

CBSE | DEPARTMENT OF SKILL EDUCATION

MASS MEDIA STUDIES (SUBJECT CODE - 835)

Blue-print for Sample Question Paper for Class XII (Session 2025-2026)

Max. Time: 3 Hours

Max. Marks: 60

PART A - EMPLOYABILITY SKILLS (10 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	
1	Communication Skills - IV	1	1	2
2	Self-Management Skills - IV	2	1	3
3	ICT Skills - IV	1	1	2
4	Entrepreneurial Skills - IV	1	1	2
5	Green Skills- IV	1	1	2
TOTAL QUESTIONS		6	5	11
NO. OF QUESTIONS TO BE ANSWERED		Any 4	Any 3	07
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

PART B - SUBJECT SPECIFIC SKILLS (50 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANS. TYPE QUES.- I	SHORT ANS. TYPE QUES.- II	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	4 MARKS EACH	
1	SELLING/MARKETING/EXHIBITING A PRODUCT THROUGH ADVERTISING	9	1	1	2	13
2	INTRODUCTION TO THE PRODUCTION PROCESS	9	2	1	1	13
3	NEW MEDIA	6	--	1	1	08
4	CREATIVE CONTRIBUTIONS OF THE KEY PEOPLE	8	2	--	1	11
TOTAL QUESTIONS		32	5	3	5	45
NO. OF QUESTIONS TO BE ANSWERED		26	Any 3	Any 2	Any 3	34
TOTAL MARKS		1 x 26= 26	2 x 3 = 6	3 x 2 = 6	4 x 3 = 12	50 MARKS

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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. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	What is NAPCC?	1
ii.	How can one organise academic life? A. Completing assignment on time B. Take extra stress C. Denied set the goals D. Reduce the time for work	1
iii.	What is a clear statement?	1
iv.	Mention the barriers of entrepreneurship.	1
v.	Meena is helping her friend overcome a common personality disorder. What should she do? A. Misguide her B. Show negative attitude to her C. Not give time to her D. Engage her in hobbies	1
vi.	Sangeeta wants to change the spelling of a word in the entire document. Which option will she use? A. Copy B. Align Left C. Find & Replace D. Paste	1

Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	Which of the following is not the latest trend of advertising? A. Digital Games B. Internet C. Podcast D. Poster	1
ii.	What is the next step when a film is ready for release? A. Distribution B. Shooting C. Editing D. Review	1
iii.	Name the media philosopher who wrote the book 'Public Opinion'.	1
iv.	Mention the names of your favourite radio talk shows.	1
v.	State True/False New media empowers city journalism, allowing individuals to share news and information.	1
vi.	Online owners depend on a website writer for issues- A. Content that is keyword smart B. Content that would not engage visitors C. Content that appears on its own D. Content that can be modify by anyone	1
vii.	Give any two examples of dynamic websites for product ads.	

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	What is media convergence?	1
ii.	Which phase of television production includes tasks such as editing, sound mixing, and visual effects?	1
iii.	Name one method to secure your data from unauthorized users.	1
iv.	Which of the following is considered in OOH advertising tool? A. Banner B. Newspaper C. Radio D. Internet	1
v.	What is fake news?	1
vi.	Mention any two examples of product ads with celebrity endorsement.	1
vii.	Which of the following activity is done by Sub-editors? A. Proofreading B. Prove for Printing C. Distribution D. Marketing	

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	State True/False Social media platforms only allow for one-way communication.	1
ii.	What techniques are used in POP?	1
iii.	The device that converts sound into electrical signals is- A. Camera B. Microphone C. Amplifier D. Speaker	1
iv.	Define cross promotion.	1
v.	What are the ways to circulate a newspaper?	1
vi.	What is the full form of LCD? A. Liquid Compact Device B. Liquid Crystal Display C. Liquid Combination Display D. Lighting Combination Display	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Why are different pieces of sound recorded on different tracks?	1
ii.	In which year was the movie 'Yuva' released? A. 1992 B. 1922 C. 2004 D. 2001	1
iii.	What does a video recorder do?	1
iv.	How does covert advertising work in films?	1

v.	The term 'New Media' often refers to _____ communication. A. Printing B. Broadcast C. Digital D. Demonstration	1
vi.	Which of the following is not a disadvantage of Magazine advertising? A. Good Quality B. High Cost C. Not deliver message on time D. Low frequency	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	When a new product is launched in the market for the first time, it comes under which kind of advertising? A. Product Advertising B. Institutional Advertising C. Informational Advertising D. Social Advertising	1
ii.	Who is a conceptualizer?	1
iii.	What allows for the combination of text, images and videos in one medium?	1
iv.	Which Indian director is known for meticulous planning and low shooting ratio? A. Mani Ratnam B. Satyajit Ray C. Shyam Benegal D. Raj Kapoor	1
v.	What does mass media traditionally include?	1
vi.	In newspaper production, what is the correct sequence of steps? A. Gathering → Processing → Editing → Printing → Distribution B. Processing → Printing → Gathering → Editing → Distribution C. Editing → Gathering → Printing → Distribution → Processing D. Printing → Editing → Gathering → Distribution → Processing	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

Answer each question in 20 – 30 words.

Q. 7	What are the benefits of auto filter icon?	2
Q. 8	Differentiate between direct and indirect object.	2
Q. 9	How can you start your day to keep yourself happy?	2
Q. 10	What are the benefits of applying the term 'Decisiveness' in your business?	2
Q. 11	How do energy efficient vehicles save the environment?	2

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

Q. 12	Write the importance of logo in ad visualization.	2
Q. 13	What is film review?	2
Q. 14	How is WhatsApp different from Facebook?	2
Q. 15	What is the role played by a film distributor?	2
Q. 16	Write about Mobile Journalism.	2

Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)

Q. 17	Why are target buyers important in the field of advertisement?	3
Q. 18	Write Amartya Sen's views on the challenge that democracy faces in 21 st century.	3
Q. 19	Why do television reality shows attract the large audience?	3

Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

Q. 20	Explain any one recent form of advertising. How important is product publicity?	4
Q. 21	Write the basic aspects to design a website.	4
Q. 22	How has the new media contributed towards progress in democratic country?	4
Q. 23	'Advertisement in the era of digital convergence.' Elaborate.	4
Q. 24	Describe the terms- I. Cover Story II. Investigative Story III. Feature Story IV. News Story	4