

MASS MEDIA & COMMUNICATION

Maximum Marks: 100

Time allowed: Two hours

Answers to this Paper must be written on the paper provided separately.

*You will **not** be allowed to write during the first **15** minutes.*

This time is to be spent in reading the question paper.

The time given at the head of this Paper is the time allowed for writing the answers.

*Attempt **all** questions from **Section A** and **any four** questions from **Section B**.*

The intended marks for questions or parts of questions are given in brackets[].

SECTION A (40 Marks)

*(Attempt **all** questions from this Section.)*

Question 1

[20]

Choose the correct answers to the questions from the given options.

(Do not copy the questions, write the correct answers only.)

- (i) The principle of communication dealing with the ability to complete *multiple tasks at the same time* is known as _____.
- (a) Multi-facet
 - (b) Multi-purpose
 - (c) Multi-trade
 - (d) Multi-focus
- (ii) A barrier to communication that may arise due to an *irrational fear* is called a _____ barrier.
- (a) Psychological
 - (b) Physical
 - (c) Semantic
 - (d) Organisational

This paper consists of 7 printed pages and 1 blank page.

- (iii) A communication _____ is a platform or type of media used to *transfer* information.
- (a) format
 - (b) spread
 - (c) structure
 - (d) channel
- (iv) _____ occurs when information is presented in *as few words* as possible.
- (a) Coherence
 - (b) Conciseness
 - (c) Concreteness
 - (d) Correctness
- (v) The *visual style* or typography used for writing is called _____.
- (a) Font
 - (b) Front
 - (c) Text
 - (d) Caption
- (vi) _____ is the writing *under* an image used to explain the content.
- (a) Caption
 - (b) Masthead
 - (c) Banner
 - (d) Heading
- (vii) _____ occurs when the same information is used *over and over again* to focus on a key point.
- (a) Repetition
 - (b) Sequence
 - (c) Emphasis
 - (d) Variety

- (viii) Page weighting, use of white space and colour are concepts of _____.
- (a) Magazine lay-out
 - (b) Page making
 - (c) Rule of thirds
 - (d) Television programming
- (ix) _____ is the relationship of space and depth between objects in a photograph with respect to how the viewer sees them.
- (a) Cropping
 - (b) Composition
 - (c) Perspective
 - (d) Rule of thirds
- (x) The process of editing the colour of an image in order to make it look natural is known as colour _____.
- (a) correction
 - (b) reaction
 - (c) splicing
 - (d) fading
- (xi) _____ is considered to be the creator of television.
- (a) Andrew Elms
 - (b) Ryan Smith
 - (c) John Baird
 - (d) Jonathan Keith
- (xii) Television production was halted during _____.
- (a) World War 1
 - (b) World War 2
 - (c) Cold War
 - (d) Trojan War

- (xiii) _____ introduced the *electromechanical* television system.
- (a) Pierce Mann
 - (b) David Eastwood
 - (c) John Manning
 - (d) Peter Goldmark
- (xiv) 4K and 8K resolution are a part of _____.
- (a) HD
 - (b) UHD
 - (c) SD
 - (d) CRT
- (xv) _____ broadcasting comprises of radio signals sent via *line of sight*, without the use of satellites or cables.
- (a) Cable
 - (b) Satellite
 - (c) Terrestrial
 - (d) DTH
- (xvi) The costing of a product as part of the marketing mix is known as _____.
- (a) Price
 - (b) Finance
 - (c) Monetary
 - (d) Wage
- (xvii) Sales promotion directed towards *companies* and *organisations* instead of consumers is known as _____.
- (a) Consumer oriented
 - (b) Trade oriented
 - (c) Sales oriented
 - (d) Cross promotion

- (xviii) _____ is the use of one product or service to promote *another*.
- (a) Covert Advertising
 - (b) Public Relations
 - (c) Sales Promotion
 - (d) Cross Promotion
- (xix) The role of public relations to manage *complicated situations* with *negative consequences* is known as _____.
- (a) Crisis management
 - (b) Critical management
 - (c) Personnel management
 - (d) System overview
- (xx) Maintenance of favourable public opinion is a role of _____.
- (a) Advertising
 - (b) Public relations
 - (c) Sales promotion
 - (d) Management

Question 2

Without communication, the various discoveries and inventions of mankind would remain mostly unknown throughout the world, and we would still be living in a world without technology.

- (i) What is meant by the term '*interactive*' in communication? [2]
- (ii) Why is it important to be '*clear*' during the process of communication? [2]
- (iii) With the help of an example, explain how difference in culture may act as a barrier to communication. [3]
- (iv) Provide a brief understanding of the '*context*' used during communications. [3]

Question 3

Many modern shopping websites provide an option for rating and feedback, which allows companies to better understand the preferences of their customers.

- (i) What is a '*product*' as part of the marketing mix? [2]
- (ii) Briefly explain the term '*consumer*'. [2]
- (iii) How is '*interactivity*' a useful component of Internet Marketing? [3]
- (iv) With the help of an example, briefly explain '*merchandise*'. [3]

SECTION B (60 Marks)

(Answer **any four** questions from this Section.)

Question 4

- (i) Write *any two* points of difference between '*Semantic*' and '*Organisational*' Barriers to communication. [5]
- (ii) With the help of an example for each, differentiate between the '*irreversible*' and '*punctuated*' nature of communication. [5]
- (iii) What is meant by '*appropriate language*' in effective communication? With the help of an example, explain how it is useful. [5]

Question 5

- (i) Briefly differentiate between '*Hard News*' and '*Soft News*', providing *one* example for each. [5]
- (ii) Elaborate how *advertisements* act as an important element of a newspaper. [5]
- (iii) How are '*Unity*' and '*Proportion*' useful in designing? [5]

Question 6

- (i) With the help of an example, explain how photography may be used as a tool for education. [5]
- (ii) Elaborate on *any two* points of difference between 'Cropping' and 'Contrast' in photo editing. [5]
- (iii) State and explain *any two* image file formats. [5]

Question 7

- (i) Mention *any four* points of difference between 'NTSC' and 'PAL'. [5]
- (ii) Write a brief note on television as: [5]
 - (a) An 'Expensive medium'
 - (b) A 'Domestic medium'
- (iii) What is an 'LED' television? Mention *any two* differences between 'LED' and 'LCD' televisions. [5]

Question 8

- (i) With the help of an example, explain the importance of 'Promotion' in marketing. [5]
- (ii) Provide *any five* disadvantages of internet marketing. [5]
- (iii) What is meant by the term 'Sales Promotion'? What is Consumer oriented sales promotion? [5]

Question 9

- (i) With the help of an example, explain 'covert advertising'. [5]
- (ii) Explain the role of advertising as an essential component in the marketing process. [5]
- (iii) Elaborate on the importance of public relations' role in evaluating and monitoring tools. [5]