

Class: 10
Time: 2 Hours

Subject: English
Total: 50 Marks

Name of the student: _____

Roll: _____ Sec. _____

Reading Section

(A) Read the following passage and answer the questions that follow:

Celebrities advertising products is nothing new, in fact, it has been part of our lives for years. Back in the 2000s, 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 Beyoncé. 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.

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.

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 skills, etc. with a particular product.

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 utilising 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.

Choose the correct answer from the following:

(1X5=5)

- 1) Who endorsed Pepsi in the 2000s first?
a) Beyoncé b) Rihanna c) Britney Spears d) Taylor Swift
- 2) What do brands increase through celebrity endorsements?
a) Manufacturing advantage b) Awareness, trust and familiarity
c) Legal immunity d) Environmental Impact
- 3) How do consumers feel about products endorsed by celebrities?
a) Sympathetic b) Suspicious c) Angry d) Indifferent
- 4) Who conducted research in 2015, as per the passage?
a) Pepsi b) Nielson c) Harvard d) Facebook
- 5) Which generations respond mostly to celebrity endorsements?
a) Baby Boomers and Generation X b) Generation X and Generation Z
c) Generation Alpha and Generation Z d) Generation Z and Millennials

A. Read the following passage and answer the questions that follow:

Mankind's fascination with gold is as old as civilisation itself. The ancient Egyptians held gold in high esteem. Gold had religious significance for them, and King Tutankhamen was buried in a solid gold coffin 3300 years ago. The wandering Israelites worshipped a golden calf, and legendary King Midas asked that whatever he touched be turned into gold.

Not only is gold beautiful, but it is virtually indestructible. It will not rust or corrode. Gold coins and products fabricated from the metal have survived undamaged for centuries. Gold is extremely easy to work with. One ounce, which is about the size of a cube of sugar., can be beaten into a sheet nearly 100 square feet in size and becomes so thin that light can pass through it. An ounce of gold can also be stretched into a wire 50 miles long. Gold conducts electricity better than any other substance except copper and silver, and it is particularly important in modern electronic industry.

People have always longed to possess gold. Unfortunately, this longing has also brought out the worst in human character. The Spanish conquerors robbed palaces, temples and graves and killed thousands of people in their ruthless search for gold. Even today, the economy of South Africa's gold mines depends largely on the employment of black labourers, who are paid about 40 pounds a month, plus boarding and lodging. They work in conditions that can only be described as cruel. About 400 miners die in South Africa each year.

Great Britain was the first country to adopt the gold standard, when the Master of the Mint, Sir Isaac Newton, established a fixed price for gold in 1717. The discovery of gold in the last half of the nineteenth century in California (1848), and later in Australia and South Africa changed everything. Before the discovery, there wasn't enough gold around for all the trading nations to link their currencies to the precious metal.

An out-of-work prospector named George Harrison launched South Africa into the gold age in 1886 when he discovered the metal in a farm near what is now Johannesburg. Harrison was given a 12 pounds reward by the farmer. He then disappeared and was eaten by a lion.

Choose the correct answer from the following:

(1X5=5)

- 1) When was King Tutankhamen buried?
 - a) 3300 years ago
 - b) 1886 years ago
 - c) 4000 years ago
 - d) 1200 years ago
- 2) Why did Egyptians hold gold in high esteem?
 - a) It's a good conductor of electricity
 - b) For religious significance.
 - c) For its low price.
 - d) Because it rusts easily.
- 3) How are the black labourers exploited in South Africa's gold mines?
 - a) Paid high wages but worked long hours.
 - b) Given proper food and housing.
 - c) Paid very low wages and worked in conditions considered cruel.
 - d) Allowed to mine freely.
- 4) What was the reward George Harrison received after discovering gold in South Africa?
 - a) A house
 - b) A gold medal
 - c) A lion
 - d) 12 pounds
- 5) What is the key property of gold that makes it useful in modern electronic industry?
 - a) It is heavy.
 - b) It is cheap.
 - c) It melts easily.
 - d) It conducts electricity better than most metals except copper and silver.

Writing Section

(A) Write any one from the following:

(5X1=5)

1. Look at the data given below that shows the literacy rates in the country in the 7+ age group. Write a paragraph in about 100-120 words interpreting and analysing the data.

	2001			2011		
	Total	SC	ST	Total	SC	ST
Total	64.8%	54.7%	47.1%	73.0%	66.1%	59.0%
Male	75.3%	67.0%	59.0%	80.9%	75.2%	68.5%
Female	53.7%	42.0%	35.0%	64.6%	56.5%	49.4%

OR

2. Write a letter to your city's Municipal Commissioner, expressing your concern about the poor drainage, accumulated garbage, and stagnant water in your locality. Highlight the risk of disease outbreaks and urge for immediate action. You are Ansh/Anshika Sharma. Write the letter in 100-120 words.

Grammar Section

(D) Answer the following as per the given instructions:

(1X7=7)

1. Fill in the blank by choosing the correct option:

We _____ cartoon when it started to thunder.

- a) Were watching b) Watched c) Will watch d) Have been watching

2. Fill in the blank by changing the verb given in bracket as required:

Jaya _____ (go) to the stadium right now.

3. Find out the error in the following sentence and supply with the correction:

She was writing the report when the phone rings.

Error	Correction
_____	_____

4. Choose the option that identifies the error and supplies the correction for the following:

You can't smoke so much. It's bad for your health.

Option	Error	Correction
	Can't	Shouldn't
	So much	Most
	Bad	Worse
	For	In

5. Fill in the blank by choosing the correct option:

When I was ten years old, I _____ speak three languages.

- a) Must b) Could c) Ought to d) Will

6. Choose the option that identifies the error and supplies the correction for the following:

Hunger or thirst are the basic condition for living which is a reminder that the body should be fed with food or water.

Option	Error	Correction
a)	Hunger	Hungry
b)	Or	And
c)	Are	Is
d)	The	A

7. Find out the error in the following sentence and supply with the correction:

After using the computer for a long time, looking into the distance for about five minutes relaxed the eyes.

Error	Correction
_____	_____

Literature Section

(E) Read the extracts given below and answer the questions of any one of the extracts that follow:

(1X4 = 4)

1. "Another aeroplane? Up there in this storm? No other aeroplanes were flying tonight. Yours was the only one I could see on the radar." So who helped me to arrive there safely without a compass or a radio and without any more fuel in my tanks? Who was the pilot on the strange black aeroplane, flying in the storm, without lights?

a) Who is 'I' in the above passage?

b) State True or False:

The other aeroplane had the narrator's mentor.

c) Why did the narrator want to meet the pilot of the black aeroplane?

d) Find out the word in the passage which is synonymous to the word 'abnormal or unusual'.

OR

2. "I was really worried about Tricki this time. I had pulled up my car when I saw him in the street with his mistress and I was shocked at his appearance. He had become hugely fat, like a heated sausage with a leg at each corner. His eyes bloodshot and rheumy, stared straight ahead and his tongue lolled from his jaws."
- Who is 'I' in the above passage?
 - State the physical condition of Tricki.
 - State True or False:
Tricki's mistress had been keeping him on a diet.
 - Find out the word in the passage which is synonymous to the word 'stunned or astonished'.

(F) Read the extracts given below and answer the questions of any one of the extracts that follow: **(1X4 = 4)**

1. *"He stalks in his vivid stripes
The few steps of his cage
On pads of velvet quiet
In his quiet rage.
He should be lurking in shadow
Sliding through long grass
Near the water hole
Where plump deer pass."*

- 'He' is in a rage because he is in a _____.
- According to the poet, where should the tiger actually be?
- What is the tiger trying to do near the water hole?
- Which word from the extract is the opposite of the word 'loud'?

OR

2. *"The way a crow
Shook down on me
The dust of snow
From a hemlock tree
Has given my heart
A change of mood
And saved some part
Of a day I had rued."*

- Which type of tree did the crow shake?
- What was the poet's mood before the falling of snow?
- What was the effect of the fall of the dust of snow on the poet?
- What is the importance of the crow and the hemlock tree in the extract?

(G) Answer any five of the following questions in 40-50 words: **(3X5=15)**

- What are the two most common stories that explain how tea was first discovered?
- What was the reason behind Maxwell's decision to get an otter as a pet?
- Why does the poet choose not to simply buy the boy a new ball?
- In what ways does the poem "Fog" show that nature can be unexpected and surprising?
- Describe Horace Danby's special interest. How was he able to pursue it?
- What led to Matilda's terrible situation? What could she have done differently to prevent it?

(H) Answer any one of the following questions in 100-120 words: **(5X1= 5)**

- Explain how Griffin's evil and unethical actions in the story overshadow his intelligence as a scientist. Use specific examples from the text to support your answer.

OR

- The journeys of Valli in 'Madam Rides the Bus' and Rajvir in 'Tea from Assam' (Glimpses of India, Part III) can be seen as powerful symbols of exploration. Explain what each character's trip represents and how it affected their understanding of the world.