

CBSE | DEPARTMENT OF SKILL EDUCATION

MASS MEDIA STUDIES (SUBJECT CODE 835)

CLASS XII (SESSION 2021-2022) BLUE-PRINT FOR SAMPLE QUESTION PAPER FOR TERM – II

Max. Time Allowed: 1½ Hours (90 min)

Max.Marks: 35

PART A - EMPLOYABILITY SKILLS (05 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS - VSA (1 MARK EACH)	NO. OF QUESTIONS - SA (2 MARKS EACH)	NO. OF QUESTIONS - LA (4 MARKS EACH)	TOTAL NUMBER OF QUESTIONS
4	Entrepreneurial Skills-IV	2	1	-	3
5	Green Skills-IV	2	1	-	3
TOTAL QUESTIONS		04	02	-	06
NO. OF QUESTIONS TO BE ANSWERED		Any 3	Any 1	-	04
TOTAL MARKS		3 x 1 = 3 Marks	1 x 2 = 2 Marks	-	05 Marks

PART B - SUBJECT SPECIFIC SKILLS (30 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS - VSA (1 MARK EACH)	NO. OF QUESTIONS - SA - I (2 MARKS EACH)	NO. OF QUESTIONS - SA - II (3 MARKS EACH)	NO. OF QUESTIONS - LA (4 MARKS EACH)	TOTAL NUMBER OF QUESTIONS
2.	Introduction to the Production process (Ch: 4 Radio and Ch: 5 Internet)	2	2	-	-	4
3.	New Media	1	1	-	1	3
4.	Creative Contribution of the Key People	4	3	5	2	14
TOTAL QUESTIONS		07	06	05	03	21
NO. OF QUESTIONS TO BE ANSWERED		05	04	03	02	14
TOTAL MARKS		5 x 1 = 05 Marks	4 x 2 = 08 Marks	3 x 3 = 09 Marks	2 x 4 = 08 Marks	30 Marks
TOTAL MARKS		30+5 = 30 MARKS				

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Max. Time Allowed: 1½ Hours (90 min)

Max. Marks: 35

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
3. Section A is of 05 marks and has 06 questions on Employability Skills.
 - a) Questions numbers 1 to 4 are one mark questions. Attempt any three questions.
 - b) Questions numbers 05 and 06 are two marks questions. Attempt any one question.
4. Section B is of 30 marks and has 18 questions on Subject specific Skills.
 - a) Questions numbers 7 to 13 are one mark questions. Attempt any five questions.
 - b) Questions numbers 14 to 19 are two marks questions. Attempt any four questions.
 - c) Questions numbers 20 to 24 are three marks questions. Attempt any three questions.
5. Section C is of 08 marks and has 03 competency-based questions.
 - a) Questions numbers 25 to 27 are four marks questions. Attempt any two questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.

SECTION A

(3 + 2 = 5 marks)

Answer any 03 questions out of the given 04 questions		1 x 3 = 3
Q.1	Define Entrepreneurship.	1
Q.2	What is the first step while setting up of the business?	1
Q.3	Define Green skills.	1
Q.4	What are the 3R's?	1
Answer any 01 question out of the given 02 questions		2 x 1 = 2
Q.5	List down four values which make an entrepreneur successful.	2
Q.6	Write any four steps that green jobs can take to reduce greenhouse gas emission.	2

SECTION B

(5 + 8 + 9 + 8 = 30 marks)

Answer any 05 questions out of the given 07 questions		1 x 5 = 5
Q.7	What is KISS formula?	1
Q.8	Name the person who built up the first website.	1

Q.9	Who wrote the book Public Opinion?	1
Q.10	An artist technician, who realizes what director wants to see, is known as?	1
Q.11	Expand the term LD and PA's in term of film industry.	1
Q.12	Define Headline.	1
Q.13	A headline which is centered in the columns is known as?	1
Answer any 04 questions out of the given 06 questions		2 x 4 = 8
Q.14	According to Majid Tehranian What are the 3 megatrends which characterize our own era?	2
Q.15	Explain any 2 forms of Headlines.	2
Q.16	Explain the role of a Radio Presenter?	2
Q.17	Who is an Audiographer?	2
Q.18	Explain PHP.	2
Q.19	State any two factors that a Radio presenter should keep in mind.	2
Answer any 03 questions out of the given 05 questions		3 x 3 = 9
Q.20	What do you understand by Music composer? Give example.	3
Q.21	What are the two major issues for Online entrepreneur?	3
Q.22	While framing a website, What are the basic aspects of design?	3
Q.23	A website should 'Go an inch wide and a mile deep'. Comment.	3
Q.24	Differentiate between News report and a Feature.	3

SECTION C
(COMPETENCY BASED QUESTIONS)

(2 x 4 = 8 marks)

Answer any 02 questions out of the given 03 questions		
Q.25	'We are living in such a century, where Internet is at boom.' Analyze the role of various technologies in the development of the Age of Information.	4
Q.26	'Reporters and Correspondents are like the foot soldiers in the field'. Do you agree with the statement? Explain.	4
Q.27	'Television in comparison to cinema is an instant medium. Many people make their contribution at various stages in that process.' Give a Bird's Eye of the production process- who does what and why?	4