



Series : A4BAB/3

SET-3

Code No. 1/3/3

Roll No.

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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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249 C

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P.T.O.





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

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(Reading)

14 Marks

1. Read the passage given below and answer the questions that follow : 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

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2





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 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 :

$$1 \times 8 = 8$$

- | | |
|---|---|
| (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

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.

- (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**



SECTION – B

(Writing)

8 Marks

3. Vikrant Public School, Patiala is celebrating its Annual Prize Distribution Function on 14th August. Dr. Akhil Raj, renowned author is the Chief Guest for the occasion. Draft an invitation card in not more than **50** words to be sent to the parents and guests mentioning date, time & venue. **3**
4. Attempt any **one** from (A) and (B) given below : **5**
- (A) Nav Vihar Public School, Lucknow has advertised in 'The Morning Star' for the post of a Physical Education teacher. Apply for the same giving detailed bio-data. Invent necessary details. You are Varun/Vibha of 12 Mall Road, Lucknow.

SITUATION VACANT

NAV VIHAR PUBLIC SCHOOL invites applications for post of qualified and experienced Physical Education teacher. Min. 5 yrs. exp. B.P.Ed with specialization in one sport necessary. Mention additional skills, interests and achievements. Contact Principal, Nav Vihar Public School.

OR

- (B) You are Parvi/Parinay, special correspondent for The Times of India. You attended a programme organized by the Rotary Club of your district on 'Increasing need for Retirement Homes'. Mr. Rajesh Kher, The Chairman of Twilight Homes was the Chief Guest on the occasion. The programme included a question and answer session followed by poster making, group discussions and a short play written and directed by students. Write a newspaper report on the programme in **120-150** words mentioning date, time, venue activities and response of participants. **5**

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SECTION – C

(Literature)

18 Marks

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

2 × 5 = 10

- (i) What Christmas gift did the peddler give Edla ? Write its significance. **2**
- (ii) Why did Gandhi chide the lawyers ? **2**
- (iii) Why do you think Aunt Jennifer created animals that are so different from her own character ? **2**
- (iv) What is the theme of the poem – ‘A Thing of Beauty’ ? **2**
- (v) Why was Mr. Lamb’s gate always open ? (On the Face of It). **2**
- (vi) What was the role of the owl in Jack’s story ? **2**

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

- (i) Keat’s things of beauty “move away the pall from our darkened spirits”. Explain. **4**
- (ii) Write a character sketch of Evans. (Evans Tries An O Level) **4**
- (iii) Why do you think Gandhi considered the Champaran episode a turning point in his life ? **4**



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249 C

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Strictly Confidential: (For Internal and Restricted use only)
Senior Secondary School , Term II Examination 2022
Marking Scheme – ENGLISH CORE (301)
(PAPER CODE – 1/3/3)

General Instructions: -

1. You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. A small mistake in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully.
2. **“Evaluation policy is a confidential policy as it is related to the confidentiality of the examinations conducted, evaluation done and several other aspects. Its leakage to public in any manner could lead to derailment of the examination system and affect the life and future of millions of candidates. Sharing this policy/document to anyone, publishing in any magazine and printing in News Paper/Website etc may invite action under IPC.”**
3. Evaluation is to be done as per instructions provided in the Marking Scheme. It should not be done according to one’s own interpretation or any other consideration. Marking Scheme should be strictly adhered to.
4. The Head-Examiner must go through the first five answer books evaluated by each evaluator on the first day, to ensure that evaluation has been carried out as per the instructions given in the Marking Scheme. The remaining answer books meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
5. Evaluators will mark (✓) wherever answer is correct. For wrong answer ‘X’ be marked. Evaluators should not put (✓) kind of mark while evaluating a wrong answer which gives an impression that answer is correct and no marks are awarded.
6. If a question has parts, please award marks on the right-hand side for each part. Marks awarded for different parts of the question should then be totalled up and written in the left-hand margin and encircled. This may be followed strictly.
7. If a question does not have any parts, marks must be awarded in the left-hand margin and encircled. This may also be followed strictly.
8. If a student has attempted an extra question, answer of the question deserving more marks should be retained and the other answer scored out.
9. No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
10. A full scale of marks (0-40 marks) as given in Question Paper has to be used. Please do not hesitate to award full marks if the answer deserves it.



11. Every examiner has to necessarily do evaluation work for full working hours i.e. 8 hours every day and evaluate 30 answer books per day in main subjects and 35 answer books per day in other subjects (Details are given in Spot Guidelines). This is in view of the reduced syllabus and number of questions in question paper.
12. Ensure that you do not make the following common types of errors committed by the Examiner in the past:-
 - Leaving answer or part thereof unassessed in an answer book.
 - Giving more marks for an answer than assigned to it.
 - Wrong totalling of marks awarded on a reply.
 - Wrong transfer of marks from the inside pages of the answer book to the title page.
 - Wrong question wise totalling on the title page.
 - Wrong totalling of marks of the two columns on the title page.
 - Wrong grand total.
 - Marks in words and figures not tallying.
 - Wrong transfer of marks from the answer book to online award list.
 - Answers marked as correct, but marks not awarded. (Ensure that the right tick mark (✓) is correctly and clearly indicated. It should not merely be a line. Same is with the (X) for incorrect answer.)
 - Half or a part of answer marked correct and the rest as wrong, but no marks awarded.
13. While evaluating the answer books if the answer is found to be totally incorrect, it should be marked as cross (X) and awarded zero (0) Marks. 'Zero' should be mentioned both in figures and words.
14. The Board permits candidates to obtain photocopy of the Answer Book on request in an RTI application and also separately as a part of the re-evaluation process on payment of the processing charge
15. Any unassessed portion, non-carrying over of marks to the title page, or totalling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also of the Board. Hence, in order to uphold the prestige of all concerned, it is again reiterated that the instructions be followed meticulously and judiciously.
16. The Examiners should acquaint themselves with the guidelines given in the Guidelines for Spot Evaluation before starting the actual evaluation.
17. Every Examiner shall also ensure that all the answers are evaluated, marks carried over to the title page, correctly totalled and written in figures and words.

MARKING SCHEME

Senior Secondary School Examination TERM–II, 2022

ENGLISH CORE (Subject Code–301)

[Paper Code : 1/3/3]

Maximum Marks : 40

IMPORTANT INSTRUCTIONS:

1. The answers given below are suggestive. Credit should be given for any relevant point which is not included in the value points listed below. However, any independent interpretation should be discussed with the HE before awarding marks.
2. No marks shall be deducted for exceeding the word-limit.
3. If a spelling error is recurring, it should be penalized only once.

	SUGGESTED VALUE POINTS	Marks
	SECTION—A (Reading)	14 Marks
	NOTE: The objective of the reading section is to focus on testing a candidate's ability to comprehend. No mark(s) should be deducted for mistakes in usage and grammar, spelling or word-limit. Full marks may be awarded if a student has been able to identify the core ideas. If a student literally lifts a portion of the given passage as an answer to a question, no mark(s) to be deducted for this, as long as it is relevant.	
Q.1.	Based on your understanding of the passage, answer any eight questions from the nine given below:	1 x 8 = 8 marks
	Note : As the passage deals with contemporary issues, any other relevant points may be considered.	
(i)	What is challenging for today's parents?	
Ans.	They can't say no to the children./struggle to set limits / find it difficult to satisfy their ever growing greed/ difficult to teach children values such as hard work, contentment and passion	1
(ii)	What will be the consequence of over indulging children?	
Ans.	vulnerable to future anxiety and depression / difficult to cope with life's disappointments/distorted sense of entitlement in work space and relationships	1
(iii)	Why do parents get caught in the buying blitz?	
Ans.	there is so much more to want / today's children want much more/keep pestering parents for something new/ parents have to give into children's demands/ what were considered luxury items earlier have become essential utilities today (MP3 players / TV)	1
(iv)	How do children learn critical life lessons?	
Ans.	from waiting, saving and working hard to achieve goals / setting limits on their behaviour	1
(v)	What is the impact of advertisements on children?	
Ans.	children are tempted / they become greedy/ want more	1

(vi)	Why do children need limits on their behaviour?	
Ans.	They feel better and more secure when they live within a secured structure.	1
(vii)	How do older children learn self-control?	
Ans.	by observing and watching how others especially parents act	1
(viii)	Find a word in the passage which means 'research'.(Paragraph 2)	
Ans.	survey	1
(ix)	Find a word in the passage which means ' wealthy'. (Paragraph 3)	
Ans.	affluent	1
Passage 2		
Q. 2.	Based on your understanding of the passage answer any six out of the seven questions given below:	1 x 6 = 6 marks
(i)	What does 'The Ratan Model' aim at?	
Ans.	provide value for money to the customers and protect the interest of farmers simultaneously	1
(ii)	In dairy production how many tiers are there?	
Ans.	three tier structure	1
(iii)	'Ratan acts as a direct link.....' Explain	
Ans.	There are no middlemen. / Ratan acts as a direct link between milk producers and consumers.	1
(iv)	'Ratan Target audience' is described as a diversified market. Explain with reference to given table.	
Ans.	diversified market comprises of kids/youth and health conscious people who consume chocolate, milk, cheese, pizza, Ratan Shakti etc.	1
<u>For Visually Impaired Candidates (in lieu of Q. No. iv)</u>		
Who controls procurement, processing and marketing?		
Ans.	farmers / milk producers	1
(v)	Name the two basis on which Ratan divides the target audience.	
Ans.	industries such as ice cream manufacturers, restaurants, coffee shops and many similar industries / butter, cheese, ghee for bakeries snack retailers, confectioneries and many more / on the basis of customer/industry (any one)	1
(vi)	In which two spheres does Ratan have a strong presence?	
Ans.	Business to Business Business to Customer	1

(vii)	Which is the most loved ad icon of Ratan?	
Ans.	hand drawn cartoon of a young girl / Ratan girl (any one)	1
SECTION B (Writing)		8 Marks
	<p><u>OBJECTIVE:</u> To test the ability to think logically and express oneself clearly.</p> <ul style="list-style-type: none"> • To use a style appropriate to the given situation • To plan, organize and present ideas coherently 	
3.	Vikrant Public School, Patiala is celebrating its Annual Prize Distribution Function on 14th August. Dr. Akhil Raj, renowned author is the Chief Guest for the occasion. Draft an invitation card in not more than 50 words to be sent to the parents and guests mentioning date, time & venue.	3 marks
	<p>FORMAT – 1/2 mark (Card Layout) CONTENT – 2 marks EXPRESSION – 1/2 mark</p>	
Ans.	<p><u>FORMAL INVITATION</u></p> <ul style="list-style-type: none"> - Name of host - Occasion / Event - Date, time, venue - Chief Guest <p>(all the input in the question to be included)</p>	½ +2+½
4.	Attempt any one from A and B given below:	5 marks
(A)	<p>Nav Vihar Public School, Lucknow has advertised in “The Morning Star” for the post of a Physical Education Teacher. Apply for the same giving detailed bio-data. Invent necessary details. You are Varun/Vibha of 12 Mall Road, Lucknow.</p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> <p style="text-align: center;">SITUATION VACANT</p> <p>NAV VIHAR PUBLIC SCHOOL invites applications for the post of qualified and experienced Physical Education teacher. Min. 5 years experience. B.P.Ed with specialization in one sport necessary. Mention additional skills, interests and achievements. Contact Principal, NAV BHARAT PUBLIC SCHOOL.</p> </div>	



	<p>FORMAT – 1 mark (sender’s address, date, receiver’s address, subject, salutation, closing)</p> <p>CONTENT – 3 marks</p> <p>EXPRESSION – 1 mark</p>	
Ans.	<p>Covering Letter:</p> <ul style="list-style-type: none"> - reference to the advertisement - suitability for post - offer candidature <p>Bio-Data / Resume / CV:</p> <ul style="list-style-type: none"> -Personal Profile -Qualifications -Experience -Skills -References <p>(all the input in the question to be included)</p> <p>NOTE:</p> <ul style="list-style-type: none"> • No marks to be deducted if the Resume/CV/Bio-data is included in the covering letter • No marks to be deducted if the two styles of format are mixed 	1+3+1
	OR	
	REPORT	
(B)	<p>You are Parvi / Parinay, special correspondent for The Times of India. You attended a programme organized by the Rotary Club of your district on ‘Increasing need for Retirement Homes’. Mr. Rajesh Kher, the Chairman of Twilight Homes was the Chief Guest on the occasion. The programme included a question and answer session followed by poster making, group discussion and a short play written and directed by students. Write a newspaper report on the programme in 120-150 words mentioning date, time, venue, activities and response of participants.</p>	
	<p>REPORT WRITING - Newspaper Report</p> <p>FORMAT – 1 mark (title/heading; byline)</p> <p>CONTENT – 3 marks</p> <p>EXPRESSION – 1 mark</p>	
Ans.	<p>Suggested Value Points:</p> <ul style="list-style-type: none"> - event, date, time, venue including all the input given in the question 	1+3+1



SECTION C (Literature)		18 Marks
	NOTE: The objective of this section is to test a candidate's ability to understand and interpret the prescribed text through short & long answer type questions. Long answer type questions have been set to test the students' understanding of the text and their ability to interpret, evaluate & respond to the issues raised therein. Hence, no particular answer can be accepted as the only correct answer. All presentations may be accepted as correct with consultation of the HE, if they have been duly supported by the facts drawn from the text. The student should be able to justify his / her viewpoint.	
5.	Attempt any five out of six questions given below, within 40 words each.	5 x 2 = 10 marks
	CONTENT-1 mark Expression-1 mark (Deduct 1/2 mark for three or more grammatical / spelling mistakes)	
(i)	What Christmas gift did the peddler give Edla? Write its significance.	
Ans.	- a small rattrap (3 ten kronor notes in it) and a letter addressed to Edla significance -no longer caught in the rattrap of life / returned the bait that had trapped him / Edla's kind behaviour aroused the essential goodness in the peddler/ his change of heart / love and kindness are powerful reformers / expresses his gratitude to Edla/ decides to give up thievery and lead a meaningful and honest life / he acted like a real captain (any one)	½ +½+1
(ii)	Why did Gandhi chide the lawyers?	
Ans.	-chided/scolded the lawyers for charging big fee from the peasants - made the lawyers realize their duty towards the peasants (any one)	1+1
(iii)	Why do you think Aunt Jennifer created animals that are so different from her own character?	
Ans.	- expression of her own inner desire to be free from suppressed emotions - aspired for freedom and confidence that reflected in her creation - manifestation of her own sub-conscious desire (any one)	1+1
(iv)	What is the theme of the poem – 'A Thing of Beauty'.	
Ans.	- impact of beauty on human beings - an object of beauty makes a lasting impression (any one)	1+1



(v)	Why was Mr. Lamb's gate always open? (On the face of it)	
Ans.	- loved company and welcomed everyone in his garden - an escape from his loneliness (any one)	1+1
(vi)	What was the role of the owl in Jack's story?	
Ans.	- the wise owl guided the creature (Roger Skunk) to the wizard	1+1
6.	Answer any two of the following in about 120-150 words each.	2 x 4 = 8 marks
	CONTENT – 3 marks EXPRESSION: 1 mark	
(i)	Keat's things of beauty "move away the pall from our darkened spirits". Explain	
Ans.	- Gloom – caused by scarcity of good natured people and man deviating from the path of goodness - Beautiful things of nature such as sun, moon, old and young trees, daffodils, clear rill etc / inspiring deeds and stories of mighty dead - drive away the despondence and gloom - give never ending happiness and a peaceful sleep - help in overcoming the troubles - add meaning to our life - give joy and optimism - rejuvenate and energize us - healing power Any other relevant point (any three)	3+1
(ii)	Write a character sketch of Evans. (Evans Tries An O Level)	
Ans.	-pleasant person and quite popular at Christmas - good humoured - good mimic - Kleptomaniac - master planner and sociable - good at contacts - smart and conniving - witty – outsmarts the Governor - good at judging Any other relevant point (any three)	3+1

(iii)	Why do you think Gandhi considered the Champaran episode a turning point in his life?	
Ans.	<ul style="list-style-type: none"> - Indians learnt that British could not order them in their own country - learnt self-reliance - civil disobedience successful - instilled confidence in the people of India - United the people of India - Gandhi emerged as a leader - British understood the might of a common man <p>Any other relevant point (any three)</p>	3+1
