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Series : ZYW1X

SET – 3

Q.P. Code 1/1/3

Roll No.

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

ENGLISH (Core)

*Time allowed : **3** hours*

*Maximum Marks : **80***

- Please check that this question paper contains **15** printed pages.
- Please check that this question paper contains **13** questions.
- Q.P. Code 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 write down the Serial Number of the question in the answer-book at the given place 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 candidates will read the question paper only and will not write any answer on the answer-book during this period.

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General Instructions :

Read the following instructions very carefully and strictly follow them :

(i) *This Question Paper has* ***13*** *questions.* ***All*** *questions are* ***compulsory****.*

(ii) *This question paper contains* ***three*** *sections – Section – A :* ***Reading Skills,*** *Section – B :* ***Creative Writing Skills*** *and Section – C :* ***Literature****.*

(iii) *Attempt all questions based on specific instructions for each part. Write the correct question number and part thereof in your answer sheet.*

(iv) *Separate instructions are given with each question/part, wherever necessary.*

(v) *Adhere to the prescribed word limit while answering the questions.*

SECTION – A
(READING SKILLS) (22 Marks)

1. Read the following passage carefully : **12 M**

(1) Marketing is all about creativity and expression, so it must be an art, right? Not necessarily. While marketers once relied purely on instinct, they now rely on data-driven insights. On top of that, cutting-edge technologies and analytics have shifted the focus of marketing farther toward the science side of the spectrum. Armed with so much data, marketers can now track the impact of money spent on their bottom line.

(2) In today's world, the best approach to marketing combines both disciplines. And there's a distinct balance to the craft – a strategic mix of interpersonal empathy and tactical analysis. Neither side of the mix can be isolated or ignored, or the results will not be encouraging. Psychologists believe the brain is separated into two distinct functions : the left-brain and the right-brain. The right side of the brain is responsible for creative thinking and artistic intuition.

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(3) As an art, marketing is all about understanding the nuances of human behaviour and determining how to make an emotional connection with the customer. More importantly, some level of art is needed to create brand standards for your company, including the logo, messaging, and overall visual identity for a brand.

(4) Right-brained marketers focus on the creative – the copy, graphics and emotions tied to the message. The science side of marketing tells us to let the data guide what strategies will be most effective. Marketers are now reporting the need for digital-first expertise including digital proficiency, data analysis, and data science. With science, marketers adopt an outcome-centric mindset that helps them curate smarter campaigns. Over the past few years, there has been an evolving prioritization on data-savvy talent. In 2020 and beyond, brands will need to focus on recruiting talent that can understand the complexities of AI and machine technologies.

(5) But when we reflect on earlier times, marketing was defined as the predominance of traditional advertising, like television, newspaper, and direct mail. Today, it ropes in digital channels, social media, mobile devices, and integrated, complex campaigns. And just as consumers today are more tech-savvy, employees should be able to match – and exceed – their expertise. It's important that brands continue to prioritize creative, engaging campaign messages while also focusing on key insights and performance metrics for optimal results.

Answer the following questions, based on the passage above :

(i) According to paragraph 1, how does the author describe the evolution of marketing ? **2**

(ii) Choose ONE of the following statements that aptly reflects the point of view of the writer. **1**

(a) In the field of marketing, there is a conflict between Art and Science.

(b) Art and Science should work in tandem to do effective marketing.

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(iii) Provide ONE textual evidence with reference to paragraph 3 to support that marketing is an art. **1**

(iv) Based on the passage, assess the way data and digital platforms have transformed the field of marketing and employment. **2**

(v) _____ cutting-edge technologies and analytics have shifted the focus of marketing. (Para 1) **1**

By 'cutting-edge technologies', the writer refers to _____.

(vi) Complete the analogy with ONE word from paragraph 2 : **1**

included : incorporated : _____ : secluded

(A) approach

(B) empathy

(C) isolated

(D) intuition

(vii) 'Marketing is all about understanding the nuances of human behaviour. (Para 3)

The writer uses the word 'nuances' to denote **1**

(A) man's appreciation for art.

(B) man's preference for branded clothes.

(C) the complexities of human character.

(D) human inclination for analytical approach.

(viii) Complete the following based on your understanding of the above passage : **1**

According to the writer, modern marketing is built on both _____ and _____.

(ix) '_____ exceed their expertise'. (Para 5)

With reference to paragraph 5, what skills do you think the employees should possess to match the demand of the consumers ? **1**

(x) What fascinating fact about the human brain is revealed by the writer in the above passage. **1**

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2. Case Study : Tourism in India **10 M**

(1) Introduction : India, with its rich cultural heritage, diverse landscapes, and historical sites, attracts millions of tourists each year. Tourism significantly contributes to India's GDP, generating employment and boosting infrastructure. This case study explores factors impacting tourism in India, examines seasonal patterns, and assesses tourist satisfaction through a survey.

(2) Methodology : The study involved primary data collection through a structured survey targeting 500 tourists across major destinations like Delhi, Jaipur, Goa and Kerala. Additionally, secondary data from government reports and tourism boards were used. The survey included questions about preferences, challenges and satisfaction levels, focusing on various demographics, including international and domestic tourists.

(3) Survey Examination : Tourists were surveyed on travel preferences, challenges encountered, accommodation satisfaction and cultural experiences. Feedback highlighted India's appeal due to its history and cultural diversity, but also noted issues like infrastructure gaps and pollution.

(4) Results : The study found that most tourists preferred historical sites and beaches. International tourists were drawn to heritage sites, while domestic tourists preferred nature destinations. Satisfaction was high among tourists who experienced local culture, but infrastructure issues and overcrowding at key locations were common complaints. Overall, 85% of tourists expressed a desire to revisit.

Answer the following questions, based on the given passage :

(i) Complete the following suitably. **1**

In the introduction, the researcher links tourism to India's GDP to highlight _____.

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(ii) What would the following be classified as ? **1**

The study involved primary data collection through a structured survey

Select the appropriate response.

(A) Primary purpose (B) Secondary objective

(C) Method of analysis (D) Research outcome

(iii) Give two points to support why the study involved primary data and secondary data. **2**

(iv) Paragraph 3 includes words – 'preferences' and 'challenges'.

Classify the following sentences as 'preference' or 'challenge' :

Sentence 1 : Feedback highlighted India's appeal due to its history and cultural diversity. **1**

Sentence 2 : Also noted issues like infrastructure gaps and pollution. **1**

(v) List any two points tourists were asked about in the survey. **1**

(vi) What were the more preferred destinations ? **1**

(vii) Analyse why though there was satisfaction among tourists, there were some complaints. **1**

(viii) What is the ultimate goal for stakeholders, based on the insights from the study ? **1**

(A) tourists expressed a desire to revisit.

(B) tourist will visit historical sites.

(C) domestic tourism will increase.

(D) to promote India as a tourist destination.

SECTION – B

(CREATIVE WRITING SKILLS) (18 Marks)

(**Note :** All details presented in the questions are imaginary and created for assessment purpose)

3. Attempt **ANY ONE** of the two (A) or (B) in about **50** words : **1 × 4 = 4**

(A) Your school is organizing an Education Fair in the school premises. As the Head boy / Head girl of Sunshine Public School, Agra, draft a notice informing students of Classes IX – XII about the fair. Include other necessary details. You are Muskan / Manoj. Put your notice in a box.

OR

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(B) Your school is organising an inter-house 'Maths Quiz' Competition. As president of the Quiz Club, draft a notice informing students of Classes IX – XII about the competition. Include necessary details regarding the number of participants, registration date, etc. You are Akila / Akhil. Put your notice in a box.

4. Attempt **ANY ONE** of the two (A) or (B) in about **50** words : **1 × 4 = 4**

(A) You are Mr. Abhishek Sharma. You are planning to celebrate your parents' 50th wedding anniversary in a grand manner. Draft a formal invitation card for your friends and relatives. Mention all necessary details.

OR

(B) You are Mrs. Sonali Gupta, a nutritionist. You are invited by the Principal of Radiant Public School, Jammu to address the students on 'Forming Healthy Food Habits'. Write a formal letter of reply accepting the invitation.

5. Attempt **ANY ONE** of the two, (A) or (B) in **120-150** words : **1 × 5 = 5**

(A) You are Reshmi of 17, Rose Valley, Avenue, Dehradun. You read the given advertisement and wish to apply for the post advertised. Write this job application along with your bio-data :

KPMG

requires

Software Developer

Qualification	–	B.E./B.Tech. in Computer Science
Skills required	–	Proficiency in programming languages, understanding of computer systems and problem solving skills.
	–	Understanding of user needs and software requirements.
Experience	–	Min. 3 years in similar field.

Apply to
The H.R. Manager,
KPMG Pvt. Ltd.,
40, New Friends Colony,
Dehradun

OR

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(B) You are Susheel of 10, R.K. Marg, New Delhi. You come across a report stating that a number of people in cities suffer from respiratory diseases, lung cancer, and heart diseases due to air pollution.

Write a letter to the editor of a national daily expressing your concern and suggestions and ways to improve the situation. You may use some of the cues given along with your own ideas to draft the letter.

- What are the causes for air pollution ?
- What are the ways it affects human health ?
- Ways to reduce air pollution.
- Steps to be taken by government.
- How can common people help in reducing air pollution ?
- Role of Media

6. Attempt **ANY ONE** of the two, (A) or (B) in **120-150** words : **1 × 5 = 5**

(A) Parents want their children to excel in academics and due to this physical activity is compromised. Sports is an important aspect of education and is deeply connected with the physical, physiological, mental, and intellectual health of the students.

Write an article for your school magazine stressing on the value of sports in education. You may use the some of the cues given along with your own ideas to compose the article.

You are Anil Vij of XII-G.

- Helps in maintaining physical and mental fitness.
- Brings motivation, discipline, and concentration.
- Enhances confidence levels and leadership qualities.
- Role of school in promoting sports.

OR

(B) Your school has recently inaugurated a botanical garden in the school campus to educate children on the need to preserve species of plants and appreciate their significance in our lives. As a member of the student editorial board, write a report of the inaugural ceremony and details of the garden to be published in your school newsletter. You are Ayush of class XII A.

You may organize your report by following –

Who – What – When – Where – Why – How.

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SECTION – C
(LITERATURE) (40 Marks)

7. Read the following extracts and answer the questions for **ANY ONE** of the given two (A) or (B) : **1 × 6 = 6**

(A) It would be an exotic moment
without rush, without engines.
we would all be together
in a sudden strangeness
Fishermen in the cold sea
would not harm whales
and the man gathering salt
would look back at his hurt hands. *(Keeping Quiet)*

(i) How according to the poet can we create this exotic moment ?

(ii) Choose the correct option :
The outcome of fisherman's activity led to the _____ (destruction / protection) of environment.

(iii) What is the common outcome of this exotic moment ?
(A) No rush and no mechanization
(B) Men would be gathering salt.
(C) There would be a strangeness among warring nations.
(D) Fisherman will look at his hurt hands.

(iv) Choose the correct option :
The tone of the poet is _____ (appealing / introspective) in the line "and the man gathering salt would look back at his hurt hands."

(v) The poet uses the expression 'sudden strangeness' to suggest. _____.

(vi) Read the assertion and the reason below, with reference to the given extract :
Assertion : The poet advocates for taking a break to introspect the damage inflicted by man.
Reason : Introspection will make man's life better.
Choose the correct option regarding their relationship.
(A) Both the Assertion and Reason are true, but the Reason is not the correct explanation.
(B) Both the Assertion and Reason are true, but the Reason is correct explanation of the Assertion.
(C) The Assertion is true, but the Reason is false.
(D) The Assertion is false, but the Reason is true.

OR

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(B) A thing of beauty is a joy forever
Its loveliness increases, it will never
pass into nothingness; but will keep
A bower quiet for us, and a sleep
Full of sweet dreams, and health, and quiet breathing,
Therefore, on every morrow are we wreathing
A flowery band to bind us to the earth. *(A Thing of Beauty)*

(i) By the phrase 'joy forever' the poet refers to things
(A) that make people extremely happy.
(B) that are a feast to eyes.
(C) that are a constant source of happiness.
(D) that are beautiful but transient.

(ii) Choose the correct option :
By using the expression 'never pass into nothingness' the poet states that nature's beauty will create a _____ (lasting/temporary) impression on man's mind.

(iii) How does Keats make it evident that there is a link between man's wellness and nature's beauty ?

(iv) Read the Assertion and the Reason below, with reference to the given extract :
Assertion : Keats states that man derives strength and inspiration from the beauty of nature.
Reason : Nature gives physical, emotional and mental solace to man.
Choose the correct option regarding their relationship.
(A) Both the Assertion and Reason are true, and the Reason is the correct explanation of the Assertion.
(B) Both the Assertion and Reason are true, and the Reason is not the correct explanation of the Assertion.
(C) The Assertion is false, but the Reason is true.
(D) The Assertion is true, but the Reason is false.

(v) Select one phrase from the extract which implies that man wants to continue his life on this earth despite innumerable problems.

(vi) Complete the following sentence :
'a sleep full of sweet dreams' implies _____.

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8. Read the following extracts and answer the questions for **ANY ONE** of the given two (A) or (B) : **1 × 4 = 4**

(A) At midnight when the town slept in peace, the Dewan and his aged wife dragged the tiger to the car and shoved it into the seat. The Dewan himself drove the car straight to the forest where the Maharaja was hunting. When they reached the forest, the tiger launched its Satyagraha and refused to get out of the car. The Dewan was thoroughly exhausted in his efforts to haul the beast out of the car and push it down to the ground.

On the following day, the same old tiger wandered into the Maharaja's presence and stood as if in humble supplication, "Master, what do you command of me ?" It was with boundless joy that the Maharaja took careful aim at the beast. The tiger fell in a crumpled heap. *(The Tiger King)*

(i) How did the Dewan manage to take the tiger to the forest ?

(A) The Dewan conceded to the tiger's satyagraha.

(B) The Dewan pushed the tiger into the car and drove to the forest.

(C) The Dewan hauled the tiger into the tent.

(D) The Dewan persuaded the tiger into a humble supplication of the Maharaja.

(ii) Choose the correct option :

The attitude of the Dewan in the above extract can be described as _____ (negligent and reluctant / meek and servile)

(iii) Select one statement or expression from the extract that reflects the humorous writing style of the author.

(iv) State one reason for the 'boundless joy of the Maharaja'.

OR

(B) The rapid increase of human populations has left us battling with other species for limited resources, and the unmitigated burning of the fossil fuels has now created a blanket of carbon dioxide around the world, which is slowly but surely increasing the average global temperature.

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Climate change is one of the most hotly contested environmental debates of our time. Will the west Antarctic ice sheet melt entirely ? Will the Gulf stream ocean current be disrupted ? Will be the end of the world as we know it ? *(Journey to the End of the Earth)*

(i) List one way in which the increasing human population is affecting other species.

(ii) Choose the correct option that best reflects the tone of the writer in the last line of the extract.

(A) happy and excited
(B) encouraging and optimistic
(C) anxious and concerned
(D) spiteful and bitter

(iii) Choose the correct option :
'unmitigated burning of fossil fuels' reflects the _____ (avaricious / furious) streak in man's nature.

(iv) In the above extract, what message is the author giving to mankind ?

9. Read the following extracts and answer the questions for **ANY ONE** of the given two (A) or (B) : **1 × 6 = 6**

(A) The next day both men got up in good season. The crofter was in a hurry to milk his cow, and the other man probably thought he should not stay in bed when the head of the house had gotten up. They left the cottage at the same time. The crofter locked the door and put the key in his pocket. The man with the rattraps said good bye and thank you, and thereupon each went his own way.
But half an hour later the rattrap peddler stood again before the door. He did not try to get in, however. He only went up to the window, smashed a pane, stuck in his hand, and got hold of the pouch with the thirty Kronor. He took the money and thrust it into his own pocket. Then he hung the leather pouch very carefully back in its place and went away. *(The Rattrap)*

(i) Select the correct option from those given in brackets, to fill in the blank.
The behaviour of the peddler as described in the above extract is an act of _____. (deceit / obedience)

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(ii) "Both men got up in good season". The author uses the expression 'good season' to denote that

(A) They slept for a long time.

(B) They got up in a good mood.

(C) They got up early and timely.

(D) They got up hurriedly.

(iii) State the irony in the peddler's response. "The man with the rattraps said good bye and thank you".

(iv) Choose the correct option :

The flaw in the peddler's character as reflected in the above extract is

(A) He is jealous of rich people.

(B) He indulges in self-pity.

(C) He can rob his benefactor.

(D) He can sleep anywhere without any hesitation.

(v) Complete the following sentence :

The role of cow in the crofter's life is _____.

(vi) Choose one instance from the above extract to show that peddler acted like a well mannered person.

OR

(B) "It takes longer to build a school." I say, embarrassed at having made a promise that was not meant. But promises like mine abound in every corner of his bleak world.

After months of knowing him, I ask him his name. 'Saheb-e-Alam', he announces. He does not know what it means. If he knew its meaning – lord of the universe – he would have a hard time believing it. Unaware of what his name represents, he roams the streets with his friends, an army of bare feet boys who appear like the morning birds and disappear at noon. Over the months, I have come to recognise each of them.

"Why aren't you wearing chappals ?" I ask one.

"My mother did not bring them down from the shelf." He answers simply.

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"Even if she did he will throw them off," adds another who is wearing shoes that do not match. *(The Last Spring)*

Select the option from those given in brackets, to fill in the blank.

(i) The intention of the speaker in the first line of the extract is one of _____. (clarification / confusion)

(ii) What is implied by the expression 'he would have a hard time believing it'.

(A) Saheb is too innocent to believe everything.

(B) Saheb is living upto his name.

(C) Saheb's living condition is contrary to the meaning of his name.

(D) Saheb is not used to anyone calling his name.

(iii) Select the correct option from those given in brackets to fill in the blank :

"Promises like mine abound in every corner of his bleak world."

The above statement of the speaker reveals the fact that people like Saheb are _____ (deluded / empowered) by such promises.

(iv) State one reason for the boy was wearing shoes that did not match.

(v) The speaker describes Saheb's life as a 'bleak world' because

(A) he lives in a house without electricity.

(B) his world is his friends.

(C) his life is devoid of hope.

(D) he belongs to the world of illiterates.

(vi) "Why aren't you wearing chappals ?" I asked one. The conversation between the speaker and the boys reflects the _____ of the speaker.

10. Answer **ANY FIVE** of the following six questions in **40-50** words each : **5 × 2 = 10**

(i) What valid reason does Rudyard Kipling have to call an interview immoral ? *(The Interview)*

(ii) How was self-reliance intertwined with the Champaran incident ? *(Indigo)*

(iii) "I've plenty of time. I'll learn it tomorrow. And now you see where we've come out." *(The Last Lesson)*

What does M. Hamel mean to convey through these lines ?

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(iv) How can Earth play the role of a teacher according to Pablo Neruda ? *(Keeping Quiet)*

(v) 'And such too is the grandeur of dooms'. How can 'grandeur of dooms' be impressive and inspiring according to Keats ? *(A Thing of Beauty)*

(vi) "Christ, Sophie, you're still at school. *(Going Places)*

What image do you form of Geoff as a brother from the above context ?

11. Answer **ANY TWO** of the following three questions, in **40-50** words each : **2 × 2 = 4**

(i) Why did Geoff Green start the *'Students on Ice Programme'* ? *(Journey to the End of the Earth)*

(ii) 'I will struggle first.' I answered. What emotion and trait of Zit-ka-la-sa is revealed in her response ? *(Childhood Memories)*

(iii) "Who can limit our future ? It depends on what we make it." What image do you form of Dr. Sadao's father based on the above expressions ? *(The Enemy)*

12. Answer **ANY ONE** of the following two questions in about **120-150** words : **1 × 5 = 5**

(A) Umberto Eco : "I consider myself a University professor who writes novels on Sundays".

Umberto Eco in *'The Interview'* and William Douglas in *'Deep Water'* are multifaceted personalities. Elaborate with reference to the texts.

OR

(B) What do the images of nature signify in Keats' *'A Thing of Beauty'* and Pablo Neruda's *'Keeping Quiet'* ?

13. Answer **ANY ONE** of the following questions, in **120-150** words : **1 × 5 = 5**

(A) Compare the characters of Zit-ka-la-sa and Bama in terms of their struggle, pain, determination, and success. *(Memories of Childhood)*

OR

(B) 'It is only war that makes people enemies.' Analyse the theme of the lesson *'The Enemy'* in the light of the above statement.

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