



Delhi Public School Howrah

Periodic Assessment- I (2025-26)
MASS MEDIA STUDIES (Code 835)
Class- XII

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

Time:- 3 Hours

Maximum Marks: 60

General Instructions:-

1. This Question Paper consists of 24 questions in two sections – Section A & Section B.
2. Section A has Objective type questions whereas Section B contains Subjective type questions.
3. 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.
4. All questions of a particular section must be attempted in the correct order.
5. SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS): Marks allotted are mentioned against each question/part.
6. SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS): This section contains 18 questions. A candidate has to do 11 questions. Do as per the instructions given. Marks allotted are mentioned against each question/part.

SECTION A : OBJECTIVE TYPE QUESTIONS

Q. 1	Answer any 4 out of the 5 given questions on Employability Skills	(1 x 4=4 marks)
i.	'REPSECT' is an acronym which is used to explain the process of active listening. What does the 'T' in 'RESPECT' stand for? A. Truth seeing B. Total Motivation C. Tune in D. Trust the other	1
ii.	Fill in the blank. Active listening can affect your _____, the quality of your relationship with others and your over-all well-being. A. encoding skills B. time management C. motivation D. job effectiveness	1
iii.	Fill in the blank. It is thus important to ensure that our communication is clear, _____. A. Emphatic and reflexive B. Vocal and dominating C. Submissive and leading D. Concise and accurate	1
iv.	What does the term 'evaluating', as a part of active listening, stand for? A. Saying and doing something as a response to a stimuli B. Informed agreement about something C. Judging quantitative and qualitative data D. Retrieval of some information	1

v.	As a speaker, Ravi wants to express his agony at present conflict between Iran and Israel, through a sentence. Which parts of speech will he resort to? A. Conjunction B. Interjection C. Preposition D. Adverb	1
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Q. 2	Answer any 5 out of the 6 questions given below:	(1x5= 5 marks)
i	What is the primary purpose of market segmentation? A. To increase product price B. To broaden the consumer base indiscriminately C. To target a specific group effectively D. To produce varied products only	1
ii.	Which of the following best describes a 'Unique Selling Point' (USP)? A. A slogan used in all advertisements B. The distinguishing benefit of a product C. A logo design D. The product packaging	1
iii.	Dividing the market based on age, income, educational qualification is known as _____. A. Profile B. Target audience C. Demographic market segmentation D. Behaviouristic market segmentation	1
iv.	A detergent claims it is "5 times faster than others." Which advertising type does this best represent? A. Informational B. Public service C. Comparative D. Institutional	1
v.	What is a major drawback of direct mail? A. No target reach B. No personalization C. Per-user cost is high D. Message has no durability	1
vi.	Behaviouristic segmentation focuses on _____. A. Climate B. Peer pressure, loyalty, and brand association C. Income level D. Religion	1

Q. 3 Answer any 5 out of the 6 questions given below: (1x5= 5 marks)		
i.	The fastest growing medium of advertising is _____. A. Internet B. Television C. Radio D. Magazines	1
ii.	A household product for urban working women would be best promoted using _____. A. Rural radio jingles B. Television soaps C. Social media influencers D. Industrial exposure	1
iii.	Which combination forms the most efficient basis for national marketing? A. Geographic + political B. Demographic + psychographic C. Legal + financial D. Visual + print	1
iv.	Identify the medium of media in which shelf life and visual quality are considered high? A. Television B. Radio C. Magazine D. Newspaper	1
v.	Which sector does 'covert advertising' most often align with? A. Direct mail B. Product placement C. Radio jingles D. Door-to-door sales	1
vi.	The ultimate aim of all advocacy is to influence _____ decision making in the interest of society at large or certain groups within it. A. Political B. Both political and economic C. Economic D. Social	1
Q. 4 Answer any the 5 out of the given 6 questions given below: (1x5= 5 marks)		
i.	The best media to advertise a new car model is _____. A. Handbill B. Email C. Television D. Radio	1
ii.	Imagine Pizza Hut wants to increase their sales. They approached Coco Cola with the offer to serve each other's products like pizza and soft-drinks etc. in both the shops. By doing that they hoped to attract the lunch-time customers to their place. While they made no profit from each other's products, they attracted the customers that would have gone somewhere else for their snacks. What kind of a strategy is this? A. Cross promotion B. Branding C. Bill Board advertising D. Digital convergence	1

iii.	• The desire for a feeling of elevated status. • enhanced appearance • feeling rich These are some considerations that go into the purchase, which are examples of _____. A. Geographic market segmentation B. Demographic market segmentation C. Psychographic market segmentation D. Behavioristic market segmentation	1
iv.	Director/producer Anurag Basu decides to produce an ad. on bottled water. His add beautifully captures the underlying message of water wastage. What kind of an advertisement is it? A. Comparative Advertising B. Public Service Advertising C. Advocacy Advertising D. Point-of-Purchase Advertising	1
v.	What is the full form of OOH? A. Out-Of-Home B. Out-Of-Helm C. Out-Of-Hold D. Out-Of-Hand	1
vi.	In which type of advertising do two parties share their advertising costs? A. Cooperative Advertising B. Comparative Advertising C. Informational Advertising D. None of the above	1
Q. 5	Answer any the 5 out of the given 6 questions given below: (1x5= 5 marks)	
i.	Various window displays, floor stands, banners are strategically placed like near the payment point in a shop- so that it catches your eye and induces the impulse to buy. Such kind of buying is impulsive and such strategic advertisements are known as _____. A. Point-of-Purchase Advertising B. Informational Advertising C. Advertising by mail D. Advocacy Advertising	1
ii.	Informational advertising is mostly used when a _____ product is first being introduced. A. Existing B. Unique C. Fashion D. Medical	1
iii.	Tooth paste, soaps, shaving kit, women's health care products fall under which category? A. Travel related B. Personal care C. ISP D. Retailers	1
iv.	Choose the correct full form of R & D. A. Research and Development B. Research and Developed C. Researching while Developing D. Recreate and Develop	1

v.	If you are selling a product that is climate sensitive like air conditioning or heating, then certain areas would be your priority areas and your market is not a uniform one. For instance room heaters would have larger market in areas of the country which has severe winter, but not much of a market in Odissa or West Bengal. In which segment will your customers fall under? A. Demographic B. Geographic C. Psychographic D. Socio Analytic	1
vi.	This kind of advertising strategy can be adopted by any company which has received some negative publicity for whatever reasons. This kind of image promotion through advertising helps reduce the impact of it. It may also help in improving the image of the company once again. Which advertising strategy is it? A. Public Service Advertising B. Institutional Advertising C. Advocacy Advertising D. Comparative Advertising	1
Q6. Answer any 6 out of the 7 questions given below: (1x6= 6 marks)		
i.	Which software is commonly used in film editing? A. Canva B. Corel Draw C. Avid D. MS Word	1
ii.	Which professional is NOT typically involved in the post-production phase? A. Sound designer B. Director C. Makeup artist D. Editor	1
iii.	Read the statements given and choose the option which perfectly describes the co-relation between the two statements. Statement 1: Sync sound captures original dialogue. Statement 2: It is the standard practice in all Indian films. A. Both statement 1 and 2 are true, and statement 1 explains statement 2 B. Statement 1 is true, statement 2 is false C. Statement 1 is false, statement 2 is true D. Both are false	1
iv.	Read Both the Assertion and Reason and select the option which is best applicable. Assertion (A): Multiple cameras are often used in action scenes. Reason (R): It helps capture footage from various angles simultaneously. A. Both A and R are true, R explains A B. Both A and R are true, R does not explain A C. A is true, R is false D. A is false, R is true	1
v.	Read Both the Assertion and Reason and select the option which is best applicable. Assertion (A): Good advertising creates an interest in an existing brand. Reason (R): It creates a buzz and keeps the idea of the product going. A. Both A and R are true and R is the correct explanation of A B. Both A and R are true but R is NOT the correct explanation of A C. A is true but R is false D. A is false but R is true	1

vi.	Which of the following is an above-the-line cost in film production? A. Catering B. Camera rentals C. Actor fees D. Editing	1
vii.	Which editing method is now most widely used in post-production? A. Manual cutting B. Linear splicing C. Non-linear digital editing D. Magnetic tape editing	1

SECTION B : SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 4 questions on Employability Skills. (2x3 =6)

Answer each question in 20 – 30 words.

Q.7	Discuss in brief, the elements of communication.	2
Q.8	Define the term 'active listening'.	2
Q.9	What are barriers to effective communication? List 2 ways to overcome the barriers of communication.	2
Q.10	Explain the term 'indirect object' with an example.	2

Answer any 4 out of the given 6 questions in 20–30 words each. (2 x4 =8marks)

Q.11	Who are 'Targeted buyers'?	2
Q.12	Explain how consumer products differ from industrial products in terms of advertising approach.	2
Q.13	Differentiate between institutional advertising and product advertising.	2
Q.14	How do psychologists and sociologists contribute to advertising during market testing?	2
Q.15	List two advantages of using the Internet for advertising.	2
Q.16	What is covert advertising?	2

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

Q.17	What is a shooting ratio? What does a high shooting ratio imply about the production?	3
Q.18	Explain the role of a storyboard in pre-production. Why is it especially useful for fiction-based shows?	3
Q.19	Differentiate between sync sound and post-synchronized sound with examples from Indian cinema.	3

Answer any 2 out of the given 4 questions in 60–90 words each. (5x2=10 marks)

Q.20	A startup has developed a Coffee-Joint has targeted the Tier-1 and Tier-2 Indian Cities. As their media advisor, how would you define their target market using all four segmentation types (demographic, geographic, psychographic, and behavioristic)? Propose a brief advertising strategy.	5
Q. 21	A multinational beverage company wants to relaunch its aerated drink in India after a decade. What advertising media should it use to reach teenagers in urban areas? Justify your choices based on media characteristics.	5
Q. 22	A director is shooting a war movie which requires complex action scenes. Why would multiple cameras and a high shooting ratio be justified in this case? Discuss with reference to creative and logistical factors.	5
Q. 23	Evaluate the benefits and challenges of celebrity endorsements.	5