

**Sample Paper**

**Class – XII**

**Subject – English**

*National Network of Education*

Piya Ghose, 25, thought a friend was playing a prank on her when a text message on her mobile phone suggested she visit a website to find herself a partner. It was no prank.

Her friend, in fact, was one of the many mobile users who volunteer space in their mobile text messages for advertisements in exchange for several incentives such as lesser tariff for value-added services and enhanced features on their mobile phones.

2. With an ever-growing population of mobile phone users in India, advertisers see the handset as a potential medium for reaching consumers with their targeted messages. “Unlike television and print, mobile phones provide a much more focussed and assured access to consumers,” says Subho Ray, President of the Internet and Mobile Association of India, or IAMAI. “One always knows that one’s ad had been seen by the consumer, which is not the case with TV or print.”

3. To be sure, mobile phones are not a new phenomenon in India and advertisers have been experimenting with the medium, albeit cautiously. “We realize that the mobile is a powerful tool in targeting consumers but we are cautious in tapping the medium because it could amount to intrusion in consumers’ private space,” says Sajid Shamim, executive director, marketing, **Reebok India Co.**

4. “Historically, mobile marketing companies have had a reputation of being intrusive as they spam users with content they don’t care about and share database without permission,” says Beerud Sheth, co-founder and president of Webaroo’s GupShup. “But we offer users the option to choose the kind of messages they would want to get. That way, we are no different from a newspaper or television since these mediums, too, provide content along with ads.”

5. Affle’s SMS 2.0 technology, which once a consumer downloads free from its website, replaces the phone’s existing SMS system with a default browser that installs features such as colours, emoticons, icons, and signature in the user’s text messages. In return, users have to lend the bottom space in their message box for advertisements.

6. The company says these messages relate to interests users registration. “By installing SMS 2.0 technology, customers get to upgrade their SMS. In return we get space in their message box to sell to advertisers,” says Anuj Kumar, executive director for South Asia at Affle.

7. SMS GupShup, another mobile marketing company, offers users the option to create their own mobile communities. The company allows these user created communities to send SMSs or micro-blogs to the entire group for the price of one. In return, the consumers have to agree to accept advertisements.
8. “It’s a unique arrangement where advertisers get an opportunity to target specific group of consumers with specific interests and consumers, besides getting the kind of commercial information they want, save money on messaging,” says Sheth.
9. Similarly, SMS MyToday offers consumers a free messaging service that provides consumers daily updates in areas of their interest. In these updates, however, it smartly incorporates ads and consumers don’t complain about it because the service is free. “On an average, SMS updates will contain 160 characters, of which 70 characters belong to an ad,” says Abhijit Mukherjee, chief executive of Netcore Solutions.
10. Affle claims to have built a consumer base of 5,00,000 in the past six months, and has signed 16 leading advertisers such as **Nike Inc., Britannia Industries Ltd, ICICI Bank Ltd, PepsiCo Holdings**, and Board of Control for Cricket in India’s Indian Premier League.
11. Mobile advertising is cost-effective as well, besides providing advertisers a targeted access to consumers.
12. The mobile marketing companies charge advertisers anything between Rs. 5 lakh and Rs. 20 lakh a month for their campaigns.
13. Even as advertisers become more comfortable with the idea of reaching consumers through the platform, some experts sound out a word of caution.
14. “The mobile is a very personalized instrument and it is easy for consumers to have a negative impression of a brand if its message is not right or is not perceived in the right light,” said IAMAI’s Ray. “Marketing companies will have to be careful as they move forward to exploit the handset for advertising.”

**I. Answer the following questions :**

- (a) Why did Piya Ghosh think that the text message was a prank ? 1
- (b) Do you agree that mobile phones have an edge over Television and print ? (Give 2 valid reasons from the passage to support your answer.) 2
- (c) What can be most annoying to the consumer on mobile ? 1
- (d) How are Customers benefited by the mobile marketing companies ? (Give 2 reasons) 2
- (e) What are the demerits of mobile advertising ? 2

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(f) Write one phrase which explains that mobile advertising is equally beneficial to both, the advertiser and the consumer. 1

**II. Write words from the passage which means the same as :**

- (a) fixed charges(para 1& 2)      (b) though (para 3)  
(c) chop(para 4 & 5 )

**PASSAGE—2**

*Read the following passage and answer the questions that follow :*

There is within each individual a spark of the divine, call it the atman, the soul, the Bothichitta or by whatever name. It is this spark that energizes human consciousness..... Every individual has a unique value, because he represents a special correlation of forces revolving around a spiritual core of which he may or may not be conscious. Yoga helps us join this inner spiritual core with the all pervading divine.

Four main paths of yoga are identifiable; the yoga of wisdom or jnana yoga, of love or bhakti, of work or karma and of psycho-spiritual disciplines or raja yoga.

Jnana yoga involves intellectual discrimination between the real and the unreal, to access reality that lies behind the manifested universe. It is somewhat like the concept of Plato who said that all we see are shadows of reality thrown on the wall of the cave, while remaining unaware both of the actual figures and the light that shines on them from behind. This yoga is a movement into a new dimension of awareness in which we see the unity behind the diversity of the world around us. This vision of oneness—which the Upanishads call 'Ekatvam'—transforms the ordinary human being into a seer, one who sees the integral unity behind the multifarious and bewildering multiplicity of our daily existence. Sri Ramana Maharishi was a jnana yogi.

If jnana yoga is the way of the refined intellect, bhakti yoga is the way of the heart lit by love and adoration of a personalised aspect of the divine..... The opening of the heart centre is one of the most powerful methodologies for achieving direct contact with the divine.....

Karma yoga's aspects have been expounded in the 'Gita'. Act we must, whether it is the subconscious activities within our bodies, or the conscious acts that we perform in our daily lives. Without such action human civilisation itself would never have developed. But the major question is as to how these actions can be reconciled with the spiritual quest. Karma yoga addresses this concept. Every action that we undertake, big or small, must be dedicated to one's chosen divinity. Every act becomes worship. Rather than being obsessed with the results we must

act from what we consider to be highest level of our consciousness, inwardly dedicate that act of the divine and leave the results to unfold as they may.

Actions flowing from hatred and fanaticism, cruelty and exploitation, can never be considered karma yoga because by definition they are incapable of being offered to the divine. Again good deeds by themselves, while preferable, do not constitute karma yoga unless there is a clear and unequivocal dedication to one's chosen deity. Swami Vivekananda and Mother Teresa were Karma yogis.

Raja yoga is the royal path which involves psycho-spiritual practices including physical and breathing exercises that are known as yoga around the world. But only if they are directed ultimately beyond these to the quickening of spiritual consciousness. The basic theory revolves around the existence of a self-conscious spiritual power that is located at the base of the spine. With discipline and practice, this power can start to move up the spine, energising, as it rises, seven chakras or plexuses, which bring about incremental transmutation of consciousness, until finally the blazing light of this power—the Kundalini, the serpent power—pours into the cortex thus completing the process of spiritual transmutation. These four yogas are not necessarily mutually exclusive.

*Excerpted from the writer's 'I Believe'.*

(a) On the basis of your reading of the passage make notes on it using recognizable abbreviations (min. 4) wherever necessary. Use a format you consider appropriate. Supply a suitable title. 5

(b) Write a summary of the passage in about 80 words. 3

## Section B

You are Arun Sen, the secretary of the Red Cross Committee of your school. The Red Cross Society of India is organizing a blood donation camp in your school. Draft a notice for display on the school notice board, requesting the members of the staff as well as the students of XI and XII to come forward and donate blood generously.

Or

You are Mr. Raj Kishore Tyagi of 247/C, Rajendra Park, Delhi-92. Your pet dog, Scooby is missing. Write an advertisement for the "Missing pet Animals" column of a newspaper.

Report

You are Raghav / Raghavi of Bal Bharti School. A team of Educationist from Pakistan visited your school as a part of a cultural exchange programme. Students of your school put up a cultural show in their honour. Write a report on the show for your school magazine.

Or

Your school has recently built a new state of the art Auditorium. All the cultural programmes of your school will now be held in this Auditorium. Your Principal has asked you to write a factual description of the new auditorium called 'Chetwood Memorial Hall'.

Letter

You are Amita Paul, Computer In charge of Delhi public school. Your school plans to buy 20 computers and computer accessories from DELL COMPUTERS, 124 Nehru place, New Delhi. Draft a letter placing order giving all the specifications of product and its quality mentioning its terms and conditions.

Or

You are Sunil /Sunita, staying at 35-B, Nehru Nagar, Hyderabad. You have seen an advertisement in 'The Hindu' for recruitment of Management Trainees in ICICI Bank, Apply for the same, giving your detailed bio-data (Curriculum Vitae).

Article

Your school is celebrating 'Anti - Corruption Day'. Write a speech in 200 words on the topic 'Minimization of Human Wants is the only way to cleanse society of all kinds of corruption..' You are Avni / Anuj of class XII.

Or

Though we are celebrating International Women's Day every year to pay respect to the women, the newspapers reveal several atrocities committed against women. You strongly feel the need for women empowerment. Write an article on the topic 'women empowerment' without exceeding word limit

### Section C

Describe the appearance of the master M. Hamel that day?

What effect did the drowning in the YMCA pool have on Douglas?

What was Edla's Christmas gift to the peddler?

What was Kothamangalam Subbu accused of?

The unknown things are always a fascination for human beings. How is it true in the case of Sophie?

### Poetry

What does 'sprinting of trees' and 'spilling of children' refer to'?

Why does the poet use 'rat's eye' for the 'paper seeming boy'?

How does art and Literature inspire man?

What is the false promise made to the villagers?