

THE CREATIVE AND COMMERCIAL PROCESS IN MASS MEDIA II (739)
BLUEPRINT FOR MARKS DISTRIBUTION
Class XII (2018-19)

Time: 3 hours

Marks: 60

The blue print for the examination is as follows:-

UNIT NO.	UNIT NAME	SECTION -A			SECTION -B	TOTAL QUESTIONS
		MCQ / FILL IN THE BLANKS / DIRECT QUESTION	VERY SHORT ANSWER QUESTION	SHORT ANSWER QUESTIONS	LONG/ ESSAY TYPE QUESTION	
		(1-MARK EACH)	(2-MARKS EACH)	(3-MARKS EACH)	(5-MARKS EACH)	
I	INTRODUCTION TO MULTIMEDIA	1	1	---	2	4
II	TEXT	1	---	2	---	3
III	STILL IMAGE	1	---	---	1	2
IV	VIDEO APPLICATIONS	1	1	1	---	3
V	SOUND	2	2	---	---	4
VI	CREATING A MULTIMEDIA PROJECT	1	2	---	---	3
VII	PROFILE OF A PRODUCT	1	---	1	2	4
VIII	THE TASK OF ADVERTISING	1	1	1	---	3
IX	THE AVAILABLE MEDIA	2	---	---	1	3
X	FORMS OF ADVERTISING	1	---	2	1	4
TOTAL QUESTIONS		12	7	7	7	33
NO. OF QUESTIONS TO BE ATTEMPTED BY A CANDIDATE		Any 10	Any 5	Any 5	Any 5	25
MARKS		10 x 1 = 10	5 x 2 = 10	5 x 3 = 15	5 x 5 = 25	60

PLEASE NOTE: Question paper will be divided into two sections:

(i) Section A

- a) **Multiple choice questions /Fill in the blanks /Direct questions:** There will be 12 questions of 1 mark each. Students need to attempt any 10 questions (Marks 10 x 1 = 10)
- b) **Very short answer type questions:** There will be 7 questions of 2 marks each. Students need to attempt any 5 question. (Marks 5 x 2 = 10)
- c) **Short answer type questions:** There will be 7 questions of 5 marks each. Students need to attempt any 5 questions (Marks 5 x 3 = 15)

(ii) Section B

- a) **Long answer/ Essay type questions:** There will be 7 questions of 5 marks each. Students need to attempt any 5 questions (Marks 5 x 5 = 25)