

# SECTION B

## Writing Skills

- 20 Marks

### Q3. : Advertisement

Point to Remember : Advertisement are of two types -

(i) Classified : Categorized in separate columns, occupy less space, more economical. Written in short phrases and words, Language-simple, concise and compact, give title and contact address.

(ii) Non Classified or Display : Commercial purpose more space, visually attractive, with catchy slogans, Varying font size or shape, (language - colourful), lucid and appealing overall arrangement.

(b) Classified Advertisements are covered under different headings :

- Situation vacant/situation wanted
- Sale and Purchase of Property/vehicles/Household Goods etc.
- Missing persons/ Pet animals.
- Lost and found
- Travels and Tours/Packers and Movers.
- Educational Institution/Language Course/Hobby classes.
- Matrimonials/Alliance.
- Change in Name

#### 1. Situation Vacant/Wanted

Points to Remember :

- Keep Heading - Situation Vacant/Wanted
- Begin with 'Wanted' or 'Required'

- Mention name of the employee with address.
- Mention the no. of posts lying vacant.
- Mention required age limit and qualification (educational and professional)
- Pay scale and perks of the post concerned
- Mode of applying and whom to apply
- Time limit for submission of application
- Contact address and Ph. No.

1, You are the principal of Roman Public School. Delhi You need part time teacher to teach dance to the students of your school. Draft an advertisement in not more than 50 words to be published in the Hindustan Times, New Delhi under the classified columns.

2. You are the Manager, Super Software Solution Ltd. Draft an advertisement for your company for the post of Chief Programmer (Solutions) giving details as per your requirement.

3. You are the General Manager of a leading Newspaper. You need an editor for your newspaper. You need an editor for your newspaper. Draft an advertisement in not more than 50 words to be published in the times of India, New Delhi under the classified columns.

4. You are the Principal of a reputed Public School. Draft an advertisement for your school for the post of Maths teacher mentioning all details as per your requirement.

5. Meena Rani of K-7, Sundar Vihar has very good knowledge of classical dances of India. She wants to take classes for the same. Draft a suitable advertisement for Publication in Hobby Classes section of the newspaper in about 50 words.

## **2. Sale and Purchase**

(a) Property

- Begin with for Sale/Purchase or Available/Wanted
- Type of house (Flat, independent floor/house/office etc.)
- Size floor. no of rooms. etc.

- Surrounding centrally located, facing park, nearby market, school, hospital, bank bus stand etc.
- Use adjectives like airy, well ventilated, fully furnished, brand new, newly constructed.
- Company or Bank Lease Preferred.
- Expected price : fixed/negotiable
- Contact address and Ph. No.

1. You propose to sell your flat as you are going abroad. Draft an advertisement for the same to be published in the Times of India under classified columns.

### **The Times of India**

#### **For Sale**

DDA Flat MIG, First Floor, two bedroom with attached Baths. Drawing and Dining with two balconies.

Well furnished, airy, East and park facing.

Dilshad Garden, nearby market, school, hospital, bank, Metro, and bus stand.

Price 65,00000/- but negotiable.

Contact Details : Om Properties, H Block, Dilshad Garden, 9810 -----(M)

2. You own a freehold flat in North Delhi and want to sell it. Draft an advertisement for a local daily giving all necessary details.

#### **(b) VEHICLE FOR SALE**

- Model No. Year of Manufacturing
- Colour, accessories (New seat cover, mats, music system, A/C etc.)
- Single hand driven, good condition, new tyres, non-accidental, scratchless, mileage, authorised CNG kit/diesel version.
- Insurance, Road Tax, and Pollution Certificate
- Expected price Rs.2,00000/- (fixed/negotiable)
- Contact address and telephone no.

1. You want to sell you Alto K-10 as you are transferred abroad Draft an advertisement for the classified column of a local daily giving particulars of model mileage etc.

### For Sale

Begin- Available Alto K-10 Lx2010 moder colour etc. - Metallic blue, leather seat covers, new tyres, A/c and stero fitted other attraction- Single hand driven, scratchless, sparingly used, beautiful interior, Insurance, Road Tax and PUC.

Selling Price- Price ₹ 1,50,000 (but negotiable) Contact Detail - Kanu@gmail.com

2. You plan to sell your motor-bike- Draft a suitable advertisement is not more than so words under the classified columns of a local daily, giving all necessary details.

(c) Household/Office Goods

- Item, brand and year of manufacturing
- General condition - excellent working condition, looks brand new etc.
- Specify material in case of furniture.
- Price offered/expected
- Contact address and Ph. No.

1. Your family is moving out of Delhi as your father has been transferred to Bengaluru - You intend to sell off some household items. Draft an advertisement for the same.

### For Sale- Household Goods.

Beginning : Available

Items-details : IFB fully automatic machine (2000) Samsung 510 l frost free refrigerator (2008) and LG LED 40" TV(2010) - all in excellent working condition.

Other Items : Brand new furniture of Teak-Wood sofa set (3+1+1 seater) four seater dining table (round) and double bed with box.

Selling price - Reasonable/negotiable

Contact details : Arnav 14/7 D-2 Pitam Pura, Delhi

2. You want to sell off some office furniture such as computer tables, a filing

cabinet, vchairs, cupboards etc as you are moving into your new office. Draft an advertisement for a local daily.

## 6. LOST AND FOUND

1. Begin with 'Lost' and 'Found'
2. Brief physical description ----- Name of the object/article, Brand, Colour, Size, Condition.
3. When/Where lost or found.
4. Reward if any
5. Contact address and Ph. No.
6. For 'Lost' give all details whereas for 'Found' the details need not be given completely.

1. You have lost your bag in Metro between Pratap Nagar and Kohat Enclave while going for an Interview. It contains a file having important certificates. Draft an advertisement for a local daily under column 'Lost and Found' in not more than 50 words.

### **Lost and Found**

Lost a blue Samsonite bage 16"x20". Containing Certificates and important papers. Lost in Metro between Pratap Nagar and Kohat Enclave on 24 May, 2012 between 11.10 and 11.25 am. If found, kindly return to Ms. Rani Gulati call at 8432..... finder will be suitably rewarded.

~~2. You found a wallet in the school playground Draft a notice for school notice board in not more than 50 words.~~

### **Lost and Found**

Found a ladies wallet in the school playground yesterdsay in the recess. The owner can take it from the school office after providing details about the wallet contact Mr. Bali after school time

~~3. You have lost a library book in the school draft a suitable notice for the school notice board. Invent all necessary details.~~

4. You found a mobile handset at the DTC bus stop. Draft a suitable notice for

publishing in the Lost and Found column of a local daily. Give all the necessary details.

## TO LET

1. Begin with Wanted or 'Available
2. Type of accommodation - Size, floor, No. of rooms etc.
3. Location and surroundings
4. Rent expected, Bank and company Leases preferred
5. Contact address, email address or telephone No.

1. You want to let out a portion of your newly constructed independent house. Write an advertisement to be published in the 'To Let' classified columns of The Times of India in not more than 50 words.

### TO LET

Available on rent a new constructed house in C Block Shalimar Bagh, Delhi. Three bedrooms with attached bathrooms, second floor (lift available), well ventilated and spacious walking distance from Metro Station and market expected rent Rs.20,000/- p. m. Contact : Lavanya at 4179.....

Q. You intend to let out your HIG Flat located in East Delhi. Write an advertisement for the same to be published in the 'To Let' calssfied columns of 'The Hindustan Times' is not more than 50 words.

## ACCOMMODATION WANTED

1. Accommodation required : No. of rooms, size, floor
2. Location and surrounding : area, colony, facilities.
3. Contact Add. (Ph. No.)

1. You want to hire a flat in a good locality in West Delhi. Draft an advertisement under the classified column " Accomodation Wanted" giving your requirements and capacity to pay.

## ACOMODATION WANTED

Required a flat in a posh locality in West Delhi having two bed rooms with attached baths, drawing and dining, modular kitchen, well ventilated fully furnished, 24

hrs. electricity and water supply, parking, East facing, preferably park facing, nearby Bank and shopping complex, Rent Offered Rs.18,000 p. m.

Contact - Meenakshi Aiyar 7423.....

2. You want purchase a floor in a residential society of Rohini, Draft a suitable advertisement is not more than 50 words.

### Missing Person/Pet Animals

- Begin with 'Missing'

- Physical description

(a) Person

..... Name, age, sex, height, complexion, built ..... clothes and other identifying features.

(b) Pet animal ..... name, breed, colour of fur or skin.

- Since when and from where missing.

- Reward/message if any

- Contact address and Ph. No.

1. You are the sister of a boy who has been missing from his home for the last two days. Draft an advertisement under the caption 'Missing' for a local newspaper provide necessary details and also offer a reward

### MISSING

Suresh Kumar, 14 years, 5'3'. Wheatish complexion, average built, wearing white T-shirt and blue jeans, specs, injury mark over the right eye brow. Missing since 4.8.2011 from Central Market Lajpat Nagar, Informer will be duly rewarded. Inform Lajpat Nagar Police Station or Call at : 901032 ..... (M)

2. Your grand mother aged 80 years, mentally upset has been missing for three days. Draft an advertisement for "Missing" Columns mentioning all details. (Word Limit : 50).

3. Your Cat named Tessa is missing since 15 May, 2012. Draft an advertisement under the "Missing" Column of a local daily newspaper providing all details in about 50 words.

Lovely Cat Tessa, Black, golden fur, 2 years old, with a brown ribbon around its neck.

Missing : Since 15 May, 2012 from the Central Park, Punjabi Bagh, Delhi.

Contact : K. K. Singh if found, finder/informer to be rewarded.

Call at 8100...

4. You are Pankaj of East Patel Nagar. Your pet dog named Brando is missing Since 18 May 2012. Draft an advertisement for the 'Pet Missing' column of a daily newspaper in about 50 words.

### NOTICE (5 MARKS)

Format : The word 'Notice', date, Heading, Writer's name with designation name of the Issuing agency (school). (1)

Content : What : Event/Activity/Heading.

When : Date and Time

Where : Venue

Who : Participants/organisers, Chief Guest if any

How : Process and contact (to whom) 2

Expression : Overall organisation, accuracy and fluency 2

### NOTICE (Power Cut)

*Date Aug 7, 2011*

This is to inform all the residents of the society that there will be a power cut for four hours on 8th Aug, 2011 from 1 p. m. to 5 p. m. The reason is the installation of electronic meters. Inconvenience is regretted. (President, R. W. A., Mayur Vihar Phase I, Delhi)

### NOTICE (Water Shortage)

*Date Aug 8, 2011*



Considering the acute water shortage in the colony this summer, all the residents of Vasant Kunj, A- Block are requested not to waste potable water by cleaning their cars, verandahs drive ways etc. or watering the plants with a hosepipe. A fine of Rs.500/- will be imposed on the defaulters. Kindly save water for better tomorrow.

President  
Resident Welfare Society  
Vasant Kunj, A Block

### **SCHOOL ACTIVITIES OR EVENTS**

1. You are Ranjan/Rachna the Head boy/ girl of the school, G. G. S. S. S. No. 1 Rohini. Write a notice about the debate competition in the school on the topic "Utility of Mega Events" for common man.

#### **G. G. S. S. S. No. 1 Dilshad Garden**

##### **Notice**

##### **Debate Competition**

**Feb 17, 2011**

All the students are hereby informed that English Debate Competition of Zonal Level will be held in our school as per the details given below :

Date : 21 Feb, 2011

Time : 8.30 a. m.

Venue : School auditorium

Topic : Utility of Mega Events for Common Man.

Time Limit : 3-4 min. One each in favour and against. Interested students may give their names in pair to the undersigned latest by 19th Feb. for further details/enquiry, contact the undersigned.

Rachna  
(Head) Girl)

1. You are the In-Charge of Cultural Club of your school. Draft a notice for your school. Draft a notice for your school Notice Board inviting students to participate in Dance Competition Sign as Mohan/Mahima.

2. As the Head Girl/Head Boy of your school, write a Notice for your school notice Board asking the studentd to participate in Science exhibition. Invent necessary details. You are Kalpana of 'The Indian School'
3. You are Aarti Gupta, the In-charge of cultural club of your school. Write a notice about painting competition to he held at Pragati Maidan.
4. You are Harsh Mohan, the sports secretary of your school. Write a notice for your school, Notice Board about the Annual Sports Day to be held in your school.
5. Write a notice for your school notice Board about a declamation contest to be held in your school on the topic 'Pollute and Perish.'

### **Poster Designing**

Purpose : to create social awareness, to advertise current general problems.

Layout :

- Eye catching and visually attractive.
- A catchy slogan
- Simple drawings/sketching
- Letter of different size and shape
- Proportionate spacing

**Content :**

- Highlight the main topic
- Include all the important details like time, venue and date, in case of an event.
- Name of the issuing authority, organisers etc.

**Expression :**

- Appropriate and accurate language
- Creativity
- Overall organisation

### **Common Topics for Posters**

1. Clean city campaign/Green Delhi, Clean Delhi

2. World Environment Day/Save Environment
3. Book Fair/Exhibition/Career Mela etc.
4. Save water/Water harvesting
5. Prevention against Malaria/Dengue
6. Sarva Shiksha Abhiyaan/Each one Teach one etc.
7. Prevention against Terrorists attacks/ Be an Alert citizen.
8. Say 'No' to crackers/Polybags/Plastics.
9. Road Safely/Car-pooling/Air pollution etc.
10. Save girl child
11. Child Labour
12. Harmful effects of smoking/Drugs/Drinking.
13. Save Power/Save Energy
14. Donate Blood
15. Help Old People
16. Save Earth - Save Humanity

**Indian Council for Cultural Relations Presents**

**Painting Competition**

on

Cultural Festivals

on

Wednesday , 14 November, 2012

at

Azad Bhawan Auditorium, I. P. Estate

from 10.00 A. M. to 7.00 P. M.

exhibition will remain open from 14-18 Nov., 2012 Entry Free

1. You are Prem/Priyas of Kamal Public School your school is going to organise Annual Function at Shah Auditorium. Draft a Poster to invite the parents of the students and the Principals of the other neighbouring school.
2. National Book Trust is going to organise Book Fair in memory of Mahatma Gandhi on 2 Oct. Design a poster on the Book Fair highlighting the importance of books.
3. Eco club of your school is celebrating Van Mahotsava. Draft a Poster highlighting the importance usefulness of plants. You are Asit/Seema of Rajat High School, Delhi.
4. You are Mamta/Mahip, the head girl/boy of ABC Public School, Delhi Design a poster to highlight the importance of 'Water Conservation'.
5. Draft a poster on 'Earth Day'. You are Rajan/Rajni of 'Vriksh Mitra Club'.

www.studiestoday.com

## QUESTIONS NO. 4

1. You are the social worker from NCPDR Delhi. You happen to visit and interact with the families of rag-pickers in slum area. Write your experience in 100 -150 words highlighting their problems, living conditions, daily routine, their future etc.
2. You are Shubham / Surabhi student of class XI. You visited Shimla during the educational tour organised by Directorate of Education, Delhi. The toy train you boarded from Kalka delighted you the most. Write an account of your Journey in 150 words.
3. Give a brief discussion of your visit to the Parliament House where the session was going on, in 150 words, giving details of the venue, security, behaviour of the members of parliament, Role of ministers and opposition leader etc.
4. Akshit / Akshita wants to celebrate his/her birthday in a hotel on a grand scale. His/ her birthday in a hotel on a grand scale. His / Her mother gives instructions for organising the function. Use the input  
write the instruction in 150 words.
5. Youngster have fallen a prey to video-games on computer as well as in Malls. They waste a lot of time in playing these games which are full of violent actions. They neglect their study and bunk the classes. Write your views in 100-150 words. You are Vaibhav / Vaishali.
6. Last week you were encountered with a frightening experience when you were watching the english movie on your T.V. Write your experience in 150 words.
7. You are Sunita. You and your friends have same harrowing tales of the sufferings of girls at the hands of greedy dowry seekers. Capture your experiences on “Evils of Dowry System” in about 150-200 words.

## ARTICLE

1. Himani/Hemant a student of class XI, Vishal Bharti School, Paschim Vihar, Delhi feel depressed at the pollution caused by vehicular traffic noise, flowing of industrial effluents into Yamuna River, frequent and unending traffic jams, crackers, polythene bags etc. She/he decides to write an article as ‘Pollution Control Drive’ for publication in ‘The Indian Express’.

(150-200 words)

2. Youths form the very back bone of a nation as they are a great store house of energy and strength. Using this input write an article in (150-200) words on “The Role of Youth in National Development” to be published in “The Indian Express” you are Puneet/Purnima of Vandana International School Delhi.

3. The fast food counters are mushrooming in every town and city. Though fast food is fast to cook and fast to eat, it is also fast to Kill. You are Mohan/Meenu. Write an article in (150-200) words on ‘Fast Food - A Great Health Hazard’ to be published in your school magazine.

4. You are Sneha/Sarthak of Rukhmani Devi Public School, Delhi and you must write

your school every day by the newly started Metro Rail. You notice its benefits of travelling, controlling air pollution and traffic jams. Write an article for a local news paper on the same. Your article should be within (150-200) words using following input under the title "Metro Rail - A Boon for Traffic."

5. Internet is a window to global information. It has brought the distant parts of the world closer and made it a global village. Write an article on the "Craze for Internet among the modern Youth" and revolutionary change in the life of a common man, by using input from the following picture word (150-200)

6. From the time we get up till we go to bed we use gadgets to make our life more comfortable and leisurely.

You are Sangeeta/Sandeep of Roop Nagar, Delhi : Write an article in (150-200) words.

7. Raj/Rajni is perturbed after reading a report about the miserable condition child labourers in India in the newspaper. She wants to express her strong feelings against the exploitation of children through an article to be published in his/her school magazine. (Word Limit : 150-200)

8. You feel pained to notice that modern youth, the yuva generation now - is aping western culture in dress, manners and life style blindly write an article against the aping of western culture by the younger generation in about (150-200) words.

### **REPORT (Question No. 5)**

1. You are a press reporter. Recently the railways cancelled a few trains due to floods. Passengers were stranded at the New Delhi Railway station. Write a report in about (150-200) words. Highlight the problems faced by the passengers by using the following inputs.

1. More than thousand passengers on the platform
2. Total Chaos
3. No authentic information available
4. Inadequate food, tea and baby milk
5. Road travel very expensive
6. No electricity.
7. Unhygienic condition.

2. You are Veena / Angad of SKV, Rohini, Recently you had the honour of having participated as a leader of your school team in the Republic Day parade in Delhi, in which your school won the first prize. Write a report in not more than (150-200) words about this memorable event for publication in your school magazine.

3. Your school has recently celebrated "Tree Plantation Week" organising a number of interhouse competitions highlighting the need for ecological balance for man's happiness. As the secretary of the "Nature Club" of your school, prepare a report in 150-200 words for your school magazine.

**SPEECH (Question No. 4)**

1. Some colleges conduct entrance test for admission to under-graduates courses like English (Hons) and Journalism (Hons). Do you think that the entrance test is the right method of selecting students?

Write a speech in about (150-200) to be delivered at morning assembly of your school.

2. In spite of Scientific and Technological advancement, man is still superstitious. He has landed on the moon and thinking of settling down there. But still he consults Pandits and Astrologers whether a particular day is auspicious to send the satellite into the space. Write a speech in about (150-200) words on some of the interesting superstitions. Your school is organising "Senior Citizens day" you have to speak in the morning assembly about.)

'Are senior citizen's in India being neglected by their Children?'

The speech should not be more than (150-200) words.

5. Corruption has eaten into the vitals of public life as it is rampant at every step. None of the public dealing offices go without corrupt practices. So many scams are reported in the news papers every day. You are Himanshu/Heena of Mont Fort School, Ashok Vihar. Prepare a speech on "The Menace of Corruption in India", in about (150-200 words) to be delivered in the morning assembly of your school.

6. You have been selected to represent your school in an all India School Debate competition. The topic for the debate is : 'In the opinion of this house Value-Based Education is the only remedy for decreasing the Crime rate amongst the educated folk'. Write a speech in not more than 200 words in favour or against the motion, giving arguments for your stand.

**LETTER (Question No. 5)**

1. You are Sadhana / Shubham, summer time is a difficult time for all the dwellers of Metro Cities because of the acute shortage of water as well as the supply of polluted water. In some areas they are getting polluted water even after process of filtration. Write a letter to the Municipal Commissioner to take effective steps for proper supply of clean water and make arrangements to store rain water that can be utilized in other work. Also give suggestions to create awareness among the people to save water.

2. Every day many innocent lives are lost because of drunken and reckless driving on city road; Growing number of pubs and night clubs are the root cause for this Suggesting ways to curb this menace, write a letter to the editor of local newspaper. You are Lalita/Lalit of Sec-11, Rohin. (Heavy fines ..... suspension of driving license ..... impounding of vehicle.)0

3. Incidents of quacks (untrained Doctors) face poilets, untrained truck & bus drivers are on the rise, risking the lives of innocent citizens. Write a letter to the editor suggesting ways like deterrant punishments heavy fines and imprisonment to curb this menace.

the opportunity of listening to professionals from various fields like food, technology, fashion technology and media management. Write a letter to the Editor & a local newspaper suggesting that such programme should be arranged in Govt. Sr. Sec. Schools. You are Sakshi/Saksham, student of class XI.

5. You are Rakesh / Rakhi of Patel Nagar, Delhi. In Metropolitan cities, incidents of rape, eve-teasing and murders are on the increase. Residents are in a state of panic as the police are often slow to react to emergency calls. Write a letter to the editor of newspaper 'Hindustan Time' highlighting inefficiency of the police and suggest some remedial measures that can be adopted.

6. You are Pratibha/Pramod of Mont Fort School, Ashok Vihar. You are interested in doing a short term course in computer programming during summer vacations. Write a letter to the director of the institution enquiring about the duration of such a course and the terms and conditions for admission.

7. Write a letter to the Principal/Vice Chancellor about the problem of ragging being forced by freshers, which at times even force the students to drop out. It may also adversely affect their academic standards sign the letter as Ritu/Rakesh. (word limit 150-200).

8. Abduction & rape of young working girls is on the rise in the city. Write a letter to the editor of a leading newspaper suggesting about the steps to be immediately taken by Govt. of make our city a safer place at night for working women you are Soha/Sohan of Kamla Nagar, Delhi.

9. Rising prices of essential commodities like L.P.G Gas, Milk fruits, Vegetables, Petrol & diesel are crushing the back bone of the common man. Write a letter to the editor for publication in a local Delhi as you are Sudha/Samarth of D.P.S. Mathura Road. Delhi (Word limit : 150- 200)

10. Reading habit of students is on the decline as books on current topics, news paper, English magazines, comics etc are not available in your school library. Instead they are wasting their time in less fruitful activities like watching T.V., talking on mobile and surfing the net. Write a letter to the Principal requesting him to make immediate arrangements for the availability of these books in school library.