## MARKING SCHEME (2021-2022) TERM II HOME SCIENCE- 064 CLASS: XII

Q.		SECTION A	Marks
No.			
1.	Two roles of a fashion m	erchandiser in each of the following fields-	1+1=2
	a. In Manufacturing		1/2x2=1
	1.Makes significant input on the types of fabrics used to make a piece of clothing.		
	-	e and finds the best way to manufacture the	
	- · ·	rget market into consideration	
	b. In Promoting	b. In Promoting	
	1.Organises fashion shows to promote designer's items to capture the		1/2x2=1
	attention of potential bu	iyers	
	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)		
2.	Four essential features of development communication-		1/2x4=2
	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)		
3.	Four types of contrasting scheme -		1/2x4=2
	1.Complementary	Uses two hues that lie directly opposite to	
	harmony	one another on the Colour Wheel.	
	2.Double	Has two pairs of complements, usually	
	complementary	neighbours on the Colour Wheel.	
	3.Split complementary	Has three colour combination- a hue, its	
		complement (directly across on the Colour	
		comprenient (un cour) der cos en une corour	

		It may also use a hue and two neighbours of its complement.	
	4. Analogous	A combination of analogous and	
	complementary	complementary schemes, a complement	
		selected for dominance in a group of	
		neighbouring colours.	
	Any other (Any four)		
		OR	OR
	Four basic shapes created by using different types of lines -		1/2x4=2
	1. Natural shapes		
	2. Stylised shapes		
	3. Geometric shapes		
	4. Abstract shapes		
	Any other (Any four)		
4.	a) Spinning to near d	ryness is avoided-	1+1=2
	It may cause wrinkles which are difficult to remove during ironing.		1
	b) Agitators of washing machine should be made of bake lite-		1
	As they are not affected by detergents, bleaches, softeners, etc.		
	Any other (Any one r	eason)	
5.	Campaign-		1+1=2
	It is a combination of the usage of different communication methods and materials about a theme for a predefined period of time.		1
	Two advantages-		1/2+1/2=1
	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
		OR	
	Two objectives of RR		1+1=2
		regarding primary prevention services	1/2x2=1
	2.Develop an underst	tanding of the disease, to reduce stigma and	,

	Two objectives of SEWA project-	1/2x2=1
	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)	
6.	Four stages of Guest cycle-	1/2x4=2
0.	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)	
7.	Four job opportunities in consumer education and protection -	1/2x4=2
7.	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)	
	SECTION B	
8.	Three levels of merchandising in fashion Industry-	1+1+1=3
	1.Retail Organisation Merchandising – Specialised management	
	function within the fashion industry.	
	2.Buying Agency Merchandising-Provides services for goods buying	
	consultancy.	
	3. <i>Export House Merchandising- There are t</i> wo 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)	

		OR	OR
	Four merchandising rights-		2+1=3
	1. Right Merchandise		1/2X4=2
	2. At Right Place		
	3. Right Price		
	4. With Right Promotion		
	Any other (Any four rights)		
	b. Two skills required-		1/X2=1
	1. Forecasting ability		
	2. Analytical ability		
	3. Communication ability		
	Any other (Any two skills)		
9.	Laundry is an art and science -		1+2=3
	It is science as it is based on appl	ication of scientific principles and	1⁄2+1/2=1
	techniques.		
		the mastering of certain skills to	
	nroduce aesthetically pleasing re	sults	
	produce aesthetically pleasing re Any other (Any one explanation f Four differences between house	for each)	1/2x4=2
	Any other (Any one explanation f	for each) hold and commercial laundry	1/2x4=2
	Any other (Any one explanation f Four differences between housed HOUSEHOLD LAUNDRY	for each) hold and commercial laundry COMMERCIAL LAUNDRY	1/2x4=2
	Any other (Any one explanation for Four differences between housed HOUSEHOLD LAUNDRY Quantum of clothes is less (5-	For each) hold and commercial laundry COMMERCIAL LAUNDRY Quantum of clothes is more	1/2x4=2
	Any other (Any one explanation f Four differences between housed HOUSEHOLD LAUNDRY Quantum of clothes is less (5- 10 kg)	For each) hold and commercial laundry COMMERCIAL LAUNDRY Quantum of clothes is more (100kg or more)	1/2x4=2
	Any other (Any one explanation f Four differences between housed HOUSEHOLD LAUNDRY Quantum of clothes is less (5- 10 kg) No need of records	For each) hold and commercial laundry COMMERCIAL LAUNDRY Quantum of clothes is more (100kg or more) Proper record is maintained	1/2x4=2
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	Any other (Any six)	
	SECTION C	
11.	Two ways of creating rhythm-	2+2= 4
	1.Repetition of laces, colour, embroidery, etc	1+1=2
	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+1=2
	1. Placement of decorations on waist, etc.	
	2.Use of Contrasting colours on neckline, etc.	
	Any other (Any two ways with diagram)	
12.	Organizational chart of a housekeeping department	2+2=4
	Executive   Housekeeper   Assistant   housekeeping   control desk   Floor supervisor   Public area   supervisor   Public area   supervisor   Head Housemen	2
	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	1/2x4=2
	Any other (Any four) OR	OR

	Four duties and responsibilities of front office manager-	2+2=4
	1.Responsible for managing the entire department, lobby, transport	1/2X4=2
	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-	1/2X4=2
	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)	
13.	Eight responsibilities of consumers-	1/2x8=4
	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)	