

MARKING SCHEME (2021-2022)

TERM II

HOME SCIENCE- 064

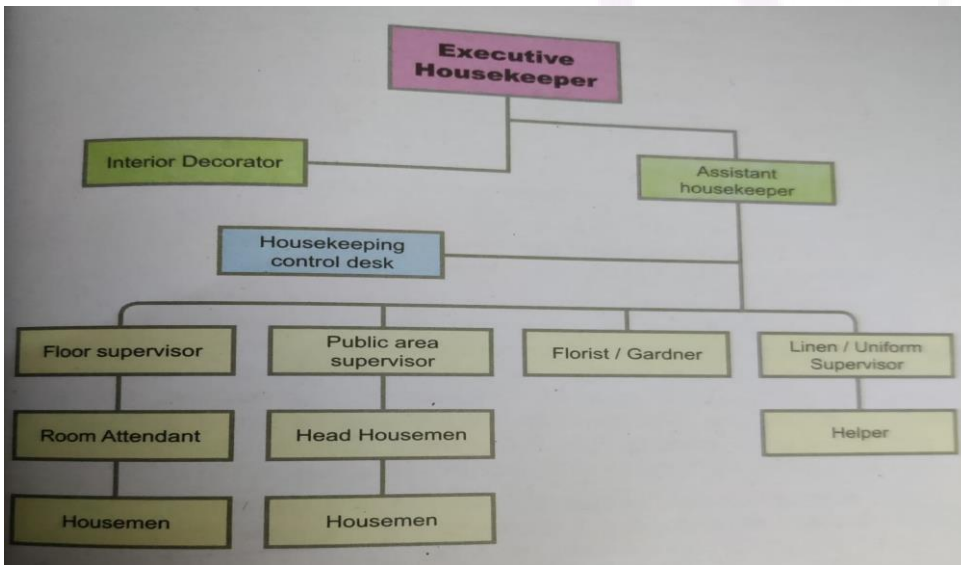
CLASS: XII

Q. No.	SECTION A	Marks						
1.	Two roles of a fashion merchandiser in each of the following fields- a. In Manufacturing 1.Makes significant input on the types of fabrics used to make a piece of clothing. 2.Takes a designer’s piece and finds the best way to manufacture the item, taking price and target market into consideration b. In Promoting 1.Organises fashion shows to promote designer’s items to capture the attention of potential buyers 2.They seek out the target market for a designer’s clothing such as children’s clothing stores, etc. Any other (Any two for each)	1+1=2 1/2x2=1 1/2x2=1						
2.	Four essential features of development communication- 1.It is oriented to socio-economic development and happiness of the people and community at large. 2.It aims at giving information and educating the community. 3.It combines suitable mass media and interpersonal communication channels for greater impact. 4.It is based on the audience characteristics and their environment Any other (Any four)	1/2x4=2						
3.	Four types of contrasting scheme - <table><tr><td>1.Complementary harmony</td><td>Uses two hues that lie directly opposite to one another on the Colour Wheel.</td></tr><tr><td>2.Double complementary</td><td>Has two pairs of complements, usually neighbours on the Colour Wheel.</td></tr><tr><td>3.Split complementary</td><td>Has three colour combination- a hue, its complement (directly across on the Colour Wheel) and neighbour.</td></tr></table>	1.Complementary harmony	Uses two hues that lie directly opposite to one another on the Colour Wheel.	2.Double complementary	Has two pairs of complements, usually neighbours on the Colour Wheel.	3.Split complementary	Has three colour combination- a hue, its complement (directly across on the Colour Wheel) and neighbour.	1/2x4=2
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	It may also use a hue and two neighbours of its complement.		
	4. <i>Analogous complementary</i> A combination of analogous and complementary schemes, a complement selected for dominance in a group of neighbouring colours.		
	Any other (Any four) OR Four basic shapes created by using different types of lines - 1. <i>Natural shapes</i> 2. <i>Stylised shapes</i> 3. <i>Geometric shapes</i> 4. <i>Abstract shapes</i> Any other (Any four)	OR 1/2x4=2	
4.	a) Spinning to near dryness is avoided- It may cause wrinkles which are difficult to remove during ironing. b) Agitators of washing machine should be made of bake lite- As they are not affected by detergents, bleaches, softeners, etc. Any other (Any one reason)	1+1=2 1 1	
5.	Campaign- It is a combination of the usage of different communication methods and materials about a theme for a predefined period of time. Two advantages- 1.Ensures attention and interest of audience 2.It lasts in the memory of the people and stimulates action. 3.Creates conducive environment for adoption of practices Any other (Any two) OR Two objectives of RRE - 1.Spread information regarding primary prevention services 2.Develop an understanding of the disease, to reduce stigma and discrimination against people with AIDS	1+1=2 1 1/2+1/2=1 OR 1+1=2 1/2x2=1	

	Two objectives of SEWA project- 1.To achieve full employment and self-reliance for women workers 2.Support women in other related areas like income, food and social security (health, childcare and shelter). Any other (Any two objectives for each)	1/2x2=1
6.	Four stages of Guest cycle- 1.Pre-arrival stage- Quoting rates for a guest 2.Arrival Stage- Guest actually arrives and registers or checks-in 3.Occupancy- It provides various services as per the guest's requirements, ensuring security of the guest and coordination of various guest services. 4.Departure- The guest is ready to leave/move out or check-out" of the accommodation Any other (Each stage elaborated in 1-2 lines)	1/2x4=2
7.	Four job opportunities in consumer education and protection - 1. Work in government organizations like (BIS) Bureau of Indian Standards, Directorate of Marketing and Inspection, (Ag MARK), etc. 2. Work in voluntary consumer organizations (VOICE/CERC) for product testing to create consumer awareness and publishing of magazines. 3. Work in consumer division of corporate houses that deal with consumer complaints and suggestions. 4. Work in National Consumer Helpline for consumer counselling Any other (Any four)	1/2x4=2
	SECTION B	
8.	Three levels of merchandising in fashion Industry- 1.<i>Retail Organisation Merchandising</i> – Specialised management function within the fashion industry. 2.<i>Buying Agency Merchandising</i>-Provides services for goods buying consultancy. 3. <i>Export House Merchandising</i>- There are two types of merchandisers in an export house—the buyer merchandiser (they act as link between the buyer and the manufacturer) and the production merchandiser (they act as link between production and buyer merchants) Any other (Any three)	1+1+1=3

	OR Four merchandising rights- 1. <i>Right Merchandise</i> 2. <i>At Right Place</i> 3. <i>Right Price</i> 4. <i>With Right Promotion</i> Any other (Any four rights) b. Two skills required- 1. Forecasting ability 2. <i>Analytical ability</i> 3. <i>Communication ability</i> Any other (Any two skills)	OR 2+1=3 1/2X4=2 1/X2=1										
9.	Laundry is an art and science - It is science as it is based on application of scientific principles and techniques. It is art since application requires the mastering of certain skills to produce aesthetically pleasing results. Any other (Any one explanation for each) Four differences between household and commercial laundry <table><tr><th>HOUSEHOLD LAUNDRY</th><th>COMMERCIAL LAUNDRY</th></tr><tr><td>Quantum of clothes is less (5-10 kg)</td><td>Quantum of clothes is more (100kg or more)</td></tr><tr><td>No need of records</td><td>Proper record is maintained</td></tr><tr><td>No separate sections</td><td>Separate area for inspection, sorting, drying, ironing, etc.</td></tr><tr><td>Equipment used are brushes, buckets, basin, washing machine, etc.</td><td>Bigger equipment such as hydroextractors, flat bed for ironing, roller ironing, etc.</td></tr></table> Any other (Any four differences)	HOUSEHOLD LAUNDRY	COMMERCIAL LAUNDRY	Quantum of clothes is less (5-10 kg)	Quantum of clothes is more (100kg or more)	No need of records	Proper record is maintained	No separate sections	Separate area for inspection, sorting, drying, ironing, etc.	Equipment used are brushes, buckets, basin, washing machine, etc.	Bigger equipment such as hydroextractors, flat bed for ironing, roller ironing, etc.	1+2=3 ½+1/2=1 1/2x4=2 1/2x6=3
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10.	Six skills required for Journalism – 1.Cognitive 2.Creative 3.Technical 4.Presentation 5.Questioning Ability											

	6.Ability to work with diverse groups	
	Any other (Any six)	
	SECTION C	
11.	Two ways of creating rhythm- 1.Repetition of laces, colour, embroidery, etc 2.Cordation by gradual increase or decrease in size of motifs, lines, buttons, etc. Any other (Any two ways with diagram) Two ways of shifting the emphasis away from the arms- 1. Placement of decorations on waist, etc. 2.Use of Contrasting colours on neckline, etc. Any other (Any two ways with diagram)	2+2= 4 1+1=2 1+1=2
12.	Organizational chart of a housekeeping department  Four responsibilities of housekeeping department- 1.Cleaning of public areas and guestrooms 2.Supply, upkeep of laundry and exchange of various linen 3.Internal flower arrangement and maintenance of external landscape or garden. 4.Pest control Any other (Any four) OR	2+2=4 2 1/2x4=2 OR

	Four duties and responsibilities of front office manager- 1. Responsible for managing the entire department, lobby, transport activities. 2. Schedules shifts/staff rotation 3. Coordinating with Housekeeping for VIP Check ins 4. Coordinating with Sales Department for any group or bulk check ins Any other (Any four) Four duties and responsibilities of front office supervisor- 1. Manages each shift 2. Keeps a track of the occupancy 3. Briefing all the staff on the duty for that shift from the dept. 4. Keeps a track on the check ins and check outs Any other (Any four)	2+2=4 1/2X4=2 1/2X4=2
13.	Eight responsibilities of consumers- 1. Regularly updating their knowledge of various laws and legislative procedure 2. Should be honest in all dealings and must pay for all purchases. 3. Should feel free to choose from the variety available as per their needs and requirements. 4. Read all the information given on the label/ brochure. 5. Buy products with standardization marks. 6. Keep receipts and other relevant documents of purchase. 7. Should read and understand all terms and conditions, liabilities, service charges etc. 8. Increase awareness about activities, work and action of various national and international consumer organizations Any other (Any eight)	1/2x8=4