

CBSE | DEPARTMENT OF SKILL EDUCATION

MASS MEDIA STUDIES (SUBJECT CODE - 835)

Blue-print for Sample Question Paper for Class XII (Session 2024-2025)

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	1	1	2
2	Self-Management Skills - IV	2	1	3
3	ICT Skills - IV	1	1	2
4	Entrepreneurial Skills - IV	1	1	2
5	Green Skills- IV	1	1	2
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	1	13
2	INTRODUCTION TO THE PRODUCTION PROCESS	9	1	1	2	13
3	NEW MEDIA	5	2	--	1	08
4	CREATIVE CONTRIBUTIONS OF THE KEY PEOPLE	8	1	1	1	11
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.	Write any one situation to become happy.	1
ii.	A way we can contribute to the _____ is by encouraging green jobs. A. Green Collar Job B. Environment C. Energy D. Traditional	1
iii.	What is workbook?	1
iv.	Who are social entrepreneurs?	1
v.	Which of the following is a stage of active listening? A. Receiving, Understanding B. Only Understanding C. Receiving, Non-responding D. Understanding, Non-Evaluating	1
vi.	Prittam is unappealing or inferior, socially inept, and constantly fear being embarrassed What kind of disorder is this?	1

Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	What is emotional appeal in ads?	1
ii.	In which century the age of information was brought in major way by the image making technologies?	1
iii.	Who is known as ombudsman?	1
iv.	Who said 'A feature programme is a method of employing all the available methods and tricks of broadcasting to convey information or entertainment in a palatable form'. A. Dada Sahib Phalke B. Walter Lipmann C. Lionel Fielden D. Satyajit Ray	1
v.	Mention any two non-fiction programmes of national television.	1
vi.	Who is web editor?	1
vii.	Name the two 'media vehicles' for advertisers.	

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	What medium should be used to spread consciousness against smoking cigarette in buses?	1
ii.	How to calculate the readership?	1
iii.	Which tape were used to record an audio at the end of 20 th century?	1
iv.	The 'Mid-Day' format based on- A. Berliner B. Broadsheet C. Tabloid D. Public Journal	1

v.	_____ is the person who controls the look and “feel” of a website, using website coding, mark up languages and or web design software.	1
vi.	Which advertising is most expensive as company must pay for both airtime and production?	1
vii.	Write the meaning of convergence.	

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Who argued for a successful functioning of democracy, the common man be well informed to make good choices.	1
ii.	Name any one community radio channel.	1
iii.	Give any two examples of the latest trend of convergence in advertisement.	1
iv.	What does sound recorder do?	1
v.	What is free media?	1
vi.	Informational advertising is mostly used when a _____ is first being introduced.	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Cloud meeting is an example of-	1
ii.	Which of the following is not disadvantage of billboard advertising? A. Cause of distraction B. Quick rise in sales C. Limited information D. A and C	1
iii.	Write the full form of PHP and XHTML.	1
iv.	Give any two examples of bi-lingual movie.	1
v.	What purpose do institutional advertising serve?	1
vi.	Who decides the promotional plans for film release?	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Why are endorsement done by celebrities more powerful?	1
ii.	What are the different types of online communication tools?	1
iii.	In which advertising promoting products and services with dramatic appeal?	1
iv.	Who are the key contributors to the long drawn filmmaking process?	1
v.	Biased means- A. Fair and Partial B. Fair and Impartial C. Unfair and Partial D. Partial and Impartial	1
vi.	What is database technology?	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	List some ways by which we can reduce the amount of waste generated.	2
Q. 8	Write about the areas of startup where you can start the business and why.	2
Q. 9	Why specific language is important in speaking?	2
Q. 10	What are the steps to sort the data?	2
Q. 11	What proactive person can decide?	2

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

Q. 12	In dramatic production of fiction, what role is played by continuity assistant?	2
Q. 13	What are the two things internet is used for?	2
Q. 14	Which technologies contributed towards developing the age of information?	2
Q. 15	How can technology help in ad making process?	2
Q. 16	Define film adaptation with suitable example.	2

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

Q. 17	Mention outstanding qualities of a good advertisement.	3
Q. 18	How television production is differ from film production?	3
Q. 19	Differentiate between radio plays and radio talks.	3

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

Q. 20	What are the social and political implications of new media order?	4
Q. 21	Mention the ways through which FM can bring about changes in the society.	4
Q. 22	What are the responsibilities of the creative team of newspaper organization?	4
Q. 23	Why accurate and complete budget is required for making audio-visual content?	4
Q. 24	Describe the media to promote the product in villages area and why it is important?	4