



## Delhi Public School Howrah

PERIODIC TEST- II (2025-2026)

MASS MEDIA STUDIES (Code 835)

Class- XI

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 6 questions on Employability skills.

(1x4=4)

- i. Values are principles or standards of behaviour; one's \_\_\_\_\_ of what is important in life.
  - A. Belief
  - B. Judgement
  - C. Morality
  - D. Obscurity
- ii. State the reason for which 'background' has been labeled as an important aspect of self-management.
- iii. List any one difference between 'interests and abilities'.
- iv. Radha wants to grow her hair and she applies a lot of hair oil. She does not wash her hair for days and sometimes it smells bad too. What would be your suggestion to her regarding self-care?
  - A. She can leave the oil in her hair as it helps her hair to grow.
  - B. She can leave it on at night and wash her hair every day before leaving home.
  - C. She should not apply oil.
  - D. She can apply the oil and pour a little water on her hair before leaving home to reduce the smell.
- v. In the acronym TEAM, the A stands for \_\_\_\_\_.
  - A. Acclaim
  - B. Accord
  - C. Achieve
  - D. Atone
- vi. Jot down any one benefit of the skill associated with networking.

#### Q.2 Answer any 5 out of the given 7 questions.

(1x5=5)

- i. The main purpose of cinema as a mass medium is \_\_\_\_\_.
  - A. Entertainment only
  - B. Education and awareness
  - C. Both entertainment and social awareness
  - D. Religious propaganda
- ii. The Central Board of Film Certification (CBFC) in India works under \_\_\_\_\_.
- iii. "Newsreels" in cinema halls were popular before the advent of:
  - A. Television
  - B. Internet
  - C. Radio
  - D. Print newspapers
- iv. A film that blends reality with artistic interpretation is known as \_\_\_\_\_.
- v. You are a film director, shooting a scene in Mumbai. To establish the city, you show the Gateway of India, Marine Drive, and a crowded local train. Which cinematic technique are you primarily using?

- A. Montage of characters
- B. Use of architectural landmarks for setting
- C. Non-linear storytelling
- D. Parallel cinema conventions

- vi. Architecture contributes to cinema by offering \_\_\_\_\_.
- vii. Cinema creates a three-dimensional illusion through \_\_\_\_\_.

**Q. 3 Answer any 6 out of the given 7 questions.**

(1x6=6)

- i. Given below are two sentences, the Assertion (A) and the reason (R). Read both the sentences and choose the correct option given below.

Assertion (A): TRPs are essential for TV channels.

Reason (R): They directly do not determine the cost of advertising slots.

- 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, R is false
- D. A is false, R is true

- ii. Satellite TV revolution in India began in \_\_\_\_\_.

- iii. Which of the following is NOT a TV programme format?

- A. Soap opera
- B. News bulletin
- C. Reality show
- D. Editorial column

- iv. TRP stands for \_\_\_\_\_.

- v. Which technological advancement enabled DTH broadcasting in India?

- A. Internet Protocol
- B. Satellite communication
- C. Optical fibers
- D. Mobile networks

- vi. Public service broadcasting on TV mainly aims at \_\_\_\_\_.

- vii. "Atomization" in media refers to \_\_\_\_\_.

- A. Physical barriers
- B. Isolation of individuals in society
- C. Broadcasting errors
- D. Sound distortion

**Q. 4. Answer any 5 out of the given 6 questions.**

(1x5=5)

- i. The phrase "mass audience" refers to \_\_\_\_\_.

- A. People in one location
- B. A live audience
- C. A dispersed group reached via media
- D. Readers of a local magazine

- ii. Broadsheet newspapers are characterized by \_\_\_\_\_.

- iii. Editorial pages in newspapers primarily include \_\_\_\_\_.

- iv. Which of these is an example of specialized magazines?

- A. Sports Illustrated
- B. Times of India
- C. Hindustan Times
- D. DD News

- v. Identify the key feature of 'tabloid' from the list given below.

- A. Large sheets and serious tone
- B. Emphasis on sensational news
- C. Only advertisements
- D. Academic journals

- vi. In print media, "classifieds" usually refer to \_\_\_\_\_.

**Q.5 Answer any 5 out of the given 6 questions.**

(1x5=5)

- i. Cinema is called a 'narrative medium' because \_\_\_\_\_.
- ii. All India Radio was renamed from Indian State Broadcasting Service in the year \_\_\_\_\_.
- iii. Which of these is an example of infotainment on radio?
  - A. Weather updates
  - B. Songs with health tips
  - C. Advertisements only
  - D. Stock market report
- iv. "Radio jockeys" are most commonly associated with:
  - A. AIR news
  - B. FM entertainment shows
  - C. Classical radio dramas
  - D. Farm radio
- v. An NGO wants to spread awareness about vaccination in villages. Which radio format would be MOST effective?
- vi. Given below are two sentences, the Assertion (A) and the reason (R). Read both the sentences and choose the correct option given below.

Assertion (A): Radio is still considered powerful in rural India.

Reason (R): It is affordable, accessible, and does not require literacy.

- 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, R is false
- D. A is false, R is true

**Q.6 Answer any 5 out of the given 6 questions.**

(1x5=5)

- i. A fake news post goes viral on social media, causing panic. Which disadvantage of the internet does this best illustrate?
- ii. A student prepares a project on "The Impact of Social Media on Youth." He uses data from Wikipedia and Instagram posts. Which limitation of the internet might reduce the reliability of his project?
  - A. Lack of interactivity
  - B. Digital divide
  - C. Misinformation and unreliable sources
  - D. High cost of access
- iii. Given below are two sentences, the Assertion (A) and the reason (R). Read both the sentences and choose the correct option given below.

Assertion (A): OTT platforms like Netflix and Hotstar are changing media consumption.

Reason (R): They allow viewers to watch content anytime, unlike scheduled TV broadcasting.

- 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, R is false
- D. A is false, R is true

- iv. In *Lagaan*, the climax revolves around a cricket match. What does this show about Indian cinema's narrative style?
  - A. Mixing sports and nationalism in storytelling
  - B. Avoidance of realism
  - C. Reliance only on songs
  - D. Cinema avoids cultural references

- v. If you were a director, why would you choose black-and-white cinematography today?
- To cut costs
  - To create a timeless, symbolic mood
  - To avoid colour correction
  - To reduce realism
- vi. In the wake of the present day scenario, why are 'hashtags' powerful in social media movements?

**SECTION B: SUBJECTIVE TYPE QUESTIONS**

**Answer any 3 out of the given 5 questions on Employability Skills.**

**(3 x 2 = 6)**

- Rita often finds it difficult to say 'no' to people, even if she realises that she may not live up to people's expectations. Why do you think Rita finds it difficult to say a 'no' and what steps would you suggest her to get rid of this difficulty?
- Your class teacher has divided all 12 of you in 3 groups and all each group has been asked to prepare a presentation, which, if combined, will become a complete project work. Rajat, your classmate, finds it difficult to accustom himself in your team. How will you help in setting up an inclusive atmosphere to bring Rajat out of his condition?
- Your PR manager has assigned you the role of a network marketer. She has given you certain tips about networking, which have helped you in your professional growth. State these benefits which you have experienced.
- Differentiate between the types of 'motivation', with proper example.
- State the 4 qualities of a self-motivated individual.

**Answer any 3 out of the given 5 questions.**

**(3 x 2=6)**

- Define the use of montage in cinema.
- Why do you think cinema is considered a collective art?
- Express your understanding of the term 'parallel cinema'.
- State two limitations of TRP ratings.
- In a film, a character is shown standing small against a massive palace. What cinematic meaning is conveyed?

**Answer any 2 out of the given 3 questions.**

**(2 x 3=6)**

- A political party buys a front-page ad resembling news. What risk does this pose? Elaborate in detail.
- A film uses iconic locations (India Gate, Howrah Bridge, Taj Mahal) to establish setting. Critically evaluate the use of architecture in cinema as both a backdrop and a symbol of cultural identity.
- Discuss how satellite TV after 1991 changed India's media landscape. What opportunities and challenges did it create for society?

**Answer any 3 out of the given 5 questions in 60–90 words each.**

**(3 x 4= 12)**

- A channel launches a 24x7 news service, but critics say it has increased sensationalism. Evaluate how the "breaking news culture" has affected credibility and quality of television journalism.
- A newspaper runs an investigative story exposing corruption, leading to reforms. Evaluate the impact of investigative journalism in protecting democracy.
- A community radio station broadcasts in a tribal language, covering local culture and agricultural tips. Analyse how community radio empowers marginalised communities.
- Compare internet-based journalism with traditional print journalism in terms of credibility, speed, and gatekeeping.
- Discuss the advantages and disadvantages of e-learning through the internet. Evaluate its role in bridging the urban-rural education gap in India.