

# **COVER PAGE**

## **The Creative and Commercial Process in Mass Media (739)**

### **Marking Scheme**

### **Class XII - 2018-19**

**Time: 3Hours**

**Total Marks: 60**

**General Instructions:**

1. *Marking Scheme 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.*
7. *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.*

## The Creative and Commercial Process in Mass Media (739)

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General instructions:

1. 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.
2. All the Head Examiners/Examiners are instructed that while Evaluating the answer scripts, if the answer is found to be totally incorrect, the (x) should be marked on the incorrect answer and awarded '0' marks

Q.No.	Expected Answer	Marks	Total Marks
1	JPEG- Joint Photographic Experts Group	1	1
2	<ul style="list-style-type: none"><li>• Nestle- Good Food, Good Life</li><li>• Priya Gold Snakker – Bin KhaayeRaha Na Jaaye or Any</li></ul>	1/2=+1 /2	1
3	Celebrity endorsement is a form of advertising campaign used by brands, companies or a non- profit organization which involves celebrities or a well known person using their social status or their fame to promote a product or a service or even raise awareness on social or environmental matters.	1	1
4	The text in any form can be developed in to multimedia software. Text can be edited using any standard text editor. However to give special effects, one needs graphic software. Text can be in varied in fonts, size, color and style to add value to the multimedia presentation	1	1
5	There are several places where the word “framing” appears in photography, from the act of framing an image in the viewfinder of a camera, to the act of putting your favorite print in a frame for display.	1	1
6	Video clips are short clips of video, usually part of a longer recording. The video clips may be in various forms such as just visuals, visuals and sounds interlocked together, sounds and graphics etc.	1	1

7	A computer can be used to compose music and for recognition of speech and synthesis. Therefore, a sound card is used to convert the conventional sound signals to digital signals.	1	1
8	Example of sound card- Asus, MSI, Razor (Any one or Any)	1	1
9	Tools for editing image:- 1. Rectangular Marquee Tool 2. Move Tool 3. Polygon Lasso Tool 4. Magic Wand Tool 5. Crop Tool 6. Slice Tool 7. Healing Brush Tool 8. Brush Tool 9. Clone Stamp Tool 10. History Tool (Any two)	1/2=+1 /2	1
10	Every product belongs to a sector of business. And the buyers are distributed as per their needs and income levels. These buyers are called Targeted Buyers.	1	1
11	Quota Sampling is a method for selecting survey participants. In quota sampling, a population is first segmented into mutually exclusive sub- groups, just as stratified proportion.	1	1
12	Product advertising is the art of establishing between a product and its potential consumers. It creates the need in the consumers, gets them interested in its features and directly and/or indirectly informs them as to how the product is better than those of the competitors.	1	1
13	When the ad agency receives its brief, it begins to work on the concept of an ad/ ad campaign. Depending upon the reach of the product and resources of the manufacturer, the range of the campaign varies from regional, national and also it varies in terms of the media used. So once the scale is decided upon, the agency begins to make prototypes of ads in various forms such as the newspaper ad, billboard ad, ad on the Net, TV commercial etc.	2	2
14	Video is an audio-visual data that can be available in analogue as well as digital formats. Catch the eye <b>Optimization</b> <b>Emotional Connection and Trust</b> <b>Increase Quality</b>	1+1	2

	(Any Two with Explanation)		
15	<p>The possibility of incorporating sounds adds a lively dimension to the possibilities of Multimedia. Human speech, music-vocal and instrumental, natural sounds, synthetic sounds, machine sounds, sounds that allude to various environments like the bazaar, the railway station, the airport can be brought in to one's presentations. They can be used singly as well as in combination. These sounds can be incorporated into the computer either by direct recording by means of a microphone or by transferring pre-recorded sound from the other media like the audio cassettes or CDs</p>	2	2
16	<p>Musical Instrument Digitization Interface or MIDI provides a protocol or a set of rules. This protocol enables to record sound directly from an instrument to the computer. But MIDI data is not digitized sound. The quality of MIDI data depends upon the quality of musical instrument and the sound system. A MIDI file is basically a list of command to produce a particular sound.</p>	2	2
17	<p>A computer can be used to compose music and for recognition of speech and synthesis. This computer needs to convert the conventional sound signals to digital signals. This is done by adding special component to the system called the sound card. This is installed into a free slot on the computer motherboard. On receiving various sounds such as voice, pre-recorded sounds, natural sounds, Sound card will convert them into digital sound signal.</p>	2	2
18	<p>Digital Typography is the process of setting and arranging text for a combination of aesthetic and functional goals. Creative use of typography-Words as arts, using characters to create visual impact,</p>	1+1/2+ 1/2	2
19	<p>i). Insert your CD into the computer's CD- ROM drive.  ii). Choose Extract Audio from CD  iii). Select the tracks you wish to extract.  a). To select multiple tracks in succession, click the first track, hold SHIFT, click the last track.  b). To select multiple tracks not in succession, hold CTRL while clicking on each track.  c). To copy the entire CD, click the radio button for Read Entire CD.  iv). Click OK.  v). When ripping is complete, save your files.</p>	2	2

20	<p>Go to: File – New. A dialogue box showing the Document Setup will appear.</p> <p>Here we can specify the page dimensions, orientation, margins, number of the pages etc. Set the inside margin to “1 , all other margins to “.75” and the page size to “ Letter”.</p> <p>When done, click Ok. We can return to this window by clicking on : File u Document Setup, and change or modify any of the settings at a later stage. We now have a new document or page open in the PageMaker. The top and bottom boundaries of the page are indicated by pink lines and the left and right bottoms are indicated by blue lines. We must be careful to remain within these boundaries at all times, i.e. we must place our graphics and text within these margins.</p>	3	3
21	<p>Image to Page Maker- to insert any image in a page maker document we have to "place" it in the document For this we go to file - Place</p> <p>A dialogue box prompting you for the location of the image file appears select the required image and press open.</p>	3	3
22	<ul style="list-style-type: none"> <li>• Rectangular Marquee Tool- This tool is used to make selections on your image, in a rectangular shape.</li> <li>• Move Tool- This tool is used to move objects.</li> <li>• Polygon Lasso Tool- This tool is used to draw selections in whatever shape you would like.</li> <li>• Magic Wand Tool- This tool is used to select color range. It will select the block of color, or transparency based on wherever you click.</li> <li>• Crop Tool- The crop tool work similarly to the rectangular Marquee tool</li> <li>• Slice Tool- This is used mostly for building websites, or splitting up one image into smaller ones when saving out.</li> <li>• Healing Brush Tool- This tool repairs scratches and specs on images. It works like the brush tool.</li> <li>• Brush Tool- This tool paints your image with whatever color you have selected and whatever size you have selected.</li> <li>• Clone Stamp Tool- This tool directly copies information from the first selected area to the second</li> <li>• History Brush Tool- The History Brush tool paints with the information from whatever history state is selected.</li> <li>• Eraser Tool- This tool erases information wherever you click and drag it.</li> </ul> <p>(Any Three)</p>	1+1+1	3
23	<p>Benefits of cooperative advertisements:-</p> <ul style="list-style-type: none"> <li>• Financial- One of the primary advantages of cooperative</li> </ul>	1+1+1	3

	<p>advertising is the ability to lower the advertising costs by sharing them with other companies.</p> <ul style="list-style-type: none"> <li>• Exposure- Cooperative Advertising provides exposure in two ways. First, you can invest your money in more advertising outlets. Secondly, if you team up with large manufacturers in a cooperative ad plan, then you will benefit from that company's marketing strength.</li> <li>• Methods- Large companies, such as prominent manufacturers, spend time and money on researching more effective ways to advertise their products.</li> <li>• Growth- Partnering with companies in new cities will give you chance to grow your company and to save money on advertising.</li> <li>• Disguised Advertising- Cooperative advertising helps the small companies to promote themselves in the name of the bigger companies.<b>(Any Three)</b></li> </ul>		
24	<p>Institutional Advertising promotes a positive image of the company by:-</p> <ol style="list-style-type: none"> <li>1. Participating in progressive causes like support to community based programmes, environment, gender issues are taken as a part of belief of the company.</li> <li>2. Sometimes, it may promote a novel business idea that would benefit many businesses.Any alignment with a positive cause creates a good image of the company in the public's mind.</li> <li>3. It faces the competition in the market with a view to focus on promoting the positive image of the company.It also creates positive image of the company by improving the public relations with the client.</li> </ol>	3	3
25	<p>The unique selling point of a physical product can be determined by three ways:-</p> <ol style="list-style-type: none"> <li>1. <b>Appearance-</b> Appearance of the product plays a very important role as it attracts the customers through the product's color, layout, features, presentations etc. These are shown to different people and responses are gathered and analyzed by psychologists and sociologists to come to conclusions about the product.</li> <li>2. <b>Quality-</b> The quality of the product plays a key role for determining the USP of the product. Good quality product attracts more buyers which may prove to be profitable for the seller.</li> <li>3. <b>Quantity-</b> Right quantity of the product corresponding to the respective price allows the consumer to buy more of the product and hence the consumer will always prefer that</li> </ol>	3	3

	respective commodity.		
26	<p>Functions of advertising:-</p> <ul style="list-style-type: none"> <li>• It introduces a new product in to the market.</li> <li>• Through persistent messages and associations, it creates a brand identity.</li> <li>• It creates brand loyalty.</li> <li>• It expands sales.</li> <li>• It creates new demand.</li> <li>• It creates a buzz and keeps the idea of the product going.</li> </ul>	½ Each	3
27	<p>Every product belongs to sector of business and the buyers are distributed as per their income levels. The main categories of various products and services are as follows- Automotive, Beverages, Cellular Products, Clothing, Computers, Electronics, Entertainment, Financial, Food and snacks, Health Related, Home appliances, ISP and Search, Magazines, Personal care, Fast Food, Retailers, Travel Related. <b>(Any eight with proper explanation)</b></p>	1+1/2 Each	5
28	<p>Market segmentation is the process of breaking down a larger target market into smaller segments with specific characteristics. It is important as it helps to customize a product/service and also evolve the advertising strategy to reach the target group. Another example of market segmentation is the athletic shoe industry. The four basic factors of Market Segmentation are:</p> <p><b><u>Geographic</u></b> Where are your potential customers? In rural or urban areas? If you are in retail stores business, then your locations within the cities matter. If you are selling a product that is climate sensitive like air conditioning or heating, then certain areas would be your priority areas and your market is not a uniform one..</p> <p><b><u>Demographic.</u></b> Customers are individuals and there are many factors that go into the making of an individual personality such as age, race, religion, gender, income level, family size, occupation, education level and marital status.</p> <p><b><u>Psychographic.</u></b> There are certain products that have different considerations to them than the feeling of necessity. The desire for a feeling of elevated status, enhanced appearance and feeling moneyed are some considerations that go into the purchase examples of.</p> <p><b><u>Behaviouristic.</u></b> Consumers' reasons for purchasing products and services can be</p>	5	5

	varied and complex. It could be a fascination or identification with the brand or a loyalty with an existing one or it could be the cost or a belief induced by peer pressure.		
29	Radio Ads have the following main advantages - They deliver the messages immediately and with very high frequency even within a single day. It has a captive audience and the one that will share information locally with each other. It also has a low cost of production. Can reach traveling audience too due to transistors, car radios and mobile phones. Radio is one of the media which covers huge population. Radio channels varies from region to region, hence you can listen radio in your regional language. Like other entertainment media. Radio is also favourite of large number of population. Important information or news can be easily spread on radio. For local market radio is one of the powerful medium of communication.	5	5
30	Advocacy is an activity by an individual or by a group, that seeks to influence public opinion on matters of public importance such as electoral reforms. The idea is to raise a public debate through media, within the Governmental institutions. Sometimes advocacy may have a perspective to influence public-policy and political decisions. Sometimes advocacy seeks to modify resource allocation within the socio-economic sector. Lobbying, conducting public events, publishing research and articles is very much a part of the scenario and advertising can become an important part of the process. Advocacy advertising is normally thought of as any advertisement, message, or public communication regarding economic, political, or social issues. The ultimate aim of all advocacy is to influence political and economic decision making in the interest of society at large or certain groups within it.	5	5
31	A Still Image is one of the components to be used in Multimedia. It could be a photographic image, a painting, a drawing. An image in Multimedia environment can be the starting point of a creative process. *GENERAL QUESTION, EXPAND THE ANSWER ACCORDINGLY*	5	5
32	1. Graphics text editing software: text in any form can be developed into multimedia software. while they can be edited using any standard text editor, graphics software such as page maker, adobe indesign, etc., are used to enhanced special effects.	1+1+1+ 1+1	5



	<ol style="list-style-type: none"> <li>2. Photo editing software: still images are a huge part of multimedia project and in order to use the full potential of still images, we need to photo editing software such as Photoshop, affinity, GIMP 2, etc.</li> <li>3. Video editing software :videos are a vital part of a multimedia project and in order to use them in a project we need to use video editing software such as Adobe animate(formally known as flash), adobe premiere pro, Sony Vegas pro, final cut pro x, etc.</li> <li>4. Audio editing software: audio adds a new depth to a multimedia project and in order to fully utilise the recorded audio, we need audio editing software like Sound forge, Adobe audition, etc.</li> <li>5. Word Processor: A word processor is a computer program or device that provides for input, editing, formatting and output of text, often plus other features.</li> </ol>		
33	<p>Multimedia are the means to process and structure information into a well defined structure. Multimedia are called so because it incorporates many other media such as text, graphics, animation, audio and video. Using Multimedia one can make academic presentations, business presentations, devise games, operate information kiosks etc. In fact, Multimedia has wide application in many fields that can be served by information technology. Multimedia systems require certain hardware and software specifications that support the interactive uses of text, graphics, animation, audio, and video.</p> <p>Following are the possible areas of application of multimedia:</p> <ol style="list-style-type: none"> <li>i). Can be used as a great support in planning and executing any project</li> <li>ii). Can be used to explain or propose a concept.</li> </ol>	3+2	5