

Q VI- Answer the following questions in short: (Do any 3).

(3×3=9)

- 1-How were the Sikhs organized themselves in the 18th century AD?**
- 2-Write any three features of wholesale market?**
- 3.What are the important roles of media in democracy? Discuss.**
- 4-Describe the natural vegetation and wild life of the Veld?**
- 5-How is the hydrological cycle importance for us?**

Q VII -Answer the following questions in detail: (Do any 2)

(4× 2=8)

- 1- Explain the temperate grasslands of North America in detail.**
- 2-What were the main causes for the decline of the Mughal Empire?**
- 3-Give reasons for the rise of wool industry in the Veld?**
- 4- Mention various features of a retail market?**

QVIII – Case Study:

(1× 4= 4)

Read the following passage given below and answer the questions.

Advertising is the activity of drawing public attention to particular goods and services with the help of different forms of media. Advertisements may be in the form of notice, picture or film telling people about a product, job, or service. They draw our attention to various to products and describe them positively so that we become interested in buying them. Promoting sales is the most important motive of a manufacturer. So, he/she adopts various methods to attract consumers to buy more and more products manufactured by him. Advertising is one method whereby this goal can be achieved. These days are, competition among similar product is very tough. In such a situation, advertising serves to generate demand for the product. It establishes a relationship between the consumer and the manufacturer. The aim of advertising is to create a demand for the product. It encourages people to buy the products. It keeps the organization in people's eyes. It provides information about a particular product or service including announcement of the launch of a product, purchasing outlets, uses of product etc.

- 1- What do you mean by advertising?**
- 2- What does advertising establish?**
- 3- Write any two objectives of advertising.**
- 4- What are the various modes of advertising?**

QIX- Draw the diagram of states of water.

(3)

Q X– Draw the flow chart on types of natural vegetation and write example.

(2)

QXI- Identify the given picture and write few lines about him.

(2)



Q XII- On the outline map of India, locate any four important centres of trade in medieval period. (1× 4= 4)