



ANANDALAYA
PERIODIC TEST – 2
Class: XII

Subject : English Core (301)

Date : 12-09-2025

M.M: 80

Time: 3 Hours

General Instructions:

1. The Question Paper contains three sections.
2. Section A-Reading Section has two passages for comprehension.
3. Section B-Writing has four questions. Adhere to the word limit as given in the instructions.
4. Section C-Literature has seven questions. Do not exceed the prescribed word limit while writing answers.

SECTION A - Reading Section (22 Marks)

1. Read the passage given below.

- (a) Payless ShoeSource pranked VIP shoppers into paying profit margin of up to 1,800 percent for the bargain retailer's shoes as part of a viral advertising campaign designed to shift consumers' perceptions of the brand. Creating a fake luxury brand — Palessi — Payless built a temporary store and filled it with fashionistas.
- (b) So-called fashion influencers — essentially trendsetters that regular consumers look to for style cues — paid up to \$645 for footwear that usually retails for between \$19.99 and \$39.99, the company said. The fashion insiders were captured remarking on the quality of the shoes' design and fabrication. "It's just stunning. Elegant, sophisticated," one shopper said of a stiletto heel at the fake store's launch party. "I can tell it was made with high-quality material" said a man perusing a pair of leather sneakers.
- (c) Payless enlisted advertising agency DCX Growth Accelerator to create the fake luxury store - replete with a statue and gold mannequins — and invited 60 influencers, recruited from the street and social media, to the made-up brand's launch party last month in Los Angeles, California. Shoppers were told they'd receive between \$100 and \$250 in compensation to attend a market research event at an upscale mall in Santa Monica.
- (d) DCX Chief Creative Officer Doug Cameron said he played around with the letters in Payless to produce other store name candidates, including Elypass. Ultimately the agency decided to piggyback off the cachet of Italian design. "We said let's give the campaign a handle, something creative that will be stickier, that an upscale retailer would really do," Cameron said. "I went on Wikipedia and looked up a list of Italian family names and saw Alessi, and added a 'P' to that. We also created a website around Palessi because we figured people would Google it." Influencers were stunned upon learning the shoes were from Payless. The shoppers got their money back, but were allowed to keep the shoes.
- (e) Sarah Couch, Payless's chief marketing officer, said the campaign aimed to remind shoppers that Payless strikes the right balance of stylistic relevance and affordability. Cameron said the intention was to bring the brand back to its roots of appealing to the pragmatic consumer. He said Payless had recently gone off track in an era of 'aspiration inflation.' "We interviewed all these consumers who said they loved great styles but resented the elite prices that people would pay for industry fashion brands. We had an interesting opportunity to take a cultural position and said, 'Let's have Payless gently make fun of all of that and go back to this pragmatist position in culture.' That seems to have tapped a nerve." He said the stunt indicates how powerful branding is in today's society. "The right psychological nod can completely transform the perceived value of just about anything," he said.

-www.cbsnews.com/news/payless-sold-discount-shoes-at-luxury-prices-and-it-worked

On the basis of your reading of the passage, answer the following questions.

- (i) Why did Payless create a fake luxury brand called 'Palessi'? (1)
(A) To introduce a new range of luxury products.
(B) To test consumer perception about price and branding.
(C) To expand into the European footwear market.
(D) To compete with established Italian designers.
- (ii) Complete the following with the correct option from those given in the brackets: (1)
In the phrase 'up to 1,800 percent markups', the word *markups* means ____
(an increase in price / an intentional design flaw / a label indicating quality).
- (iii) Give two reasons why fashion influencers were convinced the shoes were high-end luxury items. (2)
Answer in 30–40 words.
- (iv) Cameron says, "*give the campaign a handle, something... an upscale retailer would really do.*" (1)
It means that Payless's strategy was _____.
(A) casual and humorous (B) sophisticated and memorable
(C) affordable yet trendy (D) focused only on product quality
- (v) The phrase '*piggyback off the cachet of Italian design*' implies that Payless wanted to benefit (1)
from _____.
(A) the perceived prestige of Italian fashion (B) the cheaper production costs in Italy
(C) the global demand for leather goods (D) the popularity of Italian tourism
- (vi) Which of the following would be the most suitable title for paragraph (e)? (1)
(A) A Commentary on Blind Trust in Brands (B) Payless Shines with Its Pragmatic Roots
(C) The Decline of Luxury Branding (D) Social Media's Influence on Fashion Choices
- (vii) Which line from paragraph (e) best shows the transformative power of branding in shaping (1)
consumer perception?
(A) "We interviewed all these consumers who said they loved great styles but resented the elite prices that people would pay for industry fashion brands."
(B) "We had an interesting opportunity to take a cultural position and said, 'Let's have Payless gently make fun of all of that.'"
(C) "That seems to have tapped a nerve."
(D) "The right psychological nod can completely transform the perceived value of just about anything."
- (viii) Fill in the blank by choosing the appropriate option: (1)
"*We interviewed all these consumers who said they loved great styles but resented the elite prices that people would pay for industry fashion brands.*" These words are a _____ (reflection / warning / prediction) about consumer behaviour by Cameron.
- (ix) Why does Cameron describe the cultural approach of Palessi as 'pragmatist'? Answer in 30–40 (2)
words.
- (x) Find a word from paragraph (c) that is a synonym of "well-supplied" or "full of." (1)

2. Read the following passage carefully.

- (a) Indian women, despite constituting 48% of the population, contribute only 18% to the Gross Domestic Product (GDP), found a study by the National Family Health Survey (2023). Bridging the gender gap in employment could potentially lead to a 30% increase in the country's GDP, as per the study.

- (b) Another study, by McKinsey Global Institute (MGI), said advancing women's equality could lead to a \$28 trillion increase in the global GDP. For India, this means a potential annual GDP boost of \$770 billion by 2025, 18% higher than the expected business-as-usual GDP. In 2023, women made up nearly 53% of the employable population. India has the third largest ecosystem in terms of startups in the world, and 10% of them have been led by women founders. Several such studies, throwing light on the relation between gender parity and socio-economic progress, were highlighted during the launch of a coffee table book, titled 'Empower Her', at a programme organised by Aviom, a housing finance company, and The Economic Times.
- (c) "True meaning of women empowerment is when a woman can take all her decisions on her own," said Ranjan Kumar Barun, deputy general manager of National Housing Bank, who was the chief guest on the occasion. The event was organised to mark Women's Day and 'Aviom Women Financial Empowerment Series' organised by the housing finance company.
- (d) Globally, 65% women face challenges in accessing formal banking due to socio-cultural hurdles, a higher percentage compared to men, according to an International Monetary Fund report. Similarly, 72% of men reported having an account at a financial institution. Furthermore, the International Labour Organization reports that 88% women work in industries and 7% women employed in services work in the informal sector. This sector includes unregistered jobs like street vendors and daily wage labourers, where workers have no formal contracts or benefits. These barriers highlight the continuing financial and employment challenges women face, coupled with stereotypical gender roles and responsibilities, underscoring the need for greater empowerment and inclusion, both globally and in India.

-www.economictimes.indiatimes.com/women-contribute-only-18-to-gdp

- (i) In 2023, women made up about 53% of the employable population in India. How does this compare with their contribution to GDP? (1)
- (A) Women are less than half of the employable population but contribute more than half to GDP.
 (B) Women are over half of the employable population but contribute only about 18% to GDP.
 (C) Women form the majority of the workforce and lead many startups.
 (D) Women are over half of the employable population but are still not fully represented in GDP.
- (ii) Complete the sentence with the most suitable option. (1)
 The high percentage of women in the informal sector suggests _____.
 (A) many women work in jobs without contracts or benefits
 (B) women choose informal jobs for more flexibility
 (C) men are more common in informal jobs than women
 (D) women in informal jobs get proper benefits and facilities
- (iii) Why is the coffee table book 'Empower Her' significant as mentioned in the passage? (para b) (1)
- (iv) What is the central idea of the passage? (1)
 (A) The challenges women face in accessing finance.
 (B) The economic potential of women's equal workforce participation.
 (C) The role of women-led startups in India's economic growth.
 (D) The meaning and importance of women empowerment in India.
- (v) Complete the sentence with an appropriate phrase. (para a) (1)
 Bridging the gender gap in employment could lead to _____.

- (vi) Why do Indian women, despite being 48% of the population, contribute only 18% to GDP? (2)
Mention one social and one economic factor from the passage. (para d)
- (vii) Find a word from paragraph (b) that is a synonym of 'progress' or 'development.' (1)
- (viii) Fill in the blank. (1)
The writing style of this passage is an example of _____.
(A) narrative fiction (B) personal journal entry
(C) newspaper report or article (D) descriptive essay
- (ix) Identify the error in the sentence and correct it. (1)
Advancing women's equality could lead to an increase of 18% in the global GDP by 2023.

SECTION B - Writing Section (18 Marks)

3. Answer the following question in 50 words. (ANY ONE) (4)

(A) Children who are bullied may begin to experience difficulties in all spheres of their life, be it academic, emotional, or social. Since schools have become a threatening environment for bullied students, school avoidance is not uncommon among these kids. To act firmly on this, the Anti-Bullying Club of your school has organised a peer-led session for the students of classes VI-XII. As President of the club, draft a notice for the same. You are Kavya Bhasin of class XII.

OR

(B) You are Manvita Garg, the cultural secretary of Vidya Niketan School. Write a notice in about 50 words inviting the names of students who would like to participate in the variety programme that you are planning in aid of an old age home in your city. Items may be in the form of solo and group singing, monoacting, magic show, dance performance, etc. Trials for the most suitable participants will be held during school hours.

4. Answer the following question in 50 words. (ANY ONE) (4)

(A) You are Dr. Mahesh Tripathi. You have received an invitation from The Director, Health Services, New Delhi, to attend a workshop on 'Child Care' on 15th October 2025. Many leading practitioners of the state have been invited to grace the occasion. Respond formally to the invitation in about 50 words.

OR

(B) Draft an invitation card to be sent to all the parents on the occasion of your school's Annual Day to be held on 15th November 2025. Give necessary details.

5. Answer the following question in 120-150 words. (ANY ONE) (5)

(A) National Book Trust organised a week-long book fair at Anna Salai Grounds, Chennai. You visited the fair and bought a few books. You were pleased with the arrangements, enthusiasm of the visitors and the fact that books have not yet lost their relevance in the world of the Internet. Write a letter to the editor of a local newspaper to express your feelings. You are Lalit/Lata, 112, Mount Road, Chennai. You may use the following hints:

- well-managed stalls, cleanliness and overall organization
- interest shown by all age groups
- physical books still hold charm and relevance
- joy of buying books; encourage readers to support such literary events

OR

(B) You are Prem/Parul. You live at 16, TT Nagar, Bhopal. You would like to apply for the post of the Marketing Manager in a reputable firm in Mumbai. You saw the following advertisement in a newspaper. In response to it, write a letter along with a bio-data to the Public Relations Officer, Chaitanya Enterprises, Mumbai, applying for the job.

Join Chaitanya Enterprises – Mumbai

We are a reputable firm seeking a dynamic and driven Marketing Manager to lead innovative campaigns and strengthen brand presence.

We're looking for candidates with:

- Excellent communication and interpersonal skills
- Strong grasp of digital marketing strategies
- Proven ability to manage teams and coordinate projects
- Creative thinking and problem-solving abilities
- Educational Requirements: Graduate in Marketing, Communication, or a related field
- Experience: Minimum 1 year preferred; fresh graduates with internship experience may also apply

Location: Mumbai

Interested candidates should send their applications along with a bio-data to:

Public Relations Officer, Chaitanya Enterprises

Address: 22-A, Business Tower, Andheri East, Mumbai – 400069

6. Answer the following question in 120-150 words. (ANY ONE) (5)

(A) Recent floods in many metropolitan cities have exposed the unpreparedness of civic authorities. The common people, especially the poor, suffered greatly, while responsibility was rarely fixed on officials. Write an article on *“The Common Man’s Woes During Monsoons and the Need for Accountability”*. You are Sumit/Smita Verma. You may use the following points:

- Hardships faced by people during floods
- Loss of livelihood, home faced by the poor
- Inefficiency of civic authorities in flood management
- Lack of accountability and consequences
- Importance of transparent governance and preparedness

OR

(B) Affirmation- “I am like the resilient banyan tree, rooted in my true self, unshaken by external challenges. My inner strength and stability guide me through all adversities, allowing me to remain calm and composed.”

As Ravi/Ravina, write an article for the school magazine ‘Aakash’ of Maharani Gayatri Devi School, Jaipur. You may use the following points:

- Symbolism of the banyan tree as strength and resilience
- Being rooted in one’s true self and self-awareness
- Inner strength helping to face challenges confidently
- Staying calm and composed under pressure
- Importance of resilience in student life and learning

SECTION C- Literature Section (40 Marks)

7. Read the extract given below and answer the questions that follow. (ANY ONE)

(A) *“There is no school in my neighbourhood. When they build one, I will go.”*

“If I start a school, will you come?” I ask, half-joking. “Yes”, he says, smiling broadly. A few days later I see him running up to me. “Is your school ready?” “It takes longer to build a school,” I say, embarrassed at having made a promise that was not meant. But promises like mine abound in every corner of his bleak world.”

(i) What does the child’s eagerness to ask, “Is your school ready?” reveal about him? (1)

(A) He is impatient by nature

(B) He strongly desires education

(C) He mistrusts the speaker

(D) He misunderstands the joke

(ii) Why does the speaker call her promise “not meant,” and yet say such promises abound in the boy’s “bleak world”? Answer in 30-40 words. (2)

- (iii) How does the passage highlight the gap between privileged perspectives and the child's reality? (1)
- (iv) Fill in the blanks meaningfully. (1)
The speaker felt embarrassed because _____.
(A) the child took her words seriously (B) the school construction was delayed
(C) he knew she could not keep her word (D) she was caught making fun of the child
- (v) What does the word 'bleak' most likely suggest about the environment in which the boy lives? (1)

OR

- (B) *"When, at about ten o'clock, they drove back from the church, the young girl sat and hung her head even more dejectedly than usual. At church she had learned that one of the old crofters of the ironworks had been robbed by a man who went around selling rattraps. "Yes, that was a fine fellow you let into the house," said her father. "I only wonder how many silver spoons are left in the cupboard by this time." The wagon had hardly stopped at the front steps when the ironmaster asked the valet whether the stranger was still there. He added that he had heard at church that the man was a thief."*
- (i) What news did the young girl bring home from the church? (1)
(A) That a thief had escaped from prison.
(B) That a rattrap seller had robbed a crofter.
(C) That the stranger was a nobleman in disguise.
(D) That the ironworks would shut down soon.
- (ii) The phrase "hung her head even more dejectedly than usual" suggests that the young girl felt (1)
(A) Ashamed and guilty (B) Angry at her father
(C) Tired after a long day (D) Surprised at the church news
- (iii) Why did the ironmaster sarcastically call the peddler "a fine fellow" when speaking to his daughter? (30-40 words) (2)
- (iv) Why did the ironmaster immediately ask about the stranger upon returning home? (1)
(A) He suspected the man might still be dangerous.
(B) He was concerned for the guest's health.
(C) He wanted to treat him more kindly.
(D) He planned to offer him a job at the ironworks.
- (v) Use the word 'dejectedly' in a meaningful sentence of your own. (1)
8. Read the extract given below and answer the questions that follow. (ANY ONE)
- (A) *"The child will grow up to become the warrior of warriors, hero of heroes, champion of champions. But..." they bit their lips and swallowed hard. When compelled to continue, the astrologers came out with it. "This is a secret which should not be revealed at all. And yet we are forced to speak out. The child born under this star will one day have to meet its death." At that very moment a great miracle took place. An astonishing phrase emerged from the lips of the ten-day-old Jilani Jung Jung Bahadur, "O wise prophets!" Everyone stood transfixed in stupefaction."*
- (i) What prediction did the astrologers make about the child's fate? (1)
- (ii) Why were the astrologers hesitant to reveal the complete prophecy about the newborn child? (1)
- (iii) 'The child born under this star will one day have to meet its death' is an example of _____. (1)
(A) Simile (B) Alliteration (C) Irony (D) Metaphor
- (iv) If you were one of the courtiers present during this incident, how would you react to the infant prince's unexpected words? Write your response in about 20-30 words. (1)

OR

- (B) “*Students on Ice, the programme I was working with on the Shokalskiy, aims to do exactly this by taking high school students to the ends of the world and providing them with inspiring educational opportunities which will help them foster a new understanding and respect for our planet. It’s been in operation for six years now, headed by Canadian Geoff Green, who got tired of carting celebrities and retired, rich, curiosity-seekers who could only ‘give’ back in a limited way. With Students on Ice, he offers the future generation of policy-makers a life-changing experience at an age when they’re ready to absorb, learn, and most importantly, act.*”
- (i) Who heads the ‘Students on Ice’ programme, and why did he create it? (1)
- (ii) What does the decision to involve high school students instead of celebrities suggest about Geoff Green’s long-term vision? (1)
- (A) He wanted to make the programme more profitable.
 (B) He believed future policy-makers could influence change.
 (C) He felt celebrities lacked curiosity.
 (D) He wished to promote luxury travel.
- (iii) Imagine you are one of the students on the Shokalskiy. Write in 2–3 lines how such an expedition could change your perspective on environmental responsibility. (2)

9. Read the extract given below and answer the questions that follow. (ANY ONE)

- (A)
- “Now we will count to twelve
 and we will all keep still.
 For once on the face of the Earth
 let’s not speak in any language,
 let’s stop for one second,
 and not move our arms so much.”*
- (i) What does the poet ask everyone to do when he says, “*we will all keep still*”? (1)
- (ii) Why does the poet suggest that people should stop “speaking in any language”? (1)
- (iii) How does the poet’s suggestion of silence serve as a contrast to the usual human behaviour on Earth? Answer in 30-40 words. (2)
- (iv) What is the significance of the expressions “*count to twelve*” and “*keep still*” in the poem *Keeping Quiet*? How do these phrases convey the poet’s central idea? (1)
- (v) What is implied by the phrase “*not move our arms so much*”? Choose the correct option. (1)
- (A) Humans should stop fighting and causing destruction.
 (B) People must stop expressing themselves in sign language.
 (C) The poet is advising physical rest only.
 (D) The poet wants everyone to remain silent during a ritual.

OR

- (B)
- “A thing of beauty is a joy forever
 Its loveliness increases, it will never
 Pass into nothingness; but will keep
 A bower quiet for us, and a sleep
 Full of sweet dreams, and health, and quiet breathing.”*
- (i) According to the poet, how does beauty provide joy to human beings? (1)
- (ii) Complete the following sentence appropriately: (1)
- The poet believes beauty “*will never pass into nothingness*” because _____.

- (iii) What can be inferred about the relationship between beauty and human suffering from this extract? (1)
- (iv) Select the poetic device used in the phrase "*a bower quiet for us.*" (1)
- (A) Simile (B) Hyperbole (C) Metaphor (D) Allusion
- (v) State the rhyme scheme of the extract and comment briefly on how it contributes to its musical quality. (1)
- (vi) If you were to continue the poet's idea, name one or two things from your own life that give you lasting joy, like beauty does in the poem. (1)

9. Answer ANY FIVE questions in 40-50 words each.

- (i) What tempted Franz to stay away from school? (2)
- (ii) What is the message of 'A Thing of Beauty'? (2)
- (iii) Does the poet advocate total inactivity in 'Keeping Quiet'? Clarify. (2)
- (iv) What were the poet's feelings at the airport? How did she hide them? (My Mother at Sixty Six) (2)
- (v) How did Gandhiji begin his mission in Champaran? (2)
- (vi) Draw the character sketch of the peddler in 'The Rattrap'. (2)

10. Answer ANY TWO questions in 40-50 words each.

- (i) How did Mr. Lamb's conversation and company change Derry's desire to isolate himself from the world? (2)
- (ii) In what respect is Tishani Doshi's encounter with Antarctica a chilling prospect? (2)
- (iii) Describe the scene at the third level at Grand Central Station as seen by Charley. (2)

11. Answer ANY ONE question in 120-150 words. (5)

- (A) Self-reliance, Indian independence and help to sharecroppers were all bound together. Discuss with reference to 'Indigo'.

OR

- (B) Desire, determination and diligence lead to success. Explain the value of these qualities in the light of Douglas' experience in Deep Water.

12. Answer ANY ONE question in 120-150 words. (5)

- (A) On the basis of your reading of 'The Enemy' write an article on the topic 'Humanity is the essence of our existence.'

OR

- (B) Mr. Lamb stands as a symbol of hope and optimism. Explain this statement with examples from the text.