



Delhi Public School, Howrah

PERIODIC TEST – III (2024 - 2025)

Care must be taken not to write anything on the question paper. All the questions must be attempted in the correct sequence.

SUBJECT: MASS MEDIA STUDIES (Code 835) Class- XI

Time: 3 Hours

Maximum 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 x4=4 marks)	
i.	_____ is the process of thinking, through which entrepreneurs can come up with many solutions to improve their business. A. Problem-solving B. Belief in Self C. Customer Focus D. Innovation	1
ii.	The process of creative thinking that helps entrepreneurs develop various solutions to enhance their business is known as: A. Problem-solving B. Belief in Self C. Customer Focus D. Innovation	1
iii.	What is a business idea?	1
iv.	When facing difficult times, an entrepreneur should: A. Focus on avoiding risks at all costs B. Stay positive and motivated to overcome challenges C. Consider shutting down the business temporarily D. Ignore customer feedback to reduce stress	1
v.	In LibreOffice, which part of the status bar displays the page number and word count? A. Right B. Center C. Left D. Middle	1

vi.	Assertion (A): Confidence is essential for entrepreneurs, but they must remember that the primary goal of their enterprise is customer service; thus, overconfidence should be avoided. Reason (R): Excessive confidence may tempt entrepreneurs to compromise, such as selling substandard products or overcharging customers, which can erode customer trust. A. Both A and R are true, and R explains A correctly. B. Both A and R are true, but R does not explain A correctly. C. A is true, but R is false. D. A is false, but R is true.	1
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Q. 2	Answer any 5 out of the given 7 questions (1x5= 5 marks)	
i.	The main purpose of cross-programming is to: A. To create separate storylines for two programs B. To increase commercial breaks between shows C. To link two programs by extending a storyline across both D. To introduce new characters in a single program	1
ii.	Define 'Bridgining'.	1
iii.	In hotswitching, programmers prevent viewers from changing the channel: A. By creating a cliffhanger at the end of the show B. By airing additional commercials C. By eliminating the break between programs D. By promoting the next program	1
iv.	Before Johannes Gutenberg, the printing press was invented in which country? A. Germany B. Great Britain C. China D. France	1
v.	The term 'print media' refers to: A. Media that use digital technology B. Media that use printing machines for multiple copies C. Media that produce handwritten materials D. Media that only include books and newspapers	1
vi.	Newspapers and periodicals began being published regularly in Europe during which century? A. 15th century B. 16th century C. 17th century D. 18th century	1
vii.	What is a Radio Drama?	1

Q.3	Answer any 6 out of the given 7 questions (1x6= 6 marks)	
i.	Define ground plan.	1
ii.	Which of the following best describes a traditional society? A. Highly individualized with private interests B. Community-based with shared traditions and values C. Focused on technological advancement and change D. Urbanized with diverse cultures	1
iii.	How was media characterized until a century ago? A. Democratic and accessible to all B. Elite in nature, catering to small groups of readers C. Widely distributed and popular D. Focused on mass communication	1
iv.	Name a fiction film.	1

v.	Mise en scene is a _____ term.	1
vi.	What negative connotations were associated with the term 'mass'? A. It referred to well-educated individuals B. It implied organization and order C. It described uneducated and potentially unruly individuals D. It indicated a high level of literacy	1
vii.	Which of the following statements reflects the concept of 'mass'? A. Reflective of individualism and privacy B. Characterized by organization and order C. A large, undifferentiated aggregate with a negative image D. Emphasizing the importance of elite groups.	1

Q. 4	Answer any 5 out of the given 6 questions (1x5= 5 marks)	
i.	What is a key characteristic of the mass audience? A. It consists of individuals who know each other well. B. It is highly organized and capable of action. C. It lacks self-awareness and self-identity. D. It has a stable composition with clear objectives.	1
ii.	How is mass audience described in terms of its social composition? A. It is homogeneous and well-organized. B. It is heterogeneous, consisting of various social strata. C. It is small and tightly-knit. D. It is composed solely of elite individuals.	1
iii.	Choose an example illustrating the impact of propaganda. A. The rise of social media influencers B. The role of media in the Soviet Union and Nazi Germany C. Development of independent journalism D. Promotion of educational programming	1
iv.	The Hypodermic Needle Theory suggests that media audiences are: A. Actively engaged with media messages B. Critically analyzing media content C. Passive and directly affected by media messages D. Completely ignoring media messages	1
v.	Define Propaganda.	1
vi.	A prominent thinker associated with the Hypodermic Needle Theory is _____	1

Q. 5	Answer any 5 out of the given 6 questions (1x5= 5 marks)	
i.	A sequence is composed of one or many _____.	1
ii.	The Two Step Flow theory was proposed by _____	1
iii.	According to the Two Step Flow theory, the role of opinion leaders is to: A. Consume media passively. B. Directly broadcast media messages. C. Interpret and pass along media content to others. D. Create new media content from scratch.	1
iv.	The uses and gratifications approach suggests that audiences: A. Are passive recipients of media messages. B. Have specific needs and seek media to fulfill those needs. C. Are influenced solely by media content. D. Do not make conscious media choices.	1
v.	Assertion: The Hypodermic Needle Theory suggests that audiences are passive recipients of media messages. Reason: This theory posits that media content has a direct and uniform effect on the audience. A) Both the assertion and reason are true, and the reason explains the assertion.	1

	B) Both the assertion and reason are true, but the reason does not explain the assertion. C) The assertion is true, but the reason is false. D) The assertion is false, but the reason is true.	
vi.	The Two Step Flow theory suggests that media messages are transmitted directly from the media to the audience without any mediation. State true or false.	1

Q. 6	Answer any 5 out of the given 6 questions (1x5= 5 marks)	
i.	How does music influence the representation of violence in media?	1
ii.	List any two contrasting stereotypes of women represented in the media.	1
iii.	Stereotypes in media serve primarily to: A) Promote diversity and inclusion B) Allow audiences to make quick judgments about people or groups C) Provide accurate representations of different cultures D) Encourage deeper understanding of social issues	1
iv.	A significant concern regarding children's exposure to violent media is that it: A) Increases their appreciation for artistic expression B) Leads to a decline in their academic performance C) Desensitizes them to real-life violence and crime D) Encourages them to engage in outdoor activities	1
v.	Name a movie which has violent scenes and can negatively impact a child's psyche.	1
vi.	What are News bulletins?	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	An entrepreneur is her or his own boss and has to be self-motivated to set goals and follow them. Validate.	2
Q. 8	Differentiate between manufacturing business and trading business.	2
Q. 9	Write two to three lines you would use to introduce yourself.	2
Q.10	Highlight about the values of an entrepreneur.	2
Q.11	State 2 advantages of assertive communication.	2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x3 =6marks)

Q.12	Discuss the benefits that social networking sites offer to users and communities.	2
Q.13	Define the term "open source initiative" and give suitable examples.	2
Q.14	What is the Micro Structure of a film composed of?	2
Q.15	Name the four broadcast signals of a Television.	2
Q.16	Define falsehood.	2

Answer any 2 out of the given 3 questions in 30 – 50 words each (3 x2= 6marks)

Q.17	State the functions of a story.	3
Q.18	How is art subjective?	3
Q.19	In what way does TRP affect the story-line of a television serial?	3

Answer any 3 out of the given 5 questions in 50 – 80 words each (4x3=12 marks)

Q.20	Briefly explain the stages of The Two Step Flow Theory of media influence on audiences. In what way has the 'The Two Step Flow Theory' resulted in a better understanding of audience response?	4
Q.21	'Radio drama is a story told through sound alone.' Validate.	4
Q.22	'Violence and crime is on the rise amongst the youth and we are often told that TV or media encourages this kind of behaviour by portraying it as being glamorous.' Comment.	4
Q.23	'Most futurists agree the Internet has barely taken its first steps relative to its maturity.' Do you believe in this statement? Justify with proper reasons.	4
Q.24	How does history serve as a story sometimes?	4