CBSE | DEPARTMENT OF SKILL EDUCATION

MASS MEDIA STUDIES (SUBJECT CODE 835)

CLASS XII (SESSION 2021-2022)
MARKING SCHEME OF SAMPLE QUESTION PAPER FOR TERM – II

Max. Time Allowed: 1½ Hours (90 min)   **Max.Marks: 35**

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.

   a) Questions numbers 1 to 4 are one mark questions. Attempt any three questions.
   b) Questions numbers 05 and 06 are two marks questions. Attempt any one question.

4. Section B is of 30 marks and has 18 questions on Subject specific Skills.

   a) Questions numbers 7 to 13 are one mark questions. Attempt any five questions.
   b) Questions numbers 14 to 19 are two marks questions. Attempt any four questions.
   c) Questions numbers 20 to 24 are three marks questions. Attempt any three questions.

5. Section C is of 08 marks and has 03 competency-based questions.

   a) Questions numbers 25 to 27 are four marks questions. Attempt any two questions.

6. Do as per the instructions given in the respective sections.

7. Marks allotted are mentioned against each section/question.

SECTION A   (3 + 2 = 5 marks)

Answer any 03 questions out of the given 04 questions		1 x 3 = 3
Q.1	Entrepreneurship is – developing a business plan or; launching and running a business using innovation.	1
Q.2	Getting a business idea is the first step of the business cycle while setting up of the business.	1
Q.3	Skills for promoting green economy are known as Green skills. Skills are needed in some areas similar to renewable energy, sewer water treatment, green construction,etc.	1
Q.4	Reuse, Reduce and Recycle.	1
Answer any 01 question out of the given 02 questions		2 x 1 = 2
Q.5	Confidence, Perseverance, Independence, Open mindedness.	2
Q.6	- 3R's – Plant a tree – Replace your light bulbs – Drive less, drive smart – Buy energy efficient products.	2

SECTION B   (5 + 8 + 9 = 22 marks)

Answer any 05 questions out of the given 07 questions	1 x 5 = 5
Q.7 Keep It Simple and Straight Forward	**1**
Q.8 Tim Berners	**1**
Q.9 Walter Lipmann (American intellectual & a media philosopher).	**1**
Q.10 Cinematographer	**1**
Q.11 Lightening director and Production Assistants.	**1**
Q.12 Headline capsules whole stories into a few words, which fit into limited space of newspaper columns, and in typography that pleases the eye.	**1**
Q.13 Cross Headline	**1**

Answer any 04 questions out of the given 06 questions	2 x 4 = 8
Q.14 a) Globalization b) Regionalization c) Democratization	**2**
Q.15 Banner, Boxed, Flush, Cross, Inverted Pyramid, Hanging indent, Jump Head, Shoulder, Curiosity Headline (any two)	**2**
Q.16 a) They present the news, weather and traffic conditions. b) They are not the RJ's. c) He/ She need to have a radiogenic voice. d) The voice needs to sound good over a microphone, pitch and accent are transmitted over the airwaves.	**2**
Q.17 A term commonly used in context of sound recording, editing and mixing performed by sound department. • Also knowns as Chief recordist responsible for overall sound quality. • It is far more technical which requires high degree of knowledge. • The recordist today are referred to as Audio engineers.	**2**
Q.18 PHP is Hypertext Preprocessor. Its general purpose is scripting of language. PHP code is embedded into the HTML source document and interpreted by a web server. It is available as a processor for most modern web servers.	**2**
Q.19 * Accuracy * Repetitions * Humour * Clarity of speech * Source Credibility * Role Models. (any two)	**2**

Answer any 03 questions out of the given 05 questions	3 x 3 = 9
Q.20 Music Composer has a special place in film industry. • He/ she is usually called the music director. • Basically creates the tunes of the songs. • Songs are the main attraction of the film. • Looks into composing title music, theme music and background score in various scenes. • Any 1 example.	**3**

Q.21	• Content that would entice & engage visitors (search ability). • keyword smart, relevant phrases, indexing and ranking (relevance)	3
Q.22	• An effective website needs to be well thought before construction begins. • Brain storming • Word positioning • Keyword rich and should be included in Meta tags as well. • Mapping of your menu. • Multiple browser's support. • Support for those with minor accessibility issues. • Placing of information and ideas effectively so one gets a clear idea.	3
Q.23	• Focus on your website on a narrow topic. • This will help your ranking for search engines. • It will help to have more website visitors. • It should give a good impression. • Better chance of establishing an identity in the minds of the visitors. • Gives a clear image of what you want to do.	3
Q.24	News Report • Brief write up on events, issues & people. • Inverted pyramid • Written by staff reporters, stringers or correspondents. • Formal structure and style. Feature • Detailed analysis in the form of discussions, narratives of critiques. • Structure of essays and discussions. • Written by senior reporters, assistant editors, editors. • May take the form of an interview and present a distinct point of view.	3

SECTION C   (2 x 4 = 8 marks)
(COMPETENCY BASED QUESTIONS)

Answer any 02 questions out of the given 03 questions		
Q.25	• Empowering an individual to post data on the internet. • Information, messages in one medium • Many sources of the same information • Distribution of information between individuals on an unprecedented scale. • Socio-political implications • Strengthening of democracy.	4
Q.26	• They tap the primary source of information. • Verify the details. • Visit the spots and talk to people. • Note down the details. • Construct a complete picture. • Often called nosey. • Raise public consciousness on issues.	4
Q.27	• Role of a producer • Talent: actors, announcers and performers. • Director • Set designer • Makeup artist • Audio director: recording equipment and accessories. • Computer graphics operator • Camera operator • Editors • Technicians and music & sound effects to enhance overall impact.	4