

SAMPLE QUESTION PAPER
HOME SCIENCE (064)
CLASS XII (2024-25)

TIME-3 hours

M.M-70

GENERAL INSTRUCTIONS-

1. All questions are compulsory.
2. There are total 35 questions.
3. Question paper is divided into four sections-A, B, C and D.
4. Section A has question no.1 to 14 are Multiple choice questions and are of 1 mark each.
5. Section B has question no.15 to 18 are Case-based questions and are of 1 mark each.
6. Section C has question no. 19 to 25 are of 2 marks each and question no. 26 to 29 and are of 3 marks each.
7. Section D has question no. 30 to 33 are of 4 and question no. 34 and 35 and are of 5 marks each.
8. Internal choices are given in some questions.
9. Support your answers with suitable examples wherever required.

S.No.	SECTION A (MULTIPLE CHOICE QUESTIONS)	Marks
1.	Which of the following is the guiding principles of ECCE? (A) Blend of modern and traditional sources (B) Mix of formal and informal interactions (C) Based on only informal interaction (D) Use of expensive materials, arts and knowledge	1
2.	The set of methods and techniques used to transform raw ingredients into finished and semi-finished products is- (A) Food Science (B) Food Processing (C) Food Technology (D) Food Manufacturing	1
3.	Which of the following is the main aim of social entrepreneur? (A) Changing the pattern of design of a product / commodity (B) Achieving large scale benefits through entrepreneurship for a specific group (C) Attempting new technological methods for producing a commodity (D) Attaining full employment and self-reliance for women workers	1

4.	Which of the following is a visible biological hazard in food? (A) Virus (B) Stones (C) Protozoa (D) Caterpillars	1
5.	Frozen peas are an example of: (A) Functional food (B) Formulated food (C) Preserved food (D) Minimally processed food OR The process of conversion of oil to Vanaspati is called as _____. (A) hydrogenation (B) fortification (C) preservation (D) supplementation	1
6.	Which of the following is short term strategy to combat malnutrition? (A) Ensuring food security (B) Control of micronutrient deficiencies (C) Employment generation schemes (D) Prevention of food adulteration	1
7.	If the food gets spoiled during transportation, then it shows a lack of control in which of the food safety management system? (A) ISO (B) GMP (C) GHP (D) GDP	1
8.	Choose the correct pair of craft with its State. (A) Shola craft: Maharashtra (B) Channapatna dolls: Karnataka (C) Warli painting: Assam (D) Bamboo craft: Odisha	1
9.	When the height of the child is less than adequate for age, this is termed as- (A) Underweight (B) Stunting (C) Wasting (D) Obesity	1
10.	Which of the following organization supported in implementation of Red Ribbon Express (RRE) project?	1

	(A) NYKS (B) SARI (C) CRS (D) SEWA											
11.	<p>Match colour harmony given in List I with its description in List II.</p> <table border="0"> <tr> <td style="text-align: center;">List I (Colour Harmony)</td> <td style="text-align: center;">List II (Description)</td> </tr> <tr> <td>i. Monochromatic harmony</td> <td>1. Two pairs of complementary</td> </tr> <tr> <td>ii. Achromatic harmony</td> <td>2. Only neutrals</td> </tr> <tr> <td>iii. Double Complementary harmony</td> <td>3. Combination of three colours</td> </tr> <tr> <td>iv. Split complementary harmony</td> <td>4. Single hue</td> </tr> </table> <p>Choose the correct option from the following-</p> <p>(A) i-4, ii-2, iii-1, iv-3 (B) i-2, ii-3, iii-4, iv-1 (C) i-1, ii-2, iii-3, iv-4 (D) i-3, ii-4, iii-1, iv-2</p>	List I (Colour Harmony)	List II (Description)	i. Monochromatic harmony	1. Two pairs of complementary	ii. Achromatic harmony	2. Only neutrals	iii. Double Complementary harmony	3. Combination of three colours	iv. Split complementary harmony	4. Single hue	1
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12.	<p>Match different types of establishments offering hospitality services given in List I with its feature in List II.</p> <table border="0"> <tr> <td style="text-align: center;">List I (Types of establishments offering hospitality services)</td> <td style="text-align: center;">List II (Feature)</td> </tr> <tr> <td>i. Hotel</td> <td>1. Only lodging</td> </tr> <tr> <td>ii. Motel</td> <td>2. Lodging, meals and other services</td> </tr> <tr> <td>iii. Resort</td> <td>3. Lodging and parking near the room</td> </tr> <tr> <td>iv. Lodge</td> <td>4. Lodging with range of amenities</td> </tr> </table> <p>Choose the correct option from the following-</p> <p>(A) i-4, ii-3, iii-2, iv-1 (B) i-2, ii-3, iii-4, iv-1 (C) i-1, ii-2, iii-3, iv-4 (D) i-3, ii-4, iii-1, iv-2</p>	List I (Types of establishments offering hospitality services)	List II (Feature)	i. Hotel	1. Only lodging	ii. Motel	2. Lodging, meals and other services	iii. Resort	3. Lodging and parking near the room	iv. Lodge	4. Lodging with range of amenities	1
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13.	<p>Which of the following career options are advised for DCJ professional?</p> <p>(i) Community Media (ii) Analyst for testing (iii) Research Scholar (iv) Quality Control Manager</p> <p>Choose the correct option from the following-</p> <p>(A) (i) and (iii) (B) (ii) and (iii) (C) (ii) and (iv) (D) (i) and (iv)</p>	1										

14.	<p>Which of the following are features of SOS children’s home?</p> <p>(i)Grow with biological families (ii)Supports till child becomes independent (iii)Family based long term care to orphan children (iv)Government social organization which has family approach</p> <p>Choose the correct option from the following-</p> <p>(A) (i) and (ii) (B) (ii) and (iii) (C) (ii) and (iv) (D) (i) and (iv)</p> <p style="text-align: center;">OR</p> <p>Which of the following services are offered by ICDS?</p> <p>(i) Non-formal pre-school education (ii) Supplementary feeding (iii) Establishment of youth clubs (iv) Social defense and protection</p> <p>Choose the correct option from the following-</p> <p>(A) (i) and (ii) (B) (ii) and (iii) (C) (ii) and (iv) (D) (i) and (iv)</p>	1
SECTION B (CASE STUDY- BASED QUESTIONS)		
15.	<p>Read the passage carefully and answer Question no. 15 to 18.</p> <p>The medical nutrition therapist takes into account the food pattern and frequency of intake of different types of food, diagnosis of disease and prescription given by the doctor, the health status and physical condition including ability to eat, chew, swallow, digest and absorb the food eaten, feeling of hunger, physical activity and life style, dietary and other supplements consumed, cultural/ethnic practices and religious beliefs.</p> <p>In the context of medical nutrition therapy choose the correct pair.</p> <p>(A)Antioxidants: Low sodium salt (B)Nutraceuticals: Beta-carotene (C) Medical foods: Lactose free milk (D)Phyto chemicals: Amla powder</p>	1 (CBQ)

16.	<p>Match type of diets given in List I with the examples in List II.</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>List I (Type of Diets)</p> <p>i. Mechanical soft diet</p> <p>ii. Liquid diet</p> <p>iii. Soft diet</p> <p>iv. Clear liquid diet</p> </td> <td style="width: 50%; vertical-align: top;"> <p>List II(Examples)</p> <p>1. Buttermilk</p> <p>2. Sago kheer</p> <p>3. Strained soup</p> <p>4. Pureed apple</p> </td> </tr> </table> <p>Choose the correct option from the following-</p> <p>(A) i-1, ii-2, iii-3, iv-4</p> <p>(B) i-4, ii-3, iii-2, iv-1</p> <p>(C) i-3, ii-4, iii-2, iv-1</p> <p>(D) i-4, ii-1, iii-2, iv-3</p>	<p>List I (Type of Diets)</p> <p>i. Mechanical soft diet</p> <p>ii. Liquid diet</p> <p>iii. Soft diet</p> <p>iv. Clear liquid diet</p>	<p>List II(Examples)</p> <p>1. Buttermilk</p> <p>2. Sago kheer</p> <p>3. Strained soup</p> <p>4. Pureed apple</p>	1 (CBQ)
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17.	<p>Given below are two statements labeled as Assertion (A) and Reason (R).</p> <p>ASSERTION (A): Intravenous feeds are preferred over tube feeds.</p> <p>REASON (R): In intravenous feeds the patients are nourished with the special solutions that are given through a drip in the vein.</p> <p>Select the most appropriate answer from the options given below:</p> <p>(A) Both A and R are true and R is the correct explanation of A.</p> <p>(B) Both A and R are true but R is not the correct explanation of A.</p> <p>(C) A is true but R is false.</p> <p>(D) A is false but R is true.</p>	1 (CBQ)		
18.	<p>Given below are two statements labeled as Assertion (A) and Reason (R).</p> <p>ASSERTION (A): High consumption of convenience and processed foods increases the incidence of Hypertension.</p> <p>REASON (R): It is attributed to the presence of high sodium content.</p> <p>Select the most appropriate answer from the options given below:</p> <p>(A) Both A and R are true and R is the correct explanation of A.</p> <p>(B) Both A and R are true but R is not the correct explanation of A.</p> <p>(C) A is true but R is false.</p> <p>(D) A is false but R is true.</p>	1 (CBQ)		
SECTION C (SHORT ANSWER QUESTIONS)				
19.	<p>‘Youth should be encouraged to enroll with scouts and guides.’ Support this statement with four reasons.</p> <p style="text-align: center;">OR</p> <p>‘Youth is the period when the individual is preparing to take on adult roles.’ Give four reasons why are youth considered vulnerable.</p>	2 (CBQ)		
20.	<p>‘Eco-friendly practices in hotels are crucial for reducing environmental impact, enhancing sustainability, and attracting environmentally conscious guests, ultimately leading to long-term cost savings and a positive brand image.’</p> <p>Suggest four practices by which a hotel can ensure to be Eco Friendly.</p>	2 (CBQ)		

21.	Which four factors determine the texture in textile materials?	2
22.	State two aspects of care and maintenance of fabrics.	2
23.	Give four objectives of diet therapy.	2
24.	'The guest's decision to stay and repeatedly visit the hotel in future largely depends upon the quality of the services provided by housekeeping department of the hotel.' Which four services are provided by this department?	2 (CBQ)
25.	(a) How are Respite Care homes different from Mobile Medicare units in terms of services offered to the elderly? OR (b) List four common problems faced by the elderly population.	2
26.	Ramesh/Rina has to wear a shirt and trousers, suggest three ways by which he/she can create harmony in it. OR 'The elements of design are considered while creating a balance in a dress.' Compare formal balance with informal balance. Give three points.	3 (CBQ)
27.	What is PSA? Why is it considered an effective programme? Provide four reasons to support your answer.	1+2=3
28.	(a) State two factors that are responsible for the gradual erosion of traditional art. (b) Why do you think there is an urgent need to revive and sustain this traditional art and craft forms? (c) List two steps taken by the government to sustain and promote the traditional art and craft.	3
29.	Discuss about three types of hazards along with an example for each. OR Enumerate three roles of Codex Alimentarius Commission (CAC) in enhancing food safety.	3
	SECTION D (LONG ANSWER QUESTIONS)	
30.	(a) Enumerate four factors which can lead to food deterioration or spoilage. (b) Mention any four traditional methods by which food is preserved from spoiling after harvesting or slaughtering.	2+2=4
31.	'The NEP lays a lot of impetus on Early Childhood Care and Education.' (a) List any two factors which have led to the increase in significance of ECCE in the contemporary times. (b) State one contribution of each of the following in the field of ECCE- (i) Piaget (ii) Vygotsky (iii) Maria Montessori	1+3=4 (CBQ)

32.	<p>(i) 'The principle of all washing machines is to keep the fabric in movement in the washing solution to carry away the dirt.'</p> <p>(a) Discuss the three processes involved in the washing equipment of a commercial laundry.</p> <p>(b) Which of the above process is used in front loading machines?</p> <p style="text-align: center;">OR</p> <p>(ii) 'The field of Care and Maintenance of Fabrics is a technical field and you want to work in hi- tech laundry.'</p> <p>(a) Present any three primary requirements you must possess for this.</p> <p>(b) What qualifications are required for this role?</p>	3+1=4 (CBQ)
33.	<p>'The field of public health nutrition is multidisciplinary in nature and is built on the foundations of biological and social sciences.'</p> <p>(a) Explain this statement by highlighting four knowledge and skills required by the Public Health Nutritionists.</p> <p>(b) Give four career avenues for Public Health Nutritionists.</p>	2+2=4 (CBQ)
34.	<p>(i) 'To interpret consumer demand one should understand target market and consumer motivations.'</p> <p>What do you mean by target market? Describe four segments of target market.</p> <p style="text-align: center;">OR</p> <p>(ii) After completing class XII, your friend is considering a career in the fashion industry. You've recommended pursuing a career as a fashion merchandiser. Guide your friend who a fashion merchandiser is and describe their four key roles within the fashion industry.</p>	1+4=5 (CBQ)
35.	<p>'Most consumers are unaware of their rights and responsibilities and do not know the various legislative provisions that have been made to protect them.'</p> <p>(a) Which law was formed to protect consumers? And when was it implemented?</p> <p>(b) Give two implications and four features of this law.</p>	2+3=5 (CBQ)

MARKING SCHEME
HOME SCIENCE (064)
Class XII (2024-2025)

S.No.	SECTION A (MULTIPLE CHOICE QUESTIONS)	Marks
1.	(B) Mix of formal and informal interactions	1
2.	(B) Food Processing	1
3.	(B) Achieving large scale benefits through entrepreneurship for a specific group	1
4.	(D) Food Infection	1
5.	(i) (C) Preserved food OR (ii) (A) hydrogenation	1 OR 1
6.	(B) Control of micronutrient deficiencies	1
7.	(C) GHP	1
8.	(B) Channapatna dolls: Karnataka	1
9.	(B) Stunting	1
10.	(A) NYKS	1
11.	(A) i-4, ii-2, iii-1, iv-3	1
12.	(B) i-2, ii-3, iii-4, iv-1	1
13.	(A) (i) and (iii)	1
14.	(i) (B) (ii) and (iii) OR (ii) (A) (i) and (ii)	1 OR 1
	SECTION B (CASE STUDY -BASED QUESTIONS)	
15.	(C) Medical foods: Lactose free milk	1
16.	(D) i-4, ii-1, iii-2, iv-3	1
17.	(D) A is false but R is true.	1
18.	(A) Both A and R are true and R is the correct explanation of A.	1
	SECTION C (SHORT ANSWER QUESTIONS)	
19.	Four reasons for youth to enroll in scouts and guides- 1. Develops the character of boys and girls to make them good citizens by inculcating in them a spirit of loyalty, patriotism 2. Develop a sense of thoughtfulness for others 3. Promotes balanced physical development	½X4=2

	<p>4. Encourages mental development 5. Inculcates a desire for social service</p> <p>Any other, Any four</p> <p style="text-align: center;">OR</p> <p>Four reasons why are youth considered vulnerable-</p> <ol style="list-style-type: none"> 1. Peer pressure 2. Unsupportive family/friends 3. Some adolescents may consume alcohol and drugs 4. Health issues 5. Lack of knowledge about sexual and reproductive health <p>Any other, Any four</p>	OR ½X4=2
20.	<p>Four practices by which a hotel can ensure to be Eco Friendly-</p> <ol style="list-style-type: none"> 1. Using 100% organic cotton bed sheets 2. Chemical-free laundry cycle and using agents which are non-toxic, water based, hypoallergenic and biodegradable 3. Cards are put in hotel rooms urging the reuse of towels 4. Promoting the saving of natural resources like water, electricity, detergent used for laundering 5. Use of energy-efficient light bulbs in rooms can help save electricity <p>Any other, Any four</p>	½X4=2
21.	<p>Four factors determine the texture in textile materials-</p> <ol style="list-style-type: none"> 1. Fibre content 2. Yarn processing and yarn type 3. Fabric construction technique 4. Fabric finishes 5. Surface ornamentation <p>Any other, Any four</p>	½X4=2
22.	<p>Two aspects of care and maintenance of fabrics-</p> <ol style="list-style-type: none"> 1. Keeping the material free of physical damage and rectifying any damage that may have occurred during its use. 2. Retaining or refreshing the appearance in terms of removal of stains and dirt and retaining the textural and visual characteristics. <p>Any other, Any two</p>	1X2=2
23.	<p>Four objectives of diet therapy-</p> <ol style="list-style-type: none"> 1. formulation of the diet to meet the needs of the patient taking into consideration her or his food habits 	½X4=2

	<ol style="list-style-type: none"> 2. modification of the existing diets to ameliorate the disease condition and to keep it under control 3. correction of nutritional deficiencies; if any 4. prevention of short-term and long-term complications in case of chronic diseases 5. education and counselling of the patient regarding the need to adhere to the prescribed diet <p>Any other, Any four</p>					
24.	<p>Four services are provided by housekeeping department-</p> <ol style="list-style-type: none"> 1. Cleaning of public areas and guestrooms 2. Supply, upkeep of laundry and exchange of various linen and uniforms. 3. Internal flower arrangement and maintenance of external landscape or garden. 4. Coordination and communication with other departments 5. Pest control <p>Any other, Any four</p>	$\frac{1}{2} \times 4 = 2$				
25.	<p>(a) Difference between Respite Care homes and Mobile Medicare units-</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Respite Care homes</th> <th style="text-align: center;">Mobile Medicare units</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">They are for older persons who live in old age homes but are seriously ill requiring continuous nursing care and respite.</td> <td style="padding: 5px;">Provide medical care to the older persons living in rural and isolated and backward areas;</td> </tr> </tbody> </table> <p>One difference</p> <p style="text-align: center;">OR</p> <p>(b) Four common problems faced by the elderly population-</p> <ol style="list-style-type: none"> 1. Deteriorating health / Decreased physiological reserves 2. Ageing and weaker defence mechanisms 3. Loneliness 4. Financially dependent on others 5. Lack of family support from own children 6. Inability to care for oneself <p>Any other, Any two</p>	Respite Care homes	Mobile Medicare units	They are for older persons who live in old age homes but are seriously ill requiring continuous nursing care and respite.	Provide medical care to the older persons living in rural and isolated and backward areas;	<p>1x2=2</p> <p style="text-align: center;">OR</p> <p>$\frac{1}{2} \times 4 = 2$</p>
Respite Care homes	Mobile Medicare units					
They are for older persons who live in old age homes but are seriously ill requiring continuous nursing care and respite.	Provide medical care to the older persons living in rural and isolated and backward areas;					
26.	<p>Three ways of creating harmony in shirt and trousers-</p> <ol style="list-style-type: none"> 1. By texture-Texture and accessories should be in accordance with each other. For perfect harmony, both shirt and pant should be of same texture. Example-Cotton shirt with cotton trousers. 	1X3=3				

2. By shape-By using same lines and shapes in a garment, by matching prints, angles of lines and colours to maintain the continuity of the design.
Example- Collar, cuff, pocket and hem should be of the same shape.
3. By colour-Using any colour scheme/harmony.
Example-Colour of both shirt and pant should blend together according to any colour scheme.

Any other, Any three

OR

Compare formal balance with informal balance-

Formal Balance	Informal balance
It is symmetrical balance.	It is asymmetrical balance.
Same on each side of a central vertical line.	Not same on either side of a central vertical line.
Tends to get monotonous.	Does not get monotonous.
It is less expensive.	It can be expensive.
It gives feeling of stability and formality.	It is used to correct figure problems.

OR
1X3=3

Any other, Any three differences

27.	<p>(a) PSA- Public Service Announcement (PSA) is a brief 10–60 second message between programs, generally in the form of jingles.</p> <p>(b) Four reasons why PSA is an effective programme-</p> <ol style="list-style-type: none"> 1. Provide information or suggestions for action 2. Advertise of some idea or a message for public good 3. Repeated broadcasts 4. Have catchy slogan(s) <p>Any other, Any four</p>	<p>1+2=3 1</p> <p>½X4=2</p>
28.	<p>(a) Two factors that are responsible for the gradual erosion of traditional art-</p> <ol style="list-style-type: none"> 1. Low sources of income 2. Illiteracy 3. General socio-economic backwardness 4. Slow progress in implementing land reforms 5. Inadequate or inefficient finance 6. Inadequate marketing services 	<p>1+1+1=3 ½X2=1</p>

	<p>Any other, Any two</p> <p>(b) Reason of need to revive and sustain this traditional art and craft forms-</p> <ol style="list-style-type: none"> 1. For revival and sustaining of the indigenous knowledge 2. For revival of skills which are fast losing ground <p>Any other, Any one</p> <p>(c) Two steps taken by the government to sustain and promote the traditional art and craft-</p> <ol style="list-style-type: none"> 1. Design innovations 2. Preservation and refinement strategies 3. Use of eco-friendly raw materials 4. Establishment of training facilities 5. Conservation of traditional knowledge 6. Protection of intellectual property rights (IPR) <p>Any other, Any two</p>	<p>1</p> <p>½X2=1</p>								
29.	<p>Three types of hazards along with an example for each-</p> <table border="1" data-bbox="220 932 1390 1388"> <thead> <tr> <th data-bbox="220 932 805 978">TYPES OF HAZARDS</th> <th data-bbox="805 932 1390 978">EXAMPLE</th> </tr> </thead> <tbody> <tr> <td data-bbox="220 978 805 1068">Physical hazard is any physical material not normally found in food.</td> <td data-bbox="805 978 1390 1068">Wood, stones, parts of pests, hair etc.</td> </tr> <tr> <td data-bbox="220 1068 805 1253">Chemical hazards are chemicals or deleterious substances which may be intentionally or un-intentionally added to foods.</td> <td data-bbox="805 1068 1390 1253">Pesticides, chemical residues, toxic metals, polychlorinated biphenyls, preservatives, food colours etc.</td> </tr> <tr> <td data-bbox="220 1253 805 1388">Biological hazards are living organisms and include microbiological organisms.</td> <td data-bbox="805 1253 1390 1388">Visible- Fly, cockroaches etc. Invisible-Bacteria, yeast, virus etc.</td> </tr> </tbody> </table> <p>Three hazards with an example for each OR Three roles of Codex Alimentarius Commission (CAC) in enhancing food safety-</p> <ol style="list-style-type: none"> 1. establishes international standards to protect the health of the consumers 2. facilitates food and agricultural trade 3. publishes a document which includes Standards, Codes of Practice, Guidelines etc. to protect consumers and ensure fair practices in food trade <p>Any other, Any three</p>	TYPES OF HAZARDS	EXAMPLE	Physical hazard is any physical material not normally found in food.	Wood, stones, parts of pests, hair etc.	Chemical hazards are chemicals or deleterious substances which may be intentionally or un-intentionally added to foods.	Pesticides, chemical residues, toxic metals, polychlorinated biphenyls, preservatives, food colours etc.	Biological hazards are living organisms and include microbiological organisms.	Visible- Fly, cockroaches etc. Invisible-Bacteria, yeast, virus etc.	<p>1X3=3</p> <p>OR 1X3=3</p>
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	<p>Establishment of pre-schools for young children based on the principles of early childhood education as outlined by a well-known educationist Maria Montessori.</p> <p>One contribution of each</p>	
32.	<p>(i) (a) Three processes involved in the washing equipment of a commercial laundry-</p> <ol style="list-style-type: none"> 1. Agitation — The agitator has blades which may rotate (movement in one direction) or oscillate (alternate movement in two directions) which cause the creation of a current in the tub, forcing water into the fabric. 2. Pulsation — The movement is caused by a vertical pulsator, which has very rapid movements vertically. 3. Tumbling — Washing takes place in a horizontally placed cylinder which is perforated and which revolves in a partially filled tub. With each revolution the clothes are carried to the top and then dropped in the wash water. <p>Three processes involved in the washing equipment of a commercial laundry</p> <p>(b) Washing process used in front loading machines- Tumbling</p> <p style="text-align: center;">OR</p> <p>(ii) (a) Three primary requirements you must possess for working in hi-tech laundry-</p> <ol style="list-style-type: none"> 1. Knowledge of the material 2. Knowledge of the processes involved 3. Knowledge of the chemicals and other reagents used in the process and their effect on the fabric 4. Working knowledge of the machinery requirements and its functioning <p>Any other, Any three</p> <p>(b) Qualifications required-</p> <ol style="list-style-type: none"> 1. Short term programme- Laundry Management courses 2. Graduation in Textile Science /Textile Chemistry/ Fabric and Apparel <p>Any one</p>	<p>3+1=4 1X3=3</p> <p style="text-align: center;">1</p> <p style="text-align: center;">OR</p> <p>1X3=3</p> <p style="text-align: center;">1</p>

33.	<p>(a) Four knowledge and skills required by the Public Health Nutritionists-</p> <ol style="list-style-type: none"> 1. Nutritional science 2. Nutritional needs throughout the life cycle 3. Nutritional assessment 4. Nutritional care 5. Mass media and communication <p>Any other, Any four</p> <p>(b) Four career avenues for Public Health Nutritionists-</p> <ol style="list-style-type: none"> 1. Community nutritionist in PSM departments of hospitals 2. Nutrition programmes of the government. e.g., ICDS, Food and Nutrition Board 3. In voluntary organisations (regional, national and international) as nutritionists 4. As consultants 5. Nutritionists or counselors for schools, industries, etc. 6. Teaching and academics 7. Research <p>Any other, Any four</p>	<p>2+2=4 ½X4=2</p> <p>½X4=2</p>
34.	<p>(i) Target market- It is defined as category of consumers one is targeting at for selling the product.</p> <p>Four segments of target market-</p> <ol style="list-style-type: none"> 1. Demographic Segmentation is on the basis of Population, Age, Sex, Occupation, Education and Income. 2. Geographic Segmentation is on the basis of cities, states and regions. Climate of various places may vary and it plays an important role as choice of merchandise. 3. Psychographic Segmentation is on the basis of lifestyle like social activities, interests, leisure pursuits, needs and wants 4. Behavioural Segmentation is on the basis of opinion on specific products or services. <p>Four segments of target market</p> <p style="text-align: center;">OR</p> <p>(ii) Fashion merchandiser-</p>	<p>1+4=5 1</p> <p>1X4=4</p> <p style="text-align: center;">OR</p> <p>1</p>

	<p>is a person who facilitates conversion of inspiration into design and address the planning, production, promotion and distribution of products in the fashion industry, to meet the demands of a consumer</p> <p>Four roles of fashion merchandiser-</p> <ol style="list-style-type: none"> 1. In manufacturing, a fashion merchandiser makes significant input on the types of fabrics used to make a piece of clothing. 2. Buying becomes part of fashion merchandising when a merchandiser buys fashion items to be presented in a store. 3. Promoting the designer's product to stores that may want to buy large quantities. 4. Selling-A fashion merchandiser who works with a designer is responsible for selling fashion items to stores, which then sell to consumers. <p>Four roles of fashion merchandiser</p>	<p>1X4=4</p>
35.	<p>(a) Law formed to protect consumers- Consumer Protection Act (CPA) It was implemented- 1986</p> <p>(b) Two implications of CPA-</p> <ol style="list-style-type: none"> 1. It gives the consumer the right to complain to an authority about his/her grievances and seek speedy redressal. 2. Consumer can claim compensation for any loss or injury suffered on account of the negligence of the manufacturer. <p>Any two</p> <p>Four features of CPA-</p> <ol style="list-style-type: none"> 1. Simple procedure 2. Speedy redressal 3. Inexpensive redressal 4. It applies to all goods and services 5. Strict penalties for misleading advertisements <p>Any other, Any four</p>	<p>2+3=5 1+1=2</p> <p>½X6=3</p>