

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MASS MEDIA STUDIES (SUBJECT CODE: 835)

### MARKING SCHEME FOR CLASS XII (SESSION 2022-2023)

Max. Time: 3 Hours

Max. Marks: 60

#### General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
  - i. This section has 06 questions.
  - ii. There is no negative marking.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
  - i. This section contains 18 questions.
  - ii. A candidate has to do 11 questions.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.

#### SECTION A: OBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material**	Marks
<b>Q. 1</b>	<b>Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)</b>				
i.	B - 1, 3, 4	Employability Skills (NCERT)	Unit-3	43	1
ii.	Positive Attitude	Employability Skills (NCERT)	Unit-2	24	1
iii.	E- business, Local company like Restaurant (Or Any Relevant)	Employability Skills (NCERT)	Unit-4	89	1
iv.	Libre Office	Employability Skills (NCERT)	Unit-3	66	1
v.	Talk to her friend, Engage her in hobbies, Help her build confidence (Any One)	Employability Skills (NCERT)	Unit-2	38	1
vi.	Standard of excellence, Focus on Goal (Or Any Relevant)	Employability Skills (NCERT)	Unit-4	86-87	1
<b>Q. 2</b>	<b>Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)</b>				
i.	Siddharth P. Malhotra	Resource Material, CBSE	Unit-4	Corelated Intellectual Concept	1
ii.	Industrial Product	Resource Material, CBSE	Unit-1	3	1
iii.	Yash Raj Studio, R. K Film Studio, Film City Mumbai (Any Two Or any relevant)	Resource Material, CBSE	Unit-2	24	1

iv.	Assistant of Director and Producer to help in production.	Resource Material, CBSE	Unit-4	81	1
v.	The narrator links the elements with dramatic appeals and announcements. <b>The names of stars, of the producer, director, playback singers and musicians figure prominently in the trailers.</b>	Resource Material, CBSE	Unit-2	49	1
vi.	Information Communication Entertainment	Resource Material, CBSE	Unit-3	69	1
vii.	Comparative Advertising	Resource Material, CBSE	Unit-1	17	1
<b>Q. 3</b>	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>				
i.	Station Manager Or Station Director	Resource Material, CBSE	Unit-4	90	1
ii.	OTT (over-the-top) is a means of providing audio-visual content over the internet at the request and to suit the requirements of the individual consumer.	Resource Material, CBSE	Unit-3	Corelated Intellectual Concept	1
iii.	Camera, Lights, Video Recorder, Sound Recorder etc. (Any Two)	Resource Material, CBSE	Unit-2	40	1
iv.	Performers	Resource Material, CBSE	Unit-4	81	1
v.	Cooperative	Resource Material, CBSE	Unit-1	17-18	1
vi.	B- Sync Sound	Resource Material, CBSE	Unit-2	31	1
vii.	Banners, Pamphlets, LCD, Digital Kiosks etc. (Any Two Or Relevant)	Resource Material, CBSE	Unit-1	Corelated Intellectual Concept	1
<b>Q. No.</b>	<b>QUESTION</b>	<b>Source Material (NCERT/PSSCIVE/ CBSE Study Material)</b>	<b>Unit/ Chap. No.</b>	<b>Page no. of source material</b>	<b>Marks</b>
<b>Q. 4</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>				
i.	A- Quota Sampling	Resource Material, CBSE	Unit-1	Corelated Intellectual Concept	1
ii.	Dynamic means can change in concept as per requirement. Static means fixed cannot change the concept.	Resource Material, CBSE	Unit-2	Corelated Intellectual Concept	1
iii.	Broadsheet Format	Resource Material, CBSE	Unit-2	Corelated Intellectual Concept	1
iv.	<b>Goods, Clothes</b> bearing the logo or names or designs of the products are another popular way to advertise.	Resource Material, CBSE	Unit-1	12	1
v.	Walter Lipmann was an American intellectual and a media philosopher.	Resource Material, CBSE	Unit-3	69	1
vi.	Producer	Resource Material, CBSE	Unit-4	74	1
i.	Management	Resource Material, CBSE	Unit-2	84	1
ii.	Web Editor	Resource Material, CBSE	Unit-4	98	1

iii.	Liquid Crystal Display, Television Rating Point	Resource Material, CBSE	Unit-2	Corelated Intellectual Concept	1
iv.	Point of Purchase	Resource Material, CBSE	Unit-1	18	1
v.	B- Information Communication Technology	Resource Material, CBSE	Unit-3	Corelated Intellectual Concept.	1
vi.	Logo, Design, Name etc. (Any Two)	Resource Material, CBSE	Unit-1	Corelated Intellectual Concept.	1
<b>Q. 5</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>				
i.	Group of Consumers- Women, Children	Resource Material, CBSE	Unit-1	03	1
ii.	Fashion, Entertainment (Two OR Any Relevant)	Resource Material, CBSE	Unit-2	Corelated Intellectual Concept	1
iii.	Advocacy Advertisement	Resource Material, CBSE	Unit-1	17	1
iv.	Image Making	Resource Material, CBSE	Unit-3	69	1
v.	Cinematographer	Resource Material, CBSE	Unit-4	76.	1
vi.	92.7 (Or Any Relevant)	Resource Material, CBSE	Unit-2	Corelated Intellectual Concept	1

### SECTION B: SUBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIV E/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
<b>Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)</b>					
Q. 6	The use of graphics, charts and images can make the digital presentation more meaningful. <b>Inserting shapes in presentation</b> <b>Inserting clipart and images in presentation</b>	Employability Skills (NCERT)	Unit-3	74-75	2
Q. 7	(i)Set clear goals: Setting clear and accurate goals is the first step one needs to take to meet the targets. (ii)Prepare an action plan: An action plan describes the way a person or an organisation will meet the set objectives. It gives a detail of the steps to be taken to achieve the target (Or Any Relevant)	Employability Skills (NCERT)	Unit-2	28	2
Q. 8	Economists define an entrepreneur as someone, who brings in resources, labour, material and other assets into profit making combinations. A purposeful activity to initiate, maintain and aggrandise profit-oriented business.”	Employability Skills (NCERT)	Unit-4	79	2
Q. 9	• <b>Openness:</b> Individuals with openness to experience are, generally, creative, curious, active,	Employability Skills (NCERT)	Unit-2	33-34	2

	<p>flexible and adventurous. If a person is interested in learning new things, meeting new people and making friends, and likes visiting new places, the person can be called open-minded.</p> <ul style="list-style-type: none"> <li>• <b>Consciousness:</b> Individuals, who listen to their conscience, are self-disciplined, do their work on time, take care of others before themselves and care about others' feelings.</li> <li>• <b>Extraversion:</b> Extroverts are individuals, who love interacting with people around and are, generally, talkative. A person, who can easily make friends and make any gathering lively, is confident and an extrovert.</li> <li>• <b>Agreeableness:</b> Individuals having such a trait are, generally, kind, sympathetic, cooperative, warm and considerate. They accommodate themselves in any situation. For example, people who help and take care of others are, generally, agreeable.</li> <li>• <b>Neuroticism:</b> Neuroticism is a trait, wherein, individuals show tendency towards anxiety, self-doubt, depression, shyness and other similar negative feelings. People, who have difficulty in meeting others and worry too much about things, show signs of neuroticism. (Any Two)</li> </ul>				
<b>Q. 10</b>	<ul style="list-style-type: none"> <li>• Self Confidence</li> <li>• Ability to learn from Experience</li> <li>• Motivation</li> <li>• Hard Work</li> <li>• Decision making Ability</li> <li>• Willingness to take Risk (Any two With brief)</li> </ul>	<b>Employability Skills (NCERT)</b>	<b>Unit-4</b>	<b>81-82</b>	<b>2</b>
<b>Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)</b>					
<b>Q. 11</b>	It connected the world in a way that made it much easier for people to get information, share, entertainment, awareness and communicate. It has since allowed people to share their work and thoughts through social networking sites, blogs, video sharing, and more. (Or Relevant Content)	<b>Resource Material, CBSE</b>	<b>Unit-2</b>	<b>HOT/Creative Thinking Concept</b>	<b>2</b>
<b>Q. 12</b>	<p>Majid Tehranian says that Three megatrends characterize our own era and perhaps the rest of the 21st century -Globalization, Regionalization, and Democratization.</p> <p>He says that globalization and regionalization are proceeding rapidly aided by technical progress and global and national institutions. However, democratization is lagging somewhat behind. In the post 1991[collapse of Soviet Union] world he sees democratization to have become an unmistakable force throughout the world.</p>	<b>Resource Material, CBSE</b>	<b>Unit-3</b>	<b>69-70</b>	<b>2</b>

<b>Q. 13</b>	Aashirwad- Atta Fortune- Rice Bingo, Lays- Chips Good Day-Biscuits (Two from Each Or Relevant)	<b>Resource Material, CBSE</b>	<b>Unit-1</b>	<b>04</b>	<b>2</b>
<b>Q. 14</b>	Walter Lipmann was an American intellectual and a media philosopher. He wrote a fairly influential book called Public Opinion in 1922, which was a critical analysis of the functioning of the government and media in the democratic societies. <b>Lipmann argued that for a successful functioning of democracy, the average man [voter] be well informed to make good choices. He had expressed concern that there was no adequate system available at that time. We must remember that we call mass media did not exist then. Radio was in its infancy and newspapers reached only to a few in society.</b>	<b>Resource Material, CBSE</b>	<b>Unit-3</b>	<b>70</b>	<b>2</b>
<b>Q. 15</b>	<ul style="list-style-type: none"> <li>• What kinds of safety planned for women?</li> <li>• Why women and girls always allows to go out?</li> <li>• Women and girls always avoid to go out? (Any Two Or Relevant Content)</li> </ul>	<b>Resource Material, CBSE</b>	<b>Unit-4</b>	<b>HOT/Creative Thinking</b>	<b>2</b>
<b>Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)</b>					
<b>Q. 16</b>	Institutional advertising is substantially different than the 'hard sell' that is involved in selling a product. The basic purpose here is to promote the image of the company. Often some progressive causes like support to community based programmes, environment, gender issues are taken up as a part of the values of the company. Sometimes it may promote a novel business idea hat would benefit many businesses Any alignment with a positive cause helps create a good image of the company in the public's mind.	<b>Resource Material, CBSE</b>	<b>Unit-1</b>	<b>16</b>	<b>3</b>
<b>Q. 17</b>	<ul style="list-style-type: none"> <li>• It is one of the most important source of entertainment, creates a mood.</li> <li>• It forms rhythm in our body to work.</li> <li>• It Motivates the listeners to work and give their hundred percent.</li> <li>• It persuades the message very easily among the listeners.</li> <li>• It attracts the listeners. (Any Three Or Relevant with Brief)</li> </ul>	<b>Resource Material, CBSE</b>	<b>Unit-4</b>	<b>Creative and Critical analytic concept</b>	<b>3</b>
<b>Q. 18</b>	Purposing web design is a complex, but essential ongoing activity. Before creating and uploading a website, it is important to take the time to plan exactly what is needed in the website. Thoroughly considering the audience or target market, as well as defining the purpose and deciding what content will be developed, are extremely important.	<b>Resource Material, CBSE</b>	<b>Unit-2</b>	<b>55</b>	<b>3</b>

<b>Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)</b>					
<b>Q. 19</b>	<p>As mobile devices with highest capabilities extend into all areas of human life, they <i>also</i> affected language learning and <i>mobile</i> education. Not only does it make people more active, but also it gives them the power to communicate with others (individual, group, people, companies, organizations) with whom they would normally have no contact. It also allows the free flow and exchange of ideas and information.</p> <p>The mobile/smartphone by young children is increasing rapidly. However, research regarding the impact of this portable and instantly accessible source of screen time on learning, behavior, and family dynamics has lagged considerably behind its rate of adoption.</p> <p>(OR Relevant Content)</p>	<b>Resource Material, CBSE</b>	<b>Unit-3</b>	<b>Competency Based</b>	<b>4</b>
<b>Q. 20</b>	<p>Advertising influences nearly 90 percent of consumer decisions to purchase goods and services. TV advertising offers benefits ahead of any other medium, making it an effective use of advertising. 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.</p>	<b>Resource Material, CBSE</b>	<b>Unit-1</b>	<b>11</b>	<b>4</b>
<b>Q. 21</b>	<p>The sub-editor's job is much less glamorous than a reporter's, but as important. While a reporter is an out-of-doors man with a 'beat' to cover, a sub-editor is a deskman. Again, while a reporter is well known to newspaper readers as his reports frequently carry a 'by-line', a sub-editor hardly ever sees his name in print. He is an obscure figure working back-stage to give a face-lift to the paper, but his worth is rarely acknowledged even by reporters to whose 'copy' he gives spit and polish, rendering it readable to the average newspaper reader. Indeed, a sub-editor is a 'super-reporter', for he sits in <b>judgment</b> on a reporter's news story, checking its accuracy, its language, and its intelligibility.</p> <p>The sub-editor has other creative duties as well. The most significant one is that of providing headlines and sub-headlines to news reports during the overall process of page making.</p>	<b>Resource Material, CBSE</b>	<b>Unit-4</b>	<b>88</b>	<b>4</b>
<b>Q. 22</b>	<p>When a product is to be launched, a lot of work goes in to its definition. It is a long term and an ongoing process. The Research and Development [R &amp; D] section of an organization creates a product. The section defines its form, specifications, conditions, look, appearance, packaging- in case of a physical product. It is then</p>	<b>Resource Material, CBSE</b>	<b>Unit-1</b>	<b>Competency Based</b>	<b>4</b>

	<p>shown to different groups and their responses are gathered.</p> <p>Sometimes the responses are analyzed by psychologists and sociologists to come to conclusions. Market research would give a projection to the targeted buyer and audience in terms of its socio-economic profile, how the product is to be positioned so as to appeal the targeted buyers, what the selling should be strategy etc. An advertising campaign is an extension of this process. Advertising is a process of giving a product a personality/identity through audio-visual language. It is a comprehensively planned and launched effort. Advertising play an important role there too. (OR Relevant Content)</p>				
<p><b>Q. 23</b></p>	<ul style="list-style-type: none"> <li>• Write for the ear, not for reading-Spoken language and written language can differ greatly and this needs to be borne in mind all the time. Each word on the script should therefore sound right not necessarily read right.</li> <li>Avoid the use of big and complicated words, too many adjectives, and any word that may be unfamiliar to your audience;</li> <li>• While trying to keep your language simple and straight forward, try also to be creative and allow your audience to visualise what you are talking about</li> <li>• Use relevant facts. Facts- especially if listeners can relate to them, help in drawing attention to the message. Facts can be the familiar, something the listeners have experienced directly, or memorable, or something extraordinary or known to everybody;</li> <li>• Speak word as you write them. As mentioned earlier on, you are writing for the ear. It is good practice therefore to speak the words as you are writing them on paper. The suggestion here is “Think it, Say it, Write it!”</li> <li>• Get straight to the point. Do not cram information and when needed do not be afraid to repeat the information using different ways. Most likely the audience will listen to the programme only once, therefore you need to make sure that they will get the main point/s. (Any Four)</li> </ul>	<p><b>Resource Material, CBSE</b></p>	<p><b>Unit-2</b></p>	<p><b>52</b></p>	<p><b>4</b></p>

**\*\* Page numbers of source material are based on pdf resource content for Mass Media Studies.**