

**SAMPLE PAPER - 2****TIME : 2 HRS.****MAX. MARKS : 80****General Instructions:**

1. The Question Paper contains THREE sections-READING, WRITING & GRAMMAR and LITERATURE.
2. Attempt questions based on specific instructions for each part.

**SECTION-A****(READING)****(10 MARKS)****1. Read the passage given below.**

1. Politeness has been well defined as benevolence in trifles. It is the desire to put those whom we meet perfectly at their ease, and save them from every kind of petty discomfort and annoyance. The limited part of benevolence called politeness requires only an inclination to make them happy temporarily, while they are in our presence, and when this can be done without any sacrifice on our part or only with a slight sacrifice of personal comfort.
2. Politeness is said to be one of the important characteristics of civilised person. Politeness is the art of choosing among your thoughts. It must be implemented in every walk of life. When we deal with people elder to us we are polite. But, an honest polite person is polite with everyone, people of lower status, workers and even children. Not only with humans but also with animals we must be polite as they are our helpers.
3. Politeness is a skill. Like any other skill, you can master it with practice. The greatest enemy of politeness is ego. To be a polite person, you have to sacrifice your ego. It is difficult for an egoist to be polite. You have to imply politeness in your thinking, speech and actions. Actions work more than words. Polite actions will give fine results. Politeness will reduce your stress and boost you to be productive. Apart from your present benefits, you protect your future. Being polite makes you mentally healthy. In our daily life we come across many incidents with people nearby and ourselves.
4. Different rules of behaviour have to be observed, accordingly as we are in the street or in the drawing- room, at home or at school, in the company of friends or of strangers. There is also to be considered the great diversity of social etiquette which distinguishes one country from another.
5. Politeness, besides being a duty that we owe to others, is a valuable possession for ourselves. It costs nothing, and yet may in many cases bring much profit. The great advantage of this excellence of conduct was very clearly expressed by Dr. Johnson, when he said that the difference between a well-bred and an ill- bred man is that one immediately attracts your liking, the other your dislike.  
(378 words)

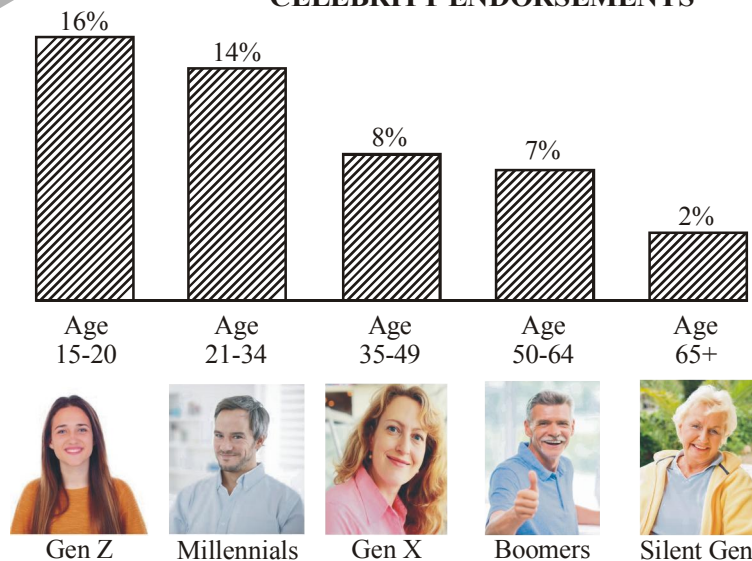
**Based on your understanding of the passage, answer ANY FIVE questions from the six given below.****(1 × 5 = 5 Marks)**

- (a) Why is politeness called as limited part of benevolence?
- (b) List some of the persons we should be polite to?
- (c) Why is it difficult for an egoist to be polite?
- (d) What are the benefits of being polite?
- (e) Which are the rules of behaviour to be observed?
- (f) How did Dr. Johnson express the great advantage of the excellence of conduct?

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

- Celebrities advertising products is nothing new, in fact it has been part of our lives for years. Back in the 2000's you couldn't sit through a commercial break without seeing the teen pop icon of that time, Britney Spears, endorsing Pepsi. The Pepsi legacy was later continued by the most famous celebrity we know of, Beyonce. She was paid millions to promote the carbonated drink, which outraged health advocacy groups. Many concerned people questioned her ethics, as to why she was supporting a drink that plays a major role in causing obesity.
- With the growing importance of social media in a shopper's purchase journey, companies are evolving and stepping up the endorsement game across different channels. With celebrities vouching for promoting their products, brands can increase awareness, trust and familiarity, which are important variables in the purchase decision-making process.
- Consumers feel more sympathetic towards a brand, if their products are promoted by a celebrity they admire or relate to. It's a simple psychological effect: people believe that purchasing a product that's promoted by a celebrity they admire, will allow them to emulate the celebrity's desired traits or attract similar people into their lives. They will associate the celebrities' success, beauty, athletic skill etc. with a particular product
- A research by Nielson conducted in 2015 broke down the level of trust in advertising formats by different generations. It found that celebrity endorsements resonate more strongly with Generation Z (ages 15-20) and Millennial (ages 21-34) audiences. Brands are taking advantage of that by increasingly utilising the social media communities of celebrities. Social media is a way for consumers, in particular those of younger demographics, to engage and build intimate connections with the celebrities they follow, making it the place for these celebrities to plug a company or a product on their personal Social media accounts.
- While celebrity endorsements certainly help to attract consumers, its direct influence on the consumers' purchasing decisions is inconclusive. As consumers are becoming better educated and have faster access to information, blind faith in celebrity endorsement is beginning to wane. They will be attracted to a brand because of a celebrity but they will quickly move away if the product does not perform. It's the quality of your product that will keep consumers coming back, not a celebrity link.
- A brand needs to tell the consumer why a product makes sense for them as individuals and what problem they can solve with it, not solely rely on a real-life Barbie doll, athlete or pop-culture icon. If they can't, their products will lose value over time, and consumers will be the first one to turn their backs.

**CELEBRITY ENDORSEMENTS**



On the basis of your reading of the above passage, answer ANY FIVE of the following questions :  
 (1 × 6 = 6 Marks)

- According to the passage, why are celebrities questioned for brand endorsements?
- Why did big brands start hiring big celebrities to endorse their brands?
- What is the psychological effect of celebrity brand endorsements?
- According to the passage, which category of people were more influenced by celebrities while buying a product??
- Neerav is a teen who loves watching television. He exceptionally follows everything that his favourite actor does.  
 Neelam is a working woman. She follows her favourite actress on social media & while making a decision she would consider keeping her favourite actress's choice in mind. Which category does Neerav and Neelam fit into?
- According to the passage what are the variables of decision making process?

**SECTION-B**
**(WRITING AND GRAMMAR)**
**(10 MARKS)**

3. Attempt ANY ONE from (a) and (b). (5 Marks)
- (a) The chart below displays details regarding online activity for six age groups in six categories. In 150-200 words, write an analytical paragraph for the table provided.

	Age	Age	Age	Age	Age	Age	Age
Activity %	Teens	20s	30s	40s	50s	60s	70+
Get News	76	71	72	78	76	73	71
Downloads	85	55	35	25	26	23	33
Buying a product	44	66	67	69	63	68	42
Online games	88	55	36	28	24	23	35
Searching for people	6	33	22	21	25	28	29
Product research	0	77	81	85	78	76	71

- (b) You are Neeraj/Neeraja Shekhar, Principal, Vasant Public School, Pune. Your school has just started a music department. Write a letter to the Manager of Melody House, Pune, wholesale suppliers of musical instruments, placing an order for musical instruments for the school. Ask for a discount on the catalogue prices.
4. The following passage has not been edited. There is one error in each line. Identify the wrong word and write it with the correction in your answer sheet against the correct blank number. (3 Marks)

Incorrect      Correct

Scotland has a rich cultural heritage and  
 part of it are reflected in the thousands (a) \_\_\_\_\_  
 of castles that are scatter around the length (b) \_\_\_\_\_  
 and broad of the country. Most of the (c) \_\_\_\_\_  
 castles are now in ruins.

5. Read the conversation and complete the blanks that follows. (2 Marks)

Meera: Where are you going to?

Geeta: I am going to the market. Do you want anything?

Meera asked Geeta (a) \_\_\_\_\_ Geeta replied that she was going to the market and she further asked (b) \_\_\_\_\_.

**SECTION-C**

**(LITERATURE)**

**(20 MARKS)**

**6. Answer ANY SIX questions in 30-40 words each.**

**(2 × 6 = 12 Marks)**

- (a) How did Lutkins' mother receive the narrator?
- (b) Why does Amanda dream to be an orphan?
- (c) Why did the Belinda cry for help?
- (d) How does Natalaya react when she comes to know that Lomov had come to propose for her hand?
- (e) Describe Matilda's experience at the dance party.
- (f) Why is the climb to the Brahmagiri hills an important part of a visit to Coorg?
- (g) How do you usually understand the idea of 'selfishness'? Do you agree with Kisa Gotami that she was being 'selfish in her grief'?

**7. Answer ANY TWO of the following in about 120 words each.**

**(4 × 2 = 8 Marks)**

- (a) How did Buddha teach Kisa Gotami the truth of life?
- (b) The people of Coorg have a tradition of courage and bravery. How has it been recognised in modern India?

**OR**

"The people of Coorg are famous for their tradition of hospitality and valour in the army. Explain with reference to 'Glimpses of India'.

- (c) Ebright's mother played a pivotal role in enabling him to become a successful scientist. This is true for most of our lives. Our parents help us a lot in our education. Their guidance is very important in what we become in later life. Based on your reading of the story how did Ebright's mother help him in becoming a scientist?