

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 st Century? | 3 |

SECTION-C (24 marks)

- | | | |
|-----|---|---|
| 14. | Explain the following media effects theories: | 4 |
| | <ul style="list-style-type: none">• 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 :
-Tabloid, - Broadsheet, - Berliner | 6 |
| 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