

WRITING (POSTER & ADVERTISEMENT) WS

Class 11 - English Core

Section A

1. The Directorate of Education, Orissa state is organizing an Essay Contest for all the students of the state. Prepare a suitable poster which can be sent to different schools for display on their notice board. [3]
2. Design a poster in not more than 50 words for your school library on the value of books and good reading habits. You may use slogans. [3]
3. Design a poster for promoting good health through Health Mela. [3]
4. As the President of Leo Club of Temple Town, prepare a poster on behalf of Lions Club and Leo Club for 'Diwali Mela' to be held at Nehru Stadium, mentioning some of the attractions [3]
5. Tourism Department, Government of Uttarakhand has launched an ambitious plan to develop adventure sports and eco-tourism activities in the state. Prepare a suitable poster for display at important public places/publication in newspapers. [3]
6. As an educationist, you have noticed that the present generation has lost the habit of reading. Design a poster in not more than 50 words highlighting the importance of reading and the value of books. [3]
7. Design a poster in not more than 50 words about the need for regular exercise. You may use a slogan(s). [3]
8. Prepare a poster in not more than 50 words on kindness to animals to be displayed in the city at public places appealing to people to show kindness to animals. You are Secretary of the Society for Prevention of Cruelty to Animals, Delhi. [3]
9. Design a poster for your School Fete. You may use slogans. Do not exceed 50 words. [3]
10. You were very upset about the reports on communal riots in various parts of the country. As a concerned social worker, design a poster in not more than 50 words, highlighting the importance of communal harmony. You are Vinay/Vineeta. [3]
11. As the Manager of 'Excellent Coaching Centre' run by you, prepare a poster calling the attention of students desirous of attending IIT, CPMT coaching to join your coaching centre. [3]
12. You are a fitness trainer in a health club. Design a poster in not more than 50 words, to emphasise the importance of exercise in maintaining mental and physical fitness. You are Prem/Priya. [3]
13. Fireworks and crackers are known to create pollution during festivals. As an environmentalist design a poster in about 50 words to create awareness of their ill effects. [3]
14. Public taps are always faulty and a lot of water is wasted. Design a poster in not more than 50 words to make people aware of the need of saving water. You are Rohan/Rohini. [3]
15. As Cultural Secretary of Ryan's International School, Gurgaon, design a poster to announce the staging of a play in your school. [3]
16. You are a businessman who wants to set up a small garment shop in your city. Draft an advertisement seeking a suitable space for rent, to be published in the 'Wanted Accommodation' column of a local newspaper. Write the advertisement in not more than 50 words. [3]
17. You are Personnel Manager of Green Bio-Products Ltd. Sector 18, Industrial Area, Faridabad. You need efficient P.A./stenographer for your office. Write an advertisement for the Situation Vacant column of a local daily. [3]

18. You are the manager, Herbal India Ltd. Draft an advertisement for your company for the post of two Sales Executives. Specify your requirements, qualifications, experience and personality of the candidates. [3]
19. At Rohini, in Delhi, you have a three-bedroom flat with all modern amenities. It is fully air-conditioned and has a power backup. For the sale of this flat draft a suitable advertisement in not more than 50 words to be published in a local daily. Give all the necessary details. Your contact number is 9911223344. [3]
20. You are Jay/Jaya, interested in purchasing a second-hand flat. Draft an advertisement in not more than 50 words to be published in the classified column of a local daily giving the details of your requirement. Your contact number is 9012341234. [3]
21. You have lost an expensive watch probably in the market. Write an advertisement for the 'Lost and Found' column of a local newspaper giving all the relevant details. Offer a reward also. Write the advertisement in about 50 words. You are Gopal/Gopa, Manav Road, Kanpur. [3]
22. You are Vikram/ Sonia, an electronics engineer who has recently returned from the US and looking for a suitable job in the IT industry. Draft an advertisement in about 50 words for the Situations Wanted column of a national newspaper. Your contact number is 9193010203. [3]
23. You are Ratan/Rani, General Manager of Hotel Green Park, Lucknow. You need a receptionist for your hotel. Draft an advertisement in not more than 50 words to be published in 'Hindustan Times', Lucknow, calling for applications. [3]
24. As General Manager, Golden Software Solutions, New Delhi, you need a software engineer for your organisation. Draft an advertisement for **Situation Vacant** columns of a national newspaper stating your requirements regarding age, qualifications, experience and salary offered. [3]
25. You possess an acre of land in the heart of the city. You want to dispose of this property since you have decided to buy a flat. Write an advertisement to be published in a national daily, giving all the necessary details. You are Krishna of Moti Nagar, Delhi. [3]
26. You need two lady checkers for Globe Exports, Virat Nagar, Kolkata 700085. Write an advertisement to be published in the 'Situation Vacant' column of The Morning Star, Kolkata. [3]
27. You are Uttara/Umesh, a visually challenged person, running a telephone booth in the Central Market, Delhi. Give a suitable advertisement in not more than 50 words for a telephone operator in 'Situation Vacant' column of Delhi Times, offering attractive remuneration. [3]
28. You want to purchase a flat. Draft an advertisement in about 50 words for a newspaper, detailing your requirements and your capacity to pay. [3]
29. National hospital requires experienced Nurses for their hospital. As manager of the hospital draft an advertisement in not more than 50 words. Invent necessary details [3]
30. You are the Managing Director of Varun Enterprises, a leading garments export house. You need accountants for your Meerut office. Write an advertisement for the Situation Vacant column of a local daily. [3]
31. You require a teacher to teach maths and science to your son at home who is in class X. Draft an advertisement in not more than 50 words giving all your requirements. You are Arun/Aruna. Contact No. 93xxxxxxx. [3]
32. Samta Public School in Delhi requires cricket and hockey coaches. Draft a suitable advertisement in not more than 50 words for the 'Situations Vacant' column of the 'Daily Herald', stating your requirements regarding age, qualification, experience etc. You are Principal of the School. [3]
33. The firm Bhatia and Bhatia, Industrial Area, Bengaluru wants two Engineers for their Chennai office. Draft an advertisement for the 'Situations Vacant' column of a local newspaper giving all the necessary details. Write the advertisement in not more than 50 words. [3]
34. You have a three bedroom flat in Dwarka, which you want to let out on rent. Draft an advertisement in not more [3]

than 50 words to be published in 'The Times of India', under classified columns.

35. You want to sell your flat in Ashok Vihar. Write out an advertisement giving necessary details in about 50 words. [3]
36. Write an advertisement in not more than 50 words for the Lost and Found column of the daily 'National Herald', Lucknow stating the loss of your wallet containing a DD for Rs 32500 and some cash, while travelling by bus from Hazratganj to Nirala Nagar in Lucknow. You are Raman/Roopa, 22 A Hazratganj, Lucknow. [3]
37. You are P. Sharma of Varanasi. You want an English (**a Mathematics**) tutor for your daughter. Write an advertisement to be published in the classified columns of a local newspaper. [3]
38. You want to rent out your newly constructed flat in the heart of the city. Draft an advertisement in not more than 50 words to be published in 'The Deccan Herald', Bengaluru under classified columns. Give all the necessary details. You are Mohan/Mahima of Jayanagar, Bengaluru. [3]
39. You need to buy a flat. Draft a suitable advertisement in about 50 words to be published in the classified columns of a local newspaper giving all the necessary details of your requirement. You are Karan/Karuna, M114, Mall Road, Delhi. [3]
40. You are General Manager of EVL company which requires posh bungalows on company lease as guest houses. Draft an advertisement in not more than 50 words under classified columns to be published in 'The New India Express'. [3]
41. You are General Manager of Ivory Software Solutions, Agra Cantt, Agra. You need a software engineer for your organisation. Draft an advertisement in not more than 50 words to be published in 'The Times of India' under the classified columns. [3]
42. You are Shirish Saxena of 47, Mall Road, Shimla. You are a young man of 35 with seven years of experience as an expert executive. You seek an immediate change to some prestigious export house in Mumbai/Bangalore. Draft a suitable advertisement for the Situation Wanted column of a National Daily. [3]
43. You are Keshav/Karuna, interested in purchasing a house in Bengaluru. Draft in not more than 50 words an advertisement to be published in the classified column of a local daily giving the details of your requirement. [3]
44. You want to sell off your car as you are leaving the country. Draft a suitable advertisement to be inserted in 'The Hindu.' Write the advertisement in not more than 50 words. [3]
45. You are Vikram/Sonia, an honours graduate in History with specialisation in medieval India. You are well acquainted with places of historical interest in Delhi, Agra and Jaipur. You are looking for the job of tourist guide. Write an advertisement in about 50 words for the Situations Wanted column of a local newspaper. Your contact no is 9991751234. [3]
46. You are Vinod/Vineeta, General Manager, Global Solutions, Meerut. You want to rent a bungalow to be used as a guest house. It should have all the modern amenities. Draft a suitable advertisement in not more than 50 words to be published in a local newspaper. [3]
47. You are Anil Verma of 257, Moti Nagar, New Delhi. You have just passed B.E. (**Electrical**) in first division from a prestigious Engineering College. You are in need of a job in or around Delhi. Write an advertisement for the 'Situation Wanted' column of The Times of India. [3]
48. You have cleared your IIT Entrance Exam and so want to sell off the reading material you have with you. Write an advertisement to be placed in the 'For Sale' columns of a local daily giving all details of the material you have with you in not more than 50 words. You are Mohan/Mohini. Contact No. 9811111111. [3]
49. Your school, Akash Public School, Agra needs a Canteen Manager. On behalf of the Principal, write an advertisement in about 50 words to be published in the classified columns of a local daily. Mention the educational and professional qualifications, other qualities required in the manager, whom to apply to and the last date for the receipt of applications. [3]

50. You are Sneha F-46, Sec.-9, Rohini, Delhi. You are well qualified in music and dance forms (Classical). You [3]
have set up a school for female students. Draft an advertisement to be published in local daily in about 50 words

Section B

Question No. 51 to 55 are based on the given text. Read the text carefully and answer the questions: [5]

Vikram wants to hire a receptionist for his school.

51. What kind of advertisement should be preferred?

- a) Classified
- b) Display
- c) Extract
- d) Both

52. What will be the heading of his advertisement?

- a) JOB WANTED
- b) SITUATION VACANT
- c) ACCOMMODATION WANTED
- d) SITUATION WANTED

53. What must not be added to this advertisement?

- a) School's last year's balance sheet
- b) Name of the school
- c) Contact details of the school
- d) Location of the school

54. What should be mentioned in this advertisement?

- a) Salary
- b) Other perks
- c) Name of the job required
- d) All of these

55. What will make this advertisement a perfect one?

- a) All of these
- b) Catchy title/heading
- c) Brief but clear details
- d) It's well-written phrases

Question No. 56 to 60 are based on the given text. Read the text carefully and answer the questions: [5]

Mr. Verma wants to sell his flat as he is shifting to another city for work. Answer the following in context with a suitable advertisement for this purpose.

56. Which of the following will be the heading of the given advertisement?

- a) TO LET
- b) ACCOMMODATION WANTED
- c) FOR SALE
- d) SITUATION VACANT

57. Which of the following is the indispensable part of the given advertisement?

- a) Thing/product available for sale
- b) Thing/product available to let
- c) Thing/product available for hire
- d) Rent of that product/thing

58. What must not be added to the given advertisement?

- a) Address of the house
- b) Details of monthly maintenance charges
- c) Details of the house
- d) Contact details of Mr. Verma

59. Which of the following should be mentioned in the given advertisement?

- i. Information about parking facilities
- ii. Information on water and power supply
- iii. Information about the neighbours' job

iv. Final price of the house

- a) All of these
b) i, ii, iv
c) i and ii
d) i, ii, iii

60. According to the purpose, which of the following categories of an advertisement will be best suited?

- a) Non-Classified
b) Commercial
c) Classified
d) Display

Question No. 61 to 65 are based on the given text. Read the text carefully and answer the questions:

[5]

The secretary of the Indian Institute of Foreign Languages, Hyderabad has to announce the commencement of new courses. Answer the following questions in the context of a suitable advertisement for this purpose.

61. What will be the suitable heading of this advertisement?

- a) COURSES OFFERED
b) EDUCATIONAL
c) CAREER COUNSELLING
d) VOCATIONAL STUDIES

62. Given below are some points that may be required for this advertisement. Choose that can be used:

- i. Courses offered
ii. Courses Duration
iii. Eligibility Condition
iv. Breakfast and dinner
v. Location and Surroundings

- a) ii, iii, iv
b) ii, iii, v
c) i, iii, v
d) i, ii, iii

63. What special offer can be given to grab students' interest?

- a) A limited number of seats
b) Incentives for early birds
c) Admission on first come first serve
d) No complimentary facilities

64. Which of the following makes an advertisement a perfect one?

- a) It's well-written phrases
b) All of these
c) Brief but clear details
d) Catchy title/heading

65. Select the most inappropriate information from the following:

- a) Facilities Available
b) Last date for registration
c) Laser Technology
d) Fee Structure

Question No. 66 to 70 are based on the given text. Read the text carefully and answer the questions:

[5]

Mr Verma wants to sell his flat as he is shifting to another city for work. Answer the following in context with the suitable advertisement for this purpose.

66. Which of the following will be the heading of this advertisement?

- a) Accommodation wanted
b) Situation vacant
c) To let
d) For sale

67. Which of the following is the indispensable part of this advertisement?

a) None of these

b) Rent of that product/thing

c) Thing/product available to let

d) Thing/product available for sale

68. What must not be added to this advertisement?

- i. Details of monthly maintenance charges
- ii. Address of the house
- iii. Details of the house
- iv. Contact details of Mr. Verma

a) Option (iv)

b) Option (ii)

c) Option (iii)

d) Option (i)

69. Which of the following should be mentioned in this advertisement?

- i. Information about parking facilities
- ii. Information on water and power supply
- iii. Information about the neighbours' job
- iv. Final price of the house

a) i, ii, iii

b) i, ii, iv

c) i and ii

d) All of these

70. According to the purpose, which of the following categories of advertisement will be best suited?

a) Commercial

b) Display

c) None of these

d) Classified

Question No. 71 to 75 are based on the given text. Read the text carefully and answer the questions:

[5]

A travel agency in Delhi offers a package tour for 4 nights/5 days in Goa at a reasonable rate. Answer the following questions in the context of drafting an advertisement for this purpose.

71. What should be the heading of this advertisement?

a) TRAVELS AND TOURS

b) TRAVEL OFFER

c) TOUR PACKAGE

d) BUSINESS

72. Choose the correct words to begin this advertisement.

a) Package Proposal

b) Offering package

c) Alliance for package

d) Package available

73. Choose the required information from the following:

- i. Free shopping coupon
- ii. ₹ 5,000 per person
- iii. 4 nights/5 days in Goa
- iv. Stay in a local hotel
- v. Breakfast and dinner

a) ii, iii, iv

b) i, iii, v

c) ii, iii, v

d) i, ii, iii

74. What special offer can be given to grab people's interest?

a) Limited number of people per family

b) First come first serve entertainment

c) No provision for food services

d) Special discount on certain criteria

75. Choose the odd one out in the context of this advertisement:

a) Cash/Clothing

b) Boarding/Lodging

c) Food/Sight-seeing

d) Destination/Duration