

Time : 3 hrs.]**[Max. Marks : 100****Note :** (i) This question paper is divided into four sections - 'A', 'B', 'C' and 'D'.

(ii) All questions are compulsory. Marks are indicated against each question.

SECTION 'A' - (Reading)

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

Advertising makes it difficult for the consumers to postpone buying decisions for long. Ads constantly appeal and entice the potential buyers to go for the products with their catchy jingles, attractive visuals, alluring incentives and prizes. Consumers often like to be helped to make buying decisions and ads help them a lot in the matter. In the absence of repeated and alluring advertisements they will procrastinate and delay in buying.

Advertisements motivate people to buy goods even when they actually do not need them. They appeal to the consumers' psychology and convince them to make a buying decision. The popularity of television has made it all the more easy as the small screen has its reach almost in all the homes. Companies formulate their marketing and advertising strategies very carefully and patiently keeping in view what their campaign should really achieve and who should be their immediate and direct target.

Children, youngmen and women and ladies are the main target of ads because they make the most impressionable segment of the viewers. They exert the utmost pressure on the elders who control the strings of the family purses in making buying decisions. They buy such consumer products which make them special in the eyes of others.

- (a) Why can't consumers postpone their buying decisions for long ? 1
 (b) How do ads attract the potential buyers ? 1
 (c) What do the companies aim at while devising their marketing strategies? 2
 (d) Why are the children, youngmen and women and ladies the main target of advertisements ? 2
 (e) Find words from the passage which mean the following : 2
 (i) Persuade (ii) Section

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

The tailor is a very poor man who is always busy making beautiful clothes for his customers. He never has time or money to make clothes for himself, although he really wants to. One evening he goes to the back of his shop and he finds just enough material to make himself a beautiful coat. He wears the coat proudly all over town. One day, he realizes that the coat is getting old and worn. He is sad to part with the special gift he has given himself. So he decides to make it into a fine jacket. He cuts and sews and makes himself a beautiful little jacket. He wears his jacket proudly all over town. But, one day the tailor realizes that his jacket too is getting old and worn. Again, he feels sad to get rid of his special gift. Only the sleeves are frayed, so he decides to make it into a vest. So he cuts and sews and makes himself a beautiful vest. He wears the vest proudly all over town. Every time he wears it, it reminds him of his coat and his jacket.

However as time passes he realizes the vest too, is getting old and worn. Once more, reluctant to part with the vest, the clever and creative tailor goes into his shop and cuts and sews. Soon he emerges with a hat made of the same material as the coat, the jacket and the vest. Again he wears the hat proudly all over town. In time the hat too gets old and worn. Now the tailor is really sad, but being the resourceful person that he is, and being reluctant to part with his gift, once more he returns to his shop. When he finally emerges for the last time, he is holding something very small in his hand. It is a button, but it is not just a button. It is a whole lot more. Whenever he looks at the button, he sees the hat, the vest the jacket and the coat and he thinks of all the wonderful memories of that special gift he gave himself so long ago.

- (a) Why doesn't the tailor make clothes for himself? 2
 (b) How does the tailor make a beautiful coat for himself? 2
 (c) Why does the tailor decide to make a vest from his jacket? 2
 (d) How can you say that the tailor was creative and resourceful? 2
 (e) Why is the 'button' not 'just a button' for the tailor? 2
 (f) Find words from the passage which mean the following? 2
 (a) Unwilling (b) appears

SECTION 'B' (Writing)

3. You are Ankita/Ankit, living at C-35, MIG, Avas Vikas, Dehradun. Your father is posted in Almora. Write a letter to your father telling him about how you are preparing for the exams. 8

OR

Write a letter to Superintendent of Police complaining against the disturbance caused by the loud speakers in your locality. You are Gaurav/Garima, resident of Model Colony, Kashipur Road, Rudrapur, U.S. Nagar, Uttarakhand.

4. Write a paragraph on any one of the following in about 60 words. 4
 (a) Teacher's Day (b) My Computer (c) Deforestation

5: On the basis of hints given below, write a paragraph in about 80 words on 'A football Match'. <https://www.ukboardonline.com> 8

Hints :- where and when the match was played - the occasion - teams - spectators - goals scored - other highlights - best player - winning team - how much you enjoyed.

SECTION 'C' (Grammar)

6. Fill in the blanks with the correct form of non-finites given in the brackets : $\frac{1}{2} \times 4 = 2$

- (a) Young boys enjoy _____ romantic songs. (listen)
 (b) Do you mind _____ the door? (open)
 (c) I heard him _____ on the harmonium. (play)
 (d) She tried to collect the _____ pages. (tear)

7. Combine the following pairs of sentences using sentence connectors given in the brackets. 2

- (a) She was preparing a cup of tea. Her finger got burnt. (While)
 (b) He was in hurry. He did not stop to discuss his plan. (as)

8. Join the following pairs of sentences as directed :

(a) Where has she put up her purse ? Can you tell me ?

(Begin with Can you _____)

(b) Is it time for the examination to start ? Ask the teacher.

(Begin with Ask _____)

9. Fill in the blanks with the correct form of verbs given in the brackets :

1x3 = 3

The rain was falling on the tin roof and making him restless. He _____ (be) trembling with fever. Mother _____ (give) him two pills to swallow. He _____ (take) them with some water.

10. Complete the following sentences using modals :

2

(a) Work hard lest you _____ fail.

(b) _____ you please lend me a thousand rupees ?

11 (A) Transform the following sentences into passive voice:

2

(a) This tin contains oil.

(b) A tortoise cannot win a race in the modern age.

(B) Re-arrange the following words and phrases to form meaningful sentences:

2

(a) his / is / strain / upon / health / the / telling.

(b) uses / of / sweet / adversity / are / the.

SECTION 'D' Text Book (Prose)

12. Read the extract given below and answer the questions that follow :

He waited a moment in surprise, wondering why she did not come nearer, and then, maddened by hunger, he dived at the fish. With a loud scream he fell outwards and downwards into space. Then a monstrous terror seized him and his heart stood still. He could hear nothing. But it only lasted a minute. The next moment he felt his wings spread outwards. The wind rushed against his breast feathers, then under his stomach, and against his wings. He could feel the tips of his wings cutting through the air. He was not falling headlong now. He was soaring gradually downwards and outwards. He was no longer afraid.

(a) Who is he in the above lines ?

(b) Why didn't she come near to him ?

(c) He fell down into the space. How did he feel for a minute ?

(d) Why was he no longer afraid ?

(e) Find the word from the passage which means Ugly and Frightening.

13. Read the following passage and answer the questions that follow :

This way she picked up various small details about the bus journey. The town was six miles from her village. The fare was thirty paise one way _____ "Which is almost nothing at all", she heard one well-dressed man say, but to Valli, who scarcely saw that much money from one month to the next, it seemed a fortune. The trip to the town took forty-five minutes. On reaching town, if she stayed in her seat and paid another thirty paise, she could return home on the same bus. This meant that she could take the one - o' clock afternoon bus, reach the town at one forty-five, and be back home by about two forty-five

(a) Who is 'she' in above lines ?

(b) How did she gather minute details about the bus journey ?

(c) Why was the fare of thirty paise one way a fortune for the girl ?

(d) What did the girl plan about bus journey to the town ?

(e) Find the word from the passage which means 'appeared'.

14. Answer the following question in about 80 words : 6
How did Gautam Buddha make Gotami realise that Death was common

for all ?

OR

Why do you think that Nelson Mandela gradually understood the meaning of real freedom i.e. the freedom for all ?

15. Answer the following question in about 30 - 40 words : 4
Do you agree that Natalya is like a love sick cat ? Give your reasons.

OR

What does Chubukov think about Lomov when he enters Chubukov's house ?

(POETRY)

16. Read the following extract and answer the questions that follow :

The way a crow
Shook down on me
The dust of snow
From a hemlock tree.

- (a) Name the poet and the poem. 2
(b) What did the crow do ? 1
(c) What are the crow and hemlock associated with ? 1

OR

But up jumped Custard, snorting like an engine.
Clashed his tail like irons in a dungeon.
With a clatter and a clank and a jangling squirm.
He went at the pirate like a robin at a worm.

- (a) Name the poem and the poet. 2
(b) Who did custard pounce on ? 1
(c) What has the attacking custard been compared to ? 1

17. Answer any two of the following questions in about 30 - 40 words each :

*2x3=6

- (a) How has Leslie Norris contrasted the life of a tiger in the zoo with that in his natural habitat ?
(b) What idea has the poet A Rich given in the poem 'The Trees' ?
(c) "And no one buys a ball back", what does John Berryman mean by it ?

(SUPPLEMENTARY READER)

18. Answer the following question in about 100 words : 8
Ausable had the ability to think and act quickly'. Comment on the basis of your reading, 'The Midnight Visitor'.

OR

The course of the Loiseles life changed due to the necklace. Comment.

19. Answer the following question in about 30 - 40 words : 4
Tricki was an uninteresting object for the household dogs at the surgery.

Why ?

OR

Why were the people in the bar horrified ?

20. Answer the following question in about 20 - 30 words : 3
What lesson does Ebright learn when he fails to win anything at the county science fair ?

OR

Why do Bholi's parents accept Bishamber's marriage proposal ?