CBSE CLASS 12 Home Science Sample Paper Solution 2024-25

Ques 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

Ans. A

Solu. In order to provide a comprehensive approach to child development, the guiding principles of Early Childhood Care and Education (ECCE) place a strong emphasis on combining modern and traditional sources.

Ques 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

Ans. B

Solu. The processes and procedures required to turn raw ingredients into completed and semi-finished food products are referred to as food processing.

Ques 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

Ans. B

Solu. The principal objective of social entrepreneurs is to generate substantial advantages for a particular group or society by employing inventive approaches to tackle social problems.

Ques 4. Which of the following is a visible biological hazard in food?

- (A) Virus
- (B) Stones
- (C) Protozoa
- (D) Caterpillars

Ans. D

Solu. Because they are visible and could jeopardize food safety, caterpillars constitute a visible biological hazard in food.

Because freezing maintains the nutritional value of the food while extending its shelf life, frozen peas are regarded as preserved.

Ques 5. Frozen peas are an example of:

- (A) Functional food
- (B)Formulated food
- (C)Preserved food
- (D)Minimally processed food

Ans. C

Solu. Because freezing maintains the nutritional value of the food while extending its shelf life, frozen peas are regarded as preserved.

OR

The process of conversion of oil to Vanaspati is called as
(A)hydrogenation(B)fortification(C)preservation(D)supplementation
Ans. A
Solu. Hydrogenation is the process of adding hydrogen to liquid oils to turn them into solid or semi-solid fat in order to transform oil into Vanaspati.
Ques 6. Which of the following is a short term strategy to combat malnutrition?
(A)Ensuring food security (B)Control of micronutrient deficiencies (C)Employment generation schemes (D)Prevention of food adulteration
Ans. B
Solu. One short-term tactic that can be used swiftly to address specific dietary deficits in vulnerable groups is controlling micronutrient deficiencies.
Ques 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

Ans. C

(C) GHP (D) GDP **Solu.** Food rotting during transit can be attributed to a lack of control over Good Hygiene Practices (GHP), which is a sign of improper handling and sanitation procedures.

Ques 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

Ans. B

Solu. Karnataka's traditional Channapatna dolls are renowned for their exquisite workmanship and vivid colors.

Ques 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

Ans. B

Solu. A kid is said to be stunted if their height is noticeably lower than the average for their age, frequently as a result of ongoing malnutrition.

Ques 10. Which of the following organization supported in implementation of Red Ribbon Express (RRE) project?

- (A) NYKS
- (B) SARI

- (C) CRS
- (D) SEWA

Ans. A

Solu. The Red Ribbon Express project was implemented with the cooperation of the Nehru Yuva Kendra Sangathan (NYKS) with the objective of increasing public awareness about HIV/AIDS and encouraging safe practices.

Ques 11. Match colour harmony given in List I with its description in List II

List I (Colour Harmony)

List II (Description)

- i. Monochromatic harmony
- ii. Achromatic harmony
- iii. Double Complementary harmony
- iv. Split complementary harmony
- 1. Two pairs of complementary
- 2. Only neutrals
- 3. Combination of three colours
- 4. Single hue

Choose the correct option from the following-

- (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

Ans. A

Solu.

- Monochromatic harmony is a single hue (i-4).
- Achromatic harmony consists of only neutrals (ii-2).
- Double complementary harmony involves two pairs of complementary colors (iii-1).
- Split complementary harmony involves a combination of three colors (iv-3).

Ques 12. Match different types of establishments offering hospitality services given in List I with its feature in List II.

List I(Types of establishments offering hospitality services)

List II(Feature)

i. Hotel

ii. Motel

iii. Resort

iv. Lodge

1. Only lodging

2. Lodging, meals and other services

3. Lodging and parking near the room

4. Lodging with range of amenities

Choose the correct option from the following-

(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

Ans. B

Solu.

- **Hotel** typically offers lodging, meals, and other services (i-2).
- **Motel** provides lodging and parking near the room (ii-3).
- **Resort** offers lodging with a range of amenities (iii-4).
- Lodge generally offers only lodging (iv-1).

Ques 13. Which of the following career options are advised for DCJ professional?

- (i) Community Media
- (ii) Analyst for testing
- (iii) Research Scholar

(iv) Quality Control Manager

Choose the correct option from the following-

- (A) (i) and (iii)
- (B) (ii) and (iii)
- (C) (ii) and (iv)
- (D) (i) and (iv)

Ans. A

Solu. For a DCJ professional, careers in community media and research scholar are a good fit because they require research and communication abilities relevant to the media and journalism.

Ques 14. Which of the following are features of SOS children's home?

- (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

Choose the correct option from the following-

- (A) (i) and (ii)
- (B) (ii) and (iii)
- (C) (ii) and (iv)
- (D) (i) and (iv)

Ans. B

Solu. SOS Children's Home offers orphans family-based long-term care (ii) and assistance until the kid is independent (iii).

Which of the following services are offered by ICDS?

- (i) Non-formal pre-school education
- (ii) Supplementary feeding
- (iii) Establishment of youth clubs
- (iv) Social defense and protection

Choose the correct option from the following-

- (A) (i) and (ii)
- (B) (ii) and (iii)
- (C) (ii) and (iv)
- (D) (i) and (iv)

Ans. A

Solu. Supplementary feeding (ii) and non-formal pre-school education (i) are two of the services offered by ICDS (Integrated Child Development Services).

SECTION B

Read the passage carefully and answer Question no. 15 to 18. 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.

Ques 15. In the context of medical nutrition therapy choose the correct pair.

(A)Antioxidants: Low sodium salt(B)Nutraceuticals: Beta-carotene(C) Medical foods: Lactose free milk

(D)Phyto chemicals: Amla powder

Ans. B

Solu. Antioxidants: These are chemicals that stop or lessen the harm that free radicals do to cells. Low sodium salt is categorized as a mineral salt replacement rather than an antioxidant.

Nutraceuticals: These are goods with health advantages that are made from food sources. Due to its antioxidant qualities and role as a precursor to vitamin A, beta-carotene is considered a nutraceutical.

Foods designed specifically to control a condition through diet are known as medical foods. Although it isn't officially categorized as a "medical food," lactose-free milk is more of a specialty food for people with lactose sensitivity.

Phytochemicals are substances that are found naturally in plants and have positive health effects. Amla powder is high in Vitamin C, but it's more of a supplement than just a phytochemical.

Ques 16. Match type of diets given in List I with the examples in List II.

List I (Type of Diets)

- i. Mechanical soft diet
- ii. Liquid diet
- iii. Soft diet
- iv. Clear liquid diet

List II(Examples)

- 1. Buttermilk
- 2. Sago kheer
- 3. Strained soup
- 4. Pureed apple

Choose the correct option from the following-

- (A) i-1, ii-2, iii-3, iv-4
- (B) i-4, ii-3, iii-2, iv-1
- (C) i-3, ii-4, iii-2, iv-1
- (D) i-4, ii-1, iii-2, iv-3

Ans. B

Solu. i. Mechanical soft diet: Foods that are soft in texture and easy to chew. Example: Pureed apple.

- ii. Liquid diet: Foods that are entirely liquid. Example: Strained soup.
- iii. Soft diet: Foods that are soft and easy to digest. Example: Sago kheer.
- iv. Clear liquid diet: Only clear liquids are allowed. Example: Buttermilk.

Ques 17. Given below are two statements labeled as Assertion (A) and Reason (R).

ASSERTION (A): Intravenous feeds are preferred over tube feeds.

REASON (R): In intravenous feeds the patients are nourished with the special solutions that are given through a drip in the vein.

Select the most appropriate answer from the options given below:

- (A) Both A and R are true and R is the correct explanation of A.
- (B) Both A and R are true but R is not the correct explanation of A.
- (C) A is true but R is false.
- (D) A is false but R is true.

Ans. D

Solu. A is untrue since, in most cases, when the digestive system is working well, tube feeding (enteral nutrition) is preferable to intravenous feeding (parenteral nutrition). While intravenous feeding circumvents the digestive system, enteral feeding promotes gut health.

R is accurate since intravenous feeding actually entail food being dripped straight into the bloodstream.

Ques 18. Given below are two statements labeled as Assertion (A) and Reason (R).

ASSERTION (A): High consumption of convenience and processed foods increases the incidence of Hypertension.

REASON (R): It is attributed to the presence of high sodium content.

Select the most appropriate answer from the options given below:

- (A) Both A and R are true and R is the correct explanation of A.
- (B) Both A and R are true but R is not the correct explanation of A.
- (C) A is true but R is false.
- (D) A is false but R is true.

Ans. A

Solu. A is true: A higher incidence of hypertension is associated with higher processed food intake.

R is also true: processed foods' high sodium content raises blood pressure and explains the connection to hypertension.

SECTION C

Ques 19. 'Youth should be encouraged to enroll with scouts and guides.' Support this statement with four reasons.

Solu. Development of Skills: Teamwork, leadership, communication, and problem-solving are just a few of the important life skills that scouts and guides impart. Character Development: Youth who participate are more disciplined, accountable, and resilient, and they also develop a strong sense of moral principles and social duty. Community Service: Through community-focused activities, scouts and guides foster social consciousness and civic duty.

Physical Fitness: The outdoor activities and challenges assist improve physical fitness and emotional well-being, contributing to a healthy lifestyle.

OR

'Youth is the period when the individual is preparing to take on adult roles.' Give four reasons why are youth considered vulnerable.

Solu. Emotional instability: Hormonal shifts frequently cause emotional swings in young people, which can result in rash choices and emotional fragility.

Peer Pressure: Due to their great susceptibility to peer pressure, they may engage in harmful behaviors such as substance misuse or delinquency.

Identity Crisis: Adolescents frequently experience uncertainty and vulnerability as a result of doubts about who they are and where they fit in.

Mental Health Issues: Anxiety, depression, and other mental health issues might arise at this time due to the pressure to achieve socially and academically.

Ques 20. '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.' Suggest four practices by which a hotel can ensure to be Eco Friendly.

Solu. Energy conservation is the process of lowering energy usage by installing solar power systems, energy-efficient appliances, and lighting.

Water management: To reduce water waste, install rainwater harvesting, water recycling systems, and low-flow fixtures.

Waste reduction strategies include promoting recycling initiatives, composting food scraps, and cutting back on single-use plastics in hotel operations.

Sustainable sourcing includes choosing eco-friendly cleaning supplies, locally grown organic food, and sustainable furnishings and décor.

Ques 21. Which four factors determine the texture in textile materials?

Solu. Fiber Type: Cotton has a softer texture than wool, depending on the type of fiber—natural or synthetic.

Weave or Knit: Depending on how the fabric is constructed, its texture may feel flexible, rough, or smooth.

Finishing Techniques: Textiles can have their surface textures improved or changed by treatments like brushing or mercerization.

Fiber Density: The feel and tactile quality of a fabric are determined by the thickness and arrangement (loose or tight) of its fibers.

Ques 22. State two aspects of care and maintenance of fabrics.

Solu. Correct Washing: To prevent damage, use the right washing methods according to the kind of fabric (hot water for cotton, mild for delicate fabrics).

Storage: Storing garments in dry, cool conditions, minimizing exposure to direct sunshine to prevent fading, and applying moth repellents for woolen clothes.

Ques 23. Give four objectives of diet therapy.

Solu. Nutritional Support: Ensuring the patient receives enough nutrition based on their needs and health status.

Disease management is the process of assisting with the treatment and prevention of particular medical diseases, such as hypertension, diabetes, or heart disease.

Symptom Relief: To lessen the disease's or condition's symptoms, such as inflammation or poor digestion.

Healing and Recuperation: Ensuring the body receives the nutrition it requires for healing in the aftermath of a sickness, accident, or surgery.

Ques 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?

Solu. Room Cleaning: To maintain hygienic conditions and cleanliness, guest rooms should undergo routine cleaning and upkeep.

Linen Services: Providing clean bedding, towels, and other linen items as per hotel requirements.

Laundry Services: Providing guests' clothing and other personal things with in-house laundry and dry cleaning services.

Guest Requests: Attending to particular requests from visitors, such as setting up customized room configurations with infant cots and extra bedding, or providing extra amenities (pillows, toiletries).

Ques 25. (a) How are Respite Care homes different from Mobile Medicare units in terms of services offered to the elderly?

Solu. Respite Care Homes: Give elderly people short-term in-home care while giving caregivers a rest. Personal care, medical monitoring, and leisure activities in a residential environment are all included in the services.

Medicare mobile units: These units provide healthcare to senior citizens in community centers or at their residences. They don't offer long-term residential care, but they do provide emergency care, basic health examinations, and medication distribution.

OR

(b) List four common problems faced by the elderly population.

Solu. Chronic Illnesses: Heart disease, diabetes, and arthritis are prevalent in the senior population.

Mobility Issues: As people age, they often experience reduced mobility, which can lead to difficulty in doing regular duties.

Cognitive Decline: In elderly persons, memory loss and cognitive problems like dementia are common.

Social Isolation: The absence of social interactions or the death of a loved one can cause loneliness in the elderly, which can have a negative impact on their mental health.

Ques 26. Ramesh/Rina has to wear a shirt and trousers, suggest three ways by which he/she can create harmony in it.

Solu. Color Coordination: Make sure the pants and top have complementary hues. Visual harmony can be achieved, for instance, by matching a soft pastel or contrasting blouse with a pair of neutral-colored trousers (such as black or beige).

Fabric Compatibility: Select materials whose textures and weight complement one another nicely. For instance, you can get a balanced look by wearing a lightweight cotton shirt with linen or cotton pants.

Fit and Proportion: Make sure the shirt and pants have equal measurements. Harmony in the ensemble is ensured by a well-fitting shirt combined with pants that are the right size on the body—neither too tight nor too loose.

'The elements of design are considered while creating a balance in a dress.' Compare formal balance with informal balance. Give three points.

Solu. Formal balance, also known as symmetrical balance, is the design of a garment in which the two sides are mirror reflections of one another. Consider a dress that has the same features and sleeve length on both sides.

When there is visible balance even when one side of the garment is different from the other, it is known as informal balance (asymmetrical balance). Take a dress with just one shoulder strap, for instance.

Visual Appeal: Formal Balance offers a sense of stability, formality, and order in the design.

Informal Balance gives a more dynamic appearance by introducing intrigue, movement, and inventiveness.

Occasions: To convey uniformity and seriousness, formal balance is frequently utilized in business or ceremonial attire.

In casual or modern fashion, where uniqueness and inventiveness are valued, Informal Balance is increasingly prevalent.

Ques 27. What is PSA? Why is it considered an effective programme? Provide four reasons to support your answer

Solu. Public Service Announcement is referred to as PSA. It's a message disseminated by radio, television, and the internet with the aim of enlightening or educating the general public about matters of safety, health, or social concern. Why PSAs are thought to be effective

Broad Reach: PSAs can swiftly and effectively reach a sizable audience by being distributed through a variety of media channels.

Cost-Effective: PSAs are a cost-effective approach to disseminate essential messages because they are frequently broadcast for free or at a discounted rate. This is especially true for non-profit sectors.

Building Awareness: They work wonders in spreading the word about important causes including environmental preservation, public safety, and health initiatives.

Influence on Behavior: Public service announcements (PSAs) frequently aim to change the attitudes and actions of the general public by urging them to observe safety precautions, recycle, or give up smoking.

Ques 28. (a) State two factors that are responsible for the gradual erosion of traditional art.

Solu. Industrialization and Mass Production: The demand for handcrafted traditional art has decreased as a result of the advent of factory-produced goods and machines, making it less financially viable.

Modernization and Urbanization: As cultures grow more urbanized, cultural preferences change in favor of modern designs, which causes a decline in interest in traditional art forms.

(b) Why do you think there is an urgent need to revive and sustain this traditional art and craft forms?

Solu. Cultural Heritage: Traditional art and craft symbolize the cultural identity and historical past of a community, and preserving them is crucial to maintaining cultural continuity.

Economic Benefits: Preserving important skills and fostering local economies are two ways that traditional craft revival can support artists.

Sustainability: In line with international initiatives to promote sustainability, many traditional crafts employ environmentally friendly supplies and methods.

Cultural Tourism: By attracting tourists, traditional art and craft forms foster cultural exchange and generate revenue.

(c) List two steps taken by the government to sustain and promote the traditional art and craft.

Solu. Craft Fairs & Exhibitions: To give artisans a place to display and market their creations, the government hosts and sponsors craft fairs like the Surajkund Mela and Dilli Haat.

Initiatives like the "Skill India" program provide training and workshops to craftsmen, assisting them in modernizing techniques while maintaining traditional practices. These are examples of skill development programs.

Ques 29. Discuss about three types of hazards along with an example for each.

Solu. Physical hazards: These comprise things like machinery, broken glass, and sharp instruments that have the potential to hurt or injure someone.

Example: At a construction site, there is a chance that falling debris will injure a worker. Chemical Hazards: Burns, respiratory disorders, and poisoning can all result from exposure to dangerous chemicals.

An illustration would be an industrial worker breathing in hazardous chemical vapors without enough ventilation.

Exposure to pathogenic biological agents, such as bacteria, viruses, fungus, or parasites, is referred to as biological hazard.

An illustration would be a medical professional who treats patients and is exposed to bloodborne diseases.

OR

Enumerate three roles of Codex Alimentarius Commission (CAC) in enhancing food safety.

Solu. Establishing Food Standards: To guarantee food safety and safeguard consumers' health worldwide, the Codex Alimentarius Commission creates international food safety standards.

Rules and Standards of Conduct: Food safety is guaranteed throughout the production and supply chain by the CAC, which offers recommendations for excellent industrial and agricultural practices.

Harmonization of Regulations: It makes it easier for national food safety laws to be consistent with one another, encouraging safe trade practices and lowering the incidence of foodborne illnesses.

SECTION D

Ques 30. (a) Enumerate four factors which can lead to food deterioration or spoilage.

Solu. Microbial Growth: Food can become spoiled and dangerous to eat if it harbors bacteria, molds, or yeast.

Enzymatic Activity: Food deterioration can result from naturally occurring enzymes that alter food's flavor, color, and texture.

Environmental Factors: Through oxidation and other processes, exposure to air, moisture, and light can hasten the deterioration of food.

Physical Damage: By exposing the food to bacteria and other environmental factors during harvesting or handling, bruises, cuts, and other physical damage can hasten spoiling.

(b) Mention any four traditional methods by which food is preserved from spoiling after harvesting or slaughtering.

Solu. Drying: Usually applied to grains, fruits, and meat, this process lowers the moisture content of food to stop microbiological growth.

Salting is the process of applying salt to meat, fish, and vegetables in order to extract moisture and stop the growth of microbes.

Smoking: Food is exposed to smoke, which has antibacterial qualities and is frequently used to preserve meat and fish.

Fermentation is the process of preserving food by turning sugars into acids or alcohol using yeast or helpful bacteria; this method is often used to make pickles, yogurt, and sauerkraut.

Ques 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.

Solu. Cognitive Development Research: Findings indicate that the early years are crucial for brain development and that receiving high-quality early childhood education and care can positively impact a child's social and cognitive development for a long time.

Workforce Participation: As more parents—particularly women—enter the workforce, there is a greater need than ever for dependable and efficient early childhood education programs.

- (b) State one contribution of each of the following in the field of ECCE-
- (i) Piaget
- (ii) Vygotsky
- (iii) Maria Montessori
- **Solu.** (i) Piaget: Jean Piaget popularized the idea of cognitive development phases, highlighting the idea that learning occurs when kids actively explore and engage with their surroundings.
- (ii) Vygotsky: This theory, which postulates a "Zone of Proximal Development" in which children learn best under supervision, emphasizes the importance of social interaction and cultural resources in the learning process.
- (iii) Maria Montessori: She created a method of teaching that is child-centered and encourages independence by letting kids engage in self-directed activities in a set environment.
- Ques 32. (i) 'The principle of all washing machines is to keep the fabric in movement in the washing solution to carry away the dirt.'
- (a)Discussthe three processes involved in the washing equipment of a commercial laundry.

Solu. Cleaning: Using agitation, soak the cloth in a water-based detergent solution to get rid of stains and dirt.

Rinsing: To guarantee a complete cleaning, remove the detergent and any loose dirt from the fabric by running clean water through it.

Spinning: This shortens the drying time by removing extra water from the fabric by spinning it quickly.

(b)Which of the above process is used in front loading machines?

Solu. Front-loading washers use all three procedures (washing, rinsing, and spinning), gently agitating the cloth while it washes, rinsing it with water, and spinning away any remaining water.

OR

- (ii) 'The field of Care and Maintenance of Fabrics is a technical field and you want to work in hi- tech laundry.'
- (a) Present any three primary requirements you must possess for this.

Solu. Knowledge of Fabric Types: Recognizing the many types of fabrics and the maintenance needs for them in order to avoid damage during washing and drying. Technical Skills: Expertise in using sophisticated laundry machines and related equipment, such as computer-controlled ones.

Chemical knowledge is the ability to identify which cleaners, bleaches, and other substances work well with different types of fabric without harming it.

(b)What qualifications are required for this role?

Solu. In addition to qualifications in the use of chemicals and laundry equipment, a diploma or degree in textile technology, fabric care, or industrial laundry administration is frequently needed.

Ques 33. 'The field of public health nutrition is multidisciplinary in nature and is built on the foundations of biological and social sciences.'

(a) Explain this statement by highlighting four knowledge and skills required by the Public Health Nutritionists.

Solu. Nutritional science is the study of how diet affects health, illness prevention, and treatment in humans.

Epidemiology: The study of how illnesses spread throughout populations and how dietary interventions can enhance the general public's health.

Cultural competence is the ability to create nutrition programs that are effective by understanding various dietary customs and cultural preferences.

Policy Development: The ability to design and carry out national or local policies that support a healthy diet.

(b) Give four career avenues for Public Health Nutritionists.

Solu. Community health programs: carrying out nutrition-based interventions in government or non-government groups.

Research and academia: carrying out investigations on nutrition and public health while instructing in research institutes or universities.

Policy Making: Contributing to the creation of dietary and nutrition-related public health policies and guidelines.

Corporate wellness initiatives: collaborating with companies to encourage employees to lead healthier lives through initiatives and education on nutrition.

Ques 34. (i)'To interpret consumer demand one should understand target market and consumer motivations.'

What do you mean by target market? Describe four segments of target market.

Solu. A target market is a certain customer base that a firm seeks to attract with its goods and services; these customers are often identified by similar hobbies or demographics.

Four Target Market Segments:

Segmenting a population based on factors like age, gender, income, education, and occupation is known as demographic segmentation.

Geographic Segmentation: Dividing the market by location, encompassing regions, countries, cities, or even neighborhoods.

Consumer lifestyle, values, interests, and attitudes are the main topics of psychographic segmentation.

Behavioral segmentation: based on the actions of the customer, such as frequency of usage, brand loyalty, or buying habits.

(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.

Solu. A fashion merchandiser is an expert who plans, purchases, and sells fashion things in order to maximize profits while adhering to customer trends. Important Functions of a Fashion Merchandiser:

Trend analysis is the study and examination of fashion trends in order to predict customer preferences and direct purchasing decisions.

Product planning involves working with manufacturers and designers to schedule next fashion collections in accordance with consumer demand.

Inventory management is making sure that there is an appropriate amount of merchandise on hand when it's needed to satisfy demand and prevent overstocking. Marketing and Promotion: Creating promotional techniques that draw clients and increase sales requires tight collaboration with marketing departments.

Ques 35. 'Most consumers are unaware of their rights and responsibilities and do not know the various legislative provisions that have been made to protect them.'

(a) Which law was formed to protect consumers? And when was it implemented?

Solu. In order to safeguard consumers, the Consumer Protection Act was created and put into effect in 1986. It was later revised in 2019.

(b) Give two implications and four features of this law.

Solu. ramifications

offers legal defense against exploitation and unjust business practices. gives customers the ability to file complaints about faulty products or services and seek reparation.

Qualities:

Consumer Rights: Ensures consumers' right to be informed, right to safety, and right to chose.

Consumer Dispute Redressal Mechanism: Provides platforms for grievance resolution at the district, state, and federal levels.

Penalties for Violations: imposes fines on companies who supply subpar products or engage in unfair trade practices.

Simplified Complaint Procedures: Allows consumers to file complaints in a hassle-free manner without needing legal assistance.

CBSE CLASS 12 Home Science Sample Paper 2024-25

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- (B)fortification
- (C)preservation
- (D)supplementation

Ans. A

Solu. Hydrogenation is the process of adding hydrogen to liquid oils to turn them into solid or semi-solid fat in order to transform oil into Vanaspati.

Ques 6. Which of the following is a short term strategy to combat malnutrition?

- (A)Ensuring food security
- (B)Control of micronutrient deficiencies
- (C)Employment generation schemes
- (D)Prevention of food adulteration

Ans. B

Solu. One short-term tactic that can be used swiftly to address specific dietary deficits in vulnerable groups is controlling micronutrient deficiencies.

Ques 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

Ans. C

Solu. Food rotting during transit can be attributed to a lack of control over Good Hygiene Practices (GHP), which is a sign of improper handling and sanitation procedures.

Ques 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

Ans. B

Solu. Karnataka's traditional Channapatna dolls are renowned for their exquisite workmanship and vivid colors.

Ques 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

Ans. B

Solu. A kid is said to be stunted if their height is noticeably lower than the average for their age, frequently as a result of ongoing malnutrition.

Ques 10. Which of the following organization supported in implementation of Red Ribbon Express (RRE) project?

- (A) NYKS
- (B) SARI
- (C) CRS
- (D) SEWA

Ans. A

Solu. The Red Ribbon Express project was implemented with the cooperation of the Nehru Yuva Kendra Sangathan (NYKS) with the objective of increasing public awareness about HIV/AIDS and encouraging safe practices.

Ques 11. Match colour harmony given in List I with its description in List II

List I (Colour Harmony)

List II (Description)

- i. Monochromatic harmony
- ii. Achromatic harmony
- iii. Double Complementary harmony
- iv. Split complementary harmony
- 1. Two pairs of complementary
- 2. Only neutrals
- 3. Combination of three colours
- 4. Single hue

Choose the correct option from the following-

- (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

Ans. A

Solu.

- Monochromatic harmony is a single hue (i-4).
- Achromatic harmony consists of only neutrals (ii-2).
- Double complementary harmony involves two pairs of complementary colors (iii-1).
- Split complementary harmony involves a combination of three colors (iv-3).

Ques 12. Match different types of establishments offering hospitality services given in List I with its feature in List II.

List I(Types of establishments offering hospitality services)

List II(Feature)

- i. Hotel
- ii. Motel
- iii. Resort
- iv. Lodge

- 1. Only lodging
- 2. Lodging, meals and other services
- 3. Lodging and
 - parking near the room
- 4. Lodging with range of amenities

Choose the correct option from the following-

- (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

Ans. B

Solu.

- Hotel typically offers lodging, meals, and other services (i-2).
- Motel provides lodging and parking near the room (ii-3).
- **Resort** offers lodging with a range of amenities (iii-4).
- **Lodge** generally offers only lodging (iv-1).

Ques 13. Which of the following career options are advised for DCJ professional?

- (i) Community Media
- (ii) Analyst for testing
- (iii) Research Scholar
- (iv) Quality Control Manager

Choose the correct option from the following-

- (A) (i) and (iii)
- (B) (ii) and (iii)
- (C) (ii) and (iv)
- (D) (i) and (iv)

Ans. A

Solu. For a DCJ professional, careers in community media and research scholar are a good fit because they require research and communication abilities relevant to the media and journalism.

Ques 14. Which of the following are features of SOS children's home?

- (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

Choose the correct option from the following-

- (A) (i) and (ii)
- (B) (ii) and (iii)
- (C) (ii) and (iv)
- (D) (i) and (iv)

Ans. B

Solu. SOS Children's Home offers orphans family-based long-term care (ii) and assistance until the kid is independent (iii).

OR

Which of the following services are offered by ICDS?

- (i) Non-formal pre-school education
- (ii) Supplementary feeding
- (iii) Establishment of youth clubs
- (iv) Social defense and protection

Choose the correct option from the following-

- (A) (i) and (ii)
- (B) (ii) and (iii)
- (C) (ii) and (iv)
- (D) (i) and (iv)

Ans. A

Solu. Supplementary feeding (ii) and non-formal pre-school education (i) are two of the services offered by ICDS (Integrated Child Development Services).

SECTION B

Read the passage carefully and answer Question no. 15 to 18. 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.

Ques 15. In the context of medical nutrition therapy choose the correct pair.

(A)Antioxidants: Low sodium salt(B)Nutraceuticals: Beta-carotene(C) Medical foods: Lactose free milk(D)Phyto chemicals: Amla powder

Ans. B

Solu. Antioxidants: These are chemicals that stop or lessen the harm that free radicals do to cells. Low sodium salt is categorized as a mineral salt replacement rather than an antioxidant.

Nutraceuticals: These are goods with health advantages that are made from food sources. Due to its antioxidant qualities and role as a precursor to vitamin A, beta-carotene is considered a nutraceutical.

Foods designed specifically to control a condition through diet are known as medical foods. Although it isn't officially categorized as a "medical food," lactose-free milk is more of a specialty food for people with lactose sensitivity.

Phytochemicals are substances that are found naturally in plants and have positive health effects. Amla powder is high in Vitamin C, but it's more of a supplement than just a phytochemical.

Ques 16. Match type of diets given in List I with the examples in List II.

List I (Type of Diets)

- i. Mechanical soft diet
- ii. Liquid diet
- iii. Soft diet
- iv. Clear liquid diet

List II(Examples)

- 1. Buttermilk
- 2. Sago kheer
- 3. Strained soup
- 4. Pureed apple

Choose the correct option from the following-

- (A) i-1, ii-2, iii-3, iv-4
- (B) i-4, ii-3, iii-2, iv-1
- (C) i-3, ii-4, iii-2, iv-1
- (D) i-4, ii-1, iii-2, iv-3

Ans. B

Solu. i. Mechanical soft diet: Foods that are soft in texture and easy to chew. Example: Pureed apple.

- ii. Liquid diet: Foods that are entirely liquid. Example: Strained soup.
- iii. Soft diet: Foods that are soft and easy to digest. Example: Sago kheer.
- iv. Clear liquid diet: Only clear liquids are allowed. Example: Buttermilk.

Ques 17. Given below are two statements labeled as Assertion (A) and Reason (R).

ASSERTION (A): Intravenous feeds are preferred over tube feeds. REASON (R): In intravenous feeds the patients are nourished with the special solutions that are given through a drip in the vein.

Select the most appropriate answer from the options given below:

- (A) Both A and R are true and R is the correct explanation of A.
- (B) Both A and R are true but R is not the correct explanation of A.
- (C) A is true but R is false.
- (D) A is false but R is true.

Ans. D

Solu. A is untrue since, in most cases, when the digestive system is working well, tube feeding (enteral nutrition) is preferable to intravenous feeding (parenteral nutrition). While intravenous feeding circumvents the digestive system, enteral feeding promotes gut health.

R is accurate since intravenous feeding actually entail food being dripped straight into the bloodstream.

Ques 18. Given below are two statements labeled as Assertion (A) and Reason (R).

ASSERTION (A): High consumption of convenience and processed foods increases the incidence of Hypertension.

REASON (R): It is attributed to the presence of high sodium content.

Select the most appropriate answer from the options given below:

- (A) Both A and R are true and R is the correct explanation of A.
- (B) Both A and R are true but R is not the correct explanation of A.
- (C) A is true but R is false.
- (D) A is false but R is true.

Ans. A

Solu. A is true: A higher incidence of hypertension is associated with higher processed food intake.

R is also true: processed foods' high sodium content raises blood pressure and explains the connection to hypertension.

SECTION C

Ques 19. 'Youth should be encouraged to enroll with scouts and guides.' Support this statement with four reasons.

Solu. Development of Skills: Teamwork, leadership, communication, and problem-solving are just a few of the important life skills that scouts and guides impart. Character Development: Youth who participate are more disciplined, accountable, and resilient, and they also develop a strong sense of moral principles and social duty. Community Service: Through community-focused activities, scouts and guides foster social consciousness and civic duty.

Physical Fitness: The outdoor activities and challenges assist improve physical fitness and emotional well-being, contributing to a healthy lifestyle.

OR

'Youth is the period when the individual is preparing to take on adult roles.' Give four reasons why are youth considered vulnerable.

Solu. Emotional instability: Hormonal shifts frequently cause emotional swings in young people, which can result in rash choices and emotional fragility.

Peer Pressure: Due to their great susceptibility to peer pressure, they may engage in harmful behaviors such as substance misuse or delinquency.

Identity Crisis: Adolescents frequently experience uncertainty and vulnerability as a result of doubts about who they are and where they fit in.

Mental Health Issues: Anxiety, depression, and other mental health issues might arise at this time due to the pressure to achieve socially and academically.

Ques 20. '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.' Suggest four practices by which a hotel can ensure to be Eco Friendly.

Solu. Energy conservation is the process of lowering energy usage by installing solar power systems, energy-efficient appliances, and lighting.

Water management: To reduce water waste, install rainwater harvesting, water recycling systems, and low-flow fixtures.

Waste reduction strategies include promoting recycling initiatives, composting food scraps, and cutting back on single-use plastics in hotel operations.

Sustainable sourcing includes choosing eco-friendly cleaning supplies, locally grown organic food, and sustainable furnishings and décor.

Ques 21. Which four factors determine the texture in textile materials?

Solu. Fiber Type: Cotton has a softer texture than wool, depending on the type of fiber—natural or synthetic.

Weave or Knit: Depending on how the fabric is constructed, its texture may feel flexible, rough, or smooth.

Finishing Techniques: Textiles can have their surface textures improved or changed by treatments like brushing or mercerization.

Fiber Density: The feel and tactile quality of a fabric are determined by the thickness and arrangement (loose or tight) of its fibers.

Ques 22. State two aspects of care and maintenance of fabrics.

Solu. Correct Washing: To prevent damage, use the right washing methods according to the kind of fabric (hot water for cotton, mild for delicate fabrics).

Storage: Storing garments in dry, cool conditions, minimizing exposure to direct sunshine to prevent fading, and applying moth repellents for woolen clothes.

Ques 23. Give four objectives of diet therapy.

Solu. Nutritional Support: Ensuring the patient receives enough nutrition based on their needs and health status.

Disease management is the process of assisting with the treatment and prevention of particular medical diseases, such as hypertension, diabetes, or heart disease.

Symptom Relief: To lessen the disease's or condition's symptoms, such as inflammation or poor digestion.

Healing and Recuperation: Ensuring the body receives the nutrition it requires for healing in the aftermath of a sickness, accident, or surgery.

Ques 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?

Solu. Room Cleaning: To maintain hygienic conditions and cleanliness, guest rooms should undergo routine cleaning and upkeep.

Linen Services: Providing clean bedding, towels, and other linen items as per hotel requirements.

Laundry Services: Providing guests' clothing and other personal things with in-house laundry and dry cleaning services.

Guest Requests: Attending to particular requests from visitors, such as setting up customized room configurations with infant cots and extra bedding, or providing extra amenities (pillows, toiletries).

Ques 25. (a) How are Respite Care homes different from Mobile Medicare units in terms of services offered to the elderly?

Solu. Respite Care Homes: Give elderly people short-term in-home care while giving caregivers a rest. Personal care, medical monitoring, and leisure activities in a residential environment are all included in the services.

Medicare mobile units: These units provide healthcare to senior citizens in community centers or at their residences. They don't offer long-term residential care, but they do provide emergency care, basic health examinations, and medication distribution.

OR

(b) List four common problems faced by the elderly population.

Solu. Chronic Illnesses: Heart disease, diabetes, and arthritis are prevalent in the senior population.

Mobility Issues: As people age, they often experience reduced mobility, which can lead to difficulty in doing regular duties.

Cognitive Decline: In elderly persons, memory loss and cognitive problems like dementia are common.

Social Isolation: The absence of social interactions or the death of a loved one can cause loneliness in the elderly, which can have a negative impact on their mental health.

Ques 26. Ramesh/Rina has to wear a shirt and trousers, suggest three ways by which he/she can create harmony in it.

Solu. Color Coordination: Make sure the pants and top have complementary hues. Visual harmony can be achieved, for instance, by matching a soft pastel or contrasting blouse with a pair of neutral-colored trousers (such as black or beige).

Fabric Compatibility: Select materials whose textures and weight complement one another nicely. For instance, you can get a balanced look by wearing a lightweight cotton shirt with linen or cotton pants.

Fit and Proportion: Make sure the shirt and pants have equal measurements. Harmony in the ensemble is ensured by a well-fitting shirt combined with pants that are the right size on the body—neither too tight nor too loose.

OR

'The elements of design are considered while creating a balance in a dress.' Compare formal balance with informal balance. Give three points.

Solu. Formal balance, also known as symmetrical balance, is the design of a garment in which the two sides are mirror reflections of one another. Consider a dress that has the same features and sleeve length on both sides.

When there is visible balance even when one side of the garment is different from the other, it is known as informal balance (asymmetrical balance). Take a dress with just one shoulder strap, for instance.

Visual Appeal: Formal Balance offers a sense of stability, formality, and order in the design.

Informal Balance gives a more dynamic appearance by introducing intrigue, movement, and inventiveness.

Occasions: To convey uniformity and seriousness, formal balance is frequently utilized in business or ceremonial attire.

In casual or modern fashion, where uniqueness and inventiveness are valued, Informal Balance is increasingly prevalent.

Ques 27. What is PSA? Why is it considered an effective programme? Provide four reasons to support your answer

Solu. Public Service Announcement is referred to as PSA. It's a message disseminated by radio, television, and the internet with the aim of enlightening or educating the general public about matters of safety, health, or social concern. Why PSAs are thought to be effective

Broad Reach: PSAs can swiftly and effectively reach a sizable audience by being distributed through a variety of media channels.

Cost-Effective: PSAs are a cost-effective approach to disseminate essential messages because they are frequently broadcast for free or at a discounted rate. This is especially true for non-profit sectors.

Building Awareness: They work wonders in spreading the word about important causes including environmental preservation, public safety, and health initiatives.

Influence on Behavior: Public service announcements (PSAs) frequently aim to change the attitudes and actions of the general public by urging them to observe safety precautions, recycle, or give up smoking.

Ques 28. (a) State two factors that are responsible for the gradual erosion of traditional art.

Solu. Industrialization and Mass Production: The demand for handcrafted traditional art has decreased as a result of the advent of factory-produced goods and machines, making it less financially viable.

Modernization and Urbanization: As cultures grow more urbanized, cultural preferences change in favor of modern designs, which causes a decline in interest in traditional art forms.

(b) Why do you think there is an urgent need to revive and sustain this traditional art and craft forms?

Solu. Cultural Heritage: Traditional art and craft symbolize the cultural identity and historical past of a community, and preserving them is crucial to maintaining cultural continuity.

Economic Benefits: Preserving important skills and fostering local economies are two ways that traditional craft revival can support artists.

Sustainability: In line with international initiatives to promote sustainability, many traditional crafts employ environmentally friendly supplies and methods.

Cultural Tourism: By attracting tourists, traditional art and craft forms foster cultural exchange and generate revenue.

(c) List two steps taken by the government to sustain and promote the traditional art and craft.

Solu. Craft Fairs & Exhibitions: To give artisans a place to display and market their creations, the government hosts and sponsors craft fairs like the Surajkund Mela and Dilli Haat.

Initiatives like the "Skill India" program provide training and workshops to craftsmen, assisting them in modernizing techniques while maintaining traditional practices. These are examples of skill development programs.

Ques 29. Discuss about three types of hazards along with an example for each.

Solu. Physical hazards: These comprise things like machinery, broken glass, and sharp instruments that have the potential to hurt or injure someone.

Example: At a construction site, there is a chance that falling debris will injure a worker. Chemical Hazards: Burns, respiratory disorders, and poisoning can all result from exposure to dangerous chemicals.

An illustration would be an industrial worker breathing in hazardous chemical vapors without enough ventilation.

Exposure to pathogenic biological agents, such as bacteria, viruses, fungus, or parasites, is referred to as biological hazard.

An illustration would be a medical professional who treats patients and is exposed to bloodborne diseases.

OR

Enumerate three roles of Codex Alimentarius Commission (CAC) in enhancing food safety.

Solu. Establishing Food Standards: To guarantee food safety and safeguard consumers' health worldwide, the Codex Alimentarius Commission creates international food safety standards.

Rules and Standards of Conduct: Food safety is guaranteed throughout the production and supply chain by the CAC, which offers recommendations for excellent industrial and agricultural practices.

Harmonization of Regulations: It makes it easier for national food safety laws to be consistent with one another, encouraging safe trade practices and lowering the incidence of foodborne illnesses.

SECTION D

Ques 30. (a) Enumerate four factors which can lead to food deterioration or spoilage.

Solu. Microbial Growth: Food can become spoiled and dangerous to eat if it harbors bacteria, molds, or yeast.

Enzymatic Activity: Food deterioration can result from naturally occurring enzymes that alter food's flavor, color, and texture.

Environmental Factors: Through oxidation and other processes, exposure to air, moisture, and light can hasten the deterioration of food.

Physical Damage: By exposing the food to bacteria and other environmental factors during harvesting or handling, bruises, cuts, and other physical damage can hasten spoiling.

(b) Mention any four traditional methods by which food is preserved from spoiling after harvesting or slaughtering.

Solu. Drying: Usually applied to grains, fruits, and meat, this process lowers the moisture content of food to stop microbiological growth.

Salting is the process of applying salt to meat, fish, and vegetables in order to extract moisture and stop the growth of microbes.

Smoking: Food is exposed to smoke, which has antibacterial qualities and is frequently used to preserve meat and fish.

Fermentation is the process of preserving food by turning sugars into acids or alcohol using yeast or helpful bacteria; this method is often used to make pickles, yogurt, and sauerkraut.

Ques 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.

Solu. Cognitive Development Research: Findings indicate that the early years are crucial for brain development and that receiving high-quality early childhood education and care can positively impact a child's social and cognitive development for a long time.

Workforce Participation: As more parents—particularly women—enter the workforce, there is a greater need than ever for dependable and efficient early childhood education programs.

- (b) State one contribution of each of the following in the field of ECCE-
- (i) Piaget
- (ii) Vygotsky
- (iii) Maria Montessori
- **Solu.** (i) Piaget: Jean Piaget popularized the idea of cognitive development phases, highlighting the idea that learning occurs when kids actively explore and engage with their surroundings.
- (ii) Vygotsky: This theory, which postulates a "Zone of Proximal Development" in which children learn best under supervision, emphasizes the importance of social interaction and cultural resources in the learning process.
- (iii) Maria Montessori: She created a method of teaching that is child-centered and encourages independence by letting kids engage in self-directed activities in a set environment.

Ques 32. (i) 'The principle of all washing machines is to keep the fabric in movement in the washing solution to carry away the dirt.'

(a)Discussthe three processes involved in the washing equipment of a commercial laundry.

Solu. Cleaning: Using agitation, soak the cloth in a water-based detergent solution to get rid of stains and dirt.

Rinsing: To guarantee a complete cleaning, remove the detergent and any loose dirt from the fabric by running clean water through it.

Spinning: This shortens the drying time by removing extra water from the fabric by spinning it quickly.

(b)Which of the above process is used in front loading machines?

Solu. Front-loading washers use all three procedures (washing, rinsing, and spinning), gently agitating the cloth while it washes, rinsing it with water, and spinning away any remaining water.

OR

- (ii) 'The field of Care and Maintenance of Fabrics is a technical field and you want to work in hi- tech laundry.'
- (a) Present any three primary requirements you must possess for this.

Solu. Knowledge of Fabric Types: Recognizing the many types of fabrics and the maintenance needs for them in order to avoid damage during washing and drying. Technical Skills: Expertise in using sophisticated laundry machines and related equipment, such as computer-controlled ones.

Chemical knowledge is the ability to identify which cleaners, bleaches, and other substances work well with different types of fabric without harming it.

(b)What qualifications are required for this role?

Solu. In addition to qualifications in the use of chemicals and laundry equipment, a diploma or degree in textile technology, fabric care, or industrial laundry administration is frequently needed.

Ques 33. 'The field of public health nutrition is multidisciplinary in nature and is built on the foundations of biological and social sciences.'

(a) Explain this statement by highlighting four knowledge and skills required by the Public Health Nutritionists.

Solu. Nutritional science is the study of how diet affects health, illness prevention, and treatment in humans.

Epidemiology: The study of how illnesses spread throughout populations and how dietary interventions can enhance the general public's health.

Cultural competence is the ability to create nutrition programs that are effective by understanding various dietary customs and cultural preferences.

Policy Development: The ability to design and carry out national or local policies that support a healthy diet.

(b) Give four career avenues for Public Health Nutritionists.

Solu. Community health programs: carrying out nutrition-based interventions in government or non-government groups.

Research and academia: carrying out investigations on nutrition and public health while instructing in research institutes or universities.

Policy Making: Contributing to the creation of dietary and nutrition-related public health policies and guidelines.

Corporate wellness initiatives: collaborating with companies to encourage employees to lead healthier lives through initiatives and education on nutrition.

Ques 34. (i)'To interpret consumer demand one should understand target market and consumer motivations.'

What do you mean by target market? Describe four segments of target market.

Solu. A target market is a certain customer base that a firm seeks to attract with its goods and services; these customers are often identified by similar hobbies or demographics.

Four Target Market Segments:

Segmenting a population based on factors like age, gender, income, education, and occupation is known as demographic segmentation.

Geographic Segmentation: Dividing the market by location, encompassing regions, countries, cities, or even neighborhoods.

Consumer lifestyle, values, interests, and attitudes are the main topics of psychographic segmentation.

Behavioral segmentation: based on the actions of the customer, such as frequency of usage, brand loyalty, or buying habits.

OR

(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.

Solu. A fashion merchandiser is an expert who plans, purchases, and sells fashion things in order to maximize profits while adhering to customer trends. Important Functions of a Fashion Merchandiser:

Trend analysis is the study and examination of fashion trends in order to predict customer preferences and direct purchasing decisions.

Product planning involves working with manufacturers and designers to schedule next fashion collections in accordance with consumer demand.

Inventory management is making sure that there is an appropriate amount of merchandise on hand when it's needed to satisfy demand and prevent overstocking. Marketing and Promotion: Creating promotional techniques that draw clients and increase sales requires tight collaboration with marketing departments.

Ques 35. 'Most consumers are unaware of their rights and responsibilities and do not know the various legislative provisions that have been made to protect them.'

(a) Which law was formed to protect consumers? And when was it implemented?

Solu. In order to safeguard consumers, the Consumer Protection Act was created and put into effect in 1986. It was later revised in 2019.

(b) Give two implications and four features of this law.

Solu. ramifications

offers legal defense against exploitation and unjust business practices. gives customers the ability to file complaints about faulty products or services and seek reparation.

Qualities:

Consumer Rights: Ensures consumers' right to be informed, right to safety, and right to chose.

Consumer Dispute Redressal Mechanism: Provides platforms for grievance resolution at the district, state, and federal levels.

Penalties for Violations: imposes fines on companies who supply subpar products or engage in unfair trade practices.

Simplified Complaint Procedures: Allows consumers to file complaints in a hassle-free manner without needing legal assistance.