

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

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(iv)-VI. Who controls procurement, processing and marketing?

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. 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.

4(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 the post of qualified and experienced Physical Education teacher. Min. 5 yrs. exp. B.PEd with specialization in one sport necessary. Mention additional skills, interests and achievements. Contact Principal, Nav Vihar Public School.

OR

4(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.

Section C — Literature (18 Marks)

5(i). What Christmas gift did the peddler give Edla? Write its significance.

5(ii). Why did Gandhi chide the lawyers?

5(iii). Why do you think Aunt Jennifer created animals that are so different from her own character?

5(iv). What is the theme of the poem — ‘A Thing of Beauty’?

5(v). Why was Mr. Lamb’s gate always open? (On the Face of It)

5(vi). What was the role of the owl in Jack’s story?

6(i). Keats’s things of beauty “move away the pall from our darkened spirits”. Explain.

6(ii). Write a character sketch of Evans. (Evans Tries an O Level)

6(iii). Why do you think Gandhi considered the Champaran episode a turning point in his life?

- End of Question Paper -