

CBSE – DEPARTMENT OF SKILL EDUCATION

Mass Media Studies (SUBJECT CODE 835)

MARKING SCHEME

Class XII (Session 2019–2020)

Time: 3 Hours

Max. Marks: 70

General Instructions:

- This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.*
- Part A: Employability Skills (10 Marks)**
 - Answer any 4 questions out of the given 6 questions of 1 mark each.*
 - Answer any 3 questions out of the given 5 questions of 2 marks each.*
- Part B: Subject Skills (60 Marks):**
 - Answer any 10 questions out of the given 12 questions of 1 mark each.*
 - Answer any 7 questions from the given 9 questions of 2 marks each.*
 - Answer any 7 questions from the given 9 questions of 3 marks each.*
 - Answer any 3 questions from the given 5 questions of 5 marks each.*
- This question paper contains 46 questions out of which 34 questions are to be answered.*
- All questions of a particular part/section must be attempted in the correct order.*
- The maximum time allowed is 3 hrs.*
- The marking scheme carries only suggested value points for the answers. These are only guidelines and do not constitute the complete answers. The students can have their own expression and if the expression is correct, the marks be awarded accordingly.*

PART A: EMPLOYABILITY SKILLS

Q.NO.	EXPECTED ANSWERS/VALUE POINTS	MARKS	TOTAL MARKS
	<u>Answer any 4 questions out of the given 6 questions</u>		
1	c) Article writing	1	1
2	b)Standard bar	1	1
3	a)Dependent	1	1
4	d)Chief sustainability officers	1	1
5	Entrepreneurship is a process of developing a business plan, launching and running a business using innovation to meet customer needs and to make a profit.	1	1

6	b) Gossip	1	1						
<u>Answer any 3 questions out of the given 5 questions</u>									
7	Two points difference between listening and hearing- <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Listening</td> <td style="width: 50%;">Hearing</td> </tr> <tr> <td>It is active.</td> <td>It is passive.</td> </tr> <tr> <td>It requires a conscious effort.</td> <td>It does not require a conscious effort.</td> </tr> </table> (Any other, any two points)	Listening	Hearing	It is active.	It is passive.	It requires a conscious effort.	It does not require a conscious effort.	½ ½ ½ ½	2
Listening	Hearing								
It is active.	It is passive.								
It requires a conscious effort.	It does not require a conscious effort.								
8	Four steps to insert a text box in a slide are- 1. Click the text button on the drawing bar 2. The mouse pointer changes to + the sign 3. Place the mouse pointer on the slide where you want to add the text box 4. Click and drag on the side to draw a text box. (Any four points)	½ ½ ½ ½	2						
9	Two traits of extraversion personality- 1. Gregarious 2. Assertive (Any other, any two points) Two traits of agreeableness personality- 1. Cooperative 2. Agreeable (Any other, any two points)	½ ½ ½ ½	2						
10	Four green jobs in building and construction field are- 1. Construction worker 2. Concrete labors 3. Highway laborers 4. Building planner and coordinators (Any other, any four points)	½ ½ ½ ½	2						
11	Chemist Shop or Pharmacy is an example for trading as there buying and selling of goods is takes place. Doctor giving a medical consultation is an example of services as here we pay for a doctor's expertise or services	2	2						

PART B: SUBJECT SKILLS (60 MARKS)

Answer any 10 questions out of the given 12 questions:

Q. No.	EXPECTED ANSWER/VALUE POINTS	MARKS	TOTAL MARKS
12	<p>A market is a place where two parties can gather to facilitate the exchange of goods and services. The parties involved are usually buyers and sellers. The term market also takes on other forms.</p> <p>OR</p> <p>A regular gathering of people for the purchase and sale of provisions, livestock, and other commodities.</p>	1	(1)
13	<p>Product advertising is the art of establishing a relationship between a product and its potential consumers. It creates the need in the consumers, gets them interested in its features and directly or indirectly informs them as to how the product is better than those of its competitors.</p>	1	(1)
14	Zee Cinema, 9XM, Movies OK OR ANY	$\frac{1}{2} + \frac{1}{2}$	(1)
15	Radio Director or Presenter	1	(1)
16	A banner headline is a large headline in a newspaper that stretches across the front page	1	(1)
17	Video recorder recording video in a digital format within a mass storage device such as USB flash drive, hard disk drive or any other storage device.	1	(1)
18	<p>Cross promotion is a specific marketing tactic wherein two or more businesses team up together to reach a broader shared population.</p> <p>OR</p> <p>Cross promotion is a process in which two or more advertisers of a product or service associate themselves with each other to increase their profile, reach more people etc.</p>	1	(1)
19	Out of Home and Point of Purchase	$\frac{1}{2} + \frac{1}{2}$	(1)
20	It is the ratio of the finally finished length of the film to the length of the film that is actually shot. Normally, a film would have anything between 1:10 to 1:20 as the shooting ratio, depending upon the scale of production.	1	(1)
21	<p>1.) Online newspapers are free of cost while we have to pay for traditional newspaper.</p> <p>2.) There is no hard copy for online newspaper.</p>	$\frac{1}{2} + \frac{1}{2}$	(1)
22	Examples of sound card- Asus, MSI, Razor (Or Any)	$\frac{1}{2} + \frac{1}{2}$	(1)

23	Lionel Fielden was the First Director General/Controller of All India Radio (AIR).	1	(1)
<p><u>Answer any 7 questions out of the given 9 questions of 2 marks each:</u></p>			
24	<p>It introduces a new product in to the market. It helps distinguish a product from its competitors. It creates brand loyalty. It expands sales. It creates new demand. It creates a buzz and keeps the idea of the product going. (Any Two)</p>	1 + 1	(2)
25	<p>Differentiate between live and non-live broadcasting. Live television is a television production broadcast in real-time, as events happen, in the present. The entire season of IPL has matches every day from different cities for a stretch of time which you get to see every night on Television. It is a live telecast of a three and half hour event each day giving you a view of the match with details you miss in the stadium like slow motion replays from various angles and analysis by commentators. Compare this to the favourite TV serial in your home, based on a fictional story which has taken weeks to shoot and finish before it reaches you. It is also coming every night as a daily soap with the added prerequisite of being on air every day at the same time with a continuously changing storyline. This show is scripted with details incorporated to create dramatic experience for you in each segment. (Any two Explanation as per concept)</p>	1+1	(2)
26	Promotion of product and service with the help of celebrity. 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.	2	(2)
27	Direct mail may not have any glamour or high profile quality to it, but it is certainly a very effective channel of communication. Normally it has been found to elicit the highest response rate of all media. It also offers the highest level of selectivity of all media. The control over what is communicated is much better than the other channels. The responses of the consumers are easy to measure and quantify in this form. The results are easy to test.	2	(2)
28	General Creative Concept	2	(2)
29	Story boarding is like setting up a comic book of the production you are planning. It gives the actors an idea of their blocking. It helps the cinematographer plan his camera angles. It lets the person in charge of lighting know how to position the lights and create a mood. It helps the director know how all the shots will fit together so that there are less wasted takes. Storyboarding helps bring focus to what everyone is doing	2	(2)

30	Majid Tehranian says that Three megatrends characterize our own era and perhaps the rest of the 21st century -Globalization, Regionalization, and Democratization. He says that globalization and regionalization are proceeding rapidly aided by technical progress and global and national institutions. However, democratization is lagging somewhat behind.	2	(2)
31	Radio Play or Drama is a story told through sound alone. The sound is of course that of dialogue and voices of people, background or mood effects, musical effects, atmospheric effects and the like. Radio drama, like stage drama is based on conflict, uses characters and has a beginning, a middle and an end. Movement and progress, generally to a crisis or climax, must be suggested in radio drama through sounds.	2	(2)
32	Improves knowledge retention Encourages individual learning Encourages collaboration. Students can learn useful life skills through technology (Any Two)	1+1	(2)

Answer any 7 questions out of the given 9 questions of 3 marks each:

33	Investigative reporting or Investigative Journalism is a form of journalism in which reporters go in-depth to investigate a single story that may uncover corruption, review government policies or of corporate houses, or draw attention to social, economic, political or cultural trends. An investigative journalist, or team of journalists, may spend months or years researching a single topic. Unlike conventional reporting, where reporters rely on materials supplied by the government, NGOs and other agencies, investigative reporting depends on material gathered through the reporter's own initiative. The practice aims at exposing public matters that are otherwise concealed, either deliberately or accidentally.	3	(3)
34	This stage basically consists of getting the shooting done on locations and studios as per the planned schedule. Since there are so many factors involved in the shooting process- and some of these could be beyond the control of the producer and director- many times improvisation is called for. Getting the shooting done on time is the art of making things possible in the face of many difficulties. Ideally, all producers would prefer to finish the shooting on one schedule, but it is quite often not possible due to various reasons. Sometimes the principal actors may not be available continuously, sometimes the script may demand parts of the film to be shot in different seasons, sometimes there could be other restrictions on the availability of locations etc. therefore, two or three major schedules could be prepared.	3	(3)
35	Public Service Advertising is also known as Public Awareness Advertising, Social Service Advertising and Social Awareness Advertising. Public Service Advertising typically involves generating and transmitting short and precise messages regarding a cause or a problem. The messages have to be	3	(3)

	dramatic to seek immediate attention and for impact creation on the viewer/ reader. It usually will have a strong appeal to discontinue wrong practices and/or inculcate new ones. The stress is always on positive communication that believes in a better tomorrow. While planning the advertisement a thorough understanding of the target group must be the starting point.		
36	Advertising, Free community newspapers receive revenue through advertising. Advertisers pay a set rate depending on the size of the ad, as well as how many words and colors it uses. Companies pay more to have pop-up ads, such as wraps or inserts. Newspapers are businesses, and they pay their expenses with a mixture of subscription revenue, newsstand sales, and advertising revenue. The journalism organizations that publish newspapers are themselves often metonymically called newspapers.	3	(3)
37	Camera Lights Microphone Sound Recorder Videotape Recorder (Any three with Explanation)	1 Mark Each	(3)
38	General Creative Concept	3	(3)
39	General Creative Concept	3	(3)
40	Three key phrases will define the importance of television to advertisers - Immediate delivery of messages, High frequency of message and very high impact. In addition to these there are some other major advantages too. Depending upon the channels and other associations, television advertisement carry high prestige. Now days T.V is phenomenally large as compared to any other medium. Moreover, the communication is synchronous internationally. This factor reduces the cost per consumer substantially.	3	(3)
41	Describe the ways that determine the unique selling point of a physical product. The Research and Development [R & D] section of an organization creates a product. The section defines its form, specifications, conditions, look, appearance, packaging- in case of a physical product. They would also give the USP - the unique selling point. Sometimes market testing of products is done. At times different colour schemes and appearances are chosen and the name of the product is blanked out. It is then shown to different groups and their responses are gathered. Sometimes the responses are analyzed by psychologists and sociologists to come to conclusions about the most likely to be successful choice of the look and packaging of the product. This is the first stage in defining the identity of the product.	3	(3)

Answer any 3 questions out of the given 5 questions of 5 marks each:

42	<p>Two factors will influence this decision. Budget and the possibility that the chosen medium offers to comprehensively reach the highest percentage of one's target audience.</p> <p>The old paradigm divided these media into two categories - Published media and Audio-visual media. Published media would include all kinds of Newspapers, Magazines, Brochures, Fliers</p> <p>Visual and aural media would include Television, Radio, Cinema, Billboards, and Posters. Internet combines the properties of both the streams. While the traditional media continue to exist and be relevant in their own ways, the digital media offers exciting new possibilities due to convergence and a rapidly growing audience.</p> <p>No medium is absolutely suitable for all kinds of products. All media are relevant due to their specific and significant relation to the products that they are best suited to sell. 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.</p>	5	(5)
43	<p>Market segmentation is the process of breaking down a larger target market into smaller segments with specific characteristics. It helps to customize a product/service and also evolve the advertising strategy to reach the target group.</p> <p>Another example of market segmentation is the athletic shoe industry. Major manufactures of athletic shoes have several segmented markets. One segment is based on gender and the other segment is based on the type of sport or activity. They have different promotional campaigns for each market segment.</p> <p>How to break large markets into smaller ones?</p> <p>Larger markets are most typically divided into smaller target market segments on the basis of geographic, demographic, psychographic and behavioural characteristics.</p>	5	(5)
44	<p>Elaborate newspaper departments.</p> <p>Editorial</p> <p>Advertising, Marketing</p> <p>Policy making, Accounts and Administration</p> <p>Technical</p> <p>Distribution</p> <p>(With Explanation)</p>	1 mark each	(5)
45	<p>Analyse the role of various technologies in the development of the age of information.</p> <p>The age of information was brought in, in a major way by the image making technologies of the Nineteenth century viz. the camera and phonograph.</p> <p>Earlier one could talk about a place or a person only after a first hand experience. But, by looking at a photograph one was able to get an analogous idea of the place or the appearance of the person. This was not a direct experience, but a new experience of information.</p>	5	(5)

	<p>Similarly through recorded sounds one could get an idea of a person's voice or could listen to a description of anything, which was limited to the written reports or letters before this invention. In a way, this was the extension of human sight and hearing.</p> <p>Information has been a privilege denied to the masses till the early part of the Twentieth century. To know about the society in general and the world at a large, one had to have the privilege of being highly educated and with means and opportunities at one's disposal for travel.</p>		
46	<p>A Web editor develops the content or editorial plan of a Website, working with a team that may include a creative director, a writer, a designer, and an information architect. Web editors at different types of companies have varying responsibilities. Someone at iVillage.com, for instance, deals with major amounts of content and updates it on a daily basis. An editor at an online magazine could be brought in to match the site's particular style or to provide an original voice.</p> <p>But if you work for a Web developer that produces original content for different companies, your work will be more project-oriented. You will develop material for arrange of clients, as well as ensure that the information is accurate and conveys the true voice and tone for the site. Copy editing and proofreading may also be part of an editor's job. An editor in the Web world has a very different job than one in a traditional print position.</p>	5	(5)