

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MASS MEDIA STUDIES (SUBJECT CODE: 835)

### Blue-print for Sample Question Paper for Class XII (Session 2020-2021)

Max. Time: 3 Hours

Max. Marks: 70

#### PART A - EMPLOYABILITY SKILLS (10 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	
1	Communication Skills-IV	1	1	2
2	Self-Management Skills-IV	2	1	3
3	Information and Communication Technology Skills-IV	1	1	2
4	Entrepreneurial Skills-IV	1	1	2
5	Green Skills-IV	1	1	2
<b>TOTAL QUESTIONS</b>		<b>6</b>	<b>5</b>	<b>11</b>
<b>NO. OF QUESTIONS TO BE ANSWERED</b>		<b>Any 4</b>	<b>Any 3</b>	
<b>TOTAL MARKS</b>		<b>1 x 4 = 4</b>	<b>2 x 3 = 6</b>	<b>10 MARKS</b>

#### PART B - SUBJECT SPECIFIC SKILLS (60 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS-I	SHORT ANSWER TYPE QUESTIONS-II	DESCRIPTIVE/ LONG ANSWER TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	4 MARKS EACH	
1	Selling / Marketing/ /Exhibiting A Product through Advertising	11	1	1	2	15
2	Introduction to the Production Process	11	2	---	2	15
3	New Media	6	2	1	---	09
4	Creative Contributions of the Key People	8	1	1	1	11
<b>TOTAL QUESTIONS</b>		<b>36</b>	<b>6</b>	<b>3</b>	<b>5</b>	<b>50</b>
<b>NO. OF QUESTIONS TO BE ANSWERED</b>		<b>Any 31</b>	<b>Any 4</b>	<b>Any 2</b>	<b>Any 3</b>	<b>40</b>
<b>TOTAL MARKS</b>		<b>1 x 31 = 31</b>	<b>2 x 4 = 8</b>	<b>3 x 2 = 6</b>	<b>5 x 3 = 15</b>	<b>60 MARKS</b>

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### Blue-print for Sample Question Paper for Class XII (Session 2020-2021)

Max. Time: 3 Hours

Max. Marks: 70

#### General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **25 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 19 =) 25 questions, a candidate has to answer (6 + 12 =) 18 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (35 MARKS):**
  - i. This section has 06 questions.
  - ii. There is no negative marking.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (35 MARKS):**
  - i. This section contains 19 questions.
  - ii. A candidate has to do 12 questions.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.

## SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	<p>What is the full form OCPD?</p> <p>A. Obsessive Compulsory Personality Disorder            B. Obsessive Compulsive Personal Disorder            C. Obsessive Compulsive Personality Disorder            D. Obsessive Compulsory Personal Disorder</p>	<b>1</b>
ii.	<p>Sapna wants to change the spelling of a word in the entire document. Which option will she use?</p> <p>A. Copy            B. Align Left            C. Find &amp; Replace            D. Paste</p>	<b>1</b>
iii.	<p>Personal hygiene is important because it helps us to</p> <p>I. Stay healthy            II. Creates good image of ourselves            III. Feeling ashamed in public            IV. Stay Unhealthy</p> <p><b>Choose the right option</b></p> <p>A. Both I &amp; II            B. Both III &amp; IV            C. All of the above            D. None of these</p>	<b>1</b>
iv.	<p>“The tone of our voice, speed and volume can make a difference in the meaning we want to show. Speaking too fast may show happiness, excitement or nervousness. Speaking too slow may show seriousness or sadness”. This is called -</p> <p>A. Space            B. Eye Contact            C. Paralanguage            D. None of these</p>	<b>1</b>
v.	<p>_____ play a crucial role in reducing the environmental footprint of economic activity.</p> <p>A. Yellow Job            B. Green Job            C. Black Job            D. None of these</p>	<b>1</b>
vi.	<p>Governmental rules, taxation, environmental regulations, lending requirements and licensing are all examples of which barrier to entrepreneurship:</p> <p>A. Employee related difficulties            B. Lack of Entrepreneurial Capacity            C. Market entry regulations            D. Shortage of funds and resources</p>	<b>1</b>

Q. 2	Answer any 7 out of the given 8 questions (1 x 7 = 7 marks)	
I. i.	ICE stands for- A. Internet Connection Enabled B. Internet Communication Enter C. Information Communication Entertainment D. Internet Connector Entertainment	1
ii.	Who is the true author of film? A. Producer B. Actor C. Director D. Editor	1
iii.	Headlines which is centered in the column is known as- A. Banner B. Flush right C. Cross line D. Inverted Pyramid	1
iv.	The age of information was brought in a major way by the _____ technology of the nineteenth century. A. Image Making B. Sound Making C. Video D. Internet	1
v.	What are the latest trends of advertising? A. Digital Games B. Internet Networking C. Podcasting Audio/Video D. All of the above	1
vi.	Before the internet, Mass Communication had following features- I. It was a process of Broadcasting II. Gigantic organization/ corporations III. Huge technical infra-structure IV. Large-scale investment and revenue model Choose the right option A. Both I & II B. Both III & IV C. All of the above D. None of these	1
vii.	Today, the spread of Mass Media has largely removed the cause of complaints as far as the channels as spread of information are concerned. But the question remains about- A. The quality and efficacy of the information B. The quantity and efficacy of the information C. The quantity and the source of the information D. The quality and the source of the information	1

viii.	<p>Example of talent is</p> <p>I. Host</p> <p>II. Guest</p> <p>III. Writer</p> <p>IV. Makeup Artist</p> <p>Choose the right option</p> <p>A. Both I &amp; II</p> <p>B. Both III &amp; IV</p> <p>C. All of the above</p> <p>D. None of these</p>	<b>1</b>
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<b>Q. 3</b>	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>	
i.	<p>Who heads the radio channel?</p> <p>A. Radio Producer</p> <p>B. Radio Jockey</p> <p>C. Radio Presenter</p> <p>D. Station Director</p>	<b>1</b>
ii.	<p>Who was the Walter Lipmann?</p> <p>A. American Media Philosopher</p> <p>B. Soviet Media Practitioner</p> <p>C. Soviet Media Philosopher</p> <p>D. American Media Practitioner</p>	<b>1</b>
iii.	<p>What is the full form of LD?</p> <p>A. Light Director</p> <p>B. Lighting Director</p> <p>C. Land Director</p> <p>D. Late Director</p>	<b>1</b>
iv.	<p>Which is the web design software?</p> <p>A. Photoshop</p> <p>B. PageMaker</p> <p>C. Power Point</p> <p>D. Dreamweaver</p>	<b>1</b>
v.	<p>News Report dominate in a –</p> <p>A. Magazine</p> <p>B. Newspaper</p> <p>C. Books</p> <p>D. Weekend Supplement</p>	<b>1</b>
vi.	<p>Online owners depend on a website writer for issues-</p> <p>A. Content that is keyword smart</p> <p>B. Content that would not engage visitors</p> <p>C. Content that appears on its own</p> <p>D. Content that can be modify by anyone</p>	<b>1</b>

vii.	What is a well-defined organization in terms of film? A. The studio B. Story Board C. Production Stage D. None of these	<b>1</b>
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<b>Q. 4</b>	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>	
i.	_____ Newspaper is a newspaper that is published every day of the week. A. Supplement B. Daily C. Weekly D. All of the above	<b>1</b>
ii.	How many stages are in television programme production? A. 1 B. 2 C. 3 D. 4	<b>1</b>
iii.	Which of the following programme based on Live Broadcasting? A. IPL B. News Bulletin C. Daily Soap D. Bigg Boss	<b>1</b>
iv.	Which of the following is not OOH advertising tool? A. Pamphlet B. Television C. Banner D. Billboard	<b>1</b>
v.	New positive print is known as- A. Sync Sound B. Answer Print C. Shooting Ratio D. Call sheet	<b>1</b>
vi.	A feature is a characteristic of a product/service that automatically comes with- A. Customer Need B. Customer Income C. Customer feedback D. None of these	<b>1</b>
vii.	Which of the following is not radio programme? A. Daily Soap B. News Bulletin C. Movie Trailer D. B & C	<b>1</b>

Q. 5	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	<p>A _____ is a collection of related web pages, images, videos or other digital assets that are addressed relative to a common Uniform Resource Locator, often consisting of only the domain name, or the IP address, and the root path in an Internet Protocol-based network.</p> <p>A. Web Writer B. Website C. Website Design D. Web Author</p>	1
ii.	<p>What is the full form of HTML?</p> <p>A. Hypertext Markup Language B. Hypertext Makeup Language C. Hypertext Markup Locator D. Hypertext Manage Language</p>	1
iii.	<p>To introduce the new products to market is the main goal of –</p> <p>A. Entertainment B. Advertising C. Boost the sales D. Online marketing</p>	1
iv.	<p>Who introduced the 30 minutes radio play on All India Radio?</p> <p>A. Lionel Fielden B. Vidya Bharti C. Satyajit Ray D. D. W. Griffith</p>	1
v.	<p>_____ is the visible elements of a <i>brand</i>, such as color, design, and logo, that identify and distinguish the <i>brand</i> in consumer's minds.</p> <p>A. Brand Identity B. Sales Promotion C. Product Specification D. None of these</p>	1
vi.	<p>The Ad agency begins to make prototypes of ads in various forms such as-</p> <p>A. Newspaper ad B. Billboard ad C. TV commercial D. All of the above</p>	1
vii.	<p>The socio-economic structure of rural &amp; urban population different and affects the purchasing preferences &amp; power is related to-</p> <p>A. Demographic B. Psychographic C. Geographic D. Behaviouristic</p>	1

Q. 6	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	Whose job is more glamorous than 'subbing'? A. Sub-editor B. Reporter C. Content Writing D. Advertiser	1
ii.	Informational advertising is mostly used when a _____ is first being introduced. It has a comprehensive approach to the information regarding the product. A. Old Product B. New Product C. Repetition of Product D. All of the above	1
iii.	What prominent techniques used in Point-of-Purchase advertising? A. LCD B. Window Display C. Floor Stand D. All of the above	1
iv.	The impact of Information Technology on the lives of poor people of India in terms of- A. Economic Development B. Social Development C. Personal Development D. All of the above	1
v.	Series of advertisement messages that share a single idea or theme is- A. Advertisement Campaign B. Advertisement Group C. Advertisement Cluster D. Advertisement Series	1
vi.	Which of the following is more of personal medium of advertisement? A. Internet Advertisement B. Broadcast Media C. Direct Mail Advertising D. Print Media	1
vii.	Mass media can be used for various purposes A. Advertising and Marketing B. Communication and Entertainment C. Public Service Announcements. D. All of the above	1



## **SECTION B: SUBJECTIVE TYPE QUESTIONS**

**Answer any 3 out of the given 5 questions on Employability Skills. (2 x 3 = 6 marks)**

**Answer each question in 20 – 30 words.**

Q. 7	What are the ways to reduce the greenhouse gases?	2
Q.8	Why self-motivation is important?	2
Q.9	What are the benefits of entrepreneurial competencies?	2
Q.10	Why spreadsheet programs are very popular?	2
Q.11	Why is active listening important in the workplace?	2

**Answer any 4 out of the given 6 questions in 20 – 30 words each (2 x 4 = 8 marks)**

Q.12	Enlist the products which are advertised under the food and snacks category.	2
Q.13	What is the difference between circulation and readership of a newspaper?	2
Q.14	Describe any two basic aspects of website design.	2
Q.15	Mention any two responsibilities of producer.	2
Q.16	What are the advantages of media convergence?	2
Q.17	How does the internet prove to be a medium of education?	2

**Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)**

Q.18	Explain the pros and cons of comparative advertising.	3
Q.19	Who is music composer? Describe the importance of music in the context of film making.	3
Q.20	What are the three megatrends that characterize our own era?	3

**Answer any 3 out of the given 5 questions in 60– 90 words each (5 x 3 = 12 marks)**

Q.21	'Media is an important tool for advertising.' Elaborate how to select the best possible media to reach to the desired target audience.	5
Q.22	Give a brief outline about the pre work that is done by an organization before launching an advertisement.	5
Q.23	'Every Film begins with an idea.' Justify the statement.	5
Q.24	Describe the basic principles to prepare the radio content.	5
Q.25	How feature story differs from news story in terms of language, structure and opinion?	5