

AGA KHAN UNIVERSITY EXAMINATION BOARD

HIGHER SECONDARY SCHOOL CERTIFICATE

CLASS XI

ANNUAL EXAMINATIONS (THEORY) 2023

English Compulsory Paper II

Time: 2 hours 5 minutes Marks: 60

INSTRUCTIONS

Please read the following instructions carefully.

1. Check your name and school information. Sign if it is accurate.

**I agree that this is my name and school.
Candidate's Signature**

RUBRIC

2. There are FOUR questions. Answer ALL questions. Question 3 offers TWO choices and Question 4 offers THREE choices. Attempt any ONE of the options in each.
3. When answering the questions:

Read each question carefully.
Use a black pointer to write your answers. DO NOT write your answers in pencil.
Do not use staples, paper clips, glue, correcting fluid or ink erasers.
DO NOT write outside the answer box.
Complete your answer in the allocated space only.
4. The marks for the questions are shown in brackets ().

Q.1. (Total 17 Marks)

Read the passage carefully and answer all the questions that follow.

TEXT A

A blog (shortening of ‘weblog’) is an online journal or informational website displaying information in the reverse chronological order, with latest posts appearing first. It is a platform where a writer or even a group of writers share their views on an individual subject.

5 There are many reasons for starting a personal blog. Blogging for business, projects, or anything else that might bring a person money has a very straightforward purpose – to rank his/her website among the most search sites on the internet in order to increase his/ her visibility. A businessperson relies on consumers’ reviews to gain profit. This is through the purchase of products and services that a consumer opts for. A new business therefore, is dependent on blogging to help get to these consumers and grab their attention. Without blogging, the business
10 website would remain invisible, whereas running a blog makes a business searchable and competitive. Therefore, the main purpose of a blog is to connect people to the relevant audience. Another one is to boost traffic and send quality leads to one’s blog.

15 The more frequent and better the blog posts are, the higher the chances for the blog to get discovered and visited by the target audience. This means that a blog is an effective lead generation tool. But a blog also allows people to showcase their authority and build a brand. When people use their knowledge for creating informative and engaging posts, it builds trust with the audience. Great blogging makes the business look more credible, which is especially important if the brand is still young and fairly unknown. It ensures presence and authority at the same time.

20 Blogs need frequent updates. Good examples include a food blog sharing meal recipes or a company writing about their industry news. Blogs promote perfect reader engagement. Readers get a chance to comment and voice their different concerns to the viewer. Static websites*, on the other hand, consists of the content presented on static pages... Blog owners update their site with new blog posts on a regular basis. Key elements that identify a blog post from a static page
25 include a publishing date, author reference, categories, and tags within a heading. While not all blog posts have all these elements, static website pages do not have any of these items. From a visitor’s perspective, the content on a static site will not change from one visit to the next.

30 An important aspect to remember while running a blog is to rely on the topics that are relevant to the world today and to show people about one’s interests whether through pictorial representations or writing high quality articles. This includes all issues such as climate change!

*Static websites: stagnant or websites on which the content remains the same.

Source: Adapted from the article, ‘What is a Blog? – The Definition of Blog, Blogging and Blogger’ as published on firstsiteguide.com

TEXT B



Thank you for your interest in *She Eats!*

Founded in 2009, She Eats is a food blog focused on creating good food ways that are locally seasonal and ethically sourced. Fresh, original recipes, critically engaging food politics and real food advocacy are garnished with bits of humour and candid confessions.

www.sheeats.ca | kristygardner@gmail.com

| | |
|---|---|
| <p style="color: #4CAF50; font-style: italic;">Site Stats</p> <p>Monthly Page Views: 25,000</p> <p>Monthly Unique Visitors: 4,952</p> | <p style="color: #4CAF50; font-style: italic;">Be Social</p> <p>Facebook: 500+</p> <p>Twitter: 700+</p> <p>Instagram: 350+</p> <p>Pinterest: 550+</p> <p>LinkedIn: 235</p> <p>Google+: 300+</p> |
|---|---|

Popular Posts



Soaked Cherries



Autumn Mac & Cheese



Zeppole (Italian Donuts)



Fresh & Healthy Veggie Tacos



10 Things Every New Chef Needs



Kristy is a social media strategist by day, culinary facilitator by night.

Her work has been featured in various publications including Edible Vancouver, UrbanDiner.ca, Swallow Daily, Natalie MacLean, Taste Canada, Handmadeology, Relish and TasteBud Guides.

In 2013 she founded [ohksocialmedia](#), a one-stop, boutique social media shop focusing on disruptive digital marketing technologies, engagement solutions and blog based website design.

Kristy has presented at the Food Blogger Online Summit, guest hosted Google Hangouts, and she's now delving into the world of Podcasting.

When she's not hiding in her computer or obsessing about food, she likes long hikes in the back country, camping, reading good novels.

Source: Adapted from <https://i.pining.com>

a. By referring to Text A, briefly describe the importance of blogging in your OWN words. (2 Marks)

b. If you were to start a blog, what would be the nature of the blog and why? Give TWO references from Text A to support your answer. (4 Marks)

c. Summarise Text A in no more than 100 words.

(Note: Use your OWN words in the summary. Copying entire sentences/ phrases from the text will lead to the deduction of ONE mark.) (4 Marks)

d. By referring to Text B, suggest THREE ways in which Kristy’s blog can be updated. (3 Marks)

e. Identify THREE qualities of Kristy’s blog (Text B) which are aligned to the guidelines of an effective blog as described in Text A. (4 Marks)

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Q.2. (Total 10 Marks)

Read the passage carefully and fill in each of the blanks with only **ONE** suitable word.

A leader is defined as 'a person who influences a group of people (1) _____ the achievement of a goal'. We all (2) _____ know or hear of people who are in positions of leadership but who are not (3) _____ leadership skills. A position of office is no guarantee of leadership but it helps in the sense that a leadership position usually commands a listening ear from (4) _____ people and that is a good starting point for anyone who desires to be a leader.

A leader by its meaning is one who goes first and leads by example, so that others are motivated (5) _____ follow him. This is a basic requirement. To be a leader, a person (6) _____ have a deep-rooted commitment to the goal that he/ she will strive to achieve it even if nobody follows him/ her. The (7) _____ requirement is the realisation that the goal cannot be achieved alone, without the help of others. In communicating (8) _____ goal, bear in mind that it should be achievable inspiring, measurable and shared.

Effectiveness in leadership has been attributed to persuasion skills, leadership styles and personal attributes of the leader. A critical (9) _____ of leadership (influence) is the love for people. When people are convinced of your love for them and that you always have their interests (10) _____ your heart, they trust you and they will follow you up the highest mountain and into the deepest sea.

Source: Adapted from the article, 'Leadership' as published on <http://www.vtaide.com/>

Q.3.

(Total 15 Marks)

Write a formal letter of around 300-350 words on any **ONE** of the options **a** or **b**.

EITHER

- a. You had been planning to apply for a scholarship at a high-ranking university. However, due to a genuine reason, you missed the deadline. Write a letter to the scholarship committee convincing them to consider your application.

In your letter, describe

- why you were late to submit your application.
- a reason for applying to the university.
- a way in which you would be an asset to the university.

OR

- b. You recently saw the catalogue of a recently launched Fall Collection of a well-reputed clothing brand. However, when you visited their website to order your selected items, you found that they were unavailable.

Write a letter to the clothing brand. In your letter,

- compliment the clothing brand on their collection.
- express your displeasure at the unavailability of some items.
- identify and request your selected items which are out of stock.

Make your notes below or on the pages given for rough work. Write your final draft on pages 8, 9 and 10.

PLEASE TURN OVER THE PAGE

Option _____

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Q.4.

(Total 18 Marks)

Write a composition of about 300-400 words on any **ONE** of the options **a, b** or **c**.
Remember to compose the final draft in complete sentences.

EITHER

a. 'I kept staring at the sky, lost in my thoughts and...'

Narrate a story starting with the given statement. In your narration, include the

- reason for your state of mind.
- description of your surroundings (use at least 3 adjectives).
- description of your feelings (use at least 3 adjectives).
- resolution at the end of the story.

OR

b. Narrate a time when you felt that you had failed in/ at something. In your narration, describe

- what you failed in/ at.
- your reaction to the failure.
- your self-reflection on the failure OR actions you took to overcome your failure.

OR

c. Volunteering is generally considered to be an activity in which an individual or a group of people provides services to organisations for no financial benefit.

Compose an essay. In your essay, include

- **THREE** reasons why volunteering is important.
- the identification of a relevant organisation which accepts volunteers.
- a description of this organisation.

Make your notes on the pages given for rough work. Write your final draft on pages 12, 13 and 14.

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END OF PAPER

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