



**BK BIRLA CENTRE FOR EDUCATION**  
**SARALA BIRLA GROUP OF SCHOOLS**  
**SENIOR SECONDARY CO-ED DAY CUM BOYS' RESIDENTIAL SCHOOL**  
**PRE MID TERM 2024-25**  
**ENGLISH CORE (301)**



**Class: XII**  
**Date: 02.08.24**  
**Admission no. :**

**Duration: 1 hr**  
**Max Marks: 25**  
**Roll no. :**

**General Instructions:**

1. The Question Paper contains THREE sections-READING, WRITING and LITERATURE.
2. Attempt questions based on specific instructions for each part.

**SECTION A: READING SKILLS (7 marks)**

**Q1. Read the following passage carefully:**

**7**

1 Fast-Moving Consumer Goods (FMCG) are products that sell quickly at relatively low cost. FMCG is the fourth-largest sector in the Indian economy. There are three main segments in the sector food and beverages, which accounts for 19% of the sector; healthcare, which accounts for 31% of the share; and household and personal care, which accounts for the remaining 50% share. The urban segment contributes to about 55% of the revenue share, while the rural segment accounts for 45%. Rise in rural consumption will drive the FMCG market. The Indian processed food market is projected to expand to US\$ 470 billion by 2025, up from US\$ 263 billion in 2019 20.

2 The Indian FMCG industry grew by 16% in 2021, a 9-year high, despite nationwide lockdowns, supported by consumption-led growth and value expansion from higher product prices, particularly for staples. Real household spending is projected to increase 9.1% after 2021, after a decrease of 9.3% in 2020 due to the economic impact of the pandemic. Price increase across product categories will offset the impact of rising raw material prices, along with volume growth and resurgence of demand for discretionary items.

3 The FMCG sector has received good investments and support from the Government in the recent past. The sector witnessed healthy FDI inflows from April 2000 March 2022. Furthermore, as per the Union Budget 2022 23, a substantial amount has been allocated to the Department of Consumer Affairs, an increased amount has been allocated to the Department of Food and Public Distribution. In 2021 22, the Government approved Production-Linked Incentive Scheme for Food Processing Industry (PLISFPI) with an outlay of a larger amount to help Indian brands of food products in the international markets.

4 The G Production-Linked Incentive (PLI) Scheme gives companies a major opportunity to boost exports. The future outlook of the FMCG rural sector looks on track now. Rural consumption has increased, led by a combination of increasing income and higher aspiration levels. There is an increased demand for branded products in rural



India. The growth of organised sector in FMCG is expected to rise with an increased level of brand consciousness, augmented by the growth in modern retail.

Table I. FMCG Products	
1. Processed foods	: Cheese products, cereals
2. Prepared meals	: Ready-to-eat meals
3. Beverages	: Bottled water, aerated drinks, and juices
4. Baked goods	: Biscuits, bread
5. Fresh foods, frozen foods, and dry goods	: Fruits, vegetables, milk, butter, frozen food, and nuts
6. Medicines	: Aspirin, pain relievers, and over-the-counter medication that can be purchased without a prescription
7. Cleaning products	: Baking soda, washing powder
8. Cosmetics and toiletries	: Beauty products, soaps, toothpastes
9. Office supplies	: Pens, pencils

**Based on your understanding of the passage, answer the questions given below:**

**(i)** Does the following statement agree with the information given in para 1?

Food and beverages segment dominates the Global FMCG market and is expected to retain its dominance.

Select from the following:

- I. True If the statement agrees with the information
- II. False If the statement contradicts the information
- III. Not Given If there is no information on this

**(ii)** Select the option that displays the most likely reason for FMCG rural sector being on track.

- (a) FMCG sector has been unable to get investments from the Government.
- (b) PLI Schemes do not reach the rural sector
- (c) Gross Merchandise Value (GMV) of the online grocery segment in India is expected to double in the next five years.
- (d) There is a desire to buy branded products in the villages too.

**(iii)** Complete the sentence based on the following statement:

The Indian FMCG industry grew by 16% in 2021, a 9-year high, despite nationwide lockdowns because \_\_\_\_\_.

**(iv)** Complete the given sentence by selecting the most appropriate option:

The combination of increasing income and higher aspiration levels in the rural areas has led to \_\_\_\_\_.

- (a) the Government taking a direct interest
- (b) the demand for branded products

(c) price increases across product categories

(d) the fall of supply in urban areas

(v) Complete the given sentence by selecting the most appropriate option:

The concluding paragraph of the passage makes a clear case \_\_\_\_\_.

(a) that the rural people also want branded products

(b) that the FMCG industry will not focus on brand consciousness

(c) for the role of data analytics in the FMCG industry

(d) for the Government role by providing incentives

(vi) What will be the impact of increased level of brand consciousness?

(vii) Based on the reading of the passage, correct the following statement:

The urban segment contributes to about 45% of the revenue share, while the rural segment accounts for 55%.

### SECTION B- WRITING (5 marks)

**Q2.** The primary wing of your Global Public School is putting up a special assembly to celebrate National Integration Day. Mr. Gopal Chand, Secretary, Education Department will be the Guest of Honour. You are Mira/Majid, student reporter of the school magazine. Write a report in 120 150 words to be published in the school magazine. You may use the following cues for the report. **5M**

PROGRAMME
Welcome
Speech by Guest of Honour
Cultural activities play, dance
Inauguration of Art Exhibition
Vote of Thanks

### SECTION C – LITERATURE (13 Marks)

**Q3.** Read the extract given below and answer the questions that follows:

**1x4=4**

“I am thinking of this stranger here,” said Edla “He walks and walks the whole year long, and there is probably not a single place in the whole country where he is welcome and can feel at home. Wherever he turns he is chased away. Always he is afraid of being arrested and cross-examined. I should like to have him enjoy a day of peace with us here-just one in the whole year.”

(i) Complete the following sentence with the most appropriate option:

Edla wished the Pedlar to have a peaceful day because \_\_\_\_\_

(a) the Pedlar had worked for Edla.

(b) the Pedlar had not been released from jail.

(c) the Pedlar had been staying at the forge. (d) the Pedlar had always been looked with suspicion.

**(ii)** Select the suitable word from the extract to complete analogy.

single : multiple :: abroad : \_\_\_\_\_

**(iii)** In the above extract, Edla comes across as

(a) conscientious      (b) pretentions      (c) compassionate      (d) selfless

**(iv)** In the context of the given extract, which day is referred to in the expression 'just one in the whole year'?

**Q4. Answer the following questions?**

**3 x 2 = 6**

**a)** In what way did the infant Tiger King surprise the astrologer?

**b)** Do we experience things of beauty only for short moments or do they make a lasting impression? Explain. (A Thing of Beauty)

**(c)** Do you agree with the Tiger King's statement? You may kill even a cow in self-defence.

**Q5. Attempt the following question in about 100-120 words.**

**1 x 3 = 3**

Describe the significance of the narrator's journey to Antarctica in "Journey to the End of the Earth". How does the journey impact their understanding of Earth's history and future?