

TIME ALLOWED: THREE HOURS

PART-I (MCQS): MAXIMUM 30 MINUTES

PART-I (MCQS)

PART-II

MAXIMUM MARKS = 20

MAXIMUM MARKS = 80

NOTE: (i) Part-II is to be attempted on the separate Answer Book.

(ii) Attempt ALL questions from PART-II.

(iii) All the parts (if any) of each Question must be attempted at one place instead of at different places.

(iv) Write Q. No. in the Answer Book in accordance with Q. No. in the Q. Paper.

(v) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.

(vi) Extra attempt of any question or any part of the question will not be considered.

Q. 2. Write a précis of the following passage and suggest a suitable title:

(20)

Despite complaints from viewers, television commercials are not getting any more realistic. Their makers continue to present idealized people in unreal situations. The wide gaps between their fanciful depiction and the mundane realities of life in most cases make them appear funny as well as repulsive. A footballer suddenly starts scoring goals after consuming a particular energy-drink. A would-be groom avoids hugging his father-in-law because he recalls not having used a particular shampoo that morning. A busy manager leaves an important meeting to grab a dozen packets of his favourite cookies, and so on. The advertisers also persist in showing a version of male-female relationships that can hardly exist in two households in an entire city. A wife panics simply because a meddlesome neighbor points out that her husband's shirt is dirty, while another fears for her marriage because her finicky husband doesn't like her coffee. What do the advertisers know about us, or how we see ourselves, that make them continue to plunge millions of dollars into these kinds of commercials? They probably don't know that these glamorous and noisy clips in no way promote the product for which they are aired. The reported number of viewers may be heartening and tempting for the manufacturers of the products. It might also be the main reason for them to keep on hiring the advertisers for promoting these products. In fact, however, these advertisements are mostly watched either to laugh at, or because the viewers are unable to skip them by changing the channel as soon as they start.

Title: Unrealistic television advertisements

Television commercials are widely criticised for being unrealistic, as these adverts fail to portray the worldly realities which makes them unattractive. Adverts just focus on idealistic people in utopian conditions. Every matrimonial issue is also hypothesised. ^{The} writer states that these adverts are of no use in generating sales which forces the manufacturer to ^{repetitively} hire these advertisers. Thus, it makes the commercials to be just watched for entertainment purposes or these adverts cannot be ignored.

Words = 75

Total words = 260

Decent attempt. Idea is ok. Mistakes identified.

Precis 1976

The present-day industrial establishment is a great distance removed from that of the last century or even of twenty-five years ago. This improvement has been the result of a variety of forces --- government standards and factory inspection: general technological and agricultural advance by substituting machine power for heavy or repetitive manual, labour, the need to compete for a labour force: and union intervention to improve working conditions in addition to wages and Hours.

However, except where the improvement contributed to increased productivity, the effort to make more pleasant has to do support a large burden of proof. It was permissible to seek the elimination of hazardous, unsanitary, unhealthful, or otherwise objectionable conditions of work. The speedup might be resisted to a point. But the test was not what was agreeable but what was unhealthful or at minimum, excessively fatiguing. The trend toward increased leisure is not reprehensible, but we resist vigorously that notion that a man should work less hard on the job. Here older attitudes are involved. We are gravely suspicious of any tendency to expand less than the maximum effort, for this has long been a prime economic virtue.

In strict logic there is as much to be said for making work pleasant and agreeable as for shortening Hours. On the whole it is probably as important for a wage-earner to have pleasant working conditions as a pleasant home. To a degree, he can escape the latter but not the former --- though not doubt the line between an agreeable tempo and what is flagrant feather-bedding is difficult to draw.

Moreover, it is a commonplace of the industrial scene that the dreariest and most burdensome tasks, require as they do a minimum of thought and skill frequently have the largest number of takers. The solution to this problem lies, as we shall see presently, in driving up the supply of crude manpower at the bottom of the ladder. Nonetheless the basic point remains, the case for more leisure is not stronger on purely prima facie grounds than the case for making labour-time itself more agreeable. The test, it is worth

repeating, is not the effect on productivity -- It is not seriously argued that the shorter work week increases productivity --- that men produce more in fewer Hours than they would in more. Rather it is whether fewer Hours are always to be preferred to more but pleasant ones.

Title: Agreeable work is more important

Title should preferably be a phrase, not a sentence.

Today's industrial society is better than the previous one, as today's industries, due to various factors, are more regularized. Today's work environment is more productive and safe, but not pleasant. However, pleasant work does not mean doing a job without dedication. The writer argues that pleasant work is more important than less hours of work. That is why he suggests a test to check if agreeable work is more preferable than less working hours. However, it is hard to set a standard for acceptable work.

my works: 85

Good work.

Page #
Total words 390



Teacher's Signature: _____