

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MASS MEDIA STUDIES (SUBJECT CODE 835)

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

Max. Time Allowed: 1.5 Hours

Max. Marks: 35

### PART A - EMPLOYABILITY SKILLS (05 MARKS):

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

### PART B - SUBJECT SPECIFIC SKILLS (30 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS (1 MARK EACH)
1	Selling/Marketing/Exhibiting a Product through Advertising	20
2	Introduction to the production process	11
	( It includes Chapter 1 (Film), Chapter 2 (Television), Chapter 3 (Print) for Term 1 )	
<b>TOTAL QUESTIONS</b>		<b>37 Questions</b>
<b>NO. OF QUESTIONS TO BE ANSWERED</b>		<b>30 Questions</b>
<b>TOTAL MARKS</b>		<b>1 x 30 = 30 MARKS</b>

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Max. Time Allowed: 1.5 Hours

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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 25 marks and has 30 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.	Soft skills are also known as _____ a) People skills b) Personal skills c) Audience skills d) Receiver skills	1
2.	Which of the following is not a kind of sentence? a) Declarative b) Interrogative c) Interjective d) Exclamatory	1
3.	Personality is a relatively enduring set of a) Traits b) Rules c) Decisions d) Actions	1

4.	Which of the following is not a source of motivation and inspiration? a) Pessimism b) Dreaming big c) Music d) Books	1
5.	When you are right clicking the Recycle Bin and then clicking Empty Recycle bin you are a) Temporary deleting the file b) Permanently deleting the file c) Sending the file to Recycle Bin d) Sending the file to My Documents	1
6.	Name the bar that contains icon(buttons) to provide quick access to commands such as New, Open,Print,Copy and Paste a) Menu bar b) Standard bar c) Title bar d) Formatting bar	1

## SECTION B

**Answer any 25 questions out of the given 30 questions**

**(1 x 25 = 25 marks)**

7.	The desire for a feeling of elevated status, enhanced appearance and feeling rich are some factors of_____ variables that influence buying decision. a) Behavioristic b) Psychographic c) Demographic d) None of the above.	1
8.	Role of advertising is to— a) Creating a good public image b) Increase the sales of the product c) Encourage research d) All of the above	1
9.	Which segment exists in vast market place with a high profile products? a) Entertainment b) Fast food c) Clothing d) Personal care	1

<b>10.</b>	_____ defines the profile of the product. a) Market Segmentation b) Market research c) Features of the product d) Marketing strategy	<b>1</b>
<b>11.</b>	What is the full form of ISP? a) Internet search providers b) Internet scheme providers c) Indian search programs d) Internet Service providers	<b>1</b>
<b>12.</b>	What are the various functions served by the advertising agency? a) Creates brand identity b) Expand sales c) Creates buzz d) All of the above	<b>1</b>
<b>13.</b>	Every film begins with an_____ a) Actors b) Mis en scene c) Drama d) Idea	<b>1</b>
<b>14.</b>	What is an ideal shooting Ratio? a) 1:3 b) 1:97 c) 1:68 d) None of the above	<b>1</b>
<b>15.</b>	The main source of revenue for a daily newspaper is_____ a) Editorial b) Sports news c) Advertisements d) All of the above	<b>1</b>
<b>16.</b>	What is contingency in terms of budget? a) Principal amount b) Unexpected expenses c) Production expenses d) Profit	<b>1</b>
<b>17.</b>	Story Board is setting up of a _____ of the production you are planning. a) Script b) Comic book c) Designing d) All of the above	<b>1</b>

18.	_____ dailies have much higher advertising rates. a) Marathi b) English c) Hindi d) Punjabi	1
19.	What is the aim of Advocacy advertising? a) To be told to the consumers how their new product is superior to all the existing ones b) To influence political and economic decision making in the interest of society at large c) To promote the image of the company d) None of the above	1
20.	Hunt for location to shoot the script is called a) Recce b) Ground plan c) Plot d) Interior location	1
21.	_____ and _____ have the advantage of _____ and _____ if people coming in ,but the effort required is _____ a) Kiosks; billboards; communication; debate; expensive b) Tradeshows; events; face to face interaction; popularity; good amount of money c) Trade fairs; billboards; face to face interaction; popularity; good amount of money d) None of the above	1
22.	This type of advertising embeds a product or brand in entertainment and media: a) Specialty advertising b) Covert advertising c) Cross promotion d) Institutional advertising	1
23.	Which of these is a system that allows two parties to share advertising costs? a) Cross promotion b) Celebrity endorsement c) Merchandise d) Cooperative advertising	1
24.	Major outlets for advertising in near future— a) Television b) Podcasts c) Magazines d) Radio	1

25.	Which department frames the overall policy of the newspaper? a) Advertising department b) Circulation department c) Distribution department d) Top management	1
26.	In which medium promoting a brand reach is limited to young customers? a) Magazines b) Television c) Games d) Radio	1
27.	Which type of advertising appeal highlights the benefits like value, quality, performance of a product, etc.? a) Emotional appeal b) Formal appeal c) Informal appeal d) Informational appeal	1
28.	Which of the medium is the most expensive medium to advertise a product? a) Magazines b) OOH c) Internet d) Television	1
29.	Media is investing more on a) Political issues b) Social issues c) Environmental issues d) All of the above	1
30.	The products before advertising undergoes CLT process. CLT stands for a) Central Location Test b) Control Location Test c) Cross lamination Test d) None of the above	1
31.	Sync sound means____ a) Recorded sound b) Non diegetic sound c) Dubbed sound d) None of the above	1
32.	Cross promotion increases ___and___ of a company. a) Profile and reach b) Prestige and buying c) Income and status d) None of the above	1

33.	Sub editors are also called as rewriters or as a) Editors b) Reporters c) Copy readers d) Writers	1
34.	A camera is principally designed to convert_____to_____ a) Electrical to digital b) Optical to electrical c) Optical to convex d) Digital to electrical	1
35.	Washing machines, refrigerator belong to which sector of advertisement. a) Electronics b) Home appliances c) Personal care d) All of the above	1
36.	FTC stands for a) Federal Trade Commission b) Federal Trading Corporation c) Front Trade Company d) None of the above	1

**SECTION C**  
**COMPETENCY BASED QUESTIONS**

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

37.	“The Associated Press, Agence France Presse and Reuters are the big names. It really shows the power of good journalism and how it can change the world.” It brought light to the Tuskegee experiment, in which year? a) 1960 b) 1970 c) 1980 d) 1950	1
38.	If the reality show ‘Big Boss’ is treated as a research lab then the observations made by the Big Boss can be said to be based on: a) Overt-Participatory method b) Overt-Non-participatory method c) Covert-Participatory method d) Covert-Non-participatory method	1

39.	<p>“They are magically delicious” is the jingle for which advertisement</p> <ul style="list-style-type: none"> <li>a) Lucky charm</li> <li>b) MC Donald’s</li> <li>c) KFC</li> <li>d) Chocolates</li> </ul>	1
40.	<p>During the Post production stage the film is being edited. To edit the video various software’s are available in the market. Choose the correct option for the same.</p> <ul style="list-style-type: none"> <li>a) Blender</li> <li>b) Corel video studio</li> <li>c) Filmora</li> <li>d) All of the above</li> </ul>	1
41.	<p>The big names are being snapped up by major studios in the film capital. Which of the following studio is situated in Mumbai?</p> <ul style="list-style-type: none"> <li>a) AVM</li> <li>b) New Theatre</li> <li>c) Prabhat studios</li> <li>d) Yash Raj Studios</li> </ul>	1
42.	<p>For example an organization is funding for cancer for raising money to pay for drugs and treatments. What kind of advertisement it is?</p> <ul style="list-style-type: none"> <li>a) Surrogate advertising</li> <li>b) Social awareness advertising</li> <li>c) Advocacy advertising</li> <li>d) Informational advertising</li> </ul>	1
43.	<p>Who works very closely with writer and director in the pre-shooting phase in the development of the script, in putting together the creative unit, assuring them of the infrastructural and logistical support?</p> <ul style="list-style-type: none"> <li>a) Art Director</li> <li>b) Camera person</li> <li>c) Producer</li> <li>d) Technical</li> </ul>	1