

ENGLISH

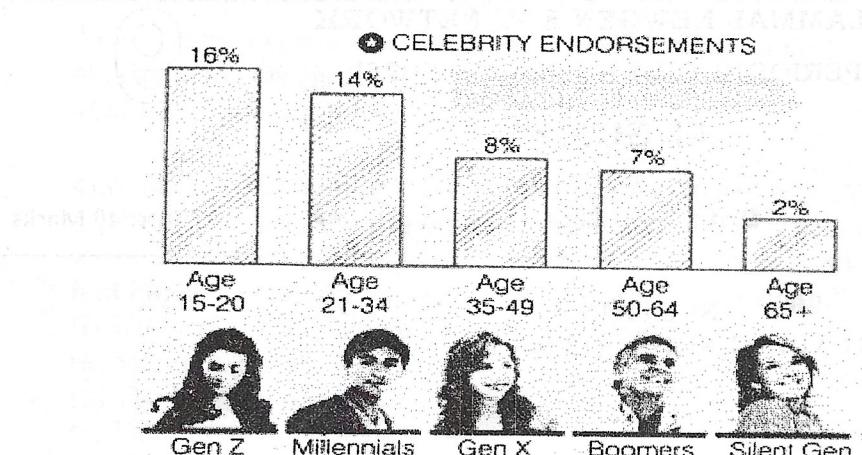
Time: 1 hr 30 min

Date: 12.07.2024

Max: 40 Marks

**SECTION A
READING SKILL (10 Marks)****Read the following text.**

1. 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 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.
2. 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.
3. 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.
4. 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 utilizing 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.
5. While celebrity endorsements certainly help to attract consumers, their 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.
6. 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 ones to turn their backs.



Answer the following questions, based on the passage above.

(i) Complete the following sentence appropriately. (1)

Blind faith in celebrity endorsement is beginning to wane because

(ii) Fill in the blanks. (1)

From Paragraph 3 we can infer that people believe that purchasing a product that's promoted by their favorite celebrity will help them(emulate/desire) their traits or(attract/repel) similar people into their lives.

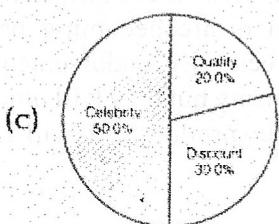
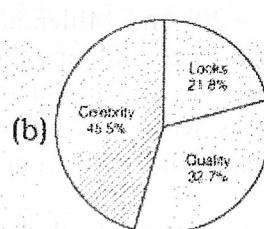
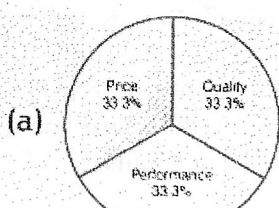
(iii) Infer one reason for the following, based on information in Paragraph 2. Answer in about 40 words. (2)

With celebrities vouching for promoting their products, brands can increase awareness, trust and familiarity.

(iv) List any one advantage of social media in brand promotion. (1)

(v) On the basis of the figure, which age group can be said to be believing of the celebrity endorsement? (1)

(vi) Select the pie chart that appropriately depicts the needs of the customers that are well-informed and educated. (1)



(d) None of these

(vii) List any 2 benefits of 'celebrity endorsement' as mentioned in paragraph 2 in about 40 words. (2)

(viii) Select the correct option to complete the following sentence. (1)
Consumers are no longer lured by celebrity endorsements
because
(Paragraph 5).

- (a) celebrities are too busy to promote these brands and their products.
- (b) they are more informed and will discontinue if the product lacks quality and does not perform.
- (c) they do not like celebrities anymore.
- (d) the brands are not collaborating with celebrities as they did earlier.

SECTION B

GRAMMAR & CREATIVE WRITING SKILLS(10 Marks)

GRAMMAR

2. (i) Complete the given statement by filling in the blank with the correct option. (1)
The wealth of Bill Gates _____ only by Jeff Bezos, who has current net worth of \$116 billion.
(a) surpasses (b) is surpassed (c) is surpassing (d) surpassed

(ii) Select the option that identifies the error and supplies the correction for the given line: (1)
The multi-cuisine restaurants add for the charm.

Error	Correction
(a) The	A
(b) add	adds
(c) for	to
(d) charm	charms

(iii) Fill in the blank by using the correct form of the word in the bracket. (1)
The fire _____ the huts before the fire brigade came. (burn)

(iv) Fill in the blank by using the correct form of the word in the bracket, for the given portion of the letter. (1)

Subject: Request for approval

Dear Mr. Green,

I am sending this request for your approval of our marketing proposal for our next project. The team and I (create) a detailed plan that I've attached in this email.

(v) Fill in the blank by choosing the correct option, to complete the sentence. (1)
He was neither handsome nor clever but he worked hard and saved (lot of / a lot of / few of) money.

CREATIVE WRITING SKILL (5 Marks)

3) Given below are the hints of the famous athlete Jesse Owens. Write a description of him, taking help from the given clues: (100 - 120 Words) (5)

1913 : Birth, Alabama, USA

1934 : After 1 World War – goes to school, teachers recognise and develop his athletic talent

1935 : Six World records

1936 : Berlin Olympics, four gold medals

1950 : Sports experts vote him Greatest Track Athlete of the half century 1960 : Another athlete breaks Owens last Olympic record
1980 : Dies of lung cancer

4) Read the given extracts and answer the questions for ANY ONE of the given two. (5)

(A) "He was a round little man with the red face and a whole box of tools with dials and wires. He smiled at Margie and gave her an apple, then took the teacher apart. Margie had hoped he wouldn't know how to put it together again."

(i) Who was 'a round little man with a red face' ? (1)

(a) Margie's grandfather

(b) The mechanical teacher

(c) The county inspector

(d) The country inspector

(ii) The given extract shows that Margie _____ (1)

(a) hated the thing.

(b) wanted the thing replaced.

(c) had purposely ruined the thing.

(d) loved the thing.

(iii) How does the teacher appear to Margie? (2)

(iv) Write two adjectives from the given passage. (1)

(OR)

(B) He won't do what you tell him,

So, come, let's build strong homes.

Let's joint the doors firmly Practice to firm the body.

Make the heart steadfast.

(i) What does the poet advise ?

(2)

(ii) He won't do what you tell him", what does it mean ?

(1)

(iii) Find a word from the extract that means "loyal/faithful".

(1)

(iv) The word which stands for "to fix" is

(1)

5) Answer any three of the following questions in 40-50 words each.

(3x3=9)

(i) Why did the child feel both repelled and fascinated by the fair?

(ii) Bring out the symbolism in the poem 'The Road Not Taken'

(iii) What significance did the Ganga have in Bismillah Khan's life?

(iv) Why did Evelyn's world become colourless?

6. Answer any one of the following questions in 100-120 words.

(1x6=6)

(i) You are a counsellor. Write a paragraph advising parents how to ensure that the children are not lost in any crowded place like a fair , etc.

(OR)

(ii) Suppose you are Margie. Write a diary entry dated 17th May 2157 about Tommy's real book that he found in his attic.
