



Delhi Public School Howrah

PERIODIC TEST- II (2025-2026)
MASS MEDIA STUDIES (Code 835)
Class- XII

15.09.25 ✓

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 6 questions on Employability skills.

(1 x 4 = 4)

- i. The french word 'entreprendre' means _____.
 - A. To act
 - B. To undertake
 - C. To live up to
 - D. To work upon
- ii. How does feedback mechanism work to make a person positively aligned?
- iii. Name the premier organization of the Ministry of Skill Development and Entrepreneurship of the GOI.
- iv. As a part of your job role, you need to talk to hundreds of clients everyday but all days are not equal, some days, you are at your lowest and you come across an irritating client. How would you react?
 - A. Pass the issue to the senior management.
 - B. Ask the client to wait at the reception, give him a grievance redress form and then convey it to the client that his problem will be taken care of in due course of time.
 - C. Shout at the client, to express your anger.
 - D. Ask the client to wait at the reception while he is filling the grievance redress form, once it is done, you patiently listen to the client's complaint and then assure him that his issue would be taken care of at the earliest.
- v. _____ define an entrepreneur as someone who brings in resources, labour, materials and other assets into profit making combinations.
- vi. Business opportunity surveys may provide _____ to entrepreneurs.

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

(1 x 5 = 5)

- i. Pre-production in media primarily involves _____.
 - A. To act
 - B. To undertake
 - C. To live up to
 - D. To work upon
- ii. Storyboarding is useful because it _____.
- iii. What does the term 'dummy sheet' in print media refer to?
- iv. 'Gatekeeping' in print journalism means _____.
- v. What can be the most probable reason for 'offset' printing being still in use?
- vi. Name the section of a newspaper which generally attracts advertisers the most.

vii. Which of the following is NOT a part of pre-production?

- A. Casting actors
- B. Writing scripts
- C. Sound mixing
- D. Budgeting

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

(1x 6 = 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): Radio programmes must use simple and conversational language.

Reason (R): Because listeners cannot "re-read" or "rewind" instantly like print.

- A. Both are true, R explains A
- B. Both are true, but R does not correctly explain A
- C. A true, R false
- D. Both false

ii. A jingle for toothpaste is produced using music and rhyming slogans. This belongs to ____.

iii. Which element differentiates live radio from recorded radio?

iv. A radio programme uses pre-recorded folk songs and interviews to promote health campaigns.

Which type of communication is at work?

v. What happens if post-production editing is skipped in a radio drama?

vi. A community radio station produces a farming-awareness programme. Farmers participate with their stories. Which function of radio is best projected over here?

vii. If a TV producer skips the pre-production plan, what is MOST likely to happen?

- A. Smooth show flow
- B. Disorganized production
- C. Higher TRPs
- D. More creativity

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

(1x 5 = 5)

i. Why do you think English newspapers command higher advertising rates than many regional newspapers?

ii. The Times of India increases its cover price but retains readers. Which factor MOST helps sustain readership despite higher prices?

iii. Identify the element distinguishes circulation from readership.

iv. 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): A newspaper's editorial team works independently of the management.

Reason (R): Editorial freedom is absolute in any democratic society

- A. Both A and R true, R explains A
- B. Both are true, but R does not correctly explain A
- C. A true, R false
- D. Both false

v. Why is page-making/layout considered both a technical and creative task?

vi. Identify the factor which is MOST responsible for turning a newspaper into a brand.

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

(1x 5 = 5)

i. Which is NOT an example of new media?

- A. Blogs
- B. Social networks
- C. Newspapers
- D. Podcasts

ii. A citizen uploads flood videos on Twitter before news channels arrive. Which feature of new media is shown?

iii. Name a participatory platform of new media.

iv. #MeToo movement spread via Twitter & Instagram. Which media characteristic made this possible?

- A. One-way communication
- B. Hashtag activism & networked publicity
- C. Print media
- D. Broadcast hierarchy

v. State one risk associated with digital convergence.

vi. Briefly explain the feature which distinguishes new media from old media.

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

(1 x 5 = 5)

i. A university builds a website without planning. Students complain about broken links and confusing navigation. Identify the role that was most neglected in this case.

ii. Why do you think the e-commerce companies invest heavily in websites?

iii. Which of the following is not a type of website?

- A. Personal
- B. Government
- C. Non-profit
- D. Analogue

iv. 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): Hyperlinking creates perceived site structure.

Reason (R): It however is not able to guide users intuitively across content.

- A. Both true, R explains A
- B. Both are true, but R does not correctly explain A
- C. A true, R false
- D. Both false

v. A startup launches an e-learning website but fails because students cannot access materials during peak hours. Which back-end issue is responsible for this failure?

vi. Why is conceptualization more important than quick execution in website development?

SECTION B: SUBJECTIVE TYPE QUESTIONS

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

(3 x 2 = 6)

7. Would you consider 'Entrepreneurship' to be an 'art' or a science? Elaborate with examples.
8. As the owner and CEO of a leading PR company, what should be the qualities which would make you successful and effective in your profession?

9. We hear a lot about 'startups' these days. List down the criteria which can make a 'startup' hypothetically successful.
10. As a young entrepreneur, you take keen interest in the hospitality industry, because of which, you now want to invest in a detox-resort in Uttarakhand. What environmental barriers do you expect to face in this venture?
11. Sameer is never able to fulfill his job role, he puts in effort but somehow, he misses out on task scheduled to him. His boss has advised him to be an active listener to fulfill his job role properly. As a co-worker, jot down some stages of active-listening for Sameer, which would allow him to become efficient in his job.

Answer any 3 out of the given 5 questions.

(3 x 2 = 6)

12. What is a call sheet and its purpose?
13. List two components of post-production.
14. Does technology really reduce the production costs today? Justify in brief.
15. Why might editorial independence be at risk in modern print media?
16. How does "framing" influence readers in print media?

Answer any 2 out of the given 3 questions.

(2 x 3 = 6)

17. Why is shooting ratio considered a diagnostic tool for both efficiency and creativity in film-making?
18. "Budgeting in production is akin to architecture in construction." Justify this analogy.
19. Why might increasing dependence on advertising revenues compromise editorial independence?

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

(3 x 4 = 12)

20. Examine the role of "rushes/dailies" as an early-warning system. To what extent do they prevent production disasters?
21. "Headlines scream; editorials whisper." Critically compare the contrasting functions of these textual devices in print media.
22. "Radio is not heard, it is experienced." Critically defend this assertion.
23. "Sync sound signifies a return to cinematic authenticity but at a technical price." Critically discuss.
24. "Media literacy is not optional in the age of New Media but foundational to survival." Evaluate.