

CBSE – DEPARTMENT OF SKILL EDUCATION

MASS MEDIA STUDIES (SUBJECT CODE: 835)

Sample Question Paper

Class XII (Session 2019–2020)

Time: 3 Hours

Max. Marks: 70

General Instructions:

- This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.*
- Part A: Employability Skills (10 Marks)**
 - Answer any 4 questions out of the given 6 questions of 1 mark each.*
 - Answer any 3 questions out of the given 5 questions of 2 marks each.*
- Part B: Subject Skills (60 Marks):**
 - Answer any 10 questions out of the given 12 questions of 1 mark each.*
 - Answer any 7 questions from the given 9 questions of 2 marks each.*
 - Answer any 7 questions from the given 9 questions of 3 marks each.*
 - Answer any 3 questions from the given 5 questions of 5 marks each.*
- This question paper contains 46 questions out of which 34 questions are to be answered.*
- All questions of a particular part/section must be attempted in the correct order.*
- The maximum time allowed is 3 hrs.*

PART A: EMPLOYABILITY SKILLS (10 MARKS)

Answer any 4 questions out of the given 6 questions of 1 mark each:

1.	Identify the following- The process of creating a non –fiction text about current or recent news, items of general interest or specific topic is called a)Writing skills b)Paragraph writing c)Article writing d)None of these	(1)
2.	It contains icons for the most commonly used commands- a)Menu bar b)Standard bar c)Formatting bar d)Title bar	(1)
3.	This personality disorder is marked by an overreliance on other people to meet one’s emotional and physical needs- a)Dependent b) Obsessive c) Avoidant d)Borderline	(1)
4.	Who oversee green activities in their organization? a) Energy auditors b) Wind energy engineers c) Solar energy engineers d) Chief sustainability officers	(1)
5.	Define ‘Entrepreneurship’.	(1)

6.	This is not the sources of motivation and inspiration- a) Books b) Gossip c) Dreaming big d) Music	(1)
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Answer any 3 questions out of the given 5 questions of 2 marks each:

7.	Give two points difference between listening and hearing.	(2)
8.	Write four steps to insert a text box in a slide.	(2)
9.	Tell two traits of each extraversion and agreeableness personality.	(2)
10.	List four green jobs in building and construction field.	(2)
11.	Give one example each of trading & services and also give its reason.	(2)

PART B: SUBJECT SKILLS (60 MARKS)

Answer any 10 questions out of the given 12 questions:

12.	Define Market.	(1)
13.	What is product advertising?	(1)
14.	Mention any two names of entertainment channel.	(1)
15.	Who decides the content of a radio programmes.	(1)
16.	What is banner headline?	(1)
17.	What does the video recorder do?	(1)
18.	Define cross promotion.	(1)
19.	Write the full form of OOH and POP.	(1)
20.	What is film ratio?	(1)
21.	What is the difference between online newspaper and traditional newspaper?	(1)

22.	Give any two examples of sound card.	(1)
23.	Who was Lionel Fielden?	(1)

Answer any 7 questions out of the given 9 questions of 2 marks each:

24.	What are the purposes of advertising?	(2)
25.	Differentiate between live and non-live broadcasting.	(2)
26.	Explain the term celebrity endorsement.	(2)
27.	Elaborate direct mail.	(2)
28.	Why is reporting a more glamorous job than subbing?	(2)
29.	Discuss the responsibilities of story board.	(2)
30.	According to Majid Tehranian, what are the three megatrends that character our own era?	(2)
31.	Discuss radio play.	(2)
32.	What are the benefits of educational sites?	(2)

Answer any 7 questions out of the given 9 questions of 3 marks each:

33.	What is investigative reporting? Discuss.	(3)
34.	Describe the shooting stage of film.	(3)
35.	Discuss the benefits of PSA.	(3)
36.	What is the main source of revenue for a daily newspaper?	(3)
37.	Describe the machinery and equipments required for production.	(3)
38.	Design an advertising campaign for a television brand.	(3)

39.	What are the advantages of social media?	(3)
40.	'Television as an advertising medium'. Discuss	(3)
41.	Describe the ways that determine the unique selling point of a physical product.	(3)

Answer any 3 questions out of the given 5 questions of 5 marks each:

42.	How to pick the best media?	(5)
43.	Explain the meaning of market segmentation. Why it is important?	(5)
44.	Elaborate newspaper departments.	(5)
45.	Analyse the role of various technologies in the development of the age of information.	(5)
46.	Discuss the role of web editor.	(5)