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English for Competitive Exams Module 9 – SSC & Bank Exams

Whether you are trying to learn English for competitive exams or simply trying to improve your language skills, this module is the ideal way to master the language. Learn different concepts in one place for Banking & SSC Exams. Learn something new about grammar, vocabulary and verbal skills every day. Before you attempt English for Competitive Exams Module 9, try [previous modules](#) as well.

Read the short passage below of English for Competitive Exams Module 9. Pay special attention to the highlighted words and phrases. Then read the discussion below.

English for Competitive Exams Module 9 - PASSAGE

Microsoft **unveiled** its first-ever laptop, **showed off** an updated Surface Pro 4, and announced a new line-up of phones, all while articulating a confident, aggressive strategy of turning Windows 10 into the underlying software service and platform for virtually everything in your life. That huge bet might not pay off as Apple and Google are still **formidable** competitors, and the road back to mobile relevance will be a long one. But it's more vision and purpose than we've seen from Redmond in years. So I sat down with new Microsoft CEO, Satya Nadella, at the soon-to-open Microsoft **flagship** store in Manhattan to ask him how he'd changed the entire **vibe** at Microsoft in the past 18 months, and what he hopes to accomplish in the next 18 months. We also talked about how he plans to keep his Windows OEM partners happy even as Microsoft's Surface Book laptop competes directly with their high-end products, and just how he plans to **get back in the phone game**.

DISCUSSION:



Unveiled

This is a verb. It means to remove a covering that is hiding something behind it. In the context, it has been used to mean to show or announce publicly for the first time.

E.g. *The painting was unveiled at the auction before an astounded audience.*

Showed off

This is a phrasal verb which means to display proudly. A person who does this often to brag is called a show off.

E.g. *The show off brought his father's Rolex watch to school again.*

Formidable

This is an adjective. Something or someone formidable inspires respect or fear by virtue of being intense or capable. The antonym for this word would be 'weak'.

Here, the author means to say that Apple and Google are capable and competitive, and are therefore formidable.

An example where something was formidable by virtue of being intense or grand is shown below:

E.g. *While climbing up the formidable North Face of Mount Everest, I realized that I was running out of oxygen.*

Flagship

This is a noun. It refers to a ship which carries the commander of the fleet of ships and bears his flag. But in the modern context, it can also mean something else.

Here it refers to the most important object in a group. It is mostly associated with building the public image of the company. In modern times, the product that is most

closely associated with the company's image becomes its flagship product.

E.g. *The iPod was, for a long time, Apple's flagship device. No longer!*

Vibe

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Get Back In The Phone Game

Here we see from the context that there is a competition surrounding phones of different companies. This is clearly a game of phones.



But what does 'get back in' mean?

'To get back in the game' is a phrase in itself. It means to make a comeback or become a contender again.

E.g. *They all ruled out Modi after the 2002 riots, but he got back in the game with nothing less than the Prime Minister's seat.*

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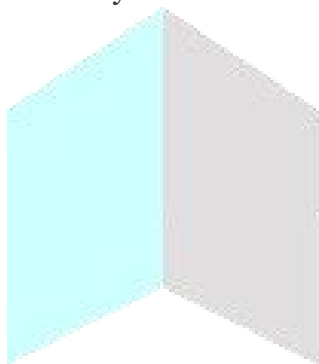
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