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**RAMACRISNA MADEVA SALGAOCAR HIGHER SECONDARY SCHOOL**

Std :-XII (Voc)

Date: 24/7/25

Duration 1hr

Sub:-Communication Skills

**FIRST MID TERM**

Instructions

The Questions Paper consists of questions from 1 to 15

All questions are compulsory

Figures to the right indicate full marks to each question

From the alternatives given below, choose the most appropriate synonym for the underlined words

- 1 Pupils are encouraged to be creative. 1
- energize
  - inspired
  - arouse
  - stir

From the below provided alternatives, choose an appropriate antonym of the underlined word.

- 2 The little squirrel crept across the park to find nuts. 1
- dance
  - Hurried
  - Searching
  - moving

- 3 Answer the following question in not more than 10--15 words. 1

What are the challengers faced by Digital marketers ?

- 4 Answer the following question in not more than 25--30 words 2

What is the advantage of effective use of digital marketing in relation to Traditional means of marketing?

- 5 When does the 'tune' sound more comforting than ever to its listeners? 2  
Why?

Rewrite each of the following sentences as per the instructions given in the brackets.

- 6 The man should have given money to the beggar. ( change the voice) 1

The beggar must have given money by man

The beggar should have been given money by the man.

The beggar will be given money by the man.

The man can give money to the beggar.

- 7 Ashok fell off the ladder when he (mend)the roof. (use past continuous) 1  
 Has been mending  
 Was medding  
 Medding  
 Will be medding

- 8 The train leaves every morning 8am.(insert the determiner) 1  
 In  
 The  
 At  
 a

Read the passage carefully.

Fashion loves to embrace the new and is always quick to adapt to socio - culture developments. There is no question that this industry has welcomed the social network. The way we look at fashion has totally changed , thanks to face book ,twitter ,Black berry Messenger.(BBM) and Instagram . The way we report fashion has changed too. Fashion shows are streamed live, reviews on blogs are up minutes after a show and online e-commerce stores make collections available minutes after a fashion show has ended. You can buy an outfit even before the next day's newspaper review is out. Twitter of course means that even the fashion reportage a paper is outdated. Today every fashion writer needs to learn the art of reviewing a show in 140 characters. Knowing your social media is as important as knowing your fashion.

The fashion brands ,retailers,and magazines are well aware of this; and therefore they are all social media friendly .Often enough ,social media will be more willing to push the envelope than traditional media. Recently , a leading fashion magazine made a fashion faux pus, the outfit they had put on their cover had appeared on another fashion magazine a year earlier, and as we all knew repeating in fashion is a big no-no. Interestingly ,most of the dailies decided to overlook the incident .Bloggers were not so forgiving and brought the error into the public arena. It started a much needed debate on the responsibility of fashion media. Even when you look at electronic media , you will notice that unless it is a 'makeover show',most television channels shy away from showcasing fashion ,style and luxury. Again social media is poised to fill the gap, with several YouTube channels launching this year all based around style. It seems social media believes that there is a demand for fashion based content. However .social media has given anyone and everyone a right to an opinion.ss

On the basis of your reading and comprehending the above passage , answer the following questions given below in complete sentences in 10-15 Words.

- 9 Who should we thank for changing our books over fashion? 1

- 10 When does today's fashion writer need to learn? 1
- 11 What does 'Traditional Media' refer to? 1
- 12 What has social media given anyone and everyone? 1
- 13 From the alternatives provided below, choose the most appropriate meaning of the word given below. 1
- reviews
- evaluation
  - inspect
  - view
  - notice
- 14 From the alternative provided below, choose the correct alternative that best matches the meaning given below. 1
- Online theme writer
- writer
  - launcher
  - blogger
  - Social medias
- 15 Describe the most amusing incident from your school life. (about 50-60 words) 4
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