

annoyed. For example, it is said to be wrong from the psychological point of view to declare "Our toothpaste is the best". The audience might react with "No, it isn't. What I have been using for the last ten years is much better". A wiser way is to suggest that the toothpaste you manufacture has the qualities which make it worth a trial. Again, a real photograph is more attractive than a drawing of imaginary scenes or persons. On the moral side, too, one has to be careful. Most advertising agencies refuse to have anything to do with the sale of goods which may be harmful or which are not what they are declared to be. Advertisements must not deceive.

GROUP-C

3. Write an essay on any *one* of the following topics: 10×1= 10
- (a) Literature and Environment
 - (b) Use of Social Media
 - (c) Future of Democracy in India.

GROUP-D

4. Answer any *one* of the following: 10×1 = 10
- (a) Write a letter to the editor of a newspaper on the problem of unemployment among the educated.
 - (b) Write a letter to your friend about your last day at school.
 - (c) Write a letter to your friend about your visit to a place of historical importance.