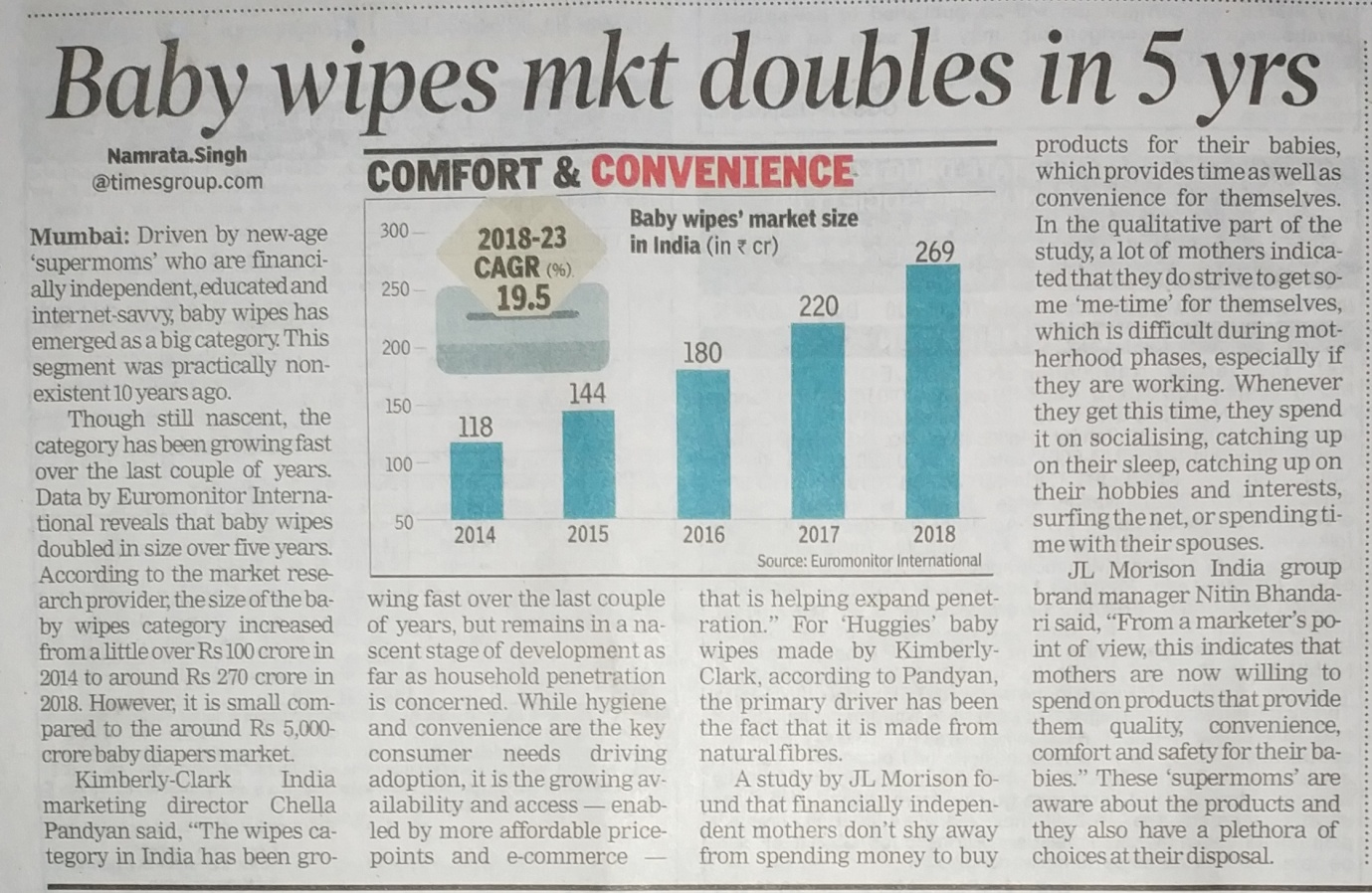
**ITEM NO. 19**

**THE ELDERLY**

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| --- | --- | --- |
| Domain-Reading Literacy | Theme: The Elderly | Class: IX-X  Expected Time: 30 min.  Total Credit: 8 |

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**BUSINESS WORLD (**[**Namrata.Singh@timesgroup.com**](mailto:Namrata.Singh@timesgroup.com)**)**

Q.1 Look at the bar graph and find out the correct option :-

a) The difference in the baby wipe market size was the maximum in 2014 and 2015

b) The difference in the baby wipe market size was the maximum in 2015 and 2016

c) The difference in the baby wipe market size was the maximum in 2016 and 2017

d) The difference in the baby wipe market size was the maximum in 2017 and 2018

|  |  |
| --- | --- |
| Scenario | Public |
| Text Format | Non-Continuous |
| Text Type | Exposition |
| Process | understand |
| Item Format | Complex MCQ |
| Proficiency Level | 1 a |

Q.2. A supermom would have the following features:

a) Well read, insensitive, miser and non-family person

b) Knowledgeable, educated, independent and a caring career woman

c) Extravagant, super emotional, educated and caring

d) Sensitive, tech-savvy, well aware and over protective

|  |  |
| --- | --- |
| Scenario | Public |
| Text Format | Non-Continuous |
| Text Type | Exposition |
| Process | Access and retrieve |
| Item Format | Simple MCQ |
| Proficiency Level | 1 b |

Q.3 Modern women prefer to use diapers for their babies since……

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| --- | --- |
| Scenario | Public |
| Text Format | Non-Continuous |
| Text Type | Exposition |
| Process | Access and Retrieve |
| Item Format | Close Constructed Response |
| Proficiency Level | 1 a |

Q.4.What factors can you attribute to the boom in the baby wipesmarket ?

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|  |  |
| --- | --- |
| Scenario | Public |
| Text Format | Non-Continuous |
| Text Type | Exposition |
| Process | Evaluate and reflect |
| Item Format | Open Constructed Response |
| Proficiency Level | 2 |

Scoring & Credits

Q.1.

Full Credit: option (d)

NIL Credit: any other option

Q.2.

Full Credit: option (b)

NIL Credit: For any other option

Q.3.

Full Credit: It saves their time and is convenient also. They can have some ‘me time’, catch up with friends, take rest, indulge in hobbies or internet or spend time with their spouse.

Partial Credit: For at least three of these reasons

NIL Credit: For any other vague response

Q.4.

Full Credit: Any 03 points of the following

More Hygienic, more convenient, growing availability, more affordable pricing, some brands or Huggies brand uses natural fibres.

Partial Credit: -Any 02 points mentioned above.

No Credit: - one point or any other vague answer.