



DELHI PUBLIC SCHOOL VISAKHAPATNAM ASSIGNMENT



Half Yearly Examination Revision 2025-26

Class: XII

Date of Submission: on or before 06.09.2025

SUBJECT: ENGLISH

1. Read the following carefully.

A recent study examined the impact of social media on the mental health of teenagers. The study, which involved 1,500 adolescents aged 13 to 18, explored the relationship between the amount of time spent on social media platforms and feelings of anxiety, depression, and loneliness. Researchers aimed to identify trends in digital media usage, the psychological factors at play, and their implications for parents and educators. Participants were asked to complete a series of questionnaires and mood journals.

The study covered teenagers from various urban and suburban schools, representing diverse socioeconomic backgrounds. Researchers ensured a balanced representation of gender and age groups to make the findings broadly applicable. Data collection involved both digital surveys and small focus group discussions, providing a qualitative layer to the quantitative data. The data was displayed as a bar graph given below.

The study found a strong correlation between high social media usage (more than 4 hours daily) and increased feelings of social anxiety. Participants reported comparing themselves to others, which often led to feelings of inadequacy. However, for a smaller group of teenagers, social media was a vital tool for connecting with friends and finding a community, especially for those with niche interests. This group reported a sense of belonging and less loneliness.

The survey also highlighted several challenges. Participants indicated that cyberbullying and the constant pressure to maintain an online persona were significant stressors. Geographic variations were noted; suburban students, who often had fewer in-person social outlets, reported higher reliance on social media for communication, leading to both positive and negative mental health outcomes.

The findings provide a foundation for further research into how different platforms, content types, and parental guidance can shape the mental health of teenagers. Future studies could explore the long-term effects of digital-first socialisation, the role of media literacy in mitigating negative impacts, and the effectiveness of school-based interventions. This could help parents and schools develop tailored strategies to promote healthy digital habits and provide support to vulnerable adolescents. Moreover, policies encouraging digital well-being education may bridge the gaps identified in this survey, ensuring more informed social media usage among youth.

Answer the following questions, based on the given passage.

I. What was the main purpose of the study conducted among 1,500 adolescents?

- A. To measure the popularity of different social media platforms
- B. To explore the relationship between social media and mental health
- C. To identify the most common types of cyberbullying
- D. To assess the academic performance of teenagers with high screen time

II. Fill in the blank with the correct option from those given in brackets. The study ensured a balanced representation of gender and age groups to make the findings _____ (conclusive / balanced / representative).

III. Fill in the blank with reference to the given bar graph chart. The usage category for which parents primarily need to provide more guidance is ____.

IV. Based on the bar graph, which of the following statements best reflects the correct trend in the relationship between social media and mental health?

- A. High social media usage correlates with a higher percentage of positive mood.
- B. Teenagers with low social media usage show the highest levels of anxiety.
- C. The percentage of teenagers reporting anxiety and depression increases with higher social media usage.
- D. Teenagers with moderate social media usage have better mental health outcomes than those with low usage.

V. Sarah, who lives in a suburban area, feels socially isolated and relies heavily on social media to connect with her peers. Why might she face both positive and negative outcomes from this reliance? (Ref: Paragraphs 3 & 4)

VI. When the researcher says, 'media literacy,' what does s/he mean by this?

- A. The ability to read and write about various media platforms
- B. The skill to critically analyze and evaluate information from media
- C. The knowledge of how to create engaging content for social media
- D. The understanding of the historical evolution of different media

VII. How might school-based interventions and policies encouraging digital well-being help bridge the gaps identified in this survey? (Ref: Paragraph 5)

VIII. Select the option that is NOT addressed in this study.

- A. The methodology used for data collection
- B. The long-term effects of social media on teenagers
- C. The role of different platforms on mental health
- D. The purpose of the survey
- E. The challenges faced by respondents

2. Attempt in 120-150 words. (5 marks)

A. You are Anil Verma, residing at 12/B, Civil Lines, Jaipur. Write a letter to the editor of a local daily, The Daily Times, highlighting the increasing problem of e-waste and the need for proper disposal and recycling. Emphasise the environmental and health hazards associated with improper e-waste management. Draft the letter using your own ideas as well as the cues given.

- Growing use of electronic gadgets
- Dangers of toxic materials in landfills
- Absence of a proper collection and recycling system
- Need for public awareness and government initiatives
- Promoting a culture of responsible consumption

3. You are Preeti Singh from 42, Vasant Kunj, Delhi. You have come across the following advertisement in The Herald for the post of a Senior Content Writer at a digital marketing agency. Write a letter expressing your interest in the position. Include your bio-data along with the application.

4. Attempt in 120-150 words. (5 marks)

The rise of fast-food culture has led to a significant increase in health issues among young people. The convenience and appeal of junk food often overshadow its negative health impacts. You are Neha Sharma. Write an article for your school magazine, 'The Young Voice', to discuss the health risks associated with fast food and advocate for healthier eating habits. Write the article using your own ideas as well as the cues given.

- High in calories, sugar, and fat
- Contributes to obesity and chronic diseases
- Impact on concentration and energy levels
- The role of schools and parents in promoting healthy food choices
- Benefits of a balanced diet

5. A recent 'Clean Yamuna Drive' was organised by the Eco Club of ABC Public School, Noida, to clean a stretch of the riverbank. As the senior editorial board member, Rishabh Jain, write a report for the school magazine detailing various aspects of the event. Write the report using your own ideas as well as the cues given.

- Inauguration and significance
- Participant engagement (students, teachers, and local volunteers)
- Challenges faced and solutions adopted
- Impact on the environment and community awareness
- Overall success and future plans

SUBJECT: ECONOMICS

PART-A (Macroeconomics)

1. Statement 1: Sale and purchase of second hand goods is not included in the estimation of GDP.
2. Statement 2: Rise in National Income always leads to rise in per capita income.
 - a) Statement 1 is true and statement 2 is false.
 - b) Statement 1 is false and statement 2 is true.
 - c) Both the statements are true.

d) Both the statements are false.

3. Column –I

Column-II

A) Vegetable grown in the personal garden

i) Non-marketing activity

B) A car used as a taxi

ii) Consumer goods

C) An air conditioner used by household

iii) Transfer Payment

D) Scholarships given to students

iv) Capital goods

a) A-ii, B-i, C-iv, D-iii

c) A-i, B-iv, C-ii, D-iii

b) A-iv, B-i, C-iii, D-ii

d) A-i, B-ii, C-iii, D-iv

4. Which of the following statement is correct?

a) $NDP_{MP} = NDP_{FC} - NFIA$ c) $GDP_{FC} = GDP_{MP} + NIT$

b) $NNP_{FC} = NDP_{FC} + NFIA$ d) $GDP_{MP} = NDP_{FC} + \text{Consumption of fixed capital}$

5. If nominal GDP = ₹4000 and real GDP = ₹5000, GDP deflator in percentage is

a) 70% b) 80% c) 85% d) 90%

6. Net factor income from abroad is positive when

a) Export > Import

c) Factor income received from abroad > Factor income paid to abroad

b) Import > Export

d) Factor income paid to abroad > Factor income received from abroad

7. _____ is the rate of interest charged by RBI on loans given to commercial banks.

a) CRR b) Bank rate c) SLR d) Reverse repo rate

8. Supply of money refers to

a) Currency held by public

b) Currency held in the government account

c) Currency held by RBI

d) Currency held by public and demand deposits with commercial banks.

9. Will the following be included in the domestic product of India? Give reasons for your answer.

a) Profits earned by foreign companies in India.

b) Salary of Indian working in the Russian embassy in India.

c) Profits earned by branch of State Bank of India in Japan.

10. "Money as a store of value helps to shift purchasing power from present to the future". Explain.

11. Distinguish between real and nominal GDP. Which of the two is a better index of welfare of the people and why?

12. RBI lowers Bank rate from 4.40% to 4.05%. Analyze the economic value of this statement from the view point of a) Household and b) Investors.

13. Case study based MCQ

Since in a monetary economy, all payments are made in money, the real flow turns itself into money flow of income. When firms get factor services from households, they make monetary payments against these services to the households. These payments are made in the form of wages to workers, rent to land owners, interest to capitalists, and profit to entrepreneurs. These monetary payments are factor incomes for households. Households spend these incomes on the purchase of goods and services from the firms for their consumption. As the households spend all their income on consumption of goods and services, total money receipts of the firms is the same as the total income of the households. In other words, the money delivered to the households by the firms as factor payments comes back to them when households spend their income on consumption.

i) National income is a _____ concept.

a) Stock b) Flow c) Both (a) and (b) d) Neither (a) nor (b)

ii) The non-stop continuity of inter-sectoral flows is called

a) Real flows b) Money flows c) Physical flows d) Circular flows

iii) Distinguish between Factor payment and Transfer payment.

. Calculate GNP_{FC} from the following data by a) Income method and b) Expenditure method.

Particulars	₹ in (crores)
Private final consumption expenditure	1,000
Net domestic capital formation	200
Profits	400
Compensation of employees	800
Rent	250
Government final consumption expenditure	500
Consumption of fixed capital	60
Interest	150

Net current transfer rest of the world	(-80)
Net factor income from abroad	(-10)
Net export	(-20)
Net indirect taxes	80

PART B – (Indian Economic Development)

14. During colonial period, India's demographic profile showed
a) High birth rate b) Low death rate c) High infant mortality rate d) Both (a) and (c)
15. The duration of medium-term loan is
a) 6 to 12 months b) 12 months to 3 years c) 12 months to 5 years d) 2 to 7 years
16. Statement 1: Economic reforms have increased the flow of goods and services and technology between India and rest of the world.
Statement 2: Owing to disinvestment, fiscal deficit tended to rise.
a) Statement 1 is true and statement 2 is false.
b) Statement 1 is false and statement 2 is true.
c) Both the statements are true.
d) Both the statements are false.
17. Assertion (A): The five year plan gave importance to equality as a goal of planning in addition to growth, modernization and self-reliance.
Reason (R): It is important to ensure that the benefits of economic prosperity are shared by all the sections of society.
a) A) and (R) is true and (R) is the correct explanation of the (A).
b) (A) and (R) is true and (R) is not the correct explanation of the (A).
c) (A) is true but (R) is false.
d) (A) is false but (R) is true.
18. Choose the correct pair from the given column I and column II.
- | | |
|-------------------------------|---|
| Column I | Column II |
| A) Subsidies | i) Maximum quantity of goods that can be imported |
| B) Karve Committee | ii) Using small scale industries to promote rural development |
| C) Import Substitution policy | iii) To encourage farmers for adopting new technology |
| D) Quota | iv) To protect domestic firms |
- a) A-iv, B-i, C-ii, D-iii b) A-iv, B-ii, C-iii, D-i c) A-iii, B-ii, C-iv, D-i d) A-i, B-ii, C-iii, D-iv .



19. On the basis of the above image answer the following question.
When people of one country shift to another in search of better job opportunities it is known as
a) Resource of inflow b) Dumping c) Migration d) Brain drain
20. Explain any three functions of NABARD.
21. What does occupational structure refer? Compare and analyze the given data of occupational distribution of the Indian economy at the time of independence with valid reasons.

Sector	1950-51(In %)
Agriculture	72.1
Industry	10.7
Services	17.2

22. Write four observations suggesting education as an essential element of human resource Development.
23. Case based questions.

Horticultural development has not been a priority in India till recent years. The focus was on the production of cereals. After 1991, a focused attention was given to horticulture through enhanced plan allocation and knowledge based technology. However, despite the decade 1991-2000 being called as a decade of "Golden Revolution" in horticultural production, the productivity of horticultural crops

increased only marginally from 7.5 tons in 1991-92 to 8.4 tons per hectare in 2004-05. The National Horticulture Mission was launched in 2005-06 by the Government of India with a mandate to promote integrated development in horticulture. It was to focus on coordinating, stimulating and sustaining the production and processing of fruits and vegetables. Importantly, it is noted that Golden Revolution also led to a significant rise in the production of honey, owing to a spurt in the production of flowers.

- i) Distinguish between Green Revolution and Golden Revolution.
- ii) Which crops are included under horticulture crops? State any one contribution of Horticulture to the economy.
- 24. Why was public sector given leading role in industrial development during the planning period?
- 25. Give a brief description of GST.

SUBJECT: BUSINESS STUDIES

1. Which of the following statement is true?

- (a) Controlling is looking back
- (b) Measurement of performance should be done often the task is completed.
- (c) In all organisation for effective controlling, each piece produced must be checked to ensure that it conforms to quality specifications laid down for the product.
- (d) If there is any deviations from the standards, it demand immediate corrective action on the part of management.

2. For taking the company out of losses, Ravi Kumar took over as the Managing Director of the struggling Vova Watch Company in January 2020. As soon as he joined, he tried to find out the reason for the company not doing well. He found that the employees were not involved in decision-making and they had to just follow orders, resulting in low morale of employees.

Recognising the need for change, Ravi Kumar started on a journey to bring back the enthusiasm and motivation of the employees. He initiated open dialogues and encouraged them to actively participate in decision making. Together, they developed action plans to address the company's challenges regarding outdated designs and inefficient production processes etc. As time passed, Vova Watch Company transformed from a struggling enterprise to a profit making enterprise. Identify the leadership style of Ravi Kumar:

- (a) Autocratic leadership style
- (b) Democratic leadership style
- (c) Free-rein leadership style
- (d) Both (a) and (b)

3. Shiwa kumar runs a legal consultancy firm in Chhattisgarh. Whenever the firm hires new employees, on the first day of joining, they are welcomed to the organisation and are given details about the dress code, lunch timings, introduction to daily operations and fellow colleagues. They are also familiarised with the organisational policies and procedures, emergency exits, evacuation procedure, etc.

Name the type of training which is provided by Shiwa kumar in his firm.

- (a) Apprenticeship training
- (b) Vestibule training
- (c) Induction training
- (d) Internship training

4. Manoj, a leading director of big movie production house always gives opportunities to his subordinates to utilise their talent. His subordinate Shruti used these opportunities to showcase her talent and developed her skills to perform complex tasks. Eventually Shruti started directing films on her own and was promoted as an Assistant Director, with a huge increase in salary. The point of importance of delegation reflected is:

- (a) Better coordination
- (b) Effective management
- (c) Employee development
- (d) Basis of management hierarchy

5. 'Utam Ayurvedic Ltd.,' is an established Indian company manufacturing organic consumer goods like toothpastes and shampoos. It has planned to increase its market share from 30% to 40% in the current financial year. With the expanding market of organic products, other companies in the consumer goods industry have also launched these products with organic components. The competition in the market has increased and it was found that the sales of Utam ayurvedic Ltd. came down and its market share was reduced to 23%. Identify the limitation of planning highlighted in the above case:

- (a) Planning may not work in dynamic environment.
- (b) Planning is time consuming.
- (c) Planning involves huge costs.
- (d) Planning reduces overlapping and wasteful activities.

6. Rising traffic congestion levels made Subhash think out-of-the-box. He came up with 'Speedo', the first Bike Taxi App in India for a fast and an affordable means of daily travel. His aim was to provide

economical, cost-effective, fuel-efficient and time-saving transport to the people with an affordable means of transportation. The consumers could navigate narrow lanes and bypass traffic congestion problems. The business started growing at 20% month over month. Today, it is successfully operating in twelve cities with more than 60,000 consumers. Subhash and his team continuously monitor the business environment to improve its present performance so that the business continues to succeed in the long-run also. Identify the point of importance of business environment discussed in the above para.

(a) It enables the firm to identify opportunities and getting the first mover advantage.

(b) It helps in improving performance.

(c) It helps the firm to identify threats and early warning signals.

(d) It helps in tapping useful resources.

7. One of the objectives of management is to consistently create economic value for various constituents of society. Explain this objective of management by giving any two examples.

8. Why management considered to be a multi-dimensional concept? Explain.

9. Name and explain with a suitable example the technique of Scientific Management given by Taylor, with the objective of determining the number of workers to be employed for a task.

10. Define principles of management. Explain any three points highlighting the significance of principles of management.

11. State any three features of business environment.

12. "Falling to plan is planning to fail." Comment.

13. Identify and explain the type of plan and state whether they are Single use or Standing plan:

(a) A type of plan which serves as a controlling device as well.

(b) A plan based on research and analysis and is concerned with physical and technical tasks.

14. Why does informal organisation exist within the framework of formal organisation? Give any two reasons for the emergence of informal organisation

15. Decentralisation is much more than a mere transfer of authority to the lower levels of management hierarchy. State how?

16. Distinguish between training and development on any three basis.

17. "Our assets walk out of the door each evening. We have to make sure that they come back the next morning."--- *Narayana Murthy, CEO of Infosys*. Identify the concept of management highlighted in the statement. Also, explain any two points highlighting its importance.

18. Y Ltd. is a bank functioning in India. It is planning to diversify into insurance business. Lately, the government of India has allowed the private sector to gain entry to the insurance business. Previously, it was the prerogative of LIC and GIC to do insurance business. But now with liberalisation of the economy and to make the field competitive other companies have been given licences to start insurance business under the regulation of 'Insurance Regulatory and Development Authority'.

Y Ltd. plans to recruit high quality employees and agents and exercise effective direction to capture a substantial part of life and non-life insurance business.

(a) What financial and non-financial incentives can the company use for employees and agents separately to motivate them?

(b) How can the company ensure that higher order needs i.e., esteem and self-actualisation as specified by Maslow are met?

(c) How can informal communication help to supplement formal communication?

19. "A control technique should check each and every activity in an organisation." Do you agree? Give reasons.

20. "An attempt to control everything results in controlling nothing." Explain with example.

SUBJECT: ACCOUNTANCY

1. On the dissolution of a firm there existed a balance of ₹45,000 in Sundry Debtors Account and a balance of ₹8,000 in Provision for Doubtful Debts Account in the books of the firm.

The amount by which 'Realisation Account' will be debited for closing Sundry Debtors Account will be:

(a) ₹45,000 (b) ₹37,000 (c) ₹8,000 (d) ₹53,000

2. Rex, Tex and Flex are partners in a firm in the ratio of 5:3:2. As per their partnership Agreement, the share of deceased partner is to be calculated on the basis of profits and turnover of previous accounting year. Tex expired on 31st December, 2025. Turnover till the date of death was ₹18,00,000. Their profits and turnover for the year 2024-25 amounted to 4,00,000 and 2,00,000 respectively. An amount of _____ will be given to his executors as his share of profits till the date of death.

(a) ₹1,08,000 (b) ₹1,80,000 (c) ₹72,000 (d) ₹3,60,000

3. Amay, Bina and Chander are partners in a firm with capital balances of ₹50,000, ₹70,000 and ₹80,000 respectively on 31st March, 2025. Amay decides to retire from the firm on 31st March, 2025. With the help of the information provided, calculate the amount to be paid to Amay on his retirement. There existed a general reserve of ₹7,500 in the balance sheet on that date. The goodwill of the firm was valued at ₹30,000. Gain on revaluation was ₹24,000.

- (a) ₹88,500 (b) ₹90,500 (c) ₹65,375 (d) ₹70,500

4. Alok and Manish were partners sharing profits and losses in the ratio of 5:3. They admitted Deepak as a new partner for 1/3 share. Deepak is to bring in 20% of the combined capital of all the partners. Capitals of Alok and Manish after all the adjustments related to Revaluation Gain, Goodwill treatment and accumulated profits/losses were ₹7,40,000 and ₹4,60,000 respectively. Determine the Capital amount to be brought in by Deepak.

- (a) ₹4,00,000 (b) ₹6,00,000 (c) ₹2,40,000 (d) ₹3,00,000

5. A, B and C were partners sharing profits in the ratio 3:2:1. C retires. On that date, workmen's compensation fund stood in the Balance Sheet at ₹60,000. Workmen's Compensation Claim was ₹70,000. How much share of Workmen's Compensation Fund will be credited to C's Capital Account?

- (a) ₹10,000 (b) Nil (c) ₹1,667 (d) ₹60,000.

6. Amit and Sumit were partners in a firm with capitals of ₹3,00,000 and ₹2,00,000 respectively. The normal rate of return was 20% and the capitalised value of average profits was ₹8,50,000. The Goodwill of the firm by Capitalization of average profits method will be _____.

- (a) ₹10,00,000 (b) ₹1,50,000 (c) ₹3,50,000 (d) ₹5,00,000

7. Mahi, Ruhi and Ginni are partners in a firm sharing profits and losses in the ratio of 6:4:1. Mahi guaranteed a profit of ₹50,000 to Ginni. Net profit for the year ending on 31st March, 2025 was ₹1,10,000. Mahi's share in the profit of the firm after giving guaranteed amount to Ginni will be:

- (a) ₹20,000 (b) ₹60,000 (c) ₹40,000 (d) ₹10,000

8. Manoj and Nitin were partners in a firm sharing profits and losses in the ratio of 2:1. On 31st March, 2025, the balances in their capital accounts after making adjustments for profits and drawings were ₹90,000 and ₹80,000 respectively. The net profit for the year ending on 31st March, 2025 amounted to ₹30,000. During the year Manoj withdrew ₹40,000 and Nitin withdrew ₹20,000.

Subsequently, it was noticed that Interest on Capital @10% p.a. was not provided to the partners. Also interest on Drawings to Manoj ₹3,000 and to Nitin 2,000 was not charged. Pass necessary adjusting journal entry. Show your workings clearly.

9. Misha and Prisha were partners in a firm sharing profits and losses in the ratio of 3:2. On 1st April, 2024, their capital accounts showed balances of ₹50,000 and ₹30,000 respectively. During the year, Misha withdrew ₹12,900 while Prisha withdrew ₹9,600. They were allowed interest on capital @10% p.a. Interest on drawings of ₹660 was charged on Misha's drawing and ₹540 on Prisha's drawings. Prisha had advanced a loan of ₹20,000 to the firm on 1st August, 2024. The net profit for the year ending on 31st March, 2025 amounted to ₹22,600.

Prepare Profit and Loss Appropriation Account for the year ending on 31st March, 2025.

10. Anshu and Vihu were partners in a firm sharing profits and losses in the ratio of 3:2. Their Balance Sheet as on 31st March, 2025 was as follows:

Balance Sheet of Anshu and Vihu as on 31st March, 2025

Liabilities	(₹)	Assets	(₹)
Creditors	80,000	Bank	40,000
General Reserve	50,000	Debtors	36,000
Investment Fluctuation Fund	10,000	Less: Provision for Doubtful Debts	2,000
Capitals:		Stock	30,000
Anshu	1,44,000	Investments	40,000
Vihu	80,000	Plant and Machinery	2,20,000
	3,64,000		3,64,000

On 1st April, 2025, Mani was admitted into partnership for 1/5th share in the profits of the firm on the following terms:

- (a) Mani brought ₹20,000 as her share of goodwill and proportionate capital.

(b) Provision for doubtful debts was to be maintained at 10% on debtors.

(c) Market value of investments was ₹35,000.

(d) The value of Plant and Machinery be increased by ₹6,600.

Prepare Revaluation Account and Partner's Capital Account.

11. Prina, Qadir and Kian were partners in a firm sharing profits in the ratio of 7:2:1. On 31st March, 2025 their Balance Sheet was as follows:

Liabilities	(₹)	Assets	(₹)
Capitals:		Land	12,00,000
Prina	9,60,000	Building	9,00,000
Qadir	8,40,000	Furniture	3,60,000
Kian	9,00,000	Stock	6,60,000
General Reserve	3,00,000	Debtors	6,00,000
Workmen's Compensation Reserve	5,40,000	Less: Provision for	
Creditors	3,60,000	doubtful debts	(30,000)
		Cash at bank	2,10,000
	39,00,000		39,00,000

On the above date Qadir retired on the following terms: (a) Goodwill of the firm was valued at ₹12,00,000. (b) Land was to be appreciated by 30% and building was to be depreciated by ₹3,54,000. (c) A provision of 6% is to be maintained on debtors. (d) Liability for workmen's compensation was determined at ₹1,40,000. (e) Amount payable to Qadir was transferred to his loan account. (f) Total capital of the new firm was fixed at ₹16,00,000 which will be adjusted according to their new profit ratio by opening current accounts. Prepare Revaluation Account and Partner's Capital Accounts.

SUBJECT: ARTIFICIAL INTELLIGENCE

1. What is Generative AI?
2. How does Generative AI work?
3. What distinguishes generative models from discriminative models?
4. Give examples of Generative AI applications.
5. What are Generative Adversarial Networks (GANs)?
6. What is a Large Language Model (LLM)?
7. How is Generative AI used in image generation?
7. What ethical considerations surround Generative AI?
9. What are the limitations and risks involved with Learning Language Models?
10. A marketing agency, "Creative Horizons", leverage Generative AI technologies to enhance its campaign strategies. The agency uses various AI models for creating unique advertising content, including AI-generated images, personalised text for email campaigns, dynamic video ads, and innovative audio jingles. One of their key projects involves launching a new line of eco-friendly products for a client. The campaign's success hinges on the uniqueness and engagement of the generated content, aiming to highlight the product's sustainability features innovatively.
1. What are the primary types of AI models used by "Creative Horizons" for their campaign?
2. How does Generative AI contribute to creating personalised email campaign content?
3. Identify one potential ethical consideration the agency must address when using Generative AI in advertising.
4. What is a significant advantage of using Generative AI for dynamic video ad creation?
5. How can "Creative Horizons" ensure their AI-generated content's originality and copyright compliance?

SUBJECT: PHYSICAL EDUCATION

Sai Khelo india fitness tests for age group 5-8 years and 9 to 18 years