

# UNDERSTANDING THE EVOLUTION AND FORM OF MASS MEDIA-II (738)

## Sample Question Paper

**Class XII - 2018-19**

**Time: 3 Hours**

**Max. Marks: 60**

### General Instructions:

1. Question paper is divided into two sections: Section-A and Section- B.
2. **Section–A:**
  - i Multiple choice question/Fill in the blanks/Direct Questions of 1 mark each. Answer any 10 questions out of the given 12 questions.
  - ii Very Short Answer of 2 marks each. Answer any 5 questions from the given 7 questions.
  - iii Short Answer of 3 marks each. Answer any 5 questions from the given 7 questions.
3. **Section–B:** Long/Essay type questions of 5 marks each. Answer any 5 questions from the given 7 questions.
4. All questions of a particular section must be attempted in the correct order.
5. Please check that this question paper contains 33 questions out of which 25 questions are to be attempted.
6. The maximum time allowed is 3 hours.

### SECTION –A

#### Answer any 10 questions out of the given 12 questions:

1. Who was Dada saheb Phalke? (1)
2. What is ground plan of a scene? (1)
3. What is micro composition of a film? (1)
4. Who was Lionel Fielden? (1)
5. Mention any two names of national news channels. (1)
6. What is the full form of PTI? (1)
7. Explain the meaning of 'Blog'. (1)
8. Explain analogue signal. (1)
9. What is phone-in-programme? (1)
10. What is an E-mail? (1)
11. What is the difference between online newspaper and traditional newspaper? (1)
12. What is Journalism? (1)

**Very Short Questions: (2 marks each).**

**Answer any 5 questions out of the given 7 questions:**

13. What comprises the primary source of revenue of a newspapers? (2)
14. Describe the term 'Tabloid Press'. (2)
15. What do you understand by the Principle of montage? (2)
16. What is free press? (2)
17. What is local newspaper? (2)
18. What are the advantages of social media? (2)
19. According to Majid Tehranian, what are the three megatrends that characterize our own era? (2)

**Short Questions: (3 marks each).**

**Answer any 5 questions out of the given 7 questions:**

20. Discuss the editing transitions of films. (3)
21. Enumerate the broad points of observation to be made during film analysis. (3)
22. What kind of language should radio talk presenter use? (3)
23. Why do you think music programmers on radio enjoy immense popularity? (3)
24. Which art form is called 'The Cinderella of all arts' and why? (3)
25. How is the mobile being used as a medium for news alerts? (3)
26. Analyze the role of various technologies in the development of the age of information. (3)

**SECTION –B**

**Long/Essay type questions (5 marks each).**

**Answer any 5 questions out of the given 7 questions:**

27. What is mass media? Discuss the functions of mass media. (5)
28. Explain the role of media during emergencies. (5)
29. In what way does the TRP affect the story-line of a television serial? (5)
30. Review the effects of internet on youth. (5)
31. Write the brief description of the variety of programmes aired on Vividh Bharati service? (5)
32. What are the advantages of assimilation of film in television? (5)
33. Differentiate in negative, positive and virtual images. (5)