

### Marking Scheme for Sample Question Paper Class XII (Session 2020-2021)

Max. Time: 3 Hours

Max. Marks: 70

#### General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **25 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 19 =) 25 questions, a candidate has to answer (6 + 12 =) 18 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (35 MARKS):**
  - i. This section has 06 questions.
  - ii. There is no negative marking.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (35 MARKS):**
  - i. This section contains 19 questions.
  - ii. A candidate has to do 12 questions.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.

## SECTION A: OBJECTIVE TYPE QUESTIONS

<b>Q-1</b>	<b>Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)</b>		
i.	C - Obsessive Compulsive Personality Disorder	1	1
ii.	C - Find & Replace	1	1
iii.	A - Both 1 & II	1	1
iv.	C- Paralanguage	1	1
v.	B – Green Job	1	1
vi.	C- Market Entry Regulations	1	1
<b>Q-2</b>	<b>Answer any 7 out of the given 8 questions (1 x 7 = 7 marks)</b>		
i.	C - Information Communication Entertainment	1	1
ii.	C- Director	1	1
iii.	C- Cross Line	1	1
iv.	A - Image Making	1	1
v.	D - All of the above	1	1
vi.	C - All of the above	1	1
vii.	A - The quality and efficacy of the information	1	1
viii.	A - Both I & II	1	1
<b>Q-3</b>	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>		
i.	D – Station Director	1	1
ii.	A - American Media Philosopher	1	1
iii.	B- Lighting Director	1	1
iv.	D – Dreamweaver	1	1
v.	B– Newspaper	1	1
vi.	A - Content that is keyword smart	1	1
vii.	A - The studio	1	1
<b>Q-4</b>	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>		
i.	B – Daily	1	1
ii.	C – 3	1	1
iii.	A – IPL	1	1
iv.	B - Television	1	1
v.	B - Answer Print	1	1
vi.	A - Customer Need	1	1
vii.	A - Daily Soap	1	1

<b>Q-5</b>	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>		
i.	B – Website	<b>1</b>	<b>1</b>
ii.	A - Hypertext Markup Language	<b>1</b>	<b>1</b>
iii.	B - Advertising	<b>1</b>	<b>1</b>
iv.	A - Lionel Fielden	<b>1</b>	<b>1</b>
v.	A - Brand Identity	<b>1</b>	<b>1</b>
vi.	D - All of the above	<b>1</b>	<b>1</b>
vii.	C - Geographic	<b>1</b>	<b>1</b>
<b>Q-6</b>	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>		
i.	B – Reporter	<b>1</b>	<b>1</b>
ii.	B - New Product	<b>1</b>	<b>1</b>
iii.	D - All of the above	<b>1</b>	<b>1</b>
iv.	D - All of the above	<b>1</b>	<b>1</b>
v.	A - Advertisement Campaign	<b>1</b>	<b>1</b>
vi.	C - Direct Mail Advertising	<b>1</b>	<b>1</b>
vii.	D – All of the above	<b>1</b>	<b>1</b>

## **SECTION B: SUBJECTIVE TYPE QUESTIONS**

**Answer any 3 out of the given 5 questions on Employability Skills. (2 x 3 = 6 marks)**

**Answer each question in 20 – 30 words.**

<b>Q-7</b>	<ul style="list-style-type: none"> <li>• Use less Heat and Air Conditioning</li> <li>• Drive less and Drive Smart</li> <li>• Use less hot water</li> <li>• Use the off switch</li> <li>• Buy energy efficient (Any Two or Relevant)</li> </ul>	<b>1+1</b>	<b>2</b>
<b>Q-8</b>	<p>Self-motivation is important because</p> <ul style="list-style-type: none"> <li>• It increases individual’s energy and activity.</li> <li>• It directs an individual towards specific goals.</li> <li>• It results in initiation and persistence of specific activities</li> <li>• It affects cognitive processes and learning strategies used for completing similar tasks.(Any Two or Relevant)</li> </ul>	<b>1+1</b>	<b>2</b>
<b>Q-9</b>	<ul style="list-style-type: none"> <li>• Taking actions to implement your ideas.</li> <li>• Understanding the need or the problem your offering is fulfilling or solving.</li> <li>• Strategizing and planning the steps that need to be taken.</li> <li>• Preparing an action plan and timeline.</li> <li>• Networking with stakeholders.</li> <li>• Interacting with customers.</li> <li>• Gaining and analyzing insights(Any Two or Relevant)</li> </ul>	<b>1+1</b>	<b>2</b>

<b>Q-10</b>	<ul style="list-style-type: none"> <li>Built-in functions make calculations easier, faster and more accurate.</li> <li>Large volumes of data can be easily handled and manipulated.</li> <li>Data can be exported to or imported from other similar software applications.</li> <li>Data can be easily represented in pictorial form like graphs or charts.</li> <li>Formulae cells get automatically recalculated whenever underlying data values are changed(Any Two or Relevant)</li> </ul>	<b>1+1</b>	<b>2</b>
<b>Q-11</b>	Whether we are seeking a new job opportunity, striving to earn a promotion or working to improve in our current role improving our active listening skills will help us succeed. Much like critical thinking and conflict resolution, this soft skill will help to improve our personality. It helps us build connections, identify and solve problems.	<b>2</b>	<b>2</b>

**Answer any 4 out of the given 6 questions in 20 – 30 words each (2 x 4 = 8 marks)**

<b>Q-12</b>	HaldiramsKaju Mixture Britannia Tiger Glucose Biscuits Lays India's Magic Masala Potato Chips Sunfeast Digestive Biscuits. (Or Any Relevant with company/Brand name )	<b>0.5 Each</b>	<b>2</b>
<b>Q-13</b>	<b>Circulation</b> is a count of how many copies of a particular publication are distributed. <b>Readership</b> is an estimate of how many readers a publication has. As most publications have more than one reader per copy.	<b>1+1</b>	<b>2</b>
<b>Q-14</b>	Basic aspects of websites design are: <ul style="list-style-type: none"> <li>The substance, and information on the site should be relevant to the site and should target the area of the public that the website is concerned with.</li> <li>The site should be user-friendly, with the interface and navigation simple and reliable.</li> <li>The graphics and text should include a single style that flows throughout, to show consistency. The style should be professional, appealing and relevant.</li> <li>The site must also be easy to find via most, if not all, major search engines and advertisement media. (Any Two)</li> </ul>	<b>1+1</b>	<b>2</b>
<b>Q-15</b>	<b>Producers</b> are responsible for all the stages of film-plan and coordinate various aspects of film production, such as selecting the script; coordinating writing, directing, and editing; and arranging financing.	<b>2</b>	<b>2</b>
<b>Q-16</b>	Better Medium Services Global Connectivity Easier to access Variety of choice (Any two or relevant with brief )	<b>1+1</b>	<b>2</b>
<b>Q-17</b>	1. Learning concepts become attractive and interesting. 2. Effective teaching tools for the teachers. 3. Easy access to more information/latest information. Any two or other relevant Content.	<b>1+1</b>	<b>2</b>

**Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)**

<b>Q-18</b>	Comparative advertising compares one brand directly or indirectly with one or more competing brands. This is very common and is used by nearly every major industry. This type of advertising is particularly resorted to by companies that are introducing a new product in a competitive market. The underlying idea to be	<b>1.5 + 1.5</b>	<b>3</b>
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	told to the consumers in comparative terms could be how their new product is superior to all the existing ones. Normally the competitor's product is never named directly, but implied. Also the manufacturers have to be careful about not misinforming the public about their competitor's product as it may attract a lawsuit.		
<b>Q-19</b>	Music composer is usually music director of Film Music is a powerful tool in movies that can not only create mood/emotion but make scenes more memorable and even change the entire meaning of the scene.. It adds to the expressions of actors. It conveys the viewers a whole lot of things without actually saying it out to them. It is fed subconsciously to the viewers	<b>1+2</b>	<b>3</b>
<b>Q-20</b>	Majid Tehranian says that three megatrends characterize our own era and perhaps the rest of the 21st century -Globalization, Regionalization, and Democratization. He says that globalization and regionalization are proceeding rapidly aided by technical progress and global and national institutions. However, democratization is lagging somewhat behind. In the post 1991[collapse of Soviet Union] world he sees democratization to have become an Unmistakable force throughout the world.	<b>1+1+1</b>	<b>3</b>

**Answer any 3 out of the given 5 questions in 60– 90 words each (5 x 3 = 12 marks)**

<b>Q-21</b>	Having created an advertisement campaign the next interesting stage that follows logically is the use of the available media to disseminate the messages. Media are relevant due to their specific and significant relation to the products that they are best suited to sell. Two factors will influence this decision. Budget and the possibility that the chosen medium offers to comprehensively reach the highest percentage of one's target audience. The old paradigm divided these media into two categories - Published media and Audio-visual media. Published media would include all kinds of Newspapers, Magazines, Brochures, Fliers Visual and aural media would include Television, Radio, Cinema, Billboards, Posters. Internet combines the properties of both the streams. While the traditional media continue to exist and be relevant in their own ways, the digital media offers exciting new possibilities due to convergence and a rapidly growing audience. If the target buyers of the product are young collegians in the cities, then internet and social media may be the natural choices. But, if the product is mainly for the rural buyers, then the other media like radio posters, newspapers and television will be better options	<b>1+4</b>	<b>5</b>
<b>Q-22</b>	When a product is to be launched, a lot of work goes in to its definition. It is a long term and an ongoing process. The Research and Development [R & D] section of an organization creates a product. The section defines its form, specifications, conditions, look, appearance, packaging- in case of a physical product. It is then shown to different groups and their responses are gathered. Sometimes the responses are analyzed by psychologists and sociologists to come to conclusions. Market research would give a projection to the targeted buyer and audience in terms of its socio-economic profile, how the product is to be positioned so as to appeal the targeted buyers, what the selling should be strategy etc. An advertising campaign is an extension of this process. Advertising is a process of giving a product a personality/identity through audio-visual language. It is a comprehensively planned and launched effort. Advertising play an important role there too.	<b>5</b>	<b>5</b>

Q-23	<p>The ideas often do come from different sources. It could be the writer's own inspiration, or a story or a novel or a play may appeal to him or the director or the producer. The producer may then buy the rights of adaptation from then original writer and employ a film-writer to write the script either independently or in collaboration with the original writer or director.</p> <p>Even most of the films Satyajit Ray made were adaptations of fictional works. Sometimes he adapted the large novels like Pather Panchali and on other occasions expanded upon short stories like Jalsaghar. Charlie Chaplin's famous film Monsieur Verdoux was based upon an idea suggested to him by Orson Welles his contemporary filmmaker. A lot of Shakespeare's plays have been adapted in several languages of the world and still continue to be adapted</p>	5	5
Q-24	<p>•<b>Write for the ear, not for reading.</b> Spoken language and written language can differ greatly and this needs to be borne in mind all the time. Each word on the script should therefore sound right not necessarily read right.</p> <p>Avoid the use of big and complicated words, too many adjectives, and any word that may be unfamiliar to your audience;</p> <ul style="list-style-type: none"> <li>• <b>Use imaginary:</b> While trying to keep your language simple and straight forward, try also to be creative and allow your audience to visualise what you are talking about.</li> <li>• <b>Use relevant facts.</b> Facts, especially if listeners can relate to them, help in drawing attention to the message. Facts can be the familiar, something the listeners have experienced directly, or memorable, or something extraordinary or known to everybody;</li> <li>• <b>Say words as you write them.</b> As mentioned earlier on, you are writing for the ear. It is good practice therefore to speak the words as you are writing them on paper. The suggestion here is “Think it, Say it, Write it!”</li> <li>• <b>Get straight to the point.</b> Do not cram information and when needed do not be afraid to repeat the information using different ways.</li> </ul>	1 mark each	5
Q-25	<p>News reports present brief write-up son events, issues and people, features present detailed analyses of the same, often in the form of discussions, narratives of critiques. Further, while news reports are written mostly in the inverted pyramid formal structure and style, features follow the structure of essays and discussions, and present a distinct point of view. News reports are written by staff reporters, stringers or correspondents but features are usually contributed by senior reporters, assistant editors, editors, but also by outside experts who may be academics, free-lancers, researchers and others.</p> <p>A feature, then, is an essay-like piece written for publication in a news paper or magazine. News reports dominate in a news paper, but in magazines features take up most space. 'Cover stories' in magazines are usually written in the form of features, while in news papers the main or lead story would be written in the form of a news report. News papers do not usually carry features on the front page, except perhaps in the 'anchor' position. Features also figure on the editorial page and on the op-ed page, as well as in the Sunday/weekend magazine supplements.</p>	5	5