

THE CREATIVE AND COMMERCIAL PROCESS IN MASS MEDIA-II (739)

Sample Question Paper

Class XII - 2018-19

Time: 3 Hours

Max. Marks: 60

General Instructions:

1. *Question paper is divided into two sections: Section-A and Section- B.*
2. **Section–A:**
 - i *Multiple choice question/Fill in the blanks/Direct Questions of 1 mark each. Answer any 10 questions out of the given 12 questions.*
 - ii *Very Short Answer of 2 marks each. Answer any 5 questions from the given 7 questions.*
 - iii *Short Answer of 3 marks each. Answer any 5 questions from the given 7 questions.*
3. **Section–B:** *Long/Essay type questions of 5 marks each. Answer any 5 questions from the given 7 questions.*
4. *All questions of a particular section must be attempted in the correct order.*
5. *Please check that this question paper contains 33 questions out of which 25 questions are to be attempted.*
6. *The maximum time allowed is 3 hours.*

SECTION –A

Answer any 10 questions out of the given 12 questions:

1. What is the full form of JPEG? (1)
2. Mention any two taglines of TV advertisement. (1)
3. What is celebrity endorsement? (1)
4. What is a text? (1)
5. What is meant by 'frame' in still photography? (1)
6. What is a video clip? (1)
7. What is the sound card used for? (1)
8. Give any one example of sound card. (1)
9. What are the tools for editing image? (1)
10. Who are the target buyers? (1)
11. What is quota sampling? (1)
12. What is product advertising? (1)

Very Short Questions: (2 marks each).

Answer any 5 questions out of the given 7 questions:

13. Discuss prototype. (2)
14. What are the benefits of video application? (2)
15. Discuss the importance of audio. (2)
16. What is MIDI? Explain with the help of an example. (2)
17. How can sound be incorporated into computers? (2)
18. What is digital typography? Discuss the creative use of typography. (2)
19. How can music be ripped from an audio CD by using Sound Forge? (2)

Short Questions: (3 marks each).

Answer any 5 questions out of the given 7 questions:

20. How to insert a new page in a document? (3)
21. How to insert an image into a page make document? (3)
22. Discuss the basic tools of Photoshop. (3)
23. Discuss the benefits of cooperative advertising. (3)
24. How does institutional advertising promote a positive image of the company? (3)
25. Describe the way for determining the unique selling point of a physical product. (3)
26. Describe various functions of advertising. (3)

SECTION –B

Long/Essay type questions (5 marks each).

Answer any 5 questions out of the given 7 questions:

27. What are the broad categories of products and services that are advertised? (5)
28. Explain the meaning of market segmentation. Why it is important? (5)
29. Discuss the utility of radio as an advertising media. (5)
30. How does advertising reflect advocacy? (5)
31. What is the use of a still image in a multimedia environment? (5)
32. Write the names of computer software requirements to create a multimedia project. (5)
33. What is multimedia? Elaborate. (5)