

CBSE | DEPARTMENT OF SKILL EDUCATION

MASS MEDIA STUDIES (SUBJECT CODE: 835)

CLASS XI (SESSION 2021-2022) BLUE-PRINT FOR SAMPLE QUESTION PAPER FOR TERM -1

Max. Time Allowed: 1½ Hours

Max. Marks: 30

PART A - EMPLOYABILITY SKILLS (05 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS (1 MARK EACH)
1	Communication Skills-III	2
2	Self-Management Skills-III	2
3	Information and Communication Technology Skills-III	2
TOTAL QUESTIONS		6 Questions
NO. OF QUESTIONS TO BE ANSWERED		Any 5 Questions
TOTAL MARKS		1 x 5 = 5 marks

PART B - SUBJECT SPECIFIC SKILLS (25 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS (1 MARK EACH)
1.	Introduction of Mass Communication	9
2.	Evolution of the Media	12
3.	Understanding Media Chapter-1- Media Literacy Chapter-2-Analysis of Films Chapter-3- Analysis of Television Programmmes	11
TOTAL QUESTIONS		32 Questions
NO. OF QUESTIONS TO BE ANSWERED		25 Questions
TOTAL MARKS		1 x 25 = 25 MARKS

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General Instructions:

1. Please read the instructions carefully
2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
3. Section A is of 05 marks and has 06 questions on Employability Skills.
4. Section B is of 20 marks and has 25 questions on Subject specific Skills.
5. Section C is of 05 marks and has 07 competency-based questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.
8. All questions must be attempted in the correct order

SECTION A

Answer any 5 questions out of the given 6 questions on Employability Skills (1 x 5 = 5 marks)

1.	Why do we send emails? A. To communicate information B. To share documents and files C. To talk to each other D. Both (a) and (b)	1
2.	What makes you complete your work or studies without others cheering you? A. Self-confidence B. Communication C. Self-motivation D. Self-esteem	1
3.	What are the different types of sounds we use in English pronunciation? A. Vowel sounds B. Visual Communication C. Consonant sounds D. A and C	1
4.	Which of the following can help you manage time better? A. Talking to friends B. Making a to-do-list C. Making sure we don't miss our play time D. Watching favourite movie	1

5.	On the _____ side of the status bar, you can see page number and word count in Libre Office. A. Right B. Centre C. Left D. Middle	1
6.	What is phonetics? A. It is the study of how we write words in English. B. It is the study of how people understand sentences. C. It is the study of how many words the English language has. D. It is the study of the sounds we make when we speak.	1

SECTION B

Answer any 20 questions out of the given 25 questions

(1 x 20 = 20 marks)

7.	Who was Herbert Blumer? A. Researcher B. Scientist C. philosopher D. Socialist	1
8.	SITE stands for- A. Satellite informational television entertainment B. Satellite instructional television experiment C. Satellite information television expansion D. Satellite instructional top- up experiment	1
9.	Who was Subrata Mitra? A. Director B. Producer C. Actor D. Cinematographer	1
10.	_____ refers to the different channels we use to communicate information in the everyday world. A. Media B. Communication C. Consumer D. Art	1
11.	_____ refers to the construction in any medium of aspects of 'reality' such as people, places, objects, events, cultural identities and other abstract concepts. A. Presentation B. Representation C. Actuality D. Non-Actuality	1
12.	Which of the following is not reality show? A. KBC B. Bigg Boss C. Anupamaa D. Indian idol	1

13.	What are the key concepts of Media studies? A. Institution B. Process C. Promote D. A and B	1
14.	Which of the following is known Journalism? A. Discipline of collecting, analyzing, verifying and presenting information. B. Discipline of analyzing, verifying and presenting information. C. Discipline of collecting, analyzing and presenting information. D. Discipline of collecting, analyzing and presenting information.	1
15.	What makes film as complex narrative? A. Film is written and acted B. Film is photographed and non-recorded C. Film is edited and directed D. A and C	1
16.	Which of the following studio not in Mumbai? A. Yash Raj Studios B. Balaji Production C. AVM Studios D. Bombay Studios	1
17.	Effective communication is a necessary part of dealing with individuals. The inability to communicate using a language is known as _____ to communication. A. Cultural Barrier B. Language Barrier C. Mechanical Barrier D. Psychological Barrier	1
18.	Which of the following is not children programme? A. Chhota Bheem B. The Jungle Book C. Cartoons D. Humlog	1
19.	What are the parameters of film analysis? A. Theme and Plot B. Time and Space C. Prominent Techniques D. All of the above	1
20.	Who introduced the printing press system in Europe? A. Johannes Gutenberg B. John Lee C. Lee Burner D. V.K. Rajvade	1

21.	How many stages considered in interpersonal Communication? A. 2 B. 4 C. 3 D. 5	1
22.	What is the full form of HTTP? A. Hyper Text Time Protocol B. Hyper Time Text Protocol C. Hyper Text Transfer Protocol D. Hyper Tool Transfer Protocol	1
23.	What is photo caption? A. Brief description about photo B. Brief description about shooting C. Brief description about audio D. Brief description about recording	1
24.	Factor's responsible for Psychological barriers- A. Environment B. Mind Set C. Cultural differences D. Signal deficiency	1
25.	_____ Newspaper is a newspaper that is published every day of the week. A. Supplement B. Daily C. Weekly D. Monthly	1
26.	Which is the oldest form of entertainment? A. Stage Show B. Radio C. NukkadNatak D. Internet	1
27.	_____ are sponsored programme usually of 15-30 minutes duration. A. Newsreel B. News Bulletin C. Music Programme D. Movie Trailer	1
28.	What is the literal meaning of the term mise en scene? A. To put into Music B. To put into Editing C. To put into Scene D. To put in to camera	1
29.	VHS Stands for- A. Video Home Service B. Video Home Station C. Video HD Service D. Video Home Security	1

30.	Which one of the following is performing art? A. Painting B. Reading C. Singing D. Sculpture	1
31.	_____ of a film is structuring of the story in a definite spatio-temporal order this is the composition of the film in a broad sense. A. Micro Structure B. Macro Structure C. Editing Structure D. Non-editing structure	1

SECTION C
(COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

32.	A regular gathering of people for the purchase and sale of provisions, livestock, and other commodities is called- A. Stage B. Market C. City D. PVR Cinema	1
33.	When starting conversation, I usually- A. Warm-up new conversations with small talk. B. Avoid small talk and jump into more important matters. C. Avoid starting conversation D. Avoid long conversation	1
34.	As we know that television is an audio-visual medium, we need to record both audio and visual components. While the sound audio is recorded on sound recorders, visuals are recorded on: A. Video tape in videotape recorder B. Video tape in sound recorder C. Video tape D. Video tape in audio recorder	1
35.	Which of the following is not from health category? A. Thermometer B. Bodyweight scale C. Shaving Kit D. Blood pressure device	1
36.	In Interview, questions that can only be answered by selecting from a unlimited number of options is called A. Open ended Questions B. Closed ended Questions C. Open-close ended questions D. Close-open ended questions	1

37.	Which of the following is not social networking site? A. Facebook B. Twitter C. LinkedIn D. Whatsapp	1
38.	In which production stage, characters required on the studio floor or on location and are ready to shoot or are actually shooting. A. Pre-production B. Production C. Post-production D. All stages of production	1