

CBSE | DEPARTMENT OF SKILL EDUCATION

MASS MEDIA STUDIES (SUBJECT CODE: 835)

Blue-print for Sample Question Paper for Class XII (Session 2022-2023)

Max. Time: 3 Hours

Max. Marks: 60

PART A - EMPLOYABILITY SKILLS (10 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	
1	Communication Skills- IV	-	-	-
2	Self-Management Skills- IV	2	2	4
3	Information and Communication Technology Skills- IV	2	1	3
4	Entrepreneurial Skills- IV	2	2	4
5	Green Skills- IV	-	-	-
TOTAL QUESTIONS		6	5	11
NO. OF QUESTIONS TO BE ANSWERED		Any 4	Any 3	07
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

PART B - SUBJECT SPECIFIC SKILLS (50 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANS. TYPE QUES.- I	SHORT ANS. TYPE QUES.- II	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	4 MARKS EACH	
1	SELLING/MARKETING/EXHIBITING A PRODUCT THROUGH ADVERTISING	10	1	1	2	14
2	INTRODUCTION TO THE PRODUCTION PROCESS	10	1	1	1	13
3	NEW MEDIA	5	2	--	1	08
4	CREATIVE CONTRIBUTIONS OF THE KEY PEOPLE	7	1	1	1	10
TOTAL QUESTIONS		32	5	3	5	45
NO. OF QUESTIONS TO BE ANSWERED		26	Any 3	Any 2	Any 3	34
TOTAL MARKS		1 x 26 = 26	2 x 3 = 6	3 x 2 = 6	4 x 3 = 12	50 MARKS

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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. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	Which of the following functions can be performed with the help of spreadsheets? 1. Maintaining records 2. Creating videos 3. Analysing data 4. Performing financial calculations 5. Writing letters A. 1, 2, 3, 4,5 B. 1, 3, 4 C. 1, 3, 5 D. 3, 4,5	1
ii.	What makes a person happier?	1
iii.	Write any two examples of startup.	1
iv.	What do you need to install on your computer to be able to run Impress?	1
v.	Kavita is helping her friend to overcome a personality disorder. What should she do?	1
vi.	What motivates an entrepreneur?	1

Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	Write the name of the director of film Hichki?	1
ii.	Nexa purchased 1,200 car tyres from Goodyear tyre company, in this case, what kind of product is tyre?	1
iii.	Name any two studios of Mumbai.	1
iv.	Who is production assistant?	1
v.	What content is considered in movie trailers programmes?	1
vi.	Write the full form of ICE.	1
vii.	In which advertising compares one brand directly or indirectly with one or more competing brands?	1

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	Who headed the radio station?	1
ii.	What is over the top media?	1
iii.	Make a list of technical equipments that required in T.V production.	1
iv.	Who appears on camera in non-dramatic roles?	1
v.	You are the owner of pizza restaurant but your sale is decreasing day by day. You approached famous beverage company to serve their drink in your restaurant to increase the business. What kind of approach is this?	1

vi.	When most of the films used to be shot in studio, the dialogues that were recorded at the time of shooting were the ones finally used in the film. This is called _____. A. Dialogue sound B. Sync sound C. Recorded sound D. Answer Print	1
vii.	What are the various publicity mechanisms used during the exhibition of ads?	1

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	_____ is a method for selecting survey participants. A population is first segmented into mutually exclusive sub-groups. A. Quota Sampling B. Quota Research C. Quota Experiment D. Quota Simple Method	1
ii.	How dynamic website is differ from static website.	1
iii.	What kind of format is 'The Times of India' newspaper?	1
iv.	Give an example of merchandise advertising.	1
v.	Who was Walter Lipmann?	1
vi.	Who works very closely with writer and director in the pre-shooting phase in the development of the script, in putting together the creative unit, assuring them of the infra-structural and logistical support?	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Who frames the overall policy of the newspaper organization?	1
ii.	Who develops the content of a Website, working with a team that may include a creative director, a writer, a designer, and an information architect?	1
iii.	Write the full form of LCD and TRP.	1
iv.	'Something attracts our attention and we end up buying it as an on the spot decision' This statement suits on which type of advertising.	1
v.	The use of the technology to enhance learning process is called- A. Information Technology B. Information Communication Technology C. Communication Technology D. Communication & Process	1
vi.	What are the visible elements of brand?	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Who are the targeted consumers?	1
ii.	What blogs do you read regularly?	1
iii.	If organization is funding for cancer for raising money to pay for drugs and treatments. What kind of advertisement it is?	1
iv.	The age of information was brought in, a major way by the _____ technologies of the Nineteenth century.	1
v.	Who was Subrata Mitra?	1
vi.	Name any one frequency modulation.	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

Answer each question in 20 – 30 words.

Q. 7	Write about advanced features that used in digital presentation.	2
Q. 8	How to become result orientated?	2
Q. 9	As per Economist, who is an entrepreneur?	2
Q. 10	What are the parameters to describe the individual personality?	2
Q. 11	Which of the qualities to be considered for successful entrepreneur?	2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

Q. 12	How did world wide web bring changes in various fields?	2
Q. 13	According to Majid Tehranian, what are the three megatrends that characterize our own era?	2
Q. 14	Enlist the products which are advertised under the food and snacks.	2
Q. 15	Describe the relationship between information and democracy according to Walter Lipmann?	2
Q. 16	You are the reporter, editor given you task to take interview of police commissioner of your area on women and girls safety. What will be the questions to ask?	2

Answer any 2 out of the given 3 questions in 30– 50 words each(3 x 2 = 6 marks)

Q. 17	How does institutional advertising promote a positive image of the company?	3
Q. 18	Why do you think music programmes on radio enjoy immense popularity?	3
Q. 19	Why planning is important in website design?	3

Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

Q. 20	“Similar to the internet, mobile is also an interactive media” Elaborate.	4
Q. 21	How important is television as a medium for advertisement?	4
Q. 22	What are the differences between the job of a 'reporter' and that of a 'sub-editor'?	4

Q. 23	Give a brief outline about the pre work that is done by an organization before launching an advertisement.	4
Q. 24	Describe the basic principles to prepare the radio script.	4