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Series : A3BAB/1

SET-2

Code No. **1/1/2**

Roll No. | | | | | | | | |

Candidates must write the Q.P. Code on the title page of the answer-book.

- Please check that this question paper contains **8** printed pages.
- Question Paper Code number given on the right hand side of the question paper should be written on the title page of the answer-book by the candidate.
- Please check that this question paper contains **6** questions.
- **Please write down the Serial Number of the question in the answer-book before attempting it.**
- 15 minute time has been allotted to read this question paper. The question paper will be distributed at 10.15 a.m. From 10.15 a.m. to 10.30 a.m., the students will read the question paper only and will not write any answer on the answer-book during this period.

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ENGLISH (Core)

*Time allowed : **2** hours* *Maximum Marks : **40***

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General Instructions :

Read the following instructions very carefully and strictly follow them.

(i) *This question paper contains* ***THREE*** *Sections –* ***READING, WRITING*** *and* ***LITERATURE****.*

(ii) *Attempt questions based on specific instructions for each* ***Part****.*

SECTION – A

(Reading) **14 Marks**

1. Read the passage given below : **8**

(1) Too many parents these days can't say no. As a result, they find themselves raising 'children' who respond greedily to the advertisements aimed right at them. Even getting what they want doesn't satisfy some kids; they only want more. Now, a growing number of psychologists, educators and parents think it's time to stop the madness and start teaching kids about what's really important : values like hard work, contentment, honesty and compassion. The struggle to set limits has never been tougher – and the stakes have never been higher. One recent study of adults who were overindulged as children, paints a discouraging picture of their future : when given too much too soon, they grow up to be adults who have difficulty coping with life's disappointments. They also have distorted sense of entitlement that gets in the way of success in the work place and in relationships.

(2) Psychologists say that parents who over indulge their kids, set them up to be more vulnerable to future anxiety and depression. Today's parents themselves raised on values of thrift and self-sacrifice, grew up in a culture where 'no' was a household word. Today's kids want much more, partly because there is so much more to want. The oldest members of this generation were born in the late 1980s, just as PCs and video games were making their assault on the family room. They think of MP3 players and flat screen TVs as essential utilities, and

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they have developed strategies to get them. One survey of teenagers found that when they crave for something new; most expect to ask nine times before their parents give in. By every measure, parents are shelling out record amounts. In the heat of this buying blitz, even parents who desperately need to say no find themselves reaching for their credit cards.

(3) What parents need to find, is a balance between the advantages of an affluent society and the critical life lessons that come from waiting, saving and working hard to achieve goals. That search for balance has to start early. Children need limits on their behavior because they feel better and more secure when they live within a secured structure.

(4) Older children learn self-control by watching how others, especially parents act. Learning how to overcome challenges is essential to becoming a successful adult. Few parents ask kids to do chores. They think their kids are already overburdened by social and academic pressures. Every individual can be of service to others, and life has meaning beyond one's own immediate happiness. That means parents eager to teach values have to take a long, hard look at their own :

Based on your understanding of the passage, answer any **eight** questions from the nine given below : **1 × 8 = 8**

(1) What is challenging for today's parents ? **1**

(2) What will be the consequence of over indulging children ? **1**

(3) Why do parents get caught in the buying blitz ? **1**

(4) How do children learn critical life lessons ? **1**

(5) What is the impact of advertisements on children ? **1**

(6) Why do children need limits on their behaviour ? **1**

(7) How do older children learn self-control ? **1**

(8) Find a word in the passage which means 'research'. (Paragraph 2) **1**

(9) Find a word in the passage which means 'wealthy'. (Paragraph 3) **1**

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2. Read the passage given below : **6**

(1) Ratan, a global brand in Dairy products, works on a business model popularly known as, 'The Ratan Model'. This model aims to provide value for money to the customers and protect the interests of farmers simultaneously.

(2) The Ratan Model is a three-tiered structure that is implemented in its Dairy production : Firstly, Ratan acts as a direct link between milk producers and consumers that removes the middlemen. Secondly, farmers (milk producers) control procurement, processing and marketing. Thirdly, it is a professionally managed organization.

(3) One can understand the Ratan Model better by taking cognizance of 'Ratan's Target Audience', where it has targeted the mass market of India with no premium offerings and works on providing the best quality products at affordable prices.

(4) So Ratan formulates its pricing policy on the low cost price strategy which has attracted a lot of customers in the past and it continues to do so.

(5) Another stance used by Ratan's Target Audience is based on customer-wise targeting and industry wise targeting. This strategy divides the target audience on the following two bases :

(6)

Segment wise break down of Customer – Based target Audience	
Customers	Ratan products
Kids	Chocolate, Ratan cool, Ratan milk.
Youth	Ratan Pizza Cheese, Cheese spread.
Health Conscious	Ratan Shakti, Ratan Lite, Butter.

The above table showcases how Ratan has a diversified customer base.

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(7) Industry Based Target Audience : Ratan has segmented milk for various industries such as ice-cream manufacturers, restaurants, coffee shops, and many similar industries. Further, it has segmented butter, ghee and cheese for bakeries, snack retailers, confectioneries, and many more.

(8) The target audience study tells us that Ratan has a strong presence in both Business to Business and Business-to-Customers.

(9) Ratan's marketing campaigns and strategies are implemented in a very attractive way. For example, the story of the 'Ratan Girl' is a popular 'ad' icon. It is a hand drawn cartoon of a young girl.

Based on your understanding of the passage answer any **six** out of the seven questions given below : **1 × 6 = 6**

(i) What does 'The Ratan Model' aim at ? **1**

(ii) In dairy production how many tiers are there ? **1**

(iii) 'Ratan acts as a direct link .....'. Explain. **1**

(iv) 'Ratan Target audience' is described as a diversified market. Explain with reference to the given table. **1**

For Visually Impaired Candidates (in lieu of Q. No. iv)

Who controls procurement, processing and marketing ? **1**

(v) Name the two basis on which Ratan divides the target audience. **1**

(vi) In which two spheres does Ratan have a strong presence ? **1**

(vii) Which is the most loved ad icon of Ratan ? **1**

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SECTION – B 8 Marks

(Writing)

3. You are Akshat/Ankita, living in Palghat. Your cousin from the same city has purchased a new house and he has invited you for a house warming party. Draft a letter of acceptance mentioning date, time, venue. Word limit 50 words. **3**

4. Attempt any **one** from A and B given below :

(A)

SITUATION VACANT
NIRMAAN VIHAR PUBLIC SCHOOL invites applications for the post of a Dance teacher. Must be a graduate with minimum 5 years experience, skilled in both classical and contemporary forms of dance. Mention additional skills, interests and achievements.
Contact Principal

You are Arun/Arti of Model Town, Kolkata. Write an application with detailed bio-data for the above post in **120-150** words. Invent necessary details. **5**

OR

(B) Roma Public School, Preet Vihar organized 'Library Day' to promote the habit of reading among students. Renowned author Anita Desai was the Chief Guest. The activities included bookmark making, short story writing, and book cover designing. Write report in **120-150** words for the school magazine mentioning date, duration, activities and response of participants. You are Venkat/Varsha, student editor. **5**

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SECTION – C 18 Marks

(Literature)

5. Attempt any **five** of the **six** questions given below, within **40** words each.

2 × 5 = 10

(i) Why did the iron master speak kindly to the peddler and invite him home ? **2**

(ii) Why did Gandhi agree to a settlement of 25% refund to the farmers ? **2**

(iii) What was Aunt Jennifer terrified of ? **2**

(iv) According to the poet, Keats, nature offers a vast array of beautiful things around us which we fail to notice in our mundane life. List the beautiful things. **2**

(v) Why does Derry steal into Mr. Lamb's garden ? What is Mr. Lamb's reaction ? **2**

(vi) Why was the story telling session specially tiring for Jack on Saturdays ? **2**

6. Answer any **two** of the following in about **120-150** words each. **4 × 2 = 8**

(i) 'A thing of beauty is a joy forever." Explain with reference to the poem. **4**

(ii) How was the 'injured' McLeery able to outwit the prison officers ? **4**

(iii) How does the lesson 'Indigo' depict Gandhi's humanitarian approach ? **4**

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