

CBSE | DEPARTMENT OF SKILL EDUCATION

MASS MEDIA STUDIES (SUBJECT CODE-835)

MARKING SCHEME FOR CLASS XII (SESSION 2025-2026)

Max. Time: 3 Hours

Max. Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 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 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 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 (30 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 (30 MARKS):**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Marks
Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)			
i.	Government of India launched the National Action Plan on Climate Change (NAPCC) in June 2008 to deal with climate change and related issues.	NCERT	Unit-5	1
ii.	A- Completing assignment on time	NCERT	Unit-2	1
iii.	A clear statement is one which conveys the exact message that you are trying to convey to the other person.	NCERT	Unit-1	1
iv.	Environment Barrier Personal Barrier (OR Relevant Content)	NCERT	Unit-4	1
v.	D - Engage her in hobbies	NCERT	Unit-2	1
vi.	C - Find & Replace	NCERT	Unit-3	1
Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)			
i.	D - Poster	Resource Content, CBSE	Unit-1	1
ii.	A - Distribution	Resource Content, CBSE	Unit-4	1
iii.	Walter Lipmann	Resource Content, CBSE	Unit-3	1

iv.	Mann Ki Baat, The Ranveer Show (Or Relevant)	Resource Content, CBSE	Unit-2	1
v.	True	Resource Content, CBSE	Unit-3	1
vi.	A - Content that is keyword smart	Resource Content, CBSE	Unit-4	1
vii.	Google, YouTube (Or Relevant)	Resource Content, CBSE	Unit-1	1
Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)			
i.	Media convergence is the integration of different media, technologies, and content delivery into a single system.	Resource Content, CBSE	Unit-3	1
ii.	Post Production Phase	Resource Content, CBSE	Unit-2	1
iii.	Using Password	Resource Content, CBSE	Unit-2	1
iv.	A - Banner	Resource Content, CBSE	Unit-1	1
v.	False or Misleading information	Resource Content, CBSE	Unit-2	1
vi.	Boost –Secret of my Energy (Mr. Mahendra Singh Dhoni), Ranveer Singh for thumbs up (Relevant response)	Resource Content, CBSE	Unit-1	1
vii.	A - Proofreading	Resource Content, CBSE	Unit-4	1
Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Marks
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)			
i.	False	Resource Content, CBSE	Unit-3	1
ii.	Display, LCD, Floor Standies (Or Relevant)	Resource Content, CBSE	Unit-1	1
iii.	B - Microphones	Resource Content, CBSE	Unit-4	1
iv.	Cross promotion is a specific marketing tactic wherein two or more businesses team up together to reach a broader shared population.	Resource Content, CBSE	Unit-1	1
v.	Door Delivery Book /Stall Shop (Or Relevant)	Resource Content, CBSE	Unit-2	1
vi.	B - Liquid Crystal Display	Resource Content, CBSE	Unit-4	1
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)			
i.	Different pieces of sound are recorded on separate tracks to give producers and engineers complete control over each individual element of a song during the mixing	Resource Content, CBSE	Unit-2	1

	and editing process			
ii.	C - 2004	Resource Content, CBSE	Unit-2	1
iii.	Video Recorder arranges video recording equipment and accessories, sets up video recordings, performs recording checks, and monitors video quality.	Resource Content, CBSE	Unit-4	1
iv.	Covert advertising works in films by embedding branded products, services, or logos into the film's storyline or setting without an overt promotional message, often through product placement. (Any One)	Resource Content, CBSE	Unit-1	1
v.	C - Digital	Resource Content, CBSE	Unit-3	1
vi.	A – Good Quality	Resource Content, CBSE	Unit-1	1
Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)			
i.	C - Informational Advertising	Resource Content, CBSE	Unit-1	1
ii.	Those who are creating by thinking (Relevant response)	Resource Content, CBSE	Unit-4	1
iii.	Digital	Resource Content, CBSE	Unit-3	1
iv.	B – Satyajit Ray	Resource Content, CBSE	Unit-2	1
v.	Newspapers , Books (Or Relevant)	Resource Content, CBSE	Unit-2	1
vi.	A - Gathering → Processing → Editing → Printing → Distribution	Resource Content, CBSE	Unit-4	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Marks
Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)				
Q. 7	Auto filter icon provides benefits by allowing you to easily find and display specific data within a dataset by hiding rows that don't meet your criteria, rather than deleting them.	NCERT	Unit-3	2
Q. 8	Direct objects are the ones directly 'acted on' by the action word (verb). If we ask — "What does Nisha sell?", the answer is 'laptop', which is direct object. A direct object answers the question 'what?'. An indirect object answers the questions, such as	NCERT	Unit-1	2

	"to whom" and "for whom".			
Q. 9	• Time Management • Positive Attitude • Physical Exercise • Healthy Diet • Engage in hobbies (Any Two or Relevant with Brief)	NCERT	Unit-2	2
Q. 10	Decisiveness is the ability to make profitable and quick decisions. Decisiveness becomes the most important attribute while setting up a business venture. It is about identifying an opportunity and acting on it. An opportunity is a chance to do something, generally, the right time or moment to do something.	NCERT	Unit-4	2
Q. 11	Energy efficient vehicles, save the environment by drastically reducing harmful tailpipe emissions like carbon dioxide (CO ₂), which contribute to climate change and air pollution. They also improve urban air quality by emitting zero pollutants from the tailpipe and are more energy-efficient, converting more energy into motion than gasoline cars.	NCERT	Unit-5	2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

Q. 12	A logo is important because it instantly creates brand recognition, provides a strong first impression, serves as the foundation for brand identity, helps separate a brand from competitors, fosters emotional connections, and ultimately helps build customer loyalty and trust.	Resource Content, CBSE	Unit-1	2
Q. 13	A film review is a written or spoken evaluation of a movie, offering a personal or professional opinion on its quality, story, performances, and other cinematic elements. It typically includes a brief plot summary without major spoilers, analysis of aspects like directing	Resource Content, CBSE	Unit-2	2

	and acting, and a final judgment about whether the film is worth watching			
Q. 14	WhatsApp is a private, end-to-end encrypted messaging and calling app focused on direct, personal communication, while Facebook is a broad social network platform for sharing content, connecting with friends and groups, and consuming news	Resource Content, CBSE	Unit-2	2
Q. 15	A film distributor acts as an intermediary, connecting a film's producers with its audience by handling the marketing, sales, and release strategy for a film across various platforms like cinemas, streaming services, and physical media.	Resource Content, CBSE	Unit-4	2
Q. 16	Mobile journalism is digital storytelling where the main device used for newsgathering and content creation is a smartphone. Photos, videos, audio and graphics can be created and edited on the phone and uploaded to newsroom servers, and to online and social platforms, direct from the device.	Resource Content, CBSE	Unit-4	2
Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)				
Q. 17	Targeting buyers in advertising is crucial because it ensures efficiency by directing resources only to those most likely to buy the product. If the target buyers of the product are young collegians in the cities, then internet and social media may be the natural choices. But, if the product is mainly for the rural buyers, then the other media like radio posters, newspapers and television will be better options. All forms of media exist with their advantages and disadvantages and it's depending on the area and buyers.	Resource Content, CBSE	Unit-1	3

Q. 18	Amartya Sen considers the development of democracy as a distinguished contribution of the 20th century and adds that the challenge of 21st century is the completion of democracy. He believes that: 1. Democracy and associated political freedom are significant parts of human freedom 2. Democracy enhances political attention that weaker people get 3. in democracy, formation of values and priorities takes place through open public discussion and representative participation	Resource Content, CBSE	Unit-3	3
Q. 19	Points to be considered- • Interactive Capabilities • Allure Authenticity • Interest about Human Behaviour • Peer Influence • Some Mimic • Seems Real • (Any Four or Relevant Content with brief)	Resource Content, CBSE	U-2	3
Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)				
Q. 20	Celebrity endorsements can be very popular and build strong associations in the buyers, but they are quite expensive to produce and air on prime time. Even state Governments are using celebrities as brand ambassadors. Merchandise- good, clothes bearing the logo or names or designs of the products are another popular way to advertise, but it will be limited to the class of buyers. It is also called Specialty Advertising. A company can have its name put on a variety of items, such as caps, glassware, gym bags, jackets, key chains, and pens. Since these items remain in use over a long period of time, most	Resource Content, CBSE	U-1	4

	companies are successful in achieving their goals for increasing public recognition and sales through these efforts. Games (Mobile and computer) can be devised to promote the brand, but the reach is limited to mostly the young or tech savvy consumers. Publicity is important because- Along with the rapid development of digital/latest promotional strategies and consumer behavior, product advertising has also become increasingly important, shaping the ways that brands convey their value propositions to potential customers.			
Q. 21	Websites, the basic aspects of design are: The content The substance, and information on the site should be relevant to the site and should target the area of the public that the website is concerned with. The Usability The site should be user-friendly, with the interface and navigation simple and reliable. The Appearance The graphics and text should include a single style that flows throughout, to show consistency. The style should be professional, appealing and relevant. The Visibility The site must also be easy to find via most, if not all, major search engines and advertisement media.	Resource Content, CBSE	U-2	4
Q. 22	Points to be considered- 1. Conveying Public Information on fast mode. 2. Digital transformation 3. Help in Social Development 4. Strong Network 5. Inclusive and open space (Any Four Or Relevant with brief)	Resource Content, CBSE	U-3	4

Q. 23	New forms of media available are blurring the distinction between different avenues. Convergence of different media is giving rise to an advertising convergence. The convergence of television and internet opens many potential opportunities for marketers to target customers in ways not available with traditional television advertising. Even the print is merging into web. The Internet has become new hub for the ICE age[information, Communication, Entertainment]. Podcasting Audio - Podcasting Video - RSS Feeds - Networked Gaming - may offer themselves as major outlets for advertising, in the near future. The game of old plus new goes on and the marketers must stay informed of new developments and understand how their customers are using these in ways that may offer advertising opportunities.	Resource Content, CBSE	U-1	4
Q. 24	A cover story typically appears on the front page of a publication (Magazine/ Newspaper), designed to capture attention and entice readers with its compelling headline and visuals. An investigative story delves deeply into a specific topic or issue to uncover hidden truths, expose wrongdoing, or shed light on matters of public interest. A Feature Story present detailed analyses form of discussions, narratives of critiques. And follow the structure of essays and discussions, and present a distinct point of view. A news story is a factual, prose story for print or broadcast media about a person, place or event answering	Resource Content, CBSE	Unit-4	4

	these five questions: who, what, when, where, why and how.			
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