

Class XII  
Mass Media Studies (072)  
Sample Question Paper 2018-19



**Time allowed: 3 Hours**

**Max. Marks: 80**

**General Instructions:**

1. All questions are compulsory.
2. Marks for each question are indicated against the questions
3. Answers should be brief and to the point.
4. PART- A has 8 Very Short Answer type carrying one mark each. Answer to each question should not exceed 20 words.
5. Questions 9 to 13 in PART- B are Short Answer Type I questions carrying 3 marks each. Answer to each question should be about 40-50 words.
6. Questions 14 to 19 in PART- C are Short Answer Type II questions carrying 4 marks each. Answer to each question should be about 60-80 words.
7. Questions 20 to 22 in PART- D are Long Answer Type questions carrying 5 marks each. Answer to each question should be about 100-150 words.
8. Questions 23 and 25 in PART- E are Essay Answer Type questions carrying 6 marks each. Answer to each question should be about 150-200 words.

**SECTION-A (8 marks)**

- |  |   |
|--|---|
| 1. Write the full form of WWW and LAN.                               | 1 |
| 2. Explain the concept of Mise-en-Scene.                             | 1 |
| 3. Which software is used for audio editing in a multimedia project? | 1 |
| 4. Write full form of FM and AIR.                                    | 1 |
| 5. What is Cloud Computing?  | 1 |
| 6. Explain Point of Purchase advertising.                            | 1 |
| 7. Analyse covert advertising.                                       | 1 |
| 8. Elaborate the term ICE age.                                       | 1 |

**SECTION-B (15 marks)**

- |  |   |
|--|---|
| 9. Differentiate between Multicast and Unicast.  | 3 |
| 10. What were Raymond Williams's views on Flow and Continuous interruption?                            | 3 |
| 11. Elaborate the various functions of Multimedia.   | 3 |
| 12. Compare any two genres of radio programme  | 3 |
| 13. According to Majid Tehranian, Explain the 3 megatrends that characterize 21 <sup>st</sup> Century? | 3 |

14. Explain the following media effects theories: 4
- Uses and gratification
  - Propaganda
15. Virtual Journalism holds no charm'. Elaborate the statement with suitable examples. 4
16. Analyse the script-structure and features of Soap Operas. 4
17. Evaluate the various functions of advertising. 4
18. Explain the process of Adaptation. 4
19. Analyse how the advertising pitch of a new product is different from a well-established one. 4

## SECTION-D (15 marks)

20. Design an advertising campaign for a television brand. 5
21. Evaluate the impact of Expressionism and Neo-Realism on International Cinema. 5
22. What are the important characteristics of narrative according to Jerome Bruner 5

## SECTION-E (18 marks)

23. Compare and contrast the following newspapers formats : 6  
 -Tabloid, - Broadsheet, - Berliner
24. What is Multimedia? What are the various types of hardware used in creating a multimedia project? 6
25. What do you understand by Market Segmentation? Explain the process with the help of examples. 6

OR

What is prototype of an advertisement? Explain CLT and Quota Sampling process of testing prototypes