

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) **Assertion (A):** Advertising is the best way for most companies to promote their products.

Reason (R): Advertising is generally a free means of publicity.

- (a) Both assertion and reason are true; reason is the correct explanation for assertion.
- (b) Both assertion and reason are true; reason is not the correct explanation for assertion.
- (c) Assertion is true but reason is false.
- (d) Both assertion and reason are false.

This paper consists of 8 printed pages.

(ii) **Assertion (A):** A person from a foreign culture may not appreciate Indian classical music.

Reason (R): Music theory is not taught in all schools.

- (a) Both assertion and reason are true; reason is the correct explanation for assertion.
- (b) Both assertion and reason are true; reason is not the correct explanation for assertion.
- (c) Assertion is true but reason is false.
- (d) Both assertion and reason are false.

(iii) Which of the following uses a film of organic compound that emits light in response to an electric current?

- (a) CRT
- (b) LED
- (c) OLED
- (d) LCD

(iv) A _____ provides the name of the writer of an article.

- (a) Column
- (b) Byline
- (c) Masthead
- (d) Lead

(v) Which of the following is the external disturbance present in various channels of communication?

- (a) Noise
- (b) Over communication
- (c) Speed breakers
- (d) Loopholes

- (vi) Which of the following is **NOT** true for 'rule of thirds'?
- (a) Image must be divided into three equal parts.
 - (b) Image is to be divided into nine segments.
 - (c) Two horizontal and two vertical lines form a grid.
 - (d) The subject should be placed on one of the lines of a grid.
- (vii) _____ communication barriers occur due to a lack of knowledge or understanding.
- (a) Cultural
 - (b) Physical
 - (c) Organisational
 - (d) Semantic
- (viii) _____ is known as a pixel.
- (a) Tiny squares of colour on a screen.
 - (b) A complete image on a screen.
 - (c) A series of ones and zeroes.
 - (d) A handheld device for changing channels.
- (ix) Which of the following is **NOT** true for correctness in communication?
- (a) Communication must be as short as possible.
 - (b) All spellings must be correct.
 - (c) Grammar and its usage must be correct.
 - (d) Message must contain true information.
- (x) _____ is the process of balancing all elements on a page so that the article and images are equally spread throughout the paper.
- (a) Use of space
 - (b) Typography
 - (c) Rule of thirds
 - (d) Page weighing

- (xi) Books, phone calls and emails are examples of _____ of communication.
- (a) Barriers
 - (b) Channels
 - (c) Principles
 - (d) Breakdown
- (xii) Public relations is a useful tool to manage and mitigate any _____ that may arise from unfortunate events.
- (a) Expenses
 - (b) Delays
 - (c) Errors
 - (d) Crisis
- (xiii) _____ is a form of advertising done by printing logos of a company on t-shirts and giving them away for free.
- (a) Covert advertising
 - (b) Merchandising
 - (c) Cross promotion
 - (d) Whisper marketing
- (xiv) Which of the following is an image file format?
- (a) MP3
 - (b) WAV
 - (c) BMP
 - (d) DOCX
- (xv) _____ is an element of a newspaper.
- (a) GIF
 - (b) SFX
 - (c) Banner
 - (d) Vibration

(xvi) Which of the following television formats has the lowest resolution?

- (a) SD
- (b) HD
- (c) UHD
- (d) 4K

(xvii) _____ is an example of 'Hard News'.

- (a) Prize Day at a Local school
- (b) World War Three begins
- (c) Comic strips
- (d) News containing complex sentences

(xviii) Which of the following is part of the marketing mix?

- (a) Privilege
- (b) Primary
- (c) Promotion
- (d) Prediction

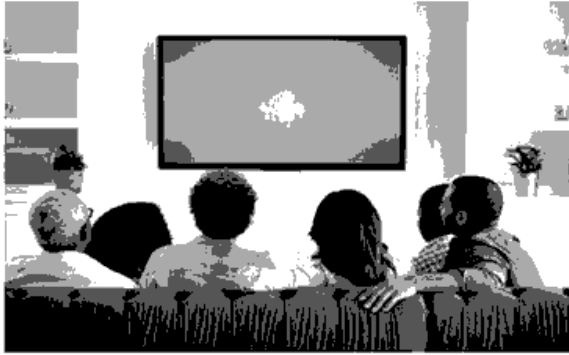
(xix)



The above images showcase a change in _____.

- (a) Aspect ratio
- (b) Unity
- (c) Emphasis
- (d) Brightness

(xx)



The above image is an example of television as a/an _____ medium.

- (a) Domestic
- (b) Audio
- (c) Outdoor
- (d) Written

Question 2

(i) State whether the following are true or false: [5]

- (a) Integrated Marketing Communication is the use of discounts to increase sales.
- (b) 'Soft News' is online news found on devices such as e-books.
- (c) Feed-forward causes barriers to communication.
- (d) Mechanical television was invented by Sir John Logie Baird.
- (e) Perspective is a component of photo-editing.

(ii) Match the following: [5]

(a) Irreversible	1. Elements of a photograph
(b) Balance	2. Consumer oriented sales promotion
(c) Expensive medium	3. Shape and size of words
(d) Coupons	4. Communication cannot be taken back
(e) Typography	5. Parts, production and actual device

Question 3

Read the passage given below and answer the questions that follow:

A child from a remote village moved to a city and started attending school there. At first, she could not understand the diagrams and explanations. Her teacher realized that she would first need to learn the basics and offered to spend some extra time with her after school, to help her.

- (i) Which barrier in communication does the above passage focus on? What could be the reason for this barrier? [2]
- (ii) How does a barrier to communication occur? Provide an example other than the above scenario. [2]
- (iii) Explain why it is important for a teacher to understand the audience (students). [3]
- (iv) The teacher must use 'correctness' while effectively communicating to the new student. Explain. [3]

SECTION B (60 Marks)

(Answer any four questions from this Section.)

Question 4

- (i) Briefly explain how the following improvements in television were beneficial: [5]
 - (a) Use of scanning disks
 - (b) Switch to colour television
- (ii) Explain the following: [5]
 - (a) Plasma television
 - (b) LCD television
- (iii) Differentiate between television as a 'domestic medium' and as a 'live medium'. [5]

Question 5

- (i) State any two differences between 'Repetition' and 'Emphasis', providing an example for each. [5]
- (ii) Explain the importance of 'Headlines' and 'Captions' in a newspaper. [5]
- (iii) How is the page layout of a magazine different from a newspaper? Explain. [5]

Question 6

- (i) Elaborate on how an image of a Royal Wedding can help in creating a picture of a story in a newspaper. [5]
- (ii) Explain how the 'Rule of Thirds' makes an image effective. [5]
- (iii) What is photo editing? Briefly explain *any two* processes. [5]

Question 7

- (i) Briefly explain *any five* principles of communication. [5]
- (ii) What is meant by the term 'feedback'? State *any three* ways by which feedback may be used to overcome barriers to communication in a classroom. [5]
- (iii) Differentiate between 'Courtesy' and 'Clarity' in effective communication. [5]

Question 8

- (i) How do 'Product' and 'Price' play a role in the marketing mix? [5]
- (ii) Explain *any five* advantages of internet marketing. [5]
- (iii) With the help of an example, explain how advertising is important and useful for a company trying to sell products. [5]

Question 9

A fruit juice company started receiving several online complaints from customers. It was found that the most recent batch of juice was making customers sick. As the majority of the sick were children, their parents were angry and called for the closure of the company via social media.

- (i) Elaborate on how a Public Relations team should manage the above crisis, while protecting the image of the company. [5]
- (ii) Explain the importance of monitoring media tools with relevance to the above scenario. [5]
- (iii) State *any five* ways by which the juice company may improve relations with the angry customers. [5]