



I. Fill in the blanks:

1. Through advertisements the companies _____ the consumers to buy the products.
2. Advertisements can be made interesting using _____ or _____.
3. _____ is a better place to advertise children toys
(Office, nursery, school, cinema theatres).
4. Name gas released in the atmosphere creates a greenhouse effect trapping the heat.
(Carbon dioxide, Oxygen, Nitrogen, All of these)
5. What are the important objects for survival of plants and animals?
(Rainfall, Sun light, Oxygen, All of these)
6. When the air is heated it becomes _____.
7. A series of giant waves due to an undersea volcanic eruption is called a _____.
8. Tropical evergreen forests of Brazil are called _____ of the earth.
9. Mediterranean regions are known as the _____ for their fruit cultivation.
10. Which of the following is not found in Tropical Deciduous Forests?
(Tiger, Elephant, Silver Fox, Monkeys)
11. In _____ season do plants shed their leaves in temperate deciduous forests?

II. Answer the following questions in 4 to 5 sentences each:

1. Why do we need advertisements?
2. Which do you think is the most effective media to run the advertisements in a small village? Why?

3. Explain the greenhouse effect and how it leads to global warming?
4. Write difference between the following
 - a) Weather and climate
 - b) Seasonal wind and local wind
5. When are the lowest tides formed?
6. What happens to the level of ocean water during a high tide and a low tide?
7. How can we reduce the inequality which is based on the living and working conditions of people?
8. Can the Constitution alone bring about equality in the society?
9. What does equality mean in a Democracy?
10. Harun Rashid, a rickshaw driver met with an accident. Where do you think he will be treated – a private hospital or a government hospital? Why?
11. Differentiate between tsunamis and surface waves.
12. What does the constitution do to make sure everyone is treated equally?
13. Why do you think coniferous forest is being cleared out extensively?

III. Answer the following questions in detail

1. An advertisement's slogan for a well-known branded pickle says, "Sona Mango Pickle : the Pride of India!" How would this type of an advertisement affect non-branded pickles? Support your answer with reasons.
2. The Himalaya has almost all types of forest vegetation one would see while moving from the equator to the poles. Explain in detail.
3. Explain the relationship between wind, pressure and temperature. Explain your answer with a simple diagram.
4. How do we make advertisements?
5. Why are celebrities used in an advertisement to promote a product?
6. How much are advertisements responsible for gender discrimination?
7. Write 2 similarities between caste inequalities as practiced in India and racial discrimination in USA.
8. If you are a minister in the government, what are the five things you would do to remove inequality from society?

VI. Read the text and answer the questions.

Sandeep belongs to a poor family of a so-called lower caste. He works in a small factory that is owned by Tarun who belongs to the so-called upper caste. Tarun pays Sandeep less than he pays his other employees who do the same work. Sandeep wants to quit his job but he needs the money to feed his family.

1. How is Sandeep being discriminated against? Why do you think it is discrimination?
2. Why are people who belong to so-called lower castes discriminated against?
3. Write 2 things you can do to contribute to removing caste inequality from our society.
