

CASE STUDY

... 21 ...

...

Section - A

Q.1) According to the passage, the challenge for today's parents is that they aren't able to say 'no' these days therefore they find themselves growing a greedy child, whose needs doesn't even get satisfied after getting what he/she wants. 1

Ans.2) In the passage, according to the psychologists - the parents who over indulge their kids have to face consequences as they set them up to be more vulnerable to future anxiety and depression, they will begin to ask for more than which is enough for them because there is always more to want nowadays and they won't understand the meaning of 'no' & 'self-sacrifice'. 1

Ans 4) Children learn critical lessons of life by waiting; which means with patience, savings and working hard, industriously, assiduously to achieve or attain their targets and goals.

Ans 5) These days advertisement is a major source that influences a child, through advertisement kids start getting to know about more lavish products and for these goods, the crave, hunger or greed of kids come out as these are especially aimed or created to target child's mindset to want more and more.

Ans 6) As per the passage, it is crucial to have limits on children's media behavior because in this way, they feel better and more secure when they live within a secured structure and know balance between luxuries of affluent society and the critical life lessons.

Q. 2.1

2.1

2.1

Ans 7) It is mentioned in the last paragraph that older children learn self-control by watching and understanding how others, especially their parents and guardians act and by performing activities and chores like them, they (the former) get life lessons and become successful adults who know how to cope up with challenges. 1

Ans 8) In paragraph 2,
The word '~~survey~~' means research. 1

Ans 9) In paragraph 3,
The word 'affluent' means wealthy. 1

2.1

6

Ans 1) 'The Ratan model' is a business model, which aims to provide value for money to the customer [utility of product] and protect the interests

of farmers simultaneously, which means to have a stone and kill two sparrows. 1

Ans 2) In 'The Ratan Model' :

It follows a three-tiered structure in its dairy production. 1

- (i) Ratan acts as a direct link between milk producers and consumers & removes the middleman.
- (ii) Farmers control procurement, processing and marketing.
- (iii) It is a professionally managed organisation.

Ans 4) The statement is 'true', Ratan's audience is diversified as given in the table, he have kids as customers for chocolate, Ratan sool, Ratan milk while he also has youth which is interested in Ratan 1 pizza cheese and pizza spread and last but not the least he has health conscious.

such aged people as consumers for the products like Ratan Shakti, Ratan Lite, Butter.

Ans 5) Ratan divides the target audience in two ways:

- 1) Customer - Wise targeting, in categories (basis) on types of customer and Ratan products demanded by them.
- 2) Industry - Based target audience; which includes milk for ice-cream manufacturers and leather, ghee, etc. for bakeries, snack retailers & many more.

Ans 6) The two crucial spheres in which Ratan have a strong presence are → Business to Business [B2B] → Business to consumers [B2C], as per the passage.

Ans 7) As mentioned in paragraph 3, the story of the 'Ratan girl' is a previous Pathshala and iconic 'ad icon'.

which has a hand drawn cartoon of
a young girl and it was very attractive



Section - B

4.) Dikhkhush Road

⑤) Sakinaka
Mumbai

15th May, 2022

The Principal
Indira Public School
Mumbai

Subject - Job application for the recruitment of dance teacher.

Sir / Ma'am

This is with reference to your advertisement in 'The Times of India' dated 12th May 2022 for the vacant post of dance teacher in your esteemed organisation. I find myself suitable for

the same.

I am young, enthusiastic with full vim and vigor and professionally trained in both classical and contemporary forms of dance. If given this opportunity, I will bestow and discharge my duties with utmost devotion to your fullest satisfaction.

I hereby am enclosing all my testimonials with my bio-data for your kind perusal, looking forward for a positive reply from your side.

Yours sincerely
Ankit Jain

Enclosure - Bio-Data / all attested documents

Bio - Data→ Personal details:

Name

Ankit Jain

Father's Name

Ashish Jain

Date of birth

20-09-1990

Address

10, Dilkhush Road

Marital status

Unmarried

Contact Number

95487 XXXXX

→ Academic qualifications at a glance:

Class / Degree

Year

Board / University

Grade

X

2008

CBSE

A

XII

2010

CBSE

A⁺

M.A. in dance

2015

Mumbai University

A⁺

E Integrated 3

→ Achievements

1) National Award for Bhangra performance

2) Titled as the winner of 'Mumbai Fest of Arts'

⇒ Additional skills:

- 1) Breathless dancing, singing as well.
- 2) Trained in salsa and Kuchipudi.

⇒ Hobbies & interests:

- Learning new dance forms
- Singing

⇒ Experience:

6 years experience in TV dance institute as head choreographer.

⇒ References:

- 1) Anil Mittal, Founder of TV dance institute
- 2) Mr. Raj Sharma, Dean, Mumbai college of Arts.

Ans 3.]

(3)

Principal, students and teachers

CHANDRAYAN PUBLIC SCHOOLsolicit your benign

presence on the

auspicious and grand

celebration of its

AnnualFunctionOn September 8th, 2022

7:00 P.M onwards

in school auditorium

graced by special presence of.

Mr. Chetab Singh

The Education Minister

You are cordially invited to celebrate

R.S.V.P.

Head Boy

95923 XXXXX

Previous Pathshala

With best
compliments from
School Fraternity.

Section - C

5.7
10

Ans 1)

The Christmas present by peddler to Lolla consist of a small envelope, with three ten thousand rupee notes and a letter of gratitude in jagged writing which was a testimonial of vagabond's transformation into a noble soul. It is special and worthless because the peddler didn't breach ^(invaluable) the trust, Lolla had reposed on him and love, compassion shown by Lolla to Peddler made his day as well as her day.

Christmas proved to be a field day with full of elation for both of them. The peddler had elevated himself to the rank of captain with Lolla's altruistic nature.

C-1 E-1

Ans 2) Gandhiji was involved in a 'conflict of duties' as whether he should break the law, rules and regulation of active British government and set an example as a 'lawbreaker' or to render his duties or render humanitarian or in motherland service as it is prime and some duty of an individual to support his brethren and save his motherland. So, Gandhiji put his foot down and went with his spec duty as a human being and a patriot and began an act of defiance by neglecting court's order.

C-1 E-1

Ans 3) In the poem, poet 'Adrienne Rich' wants to convey a message that how male chauvinism has subjugated life & liberty of married women, the statements mean that how tiger with respect, elegance, power and

~~dominant~~ move freely without any
~~confinement~~ and boundaries in their
 territory as sheep (sheep), Their
~~robust~~ and fearless nature whereas
 in contrast there exist Aunt Jennifer, who
 is timid & demure lady whose freedom
 and dreams are subjugated by his
callous, tyrant husband and unable
 to live life on her own wishes.
 just like a tiger prancing freely.

C-1 E-1

Ans 4) John Keats is a romantic poet who
 expresses that love of man and
nature is unbreakable and after all
 such troubles, malice, disappointment,
 objectlessness and sufferings they can
 live life and enjoy every bit of it
 with elation and increasing zeal with some
 shape of natural beauty which are

ultimate gifts of God to mankind, which costs indelible impression on us, they remove fall of dependence and let us enjoy its beauty & helps us connecting with the earth away from this materialistic world.

Ans 6) In the very beginning of the story Telling ritual To was compelled in listening to his father's story but now as she had grown and developed her own perspective about life and became inquisitive & didn't agree with Jack & his story didn't appeal her as seen in the chapter, she started arguing with her dad & didn't see eye in eye (didn't agree) on this perspective of mother was hitting the wizard, she wanted that Roger shouldn't lose his role smell for his old useful odour as for her peer recognition is of prime importance.

✓ ~~the thinker~~

For her, "all that glitters is gold"
but her father knew that "appearance
can be deceptive" from his experience

6-7

8

Ans 1)

John Keats ~~was~~ is a romantic poet,
who tries to adore beauty of nature
in his poems. For him, Things of
beauty are the eternal source of
happiness & edification, it casts an
indelible impression on human mind &
psyche and it keeps increasing in
manifold with phases of time
The sun, The moon, The old & young
trees, the clear rills, the daffodil
flower & milk-moon blossoming all all
are things of beauty in aesthetic sense

as they removed sadness, grief from our life and enlighten it with fun. ~~It~~
 The house provides us sleep full of sweet dreams, physical fitness and quiet breathing whereas hills provide us our eyes cooling in hot & tipid summer mount

The poet also emphasizes on spiritual beauty that is the tales & legends, we heard of our ancestor, who taught us bravery and make our day, how they perpetuated their memory till prosperity with their heroic deed & success sacrifice & they attained death in this death as it was eerily spectacular & can stagger us.

C-3

E-1

Ans 3) Yes, Gandhiji worked for the social & educational backwardness in ~~the~~ Champaran. He stayed there for months and opened ~~six~~ primary schools with his disciples Udabhai Desai, Manohar Prasad and their respective wives.

He also called his elder son Devdas from Mumbai to render his helping hand and his wife Kasturba told & taught about personal hygiene & communal cleanliness to the young ones.

Gandhiji noticed about miserable stage of a woman & told his wife to help her. He called a doctor for six months on his suggestion with three medicines as - castor oil for people suffering from coated tongue, castor oil & quinine for person with malaria fever and castor oil with sulphur sintment for skin eruptions.

He also childish lawyers for charging huge
 loads of money from poor, meek sharecroppers,
 and had filled courage in jeans to
 fight against refugees activities of insurance
 business as he started a wave of
self - reliance with self - dependence with
help of education & society upliftment, he
~~didn't~~ didn't believe in abstractions
economical or financial solutions, he rather
resort to to day-to-day miseries of
serile peasants

C-3 E-1

- K8

30101010

2

30101028