Delhi Public School Howrah

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

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. A manager says, *"Please submit the report by 3:00 PM today."*
Which characteristic of effective communication is BEST reflected here?
A. Conciseness
B. Accuracy
C. Clarity
D. Empathy

ii Riya avoids eye contact, frequently checks her watch, and interrupts the speaker.
Which RESPECT principle is MOST violated?

iii. Motivation driven by personal satisfaction is called _____.

iv. Arjun keeps an achievement journal to fight negative thoughts.
Which technique is he applying?
A. Goal setting
B. Stress avoidance
C. Positive reinforcement
D. Time blocking

v. Meera starts a small eco-friendly product business despite limited funds.
Which trait does she demonstrate MOST?

vi. Sustainable development requires balance between _____.

Q.2 Answer any 5 out of the given 7 questions. **(1x5=5)**

i. During 'Apocalypse Now', Coppola shot 200 hours for a 153-min film (≈1:97 ratio). What does this reveal?

ii. Storyboarding is useful because it _____.

iii. Why is post-production called the "second script" of a film?

iv. If a film skips post-production, what suffers the most?

v. Case Study: Director X insists on re-shooting despite good rushes.
Q: This show _____.

vi. Case Study: Mughal-e-Azam required 2000 camels, 4000 horses, 8000 troops.
Q: Which stage does this belong to?

vii. Why is music considered a "character" in Indian cinema?

A. Because it entertains

B. Because it is often integrated into the narrative

C. Because it fills gaps

D. Because it is cheaper than dialogue

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): Live TV production requires more spontaneity than non-live.
Reason (R): Because problems cannot be corrected in post-production.

A. Both A and R true, R explains A

B. Both true, R is not correct

C. A true, R false

D. Both false

ii. A daily soap opera shot weeks in advance belongs to _____.

iii. A small van equipped with cameras, monitors, and mixers at a cricket stadium is an example of _____.

iv. Why does live TV often use an online editor during production?

v. Case Study: A singing reality show has rehearsals, dry runs, and backup plans before live broadcast.
Q: Which production stage does this reflect?

vi. A live news broadcast differs from a recorded drama series mainly because _____.

vii. Why are alternate routes (backup plans) essential in TV production?

A. Because live shows face unexpected disruptions

B. To reduce actor costs

C. To save electricity

D. To avoid makeup delays

Q.4. Answer any 5 out of the given 6 questions. **(1x5=5)**

i. Which is the biggest strength of radio in rural India?

A. Mobile portability & low cost

B. Glamour

C. Visual drama

D. Internet-based reach

ii. The A jingle for toothpaste is produced using music + rhyming slogans. This belongs to_____.

iii. Case Study: A late-night FM show invites callers to share personal problems and get advice.
Q: Which radio format is used?

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): Radio's immediacy makes it crucial during disasters.
Reason (R): It however cannot reach large audiences quickly without electricity dependence.

A. Both A and R true, R explains A

B. Both true, R is not correct

C. A true, R false

D. Both false

v. A script in radio is different from film because _____.

vi. Which of these is MOST responsible for turning a newspaper into a brand?

Q.5 **Answer any 5 out of the given 6 questions.** **(1x5=5)**

i. What does 'rushes' refer to in film production?

A. Final cut

B. Raw, unedited daily footage

C. Background score

D. Script draft

ii. How did studio systems revolutionize filmmaking?

iii. Who ensures the synchronization of all sound layers in a film?

iv. Which process combines visuals, dialogue, and effects in final form?

A. Mixing

B. Editing

C. Dubbing

D. Final cut

v. Why is the producer called the backbone of a film?

vi. Multi-camera setup is preferred because _____.

A. Reduces actor errors

B. Enables real-time editing

C. Cuts costs

D. Improves lighting

Q.6 **Answer any 5 out of the given 6 questions.** **(1x5=5)**

i. Typography affects readers by _____.

ii. What defines responsible journalism?

iii. Why is photojournalism vital in print?

A. Adds aesthetics only

B. Conveys facts visually

C. Increases paper cost

D. Reduces word count

iv. What is net neutrality?

A. Equal access to all websites without discrimination

B. Government control over sites

C. Paid speed access

D. Free Wi-Fi

v. The 'attention economy' refers to _____.

vi. A misleading headline can _____.

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills. **(3 x 2 = 6)**

7. A receptionist keeps typing while a customer explains a problem. Identify two listening barriers and suggest improvements.
8. Differentiate between *clear* and *accurate* communication with an example.
9. A student aims to "improve marks" versus "score 80% in finals." Which goal is better and why?
10. A company shifts to renewable energy and waste recycling. Which employability skill area does this reflect?
11. Briefly explain the *Big Five* personality traits.

Answer any 3 out of the given 5 questions. **(3 x 2=6)**

12. Why do some literary writers fail at writing for cinema despite their talent?

13. How did Bansi Chandragupta's collaboration with Satyajit Ray exemplify effective art direction?

14. Why is the actor's performance said to depend on others in film, unlike theatre?

15. How does the star system distort the evaluation of acting talent?

16. A live sports telecast faces sudden rain interruption. How should the producer manage the continuity of the programme?

Answer any 2 out of the given 3 questions. **(2 x 3=6)**

17. What is the fundamental difference between a *Live* and a *Non-Live* (Recorded) television programme in terms of creative control?

18. A director must shoot a reality show in multiple cities within limited time and budget. What pre-production strategies should be prioritized?

19. In what ways does the director act as a "creative bridge" in television production?

Answer any 3 out of the given 5 questions in 60–90 words each. **(3 x 4= 12)**

20. A director decides to avoid storyboarding for "creative freedom." Assess possible outcomes.

21. "Budgeting in production is akin to architecture in construction." Justify this analogy.

22. Why is TRP both a measure of success and a source of ethical dilemmas for TV channels?

23. Evaluate why location scouting is as much a logistical decision as an artistic one.

24. Consider a scenario where a director chooses to shoot a film entirely without a storyboard to preserve "creative spontaneity." Critically analyze the viability of this decision.