

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MASS MEDIA STUDIES (SUBJECT CODE-835)

### MARKING SCHEME FOR CLASS XII (SESSION 2023-2024)

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.	Achieved good result (Or Relevant Content)	Employability Skills, NCERT	Unit-2	Creative Thinking Concept	1
ii.	B- Environment	Employability Skills, NCERT	Unit-5	123	1
iii.	A workbook is a spreadsheet that has one or more worksheets.	Employability Skills, NCERT	Unit-3	53	1
iv.	Focus on developing solutions that benefit the society, are called social entrepreneurs.	Employability Skills, NCERT	Unit-4	95	1
v.	A - Receiving and Understanding	Employability Skills, NCERT	Unit-1	16	1
vi.	Avoidant Personality Disorder	Employability Skills, NCERT	Unit-2	47	1
<b>Q. 2</b>	<b>Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)</b>				
i.	Emotional appeal means imagery, anger, love etc.  Emotional appeal is a persuasion method used to create emotional feedback or response from the target audience.	Resource Content, CBSE	Unit-1	Correlated	1
ii.	Nineteenth century	Resource Content, CBSE	Unit-3	69	1

iii.	Readers Editor	Resource Content, CBSE	Unit-4	88	1
iv.	C – Lionel Fielder	Resource Content, CBSE	Unit-2	48	1
v.	News Bulletin, Kaun Banega Crorepati (Or Relevant Content)	Resource Content, CBSE	Unit-2	Competency Based	1
vi.	A Web editor develops the content or editorial plan of a Website	Resource Content, CBSE	Unit-4	98	1
vii.	Newspaper, Television (Or Relevant Content)	Resource Content, CBSE	Unit-1	Correlated	1
<b>Q. 3</b>	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>				
i.	Display Poster, Television Screen (Or Relevant Content)	Resource Content, CBSE	Unit-1	Competency Based	1
ii.	To calculate the readership simply multiply the average net circulation (average gross distribution less returns) by their readers per copy.	Resource Content, CBSE	Unit-2	Correlated and General concept	1
iii.	Magnetic Tape	Resource Content, CBSE	Unit-4	98	1
iv.	C- Tabloid	Resource Content, CBSE	Unit-2	Correlated	1
v. i.	Web Designer	Resource Content, CBSE	Unit-4	97	1
vi.	Television	Resource Content, CBSE	Unit-1	10-11	1
vii.	Mixing up, Coming together	Resource Content, CBSE	Unit-3	69	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.	Walter Lipmann	Resource Content, CBSE	Unit-3	69	1
ii.	107.4 FM Awaaz Noida Ki (Or Any Relevant Content)	Resource Content, CBSE	Unit-2	Competency Based	1
iii.	Internet and Television	Resource Content, CBSE	Unit-1	13	1
iv.	Records the Sound	Resource Content, CBSE	Unit-2	41	1
v. i.	Freedom of Media -like newspaper, T.V, Radio in term of News	Resource Content, CBSE	Unit-4	Competency Based	1
vi.	New Product	Resource Content, CBSE	Unit-1	18	1
<b>Q. 5</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>				
i.	Video Conferencing	Resource Content, CBSE	Unit-3	Competency Based	1
ii.	B- Quick rise in sales	Resource Content, CBSE	Unit-1	14	1
iii.	Hypertext Preprocessor (Earlier Personal Home Page), Extensible Hypertext Markup Language)	Resource Content, CBSE	Unit-2	60 and 61	1
iv.	Yuva (2004), Raavan (2010) (Or Any Relevant Content)	Resource Content, CBSE	Unit-2	General /Critical Thinking	1

v.	To promote the image of the company	Resource Content, CBSE	Unit-1	16	1
vi.	Producer	Resource Content, CBSE	Unit-4	75	1
<b>Q. 6</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>				
i.	To increase sales and make brand identity (Or Relevant content)	Resource Content, CBSE	Unit-1	12	1
ii.	Zoom, Microsoft Team (Or Any Relevant Content)	Resource Content, CBSE	Unit-3	Competency Based	1
iii.	Covert Advertising	Resource Content, CBSE	Unit-1	10	1
iv.	Writer, Director, Producer, Cinematographer (Or Relevant content)	Resource Content, CBSE	Unit-4	73	1
v. i.	C- Unfair and Partial	Resource Content, CBSE	Unit-4	General Thinking	1
vi.	Database technology means information organize, store and process as per user with the help of technical aspects.	Resource Content, CBSE	Unit-2	58	1

## **SECTION B: SUBJECTIVE TYPE QUESTIONS**

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ 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>					
<b>Q. 7</b>	<p><b>Ensuring quality control</b> If the quality of products is maintained, there will be a decrease in rejected products, thus, reducing waste. Automated monitoring equipment are now being used, which can help identify production problems at an early stage.</p> <p><b>Waste exchange:</b> This is where the waste product of one process becomes the raw material for another. It represents the way of reducing waste disposal through re-use.</p> <p><b>Managing e-waste</b> With advanced technology, we have also encountered problems in managing e-waste like old mobile phones, laptops and television sets. It is important to have sustainable development and plan judiciously for recycling e-waste.</p> <p><b>Use of eco-friendly material</b> Scientists have discovered various material, which are eco-friendly, for example, banana leaf and paper plates that are easily disposable, etc. These must be made easily available and their use needs to be encouraged. (Any Two or Relevant Content)</p>	Employability Skills, NCERT	Unit-5	130	2
<b>Q. 8</b>	Startups can be started with minimum investment. Most startups thrive on an idea that involve technology or offer technology driven solutions. It	Employability Skills, NCERT	Unit-4	100	2

	can be in the field of technology, health care, food, virtual reality, etc.				
<b>Q. 9</b>	Language can help a person communicate well with people around the world. Language is what makes us human. It is how people communicate. By learning a language, it means you have mastered a complex system of words, structure, and grammar to effectively communicate with others.	<b>Employability Skills, NCERT</b>	<b>Unit-1</b>	<b>General Thinking Concept</b>	<b>2</b>
<b>Q. 10</b>	Select all rows and columns Click on <b>Data</b> , and then, select <b>Sort</b> Click on <b>Sort Key</b> Click on <b>OK</b> .	<b>Employability Skills, NCERT</b>	<b>Unit-3</b>	<b>69</b>	<b>2</b>
<b>Q. 11</b>	A proactive person decides how one must feel regardless of what may be going around or what the day may bring. (Or Relevant Content with Brief Explanation)	<b>Employability Skills, NCERT</b>	<b>Unit-2</b>	<b>36</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. 12</b>	The Continuity Assistant carefully makes note on scene and continuity details as each scene is shot to ensure that these details remain consistent among takes and scenes. Once production concerns are taken care of, the continuity assistant is responsible for releasing the actors after each scene or segment is shot.	<b>Resource Content, CBSE</b>	<b>Unit-4</b>	<b>82</b>	<b>2</b>
<b>Q. 13</b>	Points to be considered i. Research Work ii. Sending and receiving messages iii. Download files iv. Assignment v. Games (Four Or Relevant Content)	<b>Resource Content, CBSE</b>	<b>Unit-3</b>	<b>General Thinking Concept</b>	<b>2</b>
<b>Q. 14</b>	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. 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.	<b>Resource Content, CBSE</b>	<b>Unit-3</b>	<b>69</b>	<b>2</b>
<b>Q. 15</b>	As technology has developed so have opportunities for advertisers to communicate with audiences. There are more technological medium for consumers to absorb content. Websites, social media, video platforms, on demand television and audio have all seen steep growth curves during the past decade.	<b>Resource Content, CBSE</b>	<b>Unit-1</b>	<b>Competency Based</b>	<b>2</b>

<b>Q. 16</b>	A film adaptation is the transfer of a work or story, in whole or in part, to a feature film. A common form of film adaptation is the use of a novel as the basis of a feature film. Example-Movie -Two states based on Chetan Bhagat Novel (Or Relevant Content)	<b>Resource Content, CBSE</b>	<b>Unit-2</b>	<b>23</b> <b>Correlated and General Thinking Concept</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. 17</b>	<ul style="list-style-type: none"> <li>i. Simple to understand</li> <li>ii. Able to introduce the new product and service</li> <li>iii. Capability of customers attention</li> <li>iv. Based on true information</li> <li>v. Aware and Educate the people</li> </ul> (Any Three with brief Explanation or Relevant content)	<b>Resource Content, CBSE</b>	<b>Unit-1</b>	<b>Correlated, General Creative Concept</b>	<b>3</b>
<b>Q. 18</b>	Points to be considered Television and films production have gone through some interesting changes in recent years. Mainstream film production has devolved into retelling it's own, or other people's stories, while television has created some innovative story telling and production. Differ In some terms like:- <ul style="list-style-type: none"> <li>• Script Writing</li> <li>• Budgeting</li> <li>• Production/Shooting</li> <li>• Time</li> <li>• Editing (with Brief Explanation Or Relevant Content)</li> </ul>	<b>Resource Content, CBSE</b>	<b>Unit-3</b>	<b>Competency Based</b>	<b>3</b>
<b>Q. 19</b>	Radio 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 talks are not public speeches; rather, they are chats with a friend who does not see you, but is nevertheless close and attentive to you. Radio talks should give the impression to a listener that the speaker is addressing him or her alone in an informal manner.	<b>Resource Content, CBSE</b>	<b>Unit-2</b>	<b>48</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. 20</b>	The new media introduces the role of the media in different concepts and platform like social, cultural, political and economic life. The new media environment is dynamic and continues to develop in novel, sometimes unanticipated, ways that have serious consequences for democratic governance and politics. New media have radically altered the way that government institutions operate, the way that political leaders communicate, the manner in	<b>Resource Content, CBSE</b>	<b>Unit-3</b>	<b>Correlated/ Competency Based</b>	<b>4</b>

	which elections are contested, and citizen engagement. (Or Relevant Content)				
<b>Q. 21</b>	<p><b>Points to be considered-</b></p> <p>FM, Radio changed the society in many ways — almost too many to count — the most important being the rapid sharing of information. In a way, radio was almost a foreshadowing of the Internet technologies that followed.</p> <p>FM-Radio has changed the way we communicate with each other, how we share and promote our thoughts, opinions and creations but not just that, at times, FM- radio is your companion: loyal and enlightening, ever prepared to share music with you or give you the latest headlines, Business, development of society in terms of education, creation and many more. (Or Relevant Content)</p>	<b>Resource Content, CBSE</b>	<b>Unit-2</b>	<b>Creative Thinking Concept</b>	<b>4</b>
<b>Q. 22</b>	<p>Editors at newspapers supervise journalists and improve their work. Newspaper editing encompasses a variety of titles and functions. These include:</p> <p>Reporters and correspondents are like the foot soldiers in the field. They tap the primary source of information, verify the details and pick up most of the details by visiting the spots, people, talking to them, noting down the details etc.</p> <p>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> <p>News editors, who oversee the news desks</p> <p>Section editors and their assistants, such as for business, features, and sports</p> <p>Editorial Page Editor -who oversees the coverage on the editorial page. This includes chairing the Editorial Board and assigning editorial writing responsibilities. The editorial page editor may also oversee the op-ed page or those duties are assigned to a separate op-ed editor.</p> <p>Top editors, who may be called editor in chief, executive editor or sometimes just editor Readers' editors, sometimes known as the ombudsman, who arbitrate complaints <b>(Any Four)</b>.</p>	<b>Resource Content, CBSE</b>	<b>Unit-4</b>	<b>87</b>	<b>4</b>
<b>Q. 23</b>	It is obvious that filmmaking being such a complicated operation, spread over a large period of time and requiring varying skills, vast technical	<b>Resource Content, CBSE</b>	<b>Unit-2</b>	<b>24</b>	<b>4</b>

	<p>and monetary resources require meticulous planning.</p> <p>A film budget determines how much money will be spent on the entire film project. It involves the identification and estimation of cost items for each phase of filmmaking (development, pre-shooting, shooting, post-shooting and distribution). 'The Studio' was a well-defined organization, wherein; all filmmaking operations were conducted under one roof. Thus an entire feature film could be written, financed, shot, processed in the laboratory, edited, recorded and delivered as a complete product: with ALL these operations taking place within the boundaries of the studio.</p> <p>The studio system brought in the concept of planning a film production with a sum allocated to all heads of expenditure within the master budget. That practice has helped filmmakers over the years.</p>				
<b>Q. 24</b>	<p>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 product is mainly for the rural buyers, then the media like radio, posters, demonstration, newspapers and television will be better options. Opinions of spiritual and religious leaders have a very strong impact on the promotion of any product in the rural market.</p>	<b>Resource Content, CBSE</b>	<b>Unit-1</b>	<b>10 Correlated</b>	<b>4</b>

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