

Chapter Analysis

Question Type & Marks	Year					
	2016		2017		2018	
	D	OD	D	OD	D	OD
4 marks	-	-	1	1	-	-

➤ Note: 1 question here indicates that 1 question in each set for that year has been asked.

Introduction

- A poster is an informative piece of communication written to make an announcement or appeal, and to spread awareness among the public. It is made visually attractive to enhance its appeal. It is printed attractively to catch public attention. It is eye-catching.

Purpose

- To announce a cultural show/exhibition etc.
- To create awareness among people.
- To warn against some danger.
- To advertise some product.

Layout

- It should be eye-catching.
- Slogans, quotations or jingles should be used.
- Some attractive sketches or visuals (very few) should be used.
- Different fonts and shapes should be used.

Content

- The theme or subject should be clear.
- Arrange content in an appealing manner.
- Mention relevant contact details.
- The name of issuing authority must be mentioned.

Format

Format of Poster

• DESIGNING IN ARTISTIC WAY

- Use eye catching slogans
- No fixed pattern
- *Any shape or font size*
- Broad ideas no details

Issued by - XYZ department

Marking Scheme

Poster will be of 4 marks

Format: Title and Name of Issuing Authority

1 mark

Content

2 marks

Expression and Creativity: Grammatical Accuracy and Spelling

1 mark

Previous Years' Questions

(4 marks each)

- Q.1.** You are Simar / Smriti of Lotus International School, Jodhpur. Your school is organizing a workshop on "Prevention of Drug Abuse" in the coming week. Prepare a poster with complete information for the students of class X-XII. (SQP 2018-19) 4

Ans. POSTER MAKING

Format: Title and Name of Issuing Authority

1

Content:

2

Expression and Creativity: grammatical accuracy, spellings

1

VALUE POINTS: WORKSHOP ON PREVENTION OF DRUG ABUSE

– time, date and venue of the event

– effects of drugs

– speaker

– visuals

[CBSE Marking Scheme, 2018]

Detailed Answer :

<p style="text-align: center;">LOTUS INTERNATIONAL SCHOOL IS ORGANISING</p>	
<p style="text-align: center;">WORKSHOP ON PREVENTION OF DRUG ABUSE</p>	
<p>SAY NO TO DRUGS</p>	<div style="border: 1px solid black; padding: 5px;"> <p>Date: 14 December 20xx Time: 10 a.m - 1 p.m Venue: School auditorium Honourable Speaker: Ms. Kavita Puri</p> </div>
<ul style="list-style-type: none"> • For students of classes X - XII • Tips on meditation • Teaching through audio-visual aids 	
<p>For any other details Contact Smriti (Head Girl)</p>	

- Q.2.** Public taps are generally leaking. A lot of water is wasted. Design a poster in not more than 50 words to make people aware of the need for saving water. You are Rohit/Reena. (Comptt. Delhi / Outside Delhi 2018)

OR

Public taps are always leaking due to which a lot of water is wasted. Design a poster in not more than 50 words to make people aware of the need for saving water. You are Rohan / Rohini. [Foreign, 2014] 4

Ans. Heading

Suggested value points

– topic and purpose

– slogans to conserve water

– make people aware

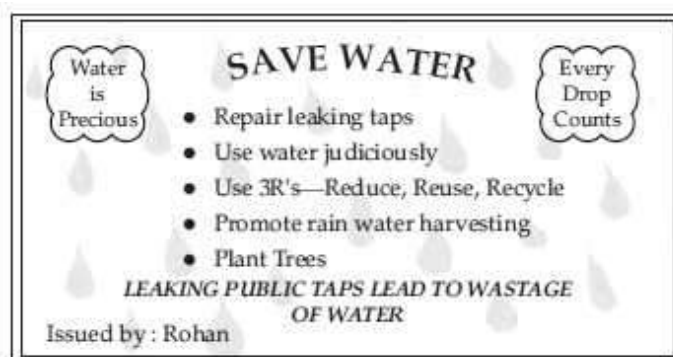
(any other relevant point)

No marks should be deducted in absence of issuing authority.

[CBSE Marking Scheme, 2018]



Detailed Answer :



- Q. 3. Publicly we proclaim that dowry is an evil. Privately, we want our sons to fetch good dowries. Right from our school days, we should be taught that demanding and even giving dowry is not only illegal but immoral too. Draw a poster in about 50 words highlighting dowry as a curse. You are Vikram / Sonia. [Outside Delhi Set II, 2017] 4

Ans.

THE DOWRY EVIL
<p>WHAT IS IT ?</p> <p>An evil practice of giving gifts and cash to the bridegroom's family by the bride's family at the time of marriage.</p> <p>WHY IS IT EVIL ?</p> <ul style="list-style-type: none"> • Unnecessary mental pressure on the bride and her family. • Dowry deaths. • Ill-treatment of bride and her family at the hands of the groom and his family. <p>WHAT WE NEED TO UNDERSTAND AND ACCEPT</p> <ul style="list-style-type: none"> • Taking and giving dowry are both criminal offences. • As brides, walk away from a marriage that demands money. • Marriage is an institution, not a deal. <p>DOWRY IS ILLEGAL AND IMMORAL!!!</p>

- Q. 4. You are Romi/Rohit, Sports Captain of Sunshine International School. Your school has organised a marathon to promote a cause. Design a visually appealing poster about this in about 50 words. Include all relevant details. [CBSE SQP 2016-17] 4

Ans.	Title : Run for a Cause (or any other appropriate title)	1 mark
	Content	2 marks
	– Time date venue of the event	
	– Distance in km	
	– Eligibility for the race	
	– For a charitable cause	
	Any other relevant information	
	Expression-grammatical accuracy, spellings	1 mark
		[CBSE Marking Scheme, 2016]

Detailed Answer :

RACE FOR CHARITY
Covering the Needy @ Vision Blind School
Run For the Cause in Marathon :
Sunday, 10th April, 20xx
8.30 am to 12.30 Pm
Starting Point - Shaheed Chowk, MG Road

Finishing Line-Cross Circle, SV Road

Team of 2-6 Participants of Age between 10 to 90 years

Entry Fees - ₹ 200 per person

For registration and more information, contact :

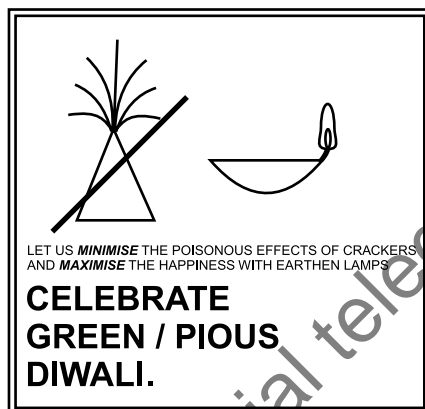
Romi,

Sports Captain,

Sunshine International School

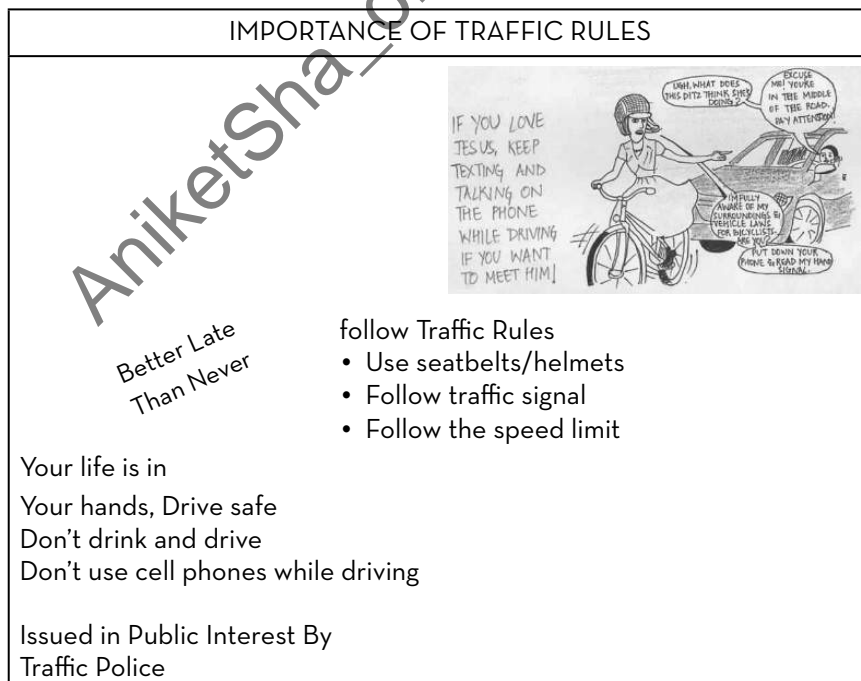
- Q. 5. Fireworks and crackers are known to create pollution during festivals. As an environmentalist, design a poster in about 50 words to create awareness about their ill effects.** [Outside Delhi Set I, 2015] 4

Ans.



- Q. 6. Design a poster in about 50 words to create awareness among the people of your city on the importance of following traffic rules.** [Outside Delhi Set III, 2015] 4

Ans.



- Q. 7. Your school is organizing a Public Awareness Exhibition. In connection with it, prepare a poster to bring home the importance of conservation of electricity. Your school is A.K. Public School, Green Park, Delhi.** [CBSE SQP, 2014-15] 4

Ans.

**Growing Population
Booming Economy**

**Requires
More & More
Power**

Use Electricity Judiciously

- Switch off lights & fans when not in use.
- Use solar energy as much as possible.
- Prevent theft of electricity.
- Avoid extra usage of heavy & showy lights.
- Keep switches and fixtures dirt free.

**SAVE ENERGY
SAVE NATION
SAVE MONEY**

Issued in public Interest by : A.K. Public School, Green Park, Delhi

Q. 8. You are a fitness trainer in a health club. Design a poster in not more than 50 words, to emphasize the importance of exercise in maintaining mental and physical fitness. You are Prem/Priya. [Outside Delhi Set III, 2014] 4

Ans.

**CHOOSE TO STAY FIT
CHOOSE TO LIVE LONG**

Exercise, jump, run & walk.
You will be as strong as a rock !

Join the Forever Fit Gym today.

- ☞ Get health tips from the Health Club.
- ☞ Be mentally & physically fit. It is for your benefit.

Presented by :

PRIYA, FITNESS TRAINER
 Forever Fit Gym & Health Club
 Ashok Nagar, Delhi
 Contact : Priya2@gmail.com

Q. 9. As an educationist, you have noticed that the present generation has lost the habit of reading. Design a poster in not more than 50 words highlighting the importance of reading and the value of books. [Foreign, 2014] 4

**IMPORTANCE
OF
READING**

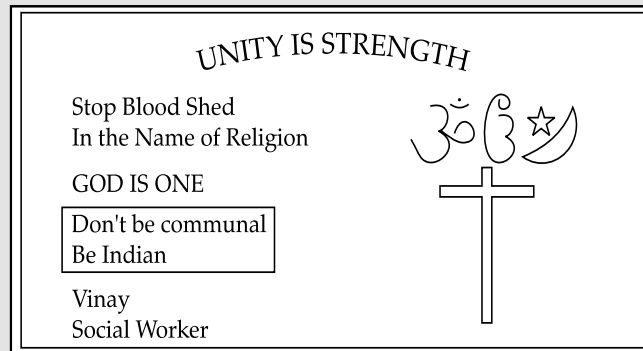
- ☐ Reading makes a man perfect
- ☐ Books are our best friends
- ☐ Impart knowledge, wisdom & maturity
- ☐ Books are windows to the world
- ☐ Broaden one's horizon
- ☐ Inform, instruct & delight
- ☐ Create awareness

Issued by : XYZ
(Educationist)

[CBSE Marking Scheme, 2014]

- Q. 10. You were very upset about the reports on communal riots in various parts of the country. As a concerned social worker, design a poster in not more than 50 words, highlighting the importance of communal harmony. You are Vinay/Vineeta. [Outside Delhi Set I, 2014] 4

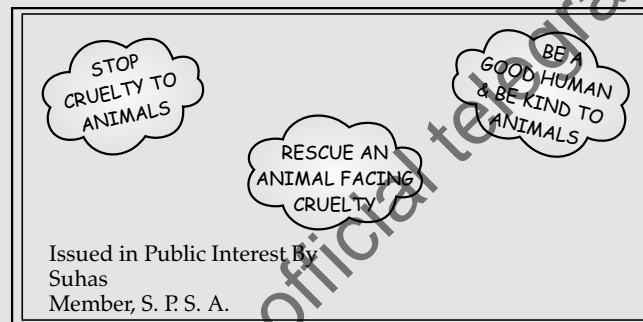
Ans.



[CBSE Marking Scheme, 2014]

- Q. 11. You are a member of the S.P.C.A. Draft a poster in not more than 50 words, to create awareness on the need to rescue animals facing cruelty. You are Suhas/Suhasini. [Outside Delhi Set II, 2014] 4

Ans.



[CBSE Marking Scheme, 2014]

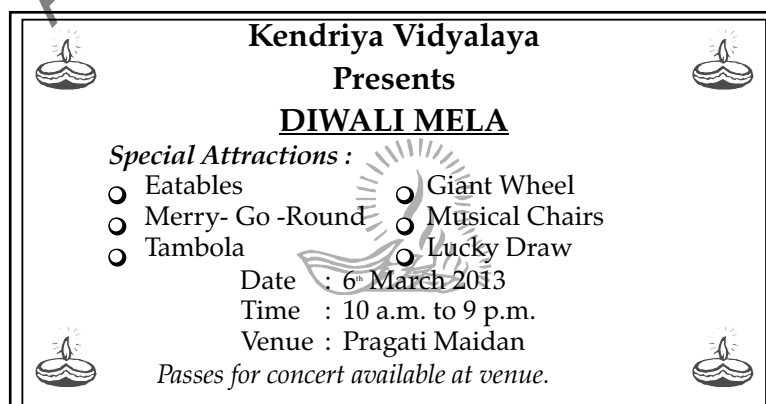
- Q. 12. Your School, Kendriya Vidyalaya, Gurgaon is going to organize a Diwali Mela. Design a poster to inform the students about various activities connected with it. Ask them to participate in the Mela. You are Divya/Dewan. [CBSE SQP I, 2012, Comptt. Outside Delhi, 2010] 4

OR

Design a poster in not more than 50 words for a 'Diwali Mela' to be held at Ramlila Maidan, Delhi. You are the Secretary Commonly Made Error of the Paper Merchant Association, Delhi who is organizing the Mela.

[Comptt. Delhi Set III, 2011] 4


Ans.



- Q. 13. You are the President of your school's theatre club. Your club is organizing a play 'The Miser' to help victims of the earthquake. Design a poster informing the students about this play. Invent necessary details. [CBSE SQP II, 2012] 4

Ans.


**Theatre Club
Presents**



THE MISER


- ❖ Boosting young talent
- ❖ High emotions and drama
- ❖ Refreshments
- ❖ Chat with actors
- ❖ All money to go for charity

Tickets available at venue.



Q. 14. A 'Health Mela' is being organized in the Vasundhara city. Design a poster to inform the people about the Mela. Invent necessary details. [Comptt. Delhi Set I, 2011] 4

Ans.




HEALTH MELA

Venue : **Central Community Hall,
Vasundhara City**
Date : 31st July, 2013

Attraction :
Free medical check-up and
Bone Density Test.
Time : 10 am to 5 pm
Avail of opportunity.

DON'T MISS
(Doctor's Association of Noida)





Q. 15. As a President of the Residents Welfare Association of Sector 15-A, Noida design a poster in not more than 50 words promoting cleanliness in the surroundings of your colony. [Comptt. Delhi Set II, 2011] 4

Ans.

ATTENTION

- Residents Welfare Association,
Sector 15-A, Noida
- Cleanliness is next to Godliness.
- Keep your surroundings and environment clean for a
Healthy Today and a Prosperous Tomorrow.

President
(Residents Welfare Association)


Q. 16. Prepare a poster in not more than 50 words on kindness to animals to be displayed in the city at public places appealing people to show kindness towards animals. You are secretary of the Society for Prevention of Cruelty towards Animals, Delhi. [Comptt. Outside Delhi Set III, 2011] 4

Ans.

**Be Kind
To the Animals**

Don't's	Do's
◆ Don't throw stones at them	◆ Give them quality food and water
◆ Don't hit them	◆ Adopt them as pets
◆ Don't be cruel	◆ Be kind

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Commonly Made Error

- Name of issuing authority is missed
- Sketches are not drawn
- Theme is not clear

Answering Tips

- Eye catching layout
- Use of capitals for emphasis at required place
- Must be visual (include sketches)
- If needed, contact details must be mentioned

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