**ITEM NO. 20**

**BUSINESS WORLD**

**MILK SUPPLY ISSUES**

We apologize for non-supply of some of our milk lines by our suppliers. This is due to the current conditions impacting dairy farmers.

Extreme weather conditions including drought together with significant cost increases in water, feed and energy, these have all contributed to the challenge facing dairy production in Australia, which has resulted in lower milk supply.

We thank you for your patience and understanding on this issue. Lion Dairy & Drinks Management

This public notice consists of a very short text that has an important function.

(A supermarket notice; Source: Google)

### Question 1.1

What is the purpose of this notice?

a.) to warn people about milk that is unfit for consumption

b.)to explain where to buy milk packets

c.) to advertise milk products

d.) to inform about lower milk supply.

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| --- | --- | --- |
| Domain: Reading Literacy | Theme: BUSINESS WORLD | Class(es): VI/VII/VIII  Expected Time: 2 Min.  Total Credit: 02 |
| Description of Item:   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | Learning Outcomes (As per NCERT):  (i) Writes answers to inferential questions based on the text read or heard  (ii) Highlights social, environmental issues and other issues of public interest and ethics | |

Reading Literacy

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| --- | --- |
| FRAMEWORK | CHARACTERISTICS |
| Situation/Scenario/Context | Public |
| Text Format | Continuous |
| Text Type | Transaction |
| Cognitive Process | Understanding |
| Item Format | Simple MCQ |
| Proficiency Level | 1(b) |

FULL CREDIT: 2 marks

### Partial credit: 0 Marks

NO CREDIT: 0 MARKS

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| FULL CREDIT: (d) to inform about lower milk supply  Partial Credit: NA  NO Credit: Other options and missing |

### Question 1.2

What is the name of the company that issued the notice?

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| --- | --- | --- |
| Domain: Reading Literacy | Theme: BUSINESS WORLD | Class(es): VI/VII/VIII  Expected Time: 02 Min.  Total Credit: 02 |
| Description of Item:   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | Learning Outcomes (As per NCERT):  (i) Writes answers to inferential questions based on the text read or heard  (ii) Highlights social, environmental issues and other issues of public interest and ethics | |

Reading Literacy

|  |  |
| --- | --- |
| FRAMEWORK | CHARACTERISTICS |
| Situation/Scenario/Context | Public |
| Text Format | Continuous |
| Text Type | Transaction |
| Cognitive Process | Locate information |
| Item Format | Short response type |
| Proficiency Level | 1(b) |

Credit Pattern:

Full Credit: 02 Marks

Partial Credit: 0 Marks

Nil Credit: 0 Marks

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| FULL CREDIT: Lion Dairy and Drinks  Partial Credit: NA  NO Credit: other options and missing |

### Question 1.3

What are the reasons for lower milk supply?

|  |  |  |
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| Domain: Reading Literacy | Theme: BUSINESS WORLD | Class(es): VI/VII/VIII  Expected Time: 02 Min.  Total Credit: 02 |
| Description of Item:   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | Learning Outcomes (As per NCERT):  (i) Writes answers to inferential questions based on the text read or heard  (ii) Highlights social, environmental issues and other issues of public interest and ethics | |

Reading Literacy

|  |  |
| --- | --- |
| FRAMEWORK | CHARACTERISTICS |
| Situation/Scenario/Context | Public |
| Text Format | Continuous |
| Text Type | Transaction |
| Cognitive Process | Locate information |
| Item Format | Close constructed Response |
| Proficiency Level | 1(a) |

Credit Pattern:

Full Credit: 02 Marks

Partial Credit: 0 Marks

Nil Credit: 0 Marks

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| FULL CREDIT: extreme weather conditions, drought and increase of cost of water, feed and energy.  Partial Credit: Any of the mentioned above  No Credit: other responses and missing |

### Question 1.4

The words ‘We thank you for your patience and understanding on this issue’ are printed at the bottom of the notice. What could be the possible reason for this?

|  |  |  |
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| Domain: Reading Literacy | Theme: BUSINESS WORLD | Class(es): VI/VII/VIII  Expected Time: 03 Min.  Total Credit: 02 |
| Description of Item:   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | Learning Outcomes (As per NCERT):  (i) Writes answers to inferential questions based on the text read or heard  (ii) Highlights social, environmental issues and other issues of public interest and ethics | |

Reading Literacy

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| --- | --- |
| FRAMEWORK | CHARACTERISTICS |
| Situation/Scenario/Context | Public |
| Text Format | Continuous |
| Text Type | Transaction |
| Cognitive Process | Evaluate and reflect |
| Item Format | Open constructed Response |
| Proficiency Level | 3 |

Credit Pattern:

Full Credit: 02 Marks

Partial Credit: 0 Marks

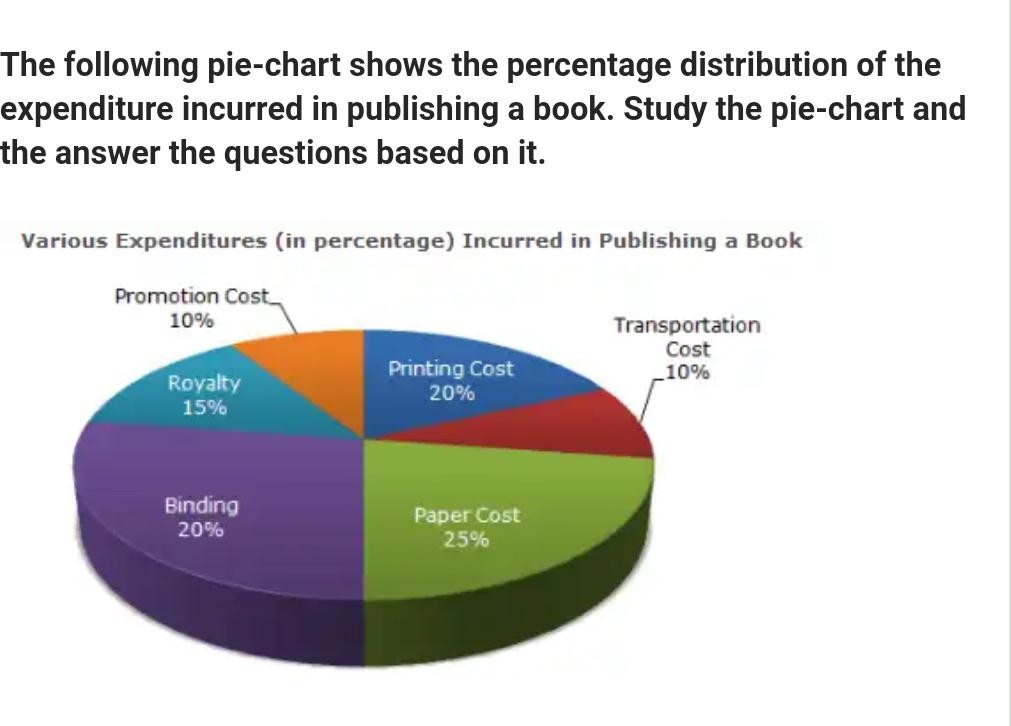
Nil Credit: 0 Marks

|  |
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| FULL CREDIT (any one):   * + - To create a good relationship with thecustomer     - To be polite andcourteous     - To maintain goodwill inbusiness.   PARTIAL CREDIT (anyone):   * + - To be good to thecustomer     - It is nice to offer suchexplanation  Customer will like to hear this explanation. NO CREDIT: For any other response ormissing |

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**UNIT 2 - PUBLISHING A BOOK**

(From Google Images)

### Question 2.1

If you are going to publish a book, what will you have to spend the moston?

a.) Binding

b.) Paper

c.) Royalty

d.) Printing

|  |  |  |
| --- | --- | --- |
| Domain: Reading Literacy | Theme: BUSINESS WORLD | Class(es): VI/VII/VIII  Expected Time: 03 Min.  Total Credit: 02 |
| Description of Item:   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | Learning Outcomes (As per NCERT):  (i) Writes answers to inferential questions based on the text read or heard  (ii) Highlights social, environmental issues and other issues of public interest and ethics | |

Reading Literacy

|  |  |
| --- | --- |
| FRAMEWORK | CHARACTERISTICS |
| Situation/Scenario/Context | Public |
| Text Format | Non Continuous |
| Text Type | Exposition |
| Cognitive Process | Evaluate and reflect |
| Item Format | Simple MCQ |
| Proficiency Level | 1(b) |

Credit Pattern:

Full Credit: 02 Marks

Partial Credit: 0 Marks

Nil Credit: 0 Marks

|  |
| --- |
| FULL CREDIT : b.) Paper  PARTIAL CREDIT: NA  NO CREDIT: For any other response or missing |

### Question 2.2

For publishing a certain book, the publisher needs to pay Rs. 30600 as printing cost. What will be the amount of royalty to be paid for this book?

a.) 19,450Rs.

b.) 21,200Rs.

c.) 22,950Rs.

d.) 26,150Rs.

|  |  |  |
| --- | --- | --- |
| Domain: Reading Literacy | Theme: BUSINESS WORLD | Class(es): VI/VII/VIII  Expected Time: 03 Min.  Total Credit: 02 |
| Description of Item:   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | Learning Outcomes (As per NCERT):  (i) Writes answers to inferential questions based on the text read or heard  (ii) Highlights social, environmental issues and other issues of public interest and ethics | |

Reading Literacy

|  |  |
| --- | --- |
| FRAMEWORK | CHARACTERISTICS |
| Situation/Scenario/Context | Public |
| Text Format | Non Continuous |
| Text Type | exposition |
| Cognitive Process | Evaluate and reflect |
| Item Format | Complex MCQ |
| Proficiency Level | 1(a) |

Credit Pattern:

Full Credit: 02 Marks

Partial Credit: 0 Marks

Nil Credit: 0 Marks

|  |
| --- |
| FULL CREDIT : (c) 22,950 Rs.  PARTIAL CREDIT: NA  NO CREDIT: For any other response ormissing |

### Question 2.3

What do you think is meant by ‘promotion cost’ of a book?

|  |  |  |
| --- | --- | --- |
| Domain: Reading Literacy | Theme: BUSINESS WORLD | Class(es): VI/VII/VIII  Expected Time: 03 Min.  Total Credit: 02 |
| Description of Item:   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | Learning Outcomes (As per NCERT):  (i) Writes answers to inferential questions based on the text read or heard  (ii) Highlights social, environmental issues and other issues of public interest and ethics | |

Reading Literacy

|  |  |
| --- | --- |
| FRAMEWORK | CHARACTERISTICS |
| Situation/Scenario/Context | Public |
| Text Format | Non Continuous |
| Text Type | Exposition |
| Cognitive Process | Understand and interpret |
| Item Format | short Response |
| Proficiency Level | 2 |

Credit Pattern:

Full Credit: 02 Marks

Partial Credit: 01Marks

Nil Credit: 0 Marks

|  |
| --- |
| FULL CREDIT: publicity, advertisement ,activities undertaken to boost sales of a book.  PARTIAL CREDIT: either of the above mentioned  NO CREDIT: For any other response ormissing |

### Question 2.4

The given pie-chart shows 10% of expenditure on transportation cost. What do you think needs to be transported in the book publishing process?

|  |  |  |
| --- | --- | --- |
| Domain: Reading Literacy | Theme: BUSINESS WORLD | Class(es): VI/VII/VIII  Expected Time: 03 Min.  Total Credit: 02 |
| Description of Item:   |  |  | | --- | --- | |  | Text | |  | Image | |  | Table | |  | Graph | |  | Map | |  | Poem | | Learning Outcomes (As per NCERT):  (i) Writes answers to inferential questions based on the text read or heard  (ii) Highlights social, environmental issues and other issues of public interest and ethics | |

Reading Literacy

|  |  |
| --- | --- |
| FRAMEWORK | CHARACTERISTICS |
| Situation/Scenario/Context | Public |
| Text Format | Non Continuous |
| Text Type | exposition |
| Cognitive Process | Evaluate and reflect |
| Item Format | close constructed Response |
| Proficiency Level | 2 |

Credit Pattern:

Full Credit: 02 Marks

Partial Credit: 01Marks

Nil Credit: 0 Marks

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| --- |
| FULL CREDIT :To carry books from the publisher to themarket ,To carry raw material to the publisher.  PARTIAL CREDIT : Either of the above  NO CREDIT: For any other response ormissing |

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