# The Age of Industrialistion

# **Previous Years' CBSE Board Questions**

1. Read the following source carefully and answer the questions that follow: (2024)

#### **Printed Words**

This is how Mercier describes the impact of the printed word, and the power of reading in one of his books:

'Anyone who had seen me reading would have compared me to a man dying of thirst who was gulping down some fresh, pure water.... Lighting my lamp with extraordinary caution, I threw myself hungrily into the reading. An easy eloquence, effortless and animated, carried me from one page to the next without my noticing it. A clock struck off the hours in the silence of the shadows, and I heard nothing. My lamp began to run out of oil and produced only a pale light, but still I read on. I could not even take out time to raise the wick for fear of interrupting my pleasure. How those new ideas rushed into my brain! How my intelligence adopted them!'

1.1 How does the passage reflect the immersive nature of reading of Mercier?

**Answer.** i. Reading was like, thrust of fresh pure water.

- ii. External distractions did not bother him.
- iii. Pale light even did not affects his attention.
- iv. Mercier's description of being carried effortlessly from one page to the next by the eloquence of the text highlights the engrossing nature of his reading experience.
- v. Any other relevant points

# Any one point to be explained.

1.2 Why did Mercier describe himself as a virtual writer?

**Answer.** i. Mercier became deeply engaged with the text.

ii. He was immersed to the creation point.

iii. He was connected to the process of writing so intimately that he reading it and was absorbing new ideas.

iv. Any other relevant points

### Any one point to be explained.

1.3 How did reading influence Mercier's intellectual capacity and his engagement with new concepts? Explain in any two points.

**Answer.** i. Mercier is so deeply immersed in reading that he loses track of time and running out of oil for his lamp.

- ii. He mentions new ideas rushing into his brain and his intelligence adopting them.
- iii. New concepts fuelled his ideas and sparked his intellectual ability.
- iv. Receptiveness towards knowledge was reflected. v. He was ready to embrace new ideas.
- vi. He showed willingness to integrate his ideas into the understanding of world.
- vii. Any other relevant points Any two points to be mentioned.

#### 4.1 Before the Industrial Revolution

### **MCQ**

- 1. Who among the following improved the steam engine? (2023)
- (a) James Watt
- (b) Thomas Edison
- (c) Benjamin Franklin
- (d) Alexander Fleming

# VSA (1 mark)

2. Define the term 'Carding'. (2020)

# SAI (3 marks)

- 3. Why were merchants from towns in Europe began to move to countryside in seventeenth and eighteenth century? (2018)
- 4. What is proto-industrialisation? Explain the conditions in 18th century English country side that created conditions for proto-industrialisation. (2017)

5. In the eighteenth century Europe, the peasants and artisans in the countryside readily agreed to work for the merchants. Explain any three reasons. (2016)

### LA (5 marks)

6. What was 'Proto-industrialisation? Explain the importance of proto-industrialisation. (2016)

#### 4.2 Hand Labour and Steam Power

### SAI (3 marks)

- 7. Why did the elite of Britain prefer hand made goods in the mid nineteenth century? Explain. (2020)
- 8. The upper classes, during Victorian period, preferred things produced by hands because: Give the reasons. (2014)

### LA (5 marks)

- 9. Why were the British industrialists not keen to introduce modern machinery in the nineteenth century? Explain any five reasons. (2016)
- 10. Why could mechanical technology not replace human labour in Victorian Britain? Explain. (2015)

#### 4.3 Industrialisation in the Colonies

# SAI (3 marks)

11. Why did the export of Indian textile decline at the beginning of the nineteenth century? Explain any three reasons. (2020)

#### OR

Describe any three main reasons for the decline of textile exports from India in the 19th century. (2014)

12. Explain any three causes which led to the decline of Indian cotton textiles in the early nineteenth century. (2019, 2016)

- 13. How did the East India Company procure regular supplies of cotton and silk textiles from Indian weavers? (2017)
- 14. Describe any three conditions that were favourable for the continuing growth of industries in the 18th century India. (2016)
- 15. Industrialisation gave birth to Imperialism. Justify the statement with three arguments. (2016)
- 16. How was foreign trade from India conducted before the age of machine industries? Explain (2016)
- 17. Explain any three reasons for the clashes between the weavers and the gomasthas. (2016)
- 18. Explain the effects of the East India Company's exploitative methods of asserting monopoly over trade. (2014)

### LA (5 marks)

- 19. Explain the impact of Industrialisation on the Indian weavers during the eighteenth century. (2020 C)
- 20. Explain the ways through which British manufacturers attempted to take over the Indian market. (2020)
- 21. Explain any five factors responsible for the decline of the cotton textile industry in India in mid-nineteenth century. (2019 C)
- 22. Describe the role of early entrepreneurs of India in the development of industries. (2019)
- 23. Describe the condition of the workers in nineteenth century in England. (2014)

# 4.4 Factories Come Up

# MCQ

- 24. Who of the following set up the first Iron and Steel industry in India?
- (a) J.R.D. Tata
- (b) Purushotam Das
- (c) R.G.Saraiya
- (d) Thakur Das (2023)

### VSA (1 mark)

25. Name the two industrialists of Bombay who built huge industrial empires during nineteenth century. (2020)

### LA (5 marks)

- 26. Describe the conditions of workers in Europe after the Industrial Revolution. (Al 2019)
- 27. How did the abundance of labour in the market effect the lives of the workers in the nineteenth century? Explain with examples. (2017)
- 28. Who were the Jobbers? Explain their main functions. (2014)
- 29. Describe the contributions of Dwarkanath Tagore as an entrepreneur of Bengal. (2014)

#### 4.5 The Peculiarities of Industrial Growth

### LA (5 marks)

- 30. "Series of changes affected the pattern of industrialisation in India by the early twentieth century." Analyse the statement. (Delhi 2019)
- 31. The First World War created dramatically a new situation for Indian Industries'. Analyse how this change took place. (2014)

#### 4.6 Market for Goods

# SA II (4 marks)

32. Read the given case and answer the questions that follow. Market for Goods

One way in which new consumers are created is through advertisements. As you know, advertisements make products appear desirable and necessary. They try to shape the minds of people and create new needs. Today we live in a world where advertisements surround us. They appear in newspapers, magazines, hoardings, street walls, television screens. But if we look back into history, we find that from the very beginning of the industrial age, advertisements have played a part in expanding the markets for products, and in shaping a new consumer culture. When Manchester industrialists began selling cloth in India, they put labels 'MADE IN MANCHESTER' on the cloth

bundles. The label was needed to make the place of manufacture and the name of the company familiar to the buyer. The label was also to be a mark of quality. When buyers saw written in bold on the label, they were expected to feel confident about buying the cloth.

- (1) How was the marketing of goods done in India by the British?
- (ii) How were the new consumers created through advertisement during colonial India?
- (iii) Identify the messages conveyed through advertisements during industrialisation. (2023)

### LA (5 marks)

- 33. Explain with examples the importance of advertisement in the marketing of the goods. (2016)
- 34. Describe the technique which were adopted by the Manchester industrialists to sell their goods in India. (2015)
- 35. Explain the role played by advertisements in creating new consumers for the British products. (2014)

# **CBSE Sample Questions**

#### 4.2 Hand Labour and Steam Power

# SA II (4 marks)

1. Read the following extract and answer the questions that follow: Will Thorne is one of those who went in search of seasonal work, loading bricks and doing odd jobs. He describes how job-seekers walked to London in search of work:

'I had always wanted to go to London, and my desire .. was stimulated by letters from an old workmate ... who was now working at the Old Kent Road Gas Works...I finally decided to go... in November, 1881. With two friends I started out to walk the journey, filled with the hope that we would be able to obtain employment, when we get there, with the kind assistance of my friend... we had little money when we started, not enough to pay for our food and lodgings each night until we arrived in London. Some days we walked as much as twenty miles, and other days less. Our money was gone at the end of the third day... For two nights we slept out - once under a haystack, and

once in an old farm shed... On arrival in London we tried to find... my friend ... but... were unsuccessful. Our money was gone, so there was nothing for us to do but to walk around until late at night, and then try to find some place to sleep. We found an old building and slept in it that night. The next day, Sunday, late in the afternoon, we got to the Old Kent Gas Works, and applied for work. To my great surprise, the man we had been looking for was working at the time. He spoke to the foreman and I was given a job! Quoted in Raphael Samuel, 'Comers and Goers, in H.J. Dyos and Michael Wolff, eds, The Victorian City: Images and Realities, 1973.

- (i) Analyse the major factor which led London become an attractive place for the job seekers.
- (ii) Analyse the reason for the appointment of Will Thorne by the Old Kent Gas works.
- (iii) Examine the preference of hand labour over machines by the industrialists of the Victorian Britain. (2022-23)

### **ANSWERS**

# **Previous Years' CBSE Board Questions**

- 1. (a): James Watt
- 2. Carding is a mechanical process that disentangles, cleans and intermixes fibres to produce a continuous web such as cotton or wool are prepared prior to spinning.
- 3. Merchants from the towns in Europe began moving to the countryside, supplying money to peasants and artisans, persuading them to produce for an international market. With the expansion of world trade and the acquisition of colonies in different parts of the world, the demand for goods began growing. But merchants could not expand production in the towns. This was because here urban crafts and trade guilds were powerful and prevented the entry of merchants.
- 4. Proto-industrialisation was the early phase of industrialisation in Europe. Before factories began to dot the landscape in England and Europe, there was large-scale production for an international market. This was not based on factories. In the seventeenth and eighteenth centuries, merchants from the towns in Europe began moving to the countryside, supplying money to

peasants and artisans, persuading them to produce for an international market. With the expansion of world trade and the acquisition of colonies in different parts of the world, the demand for goods began growing. But merchants could not expand production within the cities. This was because here urban crafts and trade guilds were powerful and prevented the entry of merchants. During the 18th century, this was a time when open fields were disappearing. Cottagers and poor peasants who had earlier depended on common lands for their survival, gathering their firewood, berries, vegetables, hay and straw, had to now look for alternative sources of income.

Many had tiny plots of land which could not provide work for all members of the household. So when merchants came around and offered advances to produce goods for them, peasant households eagerly agreed to take up the work. This also provided extra income that supplemented their meagre

- 5. (i) Open fields were disappearing and commons were being enclosed so common people had no alternative sources of income.
- (ii) Many had small plots of land which could not provide work for all family members.
- (iii) Merchants offered them advances for which they agreed.
- (iv) They got a source of income which supplemented their shrinking income from cultivation.
- 6. Proto-industrialisation refers to the system of industries that existed in Europe before the arrival of modern machine run factories. Large scale production took place for an international market. It was based in the countryside, not in factories.

#### **Effects:**

income from small fields.

- (i) Open fields were disappearing and commons were being enclosed so common people had no alternative sources of income.
- (ii) Many had small plots of land which could not provide work for all family members.
- (iii) Merchants offered them advances for which they agreed.
- (iv) They got a source of income which supplemented their shrinking income from cultivation.
- 7. The elite of Britain prefer hand made goods, because
- (i) A range of products could be produced only with hand labour. Machine

were oriented to produce uniform standardised goods for a mass market.

- (ii) Handmade products came to symbolise refinement and class.
- (iii) They were better finished, individually produced and carefully designed.
- (iv) Machine-made goods were for export to the colonies.
- 8. The upper classes, during Victorian period preferred things produced by hands because:
- (i) They symbolised refinement and class.
- (ii) They were better finished.
- (iii) They were individually produced and carefully designed.
- 9. The British industrialists did not wish to introduce modern machinery because:
- (i) Seasonal demand of laboures in industries.
- (ii) Range of products could be produced only with handlooms.
- (iii) For certain products only human skill was required.
- (iv) Upper class society preferred things produced by hands.
- (v) Handmade products symbolised refinement or class.
- 10. (i) In victorian Britain, there was no shortage of human labour. So industrialists had no problem with labour shortage or high wage costs. They did not-want to introduce machine that get rid of human labour and required large capital investment.
- (ii) Manual labour was cheaper than machines as large number of migrant labour had come to cities.
- (iii) The Queen had banned the use of machines in factories to create job opportunities for the poor.
- (iv) Machines often broke down and their repair was expensive.
- (v) In seasonal industries, where production fluctuated with the seasons, industrialists usually preferred hand labour, employing workers only for the season, when it was needed.
- They symbolised refinement and class.
- They were better finished.
- They were individually produced and carefully designed.
- 11. (i) Britain imposed duties on cotton textiles, thus export market declined.
- (ii) Exports of British goods to India increased. The Manchester goods flooded Indian markets.
- (iii) The machine-made goods were cheaper and weavers could not compete

with them.

- (iv) By 1850, exports from most weaving regions declined.
- 12. (a) The machine-made cotton was cheaper than hand-made cotton piece-goods in India. The weavers thus lost a huge market share to imports from Britain. By 1850s, most of the cotton producing centers in India faced a steep decline.
- (b) As the Civil war broke out in the US in 1860s, the supply of cotton from the US to Britain was cut off. Britain thus began to source cotton from India. This led to a huge shortage of raw cotton for weavers in India.
- (c) By the end of the nineteenth century, cotton factories began to come up in India as well. This was the final blow for traditional cotton textiles industry in India.
- 13. (i) The East India company tried to eliminate the existing traders and appointed 'Gomasthas' as supervisors.
- (ii) The system of advances was introduced to have a direct control over the weavers.
- (iii) Weavers devoted entire time to weaving. They were forced to accept the prices fixed by the company.
- 14. Three conditions that were favourable for the continuing growth of industries in 18th century India are:
- (i) India abounds in coal and iron-ore deposits.
- (ii) Number of perennial rivers.
- (iii) Abundant raw-materials.
- (iv) Vast network of roads and railways.
- (v) Big market.
- (vi) Demand in several Arabian and Asian countries.
- 15. 'Industrialisation gave birth to Imperialism.
- (i) Imperialism followed industrialisation.
- (ii) Industrialisation chiefly needed the constant supply of raw-materials. The finished goods needed to be sold at the same speed.
- (iii) The industrialised countries had introduced heavy import duties as protective tariffs to check the import from other countries.
- (iv) Faced with the problem of finding new markets for their products, the producer nations choose such countries where industrialisation had not yet

#### happened.

- (v) Hence a race for bringing those areas under their effective occupation or effective influence started among the various industrialised nations.
- (vi) As a consequence, Britain, France, Germany, Japan, etc., set up their colonies in Asia, Africa, South America, etc.
- (vii) These colonies served two purposes of being the suppliers of cheap raw materials and an easy market for their finished goods.
- 16. (i) Before the age of machine industries, silk and cotton goods from India dominated the international market in textile. Coarser cotton was produced in many countries, but the finer varieties often came from India. Armenian and Persian merchants took the goods from Punjab to Afghanistan, Eastern Persia and Central Asia.
- (ii) Bales of fine textiles were carried on camel back via the North West frontier, through mountain passes and across deserts.
- (iii) A vibrant sea trade operated through the main precolonial ports. Surat on the Gujarat coast connected India to the Gulf and Red Sea Ports; Masulipatnam on the Coromandel Coast and Hooghly in Bengal had trade links with Southeast Asian ports.
- 17. There were frequent clashes between Gomasthas and weavers in the village because of the following reasons:
- (i) Earlier supply merchants often belonged to the same villages and had a close relationship with the weavers.
- (ii) The company's appointed Gomasthas were outsiders, with no long-term social link with the villagers.
- (iii) They acted arrogantly, marched into villages with sepoys and peons and punished weavers for delays.
- (iv) The weavers could no longer bargain for prices or sell to other buyers in place or the British who paid them low wages.
- (v) In many places, Carnatic (Karnataka) and Bengal weavers deserted the village, migrated or revolted along with the village traders.
- 18. (i) The company tried to eliminate the existing traders and brokers connected with cloth trade and tried to establish a direct control over the weavers.
- (ii) This was a situation of helplessness and desperation which made the workers to revolt against the British. The workers started to either change

their profession or migrated to other places.

- (iii) These measures ultimately led to the elimination of the Indian weavers.
- 19. I. Due to the coming of industrialisation weavers had loosed the space to bargain for the price of goods and sells them to different buyers. It created a miserable condition in country.
- II. It created clashes between the gomasthas (appointed servants who hires the weavers) and weavers.
- III. Weavers in many villages started protesting the British government.
- IV. Weavers were punished for the delays in supply of material.
- V. Villagers of carnatic and Bengal deserted the villages and migrated. -few weavers closed down their workshops and refused to work for British government.
- 20. British manufacturers took over the Indian market:
- (i) British manufacturers pressurized the government to impose import duties on Indian cotton textiles.
- (ii) Persuaded the East India Company to sell British manufactures in Indians market.
- (iii) Through advertisements; to create interest in the product.
- (iv) Through labels, when Manchester industrialists began selling cloth in India, they put labels on the cloth bundles.
- (v) Images of Indian Gods and Goddesses.
- 21. Right from the beginning of 19th century exports of Indian textile began to decline. Export of piece-goods declined from 33% in 1811-12 to less than 3% by 1850-51.
- (a) Duties were imposed on Indian exports to Britain, because of pressure from British manufacturers.
- (b) The East India Company was pressurized to sell British manufactured goods in Indian markets. In 1850 cotton piece-goods constituted 31% of the value of Indian imports. By 1870s, the value increased to over 70%.
- (c) The machine-made cotton was cheaper than hand- made cotton piece-goods in India. The weavers thus lost a huge market share to imports from Britain. By 1850s, most of the cotton producing centers in India faced a steep decline.
- (d) As the Civil war broke out in the US in 1860s, the supply of cotton from the US to Britain was cut off. Britain thus began to source cotton from India. This

led to a huge shortage of raw cotton for weavers in India.

- (e) By the end of the nineteenth century, cotton factories began to come up in India as well. This was the final blow for traditional cotton textiles industry in India.
- 22. Role of early entrepreneurs of India in development of industries:
- (i) Dwarkanath Tagore was among the pioneers to begin industries in the 1830s and 1840s. Tagore's enterprise was closed during the business crises of the 1840s.
- (ii) In the later nineteenth century, many businessmen became successful industrialists. In Bombay, Parsis like Dinshaw Petit and Jamsetjee Nusserwanjee Tata went on to build huge industrial empires. They accumulated their initial wealth partly from exports to China and partly from raw cotton shipments to England.
- (iii) Seth Hukumchand; a Marwari businessman; set up the first Indian jute mill in Calcutta in 1917. The Birla Group was similarly started by successful traders from China.
- 23. (i) Labour was in abundance.
- (ii) Job opportunities were few.
- (iii) Job seekers who came from villages had to spend the night under bridges or in night shelters and they had no place to stay in the city.
- (iv) Much of the work was seasonal in nature such as book binding.
- (v) Wages were low and life was difficult when prices of goods in the city rose sharply.
- (vi) Workers had to look for odd jobs when they could not find proper employment in factories.
- 24. (a): J.R.D. Tata
- 25. Dinshaw Petit and Jamsetjee Nisserwanjee Tata.
- 26. Large number of people came to cities looking for jobs. The wages for women and children were almost half that of men. Most people worked for between 12 to 16 hours a day six days a week and without any paid holidays. The working conditions were really poor.
- (i) Finding a job largely depended on existing network of friendship and kin relations. People without jobs often had to spend nights on bridges or in night shelters. Some private individuals had set up Night Refuges. The Law

authorities maintained Casual Wards for such people.

- (ii) People employed in seasonal jobs often moved to villages or stayed in towns looking for odd jobs. During the periods of economic slump, the unemployment increased anything between 35 and 75%. This reduced the wages as workers were in surplus.
- (iii) Workers often turned hostile to new technology because of fear of unemployment. For example; when Spinning Jenny was introduced, women began to attack the new machines because they survived on hand spinning (iv) Factories were dusty, dirty and dark the only light source was sunlight that came in through a few windows. Because the machines ran on steam from fires, there was smoke everywhere. Many people ended up with eye problems and lung diseases. There was no safety norm and accidents happened frequently.
- (v) After the 1840s, because of more construction activity there was an increase in employment. The number of workers in the transport industries doubled in the 1840s, and doubled again in the subsequent 30 years.
- 27. Abundance of labour in the market affected the lives of the workers in nineteenth century as follows:
- (i) The life of workers in the 19th century was miserable. They were given lower wages and were made to work for longer hours. Seasonality of work in many industries meant prolonged periods without work. Many returned to the countryside. But most of them looked for odd jobs.
- (ii) Most of the workers had to wait for weeks or more to get job. They had to spend nights under bridges or in night shelters.
- (iii) Wages had increased somewhat in the early nineteenth century. When prices rose sharply during the prolonged Napoleonic war, the real value of what the workers earned fell significantly, since the same wages could now buy fewer things.
- 28. Jobber was employed to get new recruits for the factories or industrialists.
- (i) Initially Jobbers lured people from his village ensuring them jobs. He also helped them settle in the city and lend them money in the times of crisis.
- (ii) They started demanding money and gifts for all the favours.
- (iii) Jobbers got people from his own village and restricted entries of others in the mills.

- 29. (i) Dwarkanath Tagore believed that India would develop through westernisation and industrialisation.
- (ii) He invested in shipping, ship building, mining, banking, plantations and insurance.
- (iii) Dwarkanath Tagore made his fortune in China trade before he turned to industrial investment, setting up six joint stock companies in the 1830s and 1840s.
- 30. By the first decade of 20th Century, a series of changes affected the pattern of industrialisation.
- (i) As the Swadeshi Movement gathered momentum in India, the nationalists mobilized people to boycott foreign cloth and other goods. Industrial groups organized themselves to protect their collective interests pressurizing the government to increase tariff protection and grant other concessions.
- (ii) From 1906, export of Indian yarn to China declined. So Indian industrialists shifted their interest from yarn to cloth production leading to considerable production of cotton piece goods.
- (iii) The beginning of First World War created a new situation. Since British mills were busy in producing war materials to meet their own war needs, export of goods to India declined. This gave an opportunity to Indian industries to thrive. Indian mills now had a vast home market to supply.
- (iv) As the war continued, Indian factories were called upon to supply war needs, such as jute bags, cloth for army uniform, tents, leather boots, horse and mule saddles, etc. New factories were set up and old factories ran double shift.
- (v) After the war, industries in Britain got a severe setback. In India however local industrialists gradually consolidated their position substituting foreign manufactures and capturing home market. Handicraft production also expanded in the 20th century.
- 31. (i) The First World War created a dramatically new situation till then industrial production had been slow.
- (ii) British mills were busy with war production to meet the needs of the army. Manchester imports into India declined.
- (iii) Indian mills now had a vast home market to cater to.
- (iv) As the war prolonged, Indian factories were called upon to supply war needs, jute bags, cloth for army uniforms, tents, leather boots, horse and mule

saddlers and many other items.

- (v) Many workers were employed as new factories were set up and old ones ran in multiple shifts.
- (vi) Over the war years, industrial production boomed. Manchester was unable to capture its old position in the Indian market after the war. Cotton production collapsed and export of cotton cloth from Britain fell dramatically.
- 32. (1) Marketing of goods done in India by the British through advertisements.
- (ii) Advertisements through newspapers, magazines, hoarding; were the most important method used by the producers to expand the market. It played a major role in expanding the markets, and shaping a new consumer culture. Advertisements make products appear desirable and necessary.
- (iii) During industrialisation advertisements conveyed messages of modernity, convenience, quality, patriotism and social status of consumers. These messages helped to promote and sell products to a growing consumer market and it also shape up minds of people and create new needs in them.
- 33. (i) Advertisement Advertisements through newspapers, magazines, hoarding; were the most important method used by the producers to expand the market. It played a major role in expanding the markets, and shaping a new consumer culture. Advertisements make products appear desirable and necessary.
- (ii) Labelling Labelling was another method used by the producers to expand their market. When Manchester industrialists began selling cloth in India, they put labels on the cloth bundles. When buyers saw 'MADE IN MANCHESTER' written in bold on the labels, they were expected to feel confident about buying the cloth. But labels did not only carry words and texts. They also carried images, and were very often beautifully illustrated.
- (iii) Calendars: By the nineteenth century, manufacturers were printing calendars to popularise their products. Unlike newspapers and magazines, calendars were used even by people, who could not read. They were hung in tea shops and in poor people's homes just as much as in offices and middle-class apartments. Those, who hung the calendars had to see the advertisements, day after day, through the year. Even in these calendars, images of gods and goddesses were used to attract the consumers.
- (iv) Images of important personages: Along with the images of gods, figures of

important personages, of emperors and nawabs were also used. The message very often seemed to say; if you respect the royal figure, then respect this product; when the product was being used by kings, or produced under royal command, its quality could not be questioned.

- 34. Manchester industrialists began selling cloth in India, they put labels on the cloth bundles. When buyers saw 'MADE IN MANCHESTER' written in bold on the labels, they were expected to feel confident about buying the cloth. But labels did not only carry words and texts. They also carried images and were very often beautifully illustrated. If we look at these old labels, we can have idea of the mind of the manufacturers, their calculations, and the way they appealed to the people.
- 35. (i) Advertisements make products appear desirable and necessary.
- (ii) They try to shape the minds of people and create new needs.
- (iii) If we look back into history since the very beginning of the industrial age, advertisements have played a very vital role in expanding the markets for products and in shaping a new consumer culture.

# **CBSE Sample Questions**

- 1. (i) Due to the industrial revolution and availability of job opportunities in factories of London. (1)
- (ii) Gas work was the seasonal industry and they were in need to low wage workers. (1)
- (iii) (a) Machines needed huge capital investments.
- (b) Machines were costly, ineffective, difficult to repair.
- (c) Labour was available at low wages.
- (d) In seasonal industries, only seasonal labour was required. (2)