Series: BVM/1

# STRICTLY CONFIDENTIAL: (For Internal and Restricted use only) SENIOR SCHOOL CERTIFICATE EXAMINATION, 2019 MARKING SCHEME - SOCIOLOGY (SUBJECT CODE - 039) PAPER CODE - 62

#### **GENERAL INSTRUCTIONS**

- 1. You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. Small mistake in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully. Evaluation is a 10-12 days mission for all of us. Hence, it is desired from you to give your best in this process.
- 2. Evaluation is to be done as per instructions provided in the Marking Schemes. It should not be done according to one's own interpretation or any other consideration. Marking Schemes should be strictly adhered to and religiously followed. However, while evaluating, answers which are based on latest information or knowledge and innovative maybe assessed and marks be awarded to them.
- 3. The Head-Examiner must go through the first five answer books evaluated by each evaluator to ensure that evaluation has been carried out as per the instructions given in the Marking Schemes. The remaining answer books meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
- 4. If a question has parts, please award marks on the right-hand side for each part. Marks awarded for different parts of the question should then totalled up and written in the left evaluators.
- 5. It a question does not have any parts, marks must be awarded in the left hand margin and encircled.
- 6. If a student has attempted an extra question, answer or the question deserving more marks should be retained and other answer scored out.
- 7. No marks to be deducted for the cumulative effect of an error. It should be penalised only once.
- 8. A full scale of marks 1-80 has to be used. Please do not hesitate to award full marks if the answer deserves it.
- 9. Every examiner should stay full working hours ie 8 hours every day and evaluate 25 answer books.
- 10. Avoid the following common types of errors committed by the examiner in the past:-
  - Leaving answer or part thereof unassessed in an answer book:-
  - Giving more marks to an answer than assigned to it.
  - Wrong transfer of marks from the inside pages of the answer book to the title page.
  - Wrong question totalling on the title page.
  - Wrong totalling of marks of the two columns on the title page.

- Wrong grand total.
- Marks in words and figures not tallying.
- Wrong transfer of marks from the answer book to online award list.
- Answers marked as correct, but marks not awarded (ensure that the right tick mark is correctly and clearly indicated. It should be merely be a line. Same is with the X for incorrect answer).
- Half or a part of answer marked correct and the rest as wrong, but no marks awarded.
- 11. While evaluating the answer books if the answer is found to be totally incorrect, it should be marked as (X) and awarded zero (0) marks.
- 12. Any unassessed portion, non-carrying over of marks to the title page or totalling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also of the Board. Hence, in order to uphold the prestige of all concerned, it is again reiterated that the instructions be followed meticulously and judiciously.
- 13. The examiners should acquaint themselves with the guidelines given in the spot evaluation before starting the actual evaluation.
- 14. Every examiner shall also ensure that all the answers are evaluated, marks carried over to the title page, correctly totalled and written in figures and words.
- 15. As per orders of the Hon'ble Supreme Court, the candidates are permitted to obtain photocopy of the Answer Book on request on payment of the processing charges.
- 16. The Marking Scheme carries only suggested value points for the answers. These are only guidelines and do not constitute the complete answer. The students can have their own expression and if the expression is correct, the marks to be awarded accordingly.
- 17. Candidates are permitted to obtain photocopy of the Answer Book on request and on payment of the prescribed fee. All Examiners / Head Examiners are once again reminded that they must ensure that evaluation is carried out strictly as per value points for each answer as given in the Marking Scheme.
- 18. (i) The question paper is divided into three sections.
  - (ii) There are 25 questions in all. All questions are compulsory.
  - (iii) Section A includes question No. 1 14. They are very short answer type questions carrying 2 marks each. Answer to each question should not exceed 30 words.
  - (iv) Section B includes question No. 15 21. They are short answer type questions carrying 4 marks each. Answer to each question should not exceed 80 words.
  - (v) Section C includes question No. 22 25. They are long answer type questions carrying 6 marks each. Answer to each question should not exceed 200 words each. Question No. 25 is to be answered with the help of the passage given.

	SECTION -A	
1	<ol> <li>What is social about social inequality?</li> <li>Social inequality and exclusion are social because they are not about individuals but about groups.</li> <li>They are social in the sense that they are not economic, although there is usually a strong link between social and economic inequality.</li> <li>They are systematic and structured – there is a definite pattern to social inequalities.</li> </ol>	1+1
	(Any two)	
2	<ol> <li>In what ways can status symbol be identified?</li> <li>The goods that people buy and use are closely related to their status in society.</li> <li>On the basis of their lifestyles.         For example the brand of cell phone, the model of car, the way you decorate your home, the way you dress, and your leisure activities.     </li> </ol>	1+1
	(Any other relevant point)  How does India benefit from a demographic dividend?	
3	<ul> <li>India benefits from a 'demographic dividend, a source of economic growth and prosperity, from the current generation of working-age people (15 to 64 years), which is a relatively large one, compared to the non-working group (elderly people who are too old to work, and children who are too young to work). Thus creating a potential for generating growth.</li> <li>A falling dependency ratio benefits India as it is a source of economic growth and prosperity due to the larger proportion of workers relative to non-workers.</li> <li>(Any one)</li> </ul>	2
	<ul> <li>State the importance of demographic data.</li> <li>Demographic data is important for the planning and implementation of state policies,</li> <li>It is also important for economic development and general public welfare.</li> <li>(Any one)</li> </ul>	2
	With the help of an example, highlight the concept of	
4	<ul> <li>participatory democracy.</li> <li>Participatory democracy is a system of democracy in which the members of a group or community participate collectively in taking major decisions</li> <li>Panchayati raj system is an example of a major initiative taken towards decentralised and grass-root democracy.         <ul> <li>(Any other relevant example )</li> </ul> </li> </ul>	1+1

	Economist and others have often made a <u>distinction</u> between the	
5	organised or formal and the unorganised or informal sector.	1+1
	<ul> <li>The <u>organised sector</u> consists of all units employing ten or more people throughout the year.  These have to be registered with the government to ensure that their employees get proper salaries or wages, pension and other benefits.</li> <li>While in an <u>unorganised sector</u> they are left to the whims and fancies of the employer or the contractor.</li> </ul>	
	The employees do not get proper salaries or wages, pension and other benefits.  (Any other relevant point)	
6	'Social movements also develop distinct modes of protests.' What are these? Social movements also develop distinct modes of protest. This could	1+1
	<ul><li>candle march,</li></ul>	
	<ul><li>torch light processions,</li></ul>	
	• use of black cloth,	
	• theatres/Nukkad Natak,	
	• songs, poetries,	
	• Ahimsa,	
	• Satayagraha.  (Any two) (Any other relevant point)	
7	'Federal system has worked fairly well though there remain many contentious issues.' Mention any two issues.	1+1
	• Respecting regional sentiments is done by Constitutional provisions defining the powers of the States and the Centre.	
	<ul> <li>Since the era of liberalisation (i.e., since the 1990s) there is concern among policy makers, politicians and scholars about increasing inter-regional economic and infrastructural inequalities.</li> </ul>	
	<ul> <li>Private investors generally want to invest in already developed States where the infrastructure and other facilities are better.</li> </ul>	
	• The government can give some consideration to regional equity and other social goals rather than just seek to maximise profits.	
	<ul> <li>The market economy tends to increase the gap between developed and backward regions.</li> <li>Centre States disputes: river water, linguistic and regional</li> </ul>	
	disparity etc. (Any two)(Any other relevant point)	
	OR	

	How can commitment to the protection of minorities also be a challenge to the State?	1+1
	<ul> <li>Attaining loyalty and obedience was not easy, especially in a context of cultural diversity.</li> </ul>	
	<ul> <li>Most states feared that the recognition of such difference would lead to social fragmentation and prevent the creation of a harmonious society.</li> <li>Accommodating these differences is politically challenging,</li> </ul>	
	so many states have resorted to either suppressing these diverse identities or ignoring them on the political domain.  (Any two)(Any other relevant point)	
8	<ul> <li>What do you understand by ascriptive identities?</li> <li>It is based on birth and 'belonging'</li> <li>It is what we 'are'</li> </ul>	1+1
	<ul> <li>We don't have to do anything to be born into a community.</li> <li>No one has any choice about which family or community or country they are born into.</li> </ul>	
	<ul> <li>Membership is entirely accidental</li> <li>Our community provides us the language (our mother tongue) and the cultural values,</li> </ul>	
	<ul> <li>It anchors our self-identity</li> <li>They are very hard to shake off;</li> <li>It's inescapable belonging and we are emotionally attached</li> <li>Ascriptive identities are universal.</li> </ul>	
	OR (Any two)	
	<ul><li>Identify the religious diversity found in India.</li><li>In terms of religion,</li></ul>	1+1
	<ul> <li>Hindus,</li> <li>Muslims,</li> <li>Christians,</li> <li>Sikhs,</li> <li>Buddhists,</li> </ul>	
	➤ Jains.  (Any two)(Any other relevant point)	
9	In response to the harsh working conditions workers have expressed anger through trade unions. Differentiate between strike and lockout in the light of the above statement.	1+1
	• In a strike, workers do not go to work.	

10	<ul> <li>'Adivasi experiences of marginalisation and their sense of injustice were mobilized to create shared Jharkhand identity'. Mention the issues against which leaders of Jharkhand agitated.</li> <li>Acquisition of land for large irrigation projects and firing ranges;</li> <li>Survey and settlement operations, which were held up, camps closed down, etc.</li> <li>Collection of loans, rent and cooperative dues, which were resisted;</li> <li>Nationalisation of forest produce which they boycotted;</li> <li>Issues relating to matters of ethnic-cultural identity;</li> <li>Common hatred of dikus – migrant traders and moneylenders.</li> <li>(Any two)</li> </ul>	1+1
11	<ul> <li>What ideas of society did the Dharma Sabha project?</li> <li>Orthodox members of the Hindu community in Bengal formed an organisation called Dharma Sabha. They petitioned to the British arguing that reformers had no right to interpret sacred texts.</li> </ul> OR	2
	<ul> <li>Modernisation and secularisation are part of a set of modern ideas. How are the two processes linked?</li> <li>Change in attitude towards religion and celebration of festivals, change in ceremonies, taboos and sacrifices.</li> <li>Modern ways lead to decline in traditional and religious ways.</li> <li>This leads to a scientific and rational outlook.</li> <li>Work gets based on choice, not birth.</li> <li>A vibrant secular and democratic political system.</li> <li>Caste and community based mobilisation.  (Any two) (Any other relevant point)</li> </ul>	1+1
12	Give two examples of caste based movements.  • Satnami Movement of the Chamars  • Adi Dharma Movement in Punjab,  • The Mahar Movement in Maharashtra,.  • The socio-political mobilisation among the Jatavas of Agra.  • The Anti-Brahman Movement in south India (SNDP).  (Any two)	1+1
13	How do people find jobs in an industrial society?  Many workers got their jobs through contractors or jobbers Jobs through advertisements, employment exchange, personal contacts, Internet, eg. Naukri.com, LinkedIn etc. (Any two) (Any other relevant point)	1+1

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14	How did deindustrialization take place in colonial India?  • British industrialisation led to deindustrialisation in some sectors;	1+1
	<ul> <li>decline of old urban centres;</li> <li>manufacturing boomed in Britain, traditional exports of cotton and silk manufactures from India declined in the face of Manchester competition;</li> <li>this period also saw the further decline of cities such as Surat and Masulipatnam while Bombay and Madras grew;</li> <li>when the British took over Indian states, towns like Thanjavur, Dhaka, and Murhidabad lost their courts and, their artisans and court gentry;</li> <li>Many village artisans abandoned their hereditary craft and</li> </ul>	
	moved to agriculture.  (Any two)	
	OR	
	The impact of English Language has been many sided and paradoxical in India. Give reasons.	1+1
	<ul> <li>English is not only widely used in India but we now have an impressive body of literary writings by Indians in English</li> <li>Knowledge of English has given Indians an edge in the global market such as working in BPOs etc.</li> <li>English continues to be a mark of privilege.</li> <li>Not knowing English is a disadvantage in the job market.</li> <li>Knowledge of English opens up doors of opportunities that were formerly closed. (Any two)</li> </ul>	
	SECTION B	
15	<ul> <li>The Family Planning program suffered a setback during the years of national emergency. Justify the statement.</li> <li>During the time of emergency, government tried to intensify the efforts to bring down the growth rate by Introducing coercive programme of mass sterilisation.</li> <li>Vast numbers of mostly poor and powerless people were forcibly sterilised.</li> <li>There was massive pressure on lower level government officials (like school teachers or office workers) to bring people for sterilisation in the camps.</li> <li>There was widespread popular opposition to this programme.</li> </ul>	1+1+1+1

16	<ul> <li>Explain commodification as a feature of capitalism.</li> <li>The growth of capitalism around the world has meant the extension of markets into place and spheres of life that was previously untouched by the system.</li> <li>Commodification occurs when things that were earlier not traded in the market become commodities.</li> <li>Labour or skills can be bought and sold.</li> <li>The sale of human organskidneys</li> <li>Human beings are bought and sold as slaves.</li> <li>In cities and towns and villages now it is possible to buy water packed in sealed plastic bottles.</li> <li>Marriage bureaus, courses in 'personality development', spoken English, etc.</li> <li>Commodification of education.  (Any four)(Any other relevant example)</li> </ul>	1+1+1+1
	OR	
	<ul> <li>According to Alfred Gell the market has significance beyond its economic function. Explain.</li> <li>According to Alfred Gell (1982), the market has significance much beyond its economic functions.</li> <li>For example, the layout of the market symbolises the hierarchical inter-group social relations in this region.</li> <li>Different social groups are located according to their position in the caste and social hierarchy as well as in the market system.</li> <li>The wealthy and high-ranking Rajput jeweller and the middle-ranking local Hindu traders sit in the 'central zones',</li> <li>The tribal sellers of vegetables and local wares sit in the 'outer circles'.</li> <li>The quality of social relations is expressed in the kinds of goods that are bought and sold, and the way in which transactions are carried out.</li> <li>Interactions between tribals and non-tribal traders express hierarchy and social distance rather than social equality.  (Any four) (any other relevant point)</li> </ul>	1+1+1+1
17	<ul> <li>Caste is a discriminatory system. Elaborate.</li> <li>The caste system is a distinct Indian social institution that legitimises and enforces practices of discrimination against people born into particular castes.</li> <li>These practices of discrimination are humiliating, exclusionary and exploitative.</li> <li>The caste system classified people by their occupation and hierarchy of social status.</li> </ul>	1+1+1+1

	<ul> <li>Rules about food and food-sharing.</li> <li>There could be a further ranking within each broad occupational category.</li> <li>The privileged (and high economic status) sections of society tend to be overwhelmingly 'upper' caste while the disadvantaged (and low economic status) sections are dominated by the so called 'lower' castes.</li> <li>The proportion of population that lives in poverty or affluence differs greatly across caste groups.</li> <li>There is rigidity in the caste system.  (Any four) (Any other relevant point)</li> </ul>	
	OR	2+2
	<ul> <li>Explain the key principles that help explain social stratification.         <ul> <li>Three key principles help explain social stratification:</li> <li>Social stratification is a characteristic of society, not simply a function of individual differences</li> <li>Social stratification persists over generations</li> <li>Social stratification is supported by patterns of belief, or ideology</li></ul></li></ul>	
18	<ul> <li>Competing interests do not always reflect clear class divide. Explain with suitable examples.</li> <li>A factory shuts down because it emits toxic waste and affects the health of those around. This is a matter of life, which the Constitution protects.</li> <li>Ban on Child Labour – Act of Free and Compulsory Education for all: depriving them of their earning and support to family.  Hence, livelihood, is a matter of life that the Constitution protects, and its closure and ban, will render people jobless.  (Any other relevant example)</li> </ul>	2+2
19	<ul> <li>Which cities were developed by the British in India and Why?</li> <li>Coastal cities such as Mumbai, Kolkata and Chennai were favoured.</li> <li>From here primary commodities could be easily exported and manufactured goods could be cheaply imported.</li> <li>Colonial cities were the prime link between the economic centre and core in Britain and periphery or margins in colonised India.</li> <li>Egs: Calcutta exported jute to Dundee, Madras sent coffee, sugar, indigo dyes and cotton to Britain.</li> </ul>	1+1+1+1

20	<ul> <li>'Process of Sanskritisation encourages inequality and discrimination.' Explain.</li> <li>Sanskritisation as a concept has been critiqued at different levels. One, it has been criticised for exaggerating social mobility or the scope of 'lower castes' to move up the social ladder.</li> <li>Ideology of Sanskritisation accepts the ways of the 'upper caste' as superior and that of the 'lower caste' as inferior.</li> <li>'Sanskritisation' seems to justify a model that rests on inequality and exclusion.</li> <li>Sanskritisation results in the adoption of upper caste rites and rituals it leads to practices of secluding girls and women, adopting dowry practices instead of bride-price and practising caste discrimination against other groups, etc.</li> <li>The effect of such a trend is that the key characteristics of dalit culture and society are eroded.  (Any four)</li> </ul>	1+1+1+1
21	<ul> <li>Is it easy to describe a State but hard to define? Why?</li> <li>A state refers to an abstract entity consisting of a set of political-legal institutions claiming control over a particular geographical territory and the people living in it.</li> <li>In Max Weber's well-known definition, a state is a "body that successfully claims a monopoly of legitimate force in a particular territory</li> <li>Nations founded on the basis of common cultural, historical and political institutions like a shared religion, language, ethnicity, history or regional culture. But it is hard to come up with any defining features, any characteristics that a nation must possess.</li> <li>There are many nations that do not share a single common language, religion, and ethnicity. There are many languages, religions or ethnicities that are shared across nations.  (Note: - Marks to be awarded irrespective of State or Nation.)</li> </ul>	1+1+1+1
	OR	
	<ul> <li>The Indian people had a brief experience of authoritarian rule during emergency.' Justify.</li> <li>The Indian people had a brief experience of authoritarian rule during the 'Emergency'.</li> <li>Parliament was suspended and new laws were made directly by the government.</li> <li>Civil liberties were revoked and a large number of politically active people were arrested and jailed without trial.</li> <li>Censorship was imposed on the media and government officials could be dismissed without normal procedures.</li> <li>The government coerced lower level officials to implement its programmes and produce instant results.  Example: - Forced sterilisation campaign.</li> </ul>	1+1+1+1

	SECTION C	
	The pattern of farmer's suicides point to the significant crisis	
22	that the rural areas are experiencing.' What do you understand	2+4
	by 'matrix event' and how are they responsible for farmer	
	suicides?	
	Matrix Events A range of factors that coalesce (or combine or	
	come together) to form an event e.g. : farmers distress/suicide.	
	<ul> <li>Agrarian distress caused by structural changes in agriculture</li> </ul>	
	and changes in economic and agricultural policies.	
	• the changed pattern of landholdings; changing cropping	
	patterns especially due to the shift to cash crops;	
	• liberalisation policies that have exposed Indian agriculture to	
	the forces of globalisation;	
	heavy dependence on high-cost inputs;	
	<ul> <li>decline in state support in the form of subsidies for agriculture;</li> </ul>	
	<ul> <li>individualisation of agricultural operations.</li> </ul>	
	• the loss of either the crop (due to spread of disease or pests,	
	excessive rainfall, or drought),	
	<ul> <li>lack of an adequate support or market price,</li> </ul>	
	<ul> <li>unable to bear the debt burden or sustain their families,</li> </ul>	
	• changing culture in rural areas in which increased incomes	
	are required for marriages, dowries, and to sustain new	
	activities and expenses such as education and medical care.	
	OR (Any four)	
	Migration and lack of job security create poor working and living conditions for migrant labour. Explain with reference to	
	the circulation of labour in India.	1+1+1+1+1+1
	• Commercialisation of agriculture has led to the growth of	
	migrant agricultural labour.	
	• The seasonal demand for agricultural labour increased in	
	prosperous Green Revolution regions such as the Punjab	
	leading to seasonal migration.	
	• Labourers migrate due to the increasing inequalities in rural	
	areas.	
	• Ten-twelve of them are housed in small rooms, and	
	sometimes one shift has to make way for another.	
	• Men migrate out periodically in search of work and better	
	wages, while women and children are often left behind in their villages with elderly grandparents.	
	<ul> <li>Migrant workers come mainly from drought-prone and less</li> </ul>	
	productive regions, and they go to work for part of the year	
	on farms, brick kilns or construction sites.	
	• Landless workers do not have many rights, they are usually	
	not paid the minimum wage, and can be easily exploited.	
	• The fish processing plants along the coastline employ mostly	
	single young women who are seen as submissive workers.	
	(Any six)(Any other relevant point)	

	e Khasi matriliny generates intense role conflict for men. borate.	1+1+1+1+1+1
	<ul> <li>Khasi matriliny generates intense role conflict for men.</li> <li>They are torn between their responsibilities to their natal house on the one hand, and to their wife and children on the other.</li> <li>A woman can never be fully assured that her husband does not find his sister's house a more congenial place than her own.</li> <li>A sister will be apprehensive about her brother's commitment to her welfare because the wife can always pull</li> </ul>	
	<ul> <li>him away from his responsibilities to his natal house.</li> <li>Women possess only token authority in Khasi society; it is men who are the defacto power holders.</li> <li>The system is indeed weighted in favour of male matri-kin rather than male patri-kin.</li> </ul>	
	OR	
	<ul> <li>at are some of the rules that caste system imposes?</li> <li>Caste is determined by birth.</li> <li>Membership in a caste involves strict rules about marriage.</li> <li>Caste membership also involves rules about food and foodsharing.</li> </ul>	1+1+1+1+1+1
	<ul> <li>Caste involves a system consisting of many castes arranged in a hierarchy of rank and status</li> <li>Castes also involve sub-divisions within themselves.</li> <li>Castes are traditionally linked to occupations.</li> </ul>	
affe	effects of Globalisation are far reaching. It affects us all but ects us differently. Explain.  For some globalisation may mean new opportunities, for others the loss of livelihood. Eg: Women silk spinners and twisters of Bihar lost their jobs once the Chinese and Korean silk yarn entered the market. Weavers and consumers prefer this yarn as it is somewhat cheaper and has a shine.  Similar displacements have come with the entry of large fishing vessels into Indian waters affecting the livelihood of women fish sorters, dryers, vendors and net makers etc.  In Gujarat, women gum collectors, lost their employment due to the import of cheaper gum from Sudan.  Rag pickers lost some of their employment due to import of waste paper from developed countries  Traditional entertainers (acrobats) were also affected  Many in the more privileged section may benefit, whereas, the condition of a large section of the already excluded population worsens.	1+1+1+1+1+1
	(Any other relevant point)  OR	

### Explain the economic policy of Liberalisation.

- 1+1+1+1+1+1
- Globalisation involves a stretching of social and economic relationships throughout the world.
- The term liberalisation refers to a range of policy decisions that the Indian state took since 1991 to open up the Indian economy to the world market.
- Liberalisation of the economy meant the steady removal of the rules that regulated Indian trade and finance regulations such as transnational corporation, knowledge economy, electronic economy & globalisation of finance.
- The Indian economy has witnessed a series of reforms in all major sectors of the economy (agriculture, industry, trade, foreign investment and technology, public sector, financial institutions etc.).
- Integration into the global market.
- The process of liberalisation also involved the taking of loans from international institutions such as the International Monetary Fund (IMF).
- Reduction in the state expenditure in the social sector such as health, education and social security.
- There is also a greater say by international institutions such as the World Trade Organisation (WTO).

#### 25

## The Indian Languages Newspaper Revolution

The most significant happening in the few decades has been the India language newspaper revolution. The beginnings of this growth predated liberalisation. The top two dailies in India are Danik Jagran and Danik Bhaskar with a readership of 21 million and 17 million, respective. The fastest growing dailies are the Assamese dailies in urban areas (51.8 percent increase) and the Bengali dailies in rural areas (129 percent).

The Eenadu' story also exemplifies the success of the Indian language press. Ramoji Rao the founder of 'Eenadu'before launching has successfully organised a chit- fund, before launching the paper in 1974. By associating with appropriate causes in the rural areas like the Anti -arak movement in the mid-1980s, the Telugu newspaper was able to reach into the countryside. This prompted it to launch 'district dailies' in 1898. There were tabloid inserts of sensational features carrying news from particulars districts as well as classified advertisements from villages and small towns of the same. By 1998 'Eenadu' was being published from ten towns in Andhra Pradesh and its circulation accounted for 70 per cent of the audited Telugu daily circulation.

#### A. What are the different forms of Print Media?

Newspapers, Magazines, hand-outs, books, pamphlets etc.

(Any two)

1+1

# **B.** What reasons can be attributed to the emerging growth of Indian?

- Vernacular Newspapers
- Rise of Literate people
- Introduction of local news
- Adoption of advanced printing techniques
- Marketing strategies—Advertisement, Commercialisation etc.

{Note: Since part B of the question is incomplete the students can have their own expression and if the expression is correct, the marks be awarded accordingly}

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