used to promote its new brand faced stiff competition from the already existing clutter of sunscreen brands. From the passage, cite **TWO** methods Neutrogena used to overcome the competition and mention two visible outcomes of resorting to such subtle methods.

### **Question 4**

Take any new Bhutanese product and outline a digital ad campaign to raise the purchase intent and the awareness percentage of the new product, similar to what Neutrogena did according to the information in the passage.

**Section B: Topical Discussion**

**This section consists of four questions related to topical issues. Answer ANY TWO questions. Each question carries 10 marks.**

**Question 1**

In the recent Bumthang bye-election for National Assembly member, a member of the ruling party won and some of the reasons cited for this outcome are that the ruling party will be in a better position to fulfil the election promises and developmental activities will be carried out at a faster pace. How true is this?

**Question 2**

Mr. Raja Krishnamoorthi, an American businessman and politician, once said: “A high school diploma will no longer be sufficient. But that post-secondary education does not have to be a four-year university or a four-year college. It can be career technical education, vocational education, community college”.

In the light of Mr. Krishnamoorthi’s suggestion, critically evaluate the technical and vocational education and training systems in Bhutan.

**Question 3**

There was a lot of debate about the issue of increasing the retirement age of civil servants in the recent National Assembly. However, many members felt that this would only aggravate the unemployment problems related to young civil service aspirants.

What according to you are some of the pertinent issues of increasing the retirement age of civil servants to 60 years?

**Question 4**

Today Bhutanese youth are suddenly going back to their villages and farmlands. Discuss how is this move going to aid the country’s economy and what are some of the challenges these young educated farmers might face?

**Part II**

**Section C: Subjective Questions**

**This section consists of four questions. Answer ANY TWO questions. Each question carries 10 marks each.**

**Question 1**

Violence against women and children in Bhutan has increased during the Covid-19 pandemic. Does this mean that men in Bhutan and in general are not able to cope with the pressures of daily life in a pandemic?

**Question 2**

The great hue and cry over the minor raped and murdered in Paro and the loss of a young girl’s life in Thimphu in 2019 has now fizzled out.

Do you think that the law of the nation has to ensure that proper justice is provided to the families of the youngsters?

**Question 3**

For those employed in the private sectors, be it educational institutes or other types of business entities, one annoying issue is the granting of benefits at the end of a term of employment. Why do you think this issue arises only in the private sectors?

**Question 4**

The sanctity of the Institution of Marriage is abused now than ever before. Marriage and divorce have become so synonymous, increasingly so today. What are your observations and understanding of such a socially vital institution in Bhutan at present?

**Section D: Multiple Choice Questions**

**Choose the correct answer and write down the letter of your chosen answer in the Answer Booklet against the question number e.g. 21 (a). Each question carries ONE mark. Any double writing, smudgy answers or writing more than one choice shall not be evaluated.**

1. The International Day of Happiness is celebrated on March 20 all over the world. The General Assembly of the United Nations proclaimed 20 March the International Day of Happiness in
  - a) 2012
  - b) 2013
  - c) 2014
  - d) 2015
  
2. In 2020, Her Majesty the Gyalyum Sangay Choden Wangchuck has received the individual laureate for the
  - a) United Nations Education, Scientific and Cultural Organization Award.
  - b) International Committee of the Red Cross Award.
  - c) World Health Organization Award.
  - d) UN Population Award.
  
3. The presidency of the UN Security Council rotates among the council members
  - a) every year.
  - b) every month.
  - c) every 6 months.
  - d) every 3 months.
  
4. Marieke Lucas Rijneveld has been awarded the International Booker Prize 2020 for which novel?
  - a) Real Life
  - b) The Side Road
  - c) Such a Fun Age
  - d) The Discomfort of Evening
  
5. Which vitamin is the only one that you will NOT find in an egg?
  - a) Vitamin D
  - b) Vitamin A
  - c) Vitamin C
  - d) Vitamin B

6. Recently, the country that discovered a large natural gas reserve off the Black Sea coast is
  - a) Iran
  - b) Russia
  - c) Turkey
  - d) Azerbaijan
  
7. The Treaty signed in Darjeeling between India and Bhutan in 1949 resulted in
  - a) the increment of subsidy India paid to Bhutan.
  - b) non-interference in each other's internal affairs.
  - c) gaining India's commitment to respect Bhutan's independence and sovereignty.
  - d) All of the above.
  
8. Which countries still have the shilling as their currency?
  - a) Kenya, Uganda, Tanzania and Somalia
  - b) Tanzania, Ethiopia, Egypt and Morocco
  - c) Kenya, Ethiopia, Tanzania and Egypt
  - d) Somalia, Ethiopia, Uganda and Egypt
  
9. Which one of the following countries is NOT a member of The Commonwealth?
  - a) Malaysia
  - b) Thailand
  - c) Singapore
  - d) Brunei Darussalam
  
10. The Nobel Peace Prize 2020 was awarded to
  - a) World Food Programme
  - b) Food and Agriculture Organization
  - c) Doctors Without Borders
  - d) International Committee of the Red Cross
  
11. The first national newspaper, Kuensel, was started by the government in the year
  - a) 1970
  - b) 1967
  - c) 1980
  - d) 1973
  
12. What now-ubiquitous device was invented by Zenith engineer Eugene Polley in 1955?
  - a) VCR
  - b) Calculator
  - c) Microwave oven
  - d) Remote control
  
13. Greta Thunberg is a young environmental activist who is internationally known for challenging world leaders to take immediate action against climate change. Where is Greta Thunberg from?
  - a) Finland
  - b) Sweden
  - c) Norway
  - d) Denmark

14. The Olympic Flame symbolizes
- speed, perfection and strength.
  - unity among various nations of the world.
  - continuity between the ancient and modern games.
  - sports as a means for securing harmony among nations.
15. Prague is the capital city of
- Czech Republic
  - Algeria
  - Azerbaijan
  - Croatia
16. What is the name of the highest mountain peak in the world that has not been climbed and is in Bhutan?
- Kula Kangri
  - Jhomo Lhari
  - Gangkar Puensum
  - The Black Mountain Ranges
17. Which country confirmed the first case of COVID-19 outside China?
- Thailand
  - Japan
  - USA
  - Brazil
18. Who is the author of the book titled 'Fire and Fury: Inside the Trump White House'?
- David Frum
  - Ronald Kessler
  - Michael Wolff
  - Michael D'Antonio
19. The National Judicial Commission comprises of the following EXCEPT
- The Chief Justice of Bhutan as Chairperson
  - The Chief Justice of the High Court
  - The Chairperson of the Legislative Committee of the National Assembly
  - The Attorney General
20. Which educational philosophy believed in the fact that 'All children have the potential to learn'?
- Johann Friedrich Herbart
  - Maria Montessori
  - John Dewey
  - Friedrich Froebel