

CBSE | DEPARTMENT OF SKILL EDUCATION

MASS MEDIA STUDIES (SUBJECT CODE 835)

CLASS XII (SESSION 2021-2022)
MARKING SCHEME FOR TERM -1

Max. Time Allowed: 1.5 Hours

Max. Marks: 35

SECTION A

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

1.	a) People skills	1
2.	c) Interjective	1
3.	a) Traits	1
4.	a) Pessimism	1
5.	b) Permanently deleting the file	1
6.	b) Standard bar	1

SECTION B

Answer any 25 questions out of the given 30 questions (1 x 25 = 25 marks)

7.	b) Psychographic	1
8.	b) Increases the sale of the product	1
9.	c) Clothing	1
10.	d) Marketing Strategy	1
11.	d) Internet Service Provider	1
12.	d) All of the above	1
13.	d) Idea	1
14.	a) 1:3	1
15.	c) Advertisements	1
16.	b) Unexpected expenses	1
17.	b) Comic book	1
18.	b) English	1
19.	b) To influence political and economic decision making in the interest of society at large.	1
20.	a) Recce	1
21.	b) tradeshows, events, face to face interaction, popularity, good amount of money	1

22.	b) Covert advertising	1
23.	d) Co-operative advertising	1
24.	b) Podcasts	1
25.	d) Top management	1
26.	c) Games	1
27.	d) Informational appeal	1
28.	b) OOH	1
29.	b) Social issues	1
30.	a) Central Location test	1
31.	a) Recorded sound	1
32.	a) profile and reach	1
33.	c) Copy readers	1
34.	b) Optical to electrical	1
35.	b) Home appliances	1
36.	a) Federal Trade Commission	1

SECTION C
COMPETENCY BASED QUESTIONS

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

37.	b) 1970	1
38.	c) Covert participatory method	1
39.	a) Lucky charm	1
40.	d) All of the above	1
41.	d) Yash Raj studios	1
42.	c) Advocacy advertising	1
43.	c) Producer	1