

CBSE Class 12 English Core 2022 - 1-3-1

Question Paper

Conducted by the Central Board of Secondary Education (CBSE)



Time Allowed: 2 Hours

Maximum Marks: 40

General Instructions

- (i) This question paper contains 6 questions in three sections: Reading, Writing and Literature.
- (ii) Attempt questions according to the choices and instructions for each question. Write the correct question number and part on your answer sheet.
- (iii) Adhere to the word limits prescribed for each question.
- (iv) In Question 4, attempt one alternative. In Question 5, answer any five of the six questions within 40 words each.
- (v) In Question 6, answer any two of the three questions in about 120–150 words each.
- (vi) In Question 1, answer any eight of the nine subquestions. In Question 2, answer any six of the seven subquestions.

Section A — Reading (14 Marks)

1. (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 a distorted sense of entitlement that gets in the way of success in the work place and in relationships.

1. (continued)

(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 were raised on the values of thrift and self-sacrifice, and 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 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 behaviour because they feel better and more secure when they live within a secured structure.

1. (continued)

(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(i). What is challenging for today's parents?

1(ii). What will be the consequence of over indulging children?

1(iii). Why do parents get caught in the buying blitz?

1(iv). How do children learn critical life lessons?

1(v). What is the impact of advertisements on children?

1(vi). Why do children need limits on their behaviour?

1(vii). How do older children learn self-control?

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

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

2. (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:

2. (continued)

- 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:

2(i). What does 'The Ratan Model' aim at?

2(ii). In dairy production how many tiers are there?

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

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

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

2(vi). In which two spheres does Ratan have a strong presence?

2(vii). Which is the most loved ad icon of Ratan?

Section B — Writing (8 Marks)

3. You are a student of Chandrayan Public School, Mirzapur. The school is holding its Annual Function on September 8, 2022. The Education Minister of State Mr. Chetak Singh has consented to be the Chief Guest. Design an invitation card to be sent to parents and other invitees. Mention necessary details of date, time & venue. Do not exceed 50 words.

4(a). India Public School, Mumbai, has given an advertisement in *The Times of India* for recruitment of a Dance teacher.

SITUATION VACANT

INDIA PUBLIC SCHOOL invites applications for the post of experienced and qualified Dance teacher with minimum 5 years experience, skilled in both classical and contemporary forms of dance. Mention additional skills, interests and achievements. Contact Principal, India Public School.

Write a letter of application along with a detailed bio-data for the above post in 120–150 words. Invent necessary details. You are Ankit/Amrita, Dilkhush Road, Sakinaka, Mumbai.

4(b). Some students of the senior wing of Nav Vihar Public School, Coimbatore have collectively authored a book 'Life in a Boarding School'. The book was released by Smita Das, a renowned writer. This was followed by book reading, a question and answer session and a short play adaptation. You are Ankit/Ankita, a student editor for the school magazine, 'Perspectives'. Write a report in 120–150 words on the event mentioning date, participants, activities and response of participants.

Section C — Literature (18 Marks)

5(i). What Christmas present did the peddler give Edla? Explain its significance.

5(ii). What conflict of duty was Gandhi involved in?

5(iii). Explain the significance of the 'denizens pacing in sleek certainty' in the poem 'Aunt Jennifer's Tigers'.

5(iv). What makes human beings love life in spite of troubles and sufferings? (A Thing of Beauty)

5(v). What made Derry extremely self-conscious?

5(vi). Jack's story does not appeal to Jo? Why/Why not?

6(i). What according to Keats are things of beauty? What is their significance in our lives?

6(ii). Who do you think, has the last laugh — The Governor or Evans? Justify.

6(iii). Gandhi worked for the social backwardness in the Champaran villages. Elaborate.

- End of Question Paper -