

Roll No.
अनुक्रमांक

[illegible]

SET/सेट-

A

2. _____

1. Candidate must write his/her Roll Number on the first page of the Question Paper.
2. Please check the Question Paper to verify that the total pages and total number of questions contained in the Question Paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.
3. Making any identification mark in the Answer-Book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
4. Write your Question Paper Code No. **71/SS/335, Set - A** on the Answer-Book.
5. (a) The Question Paper is in English/Hindi medium only. However, if you wish, you can answer in any one of the languages listed below :
English, Hindi, Urdu, Punjabi, Bengali, Tamil, Malayalam, Kannada, Telugu, Marathi, Oriya, Gujarati, Konkani, Manipuri, Assamese, Nepali, Kashmiri, Sanskrit and Sindhi.
You are required to indicate the language you have chosen to answer in the box provided in the Answer-Book.
- (b) If you choose to write the answer in the language other than Hindi and English, the responsibility for any errors/mistakes in understanding the question will be yours only.

सामान्य अनुदेश :

1. परीक्षार्थी प्रश्न-पत्र के पहले पृष्ठ पर अपना अनुक्रमांक अवश्य लिखें।
2. कृपया प्रश्न-पत्र को जाँच लें कि प्रश्न-पत्र के कुल पृष्ठों तथा प्रश्नों की उतनी ही संख्या है जितनी प्रथम पृष्ठ के सबसे ऊपर छपी है। इस बात की जाँच भी कर लें कि प्रश्न क्रमिक रूप में हैं।
3. उत्तर-पुस्तिका में पहचान-चिह्न बनाने अथवा निर्दिष्ट स्थानों के अतिरिक्त कहीं भी अनुक्रमांक लिखने पर परीक्षार्थी को अयोग्य ठहराया जायेगा।
4. अपनी उत्तर-पुस्तिका पर प्रश्न-पत्र का कोड नं 71/SS/335, सेट - A लिखें।
5. (क) प्रश्न - पत्र केवल हिंदी/अंग्रेजी माध्यम में है। फिर भी, यदि आप चाहें तो नीचे दी गई किसी एक भाषा में उत्तर दे सकते हैं:
अंग्रेजी, हिंदी उर्दू, पंजाबी बाँगला, तमिल, मलयालम, कन्नड़, तेलुगु, मराठी, उड़िया, गुजराती, कोंकणी, मणिपुरी, असमिया, नेपाली, कश्मीरी, संस्कृत और सिंधी।
कृपया उत्तर-पुस्तिका में दिए गए बॉक्स में लिखें कि आप किस भाषा में उत्तर लिख रहे हैं।
- (ख) यदि आप हिंदी एवं अंग्रेजी के अतिरिक्त किसी अन्य भाषा में उत्तर लिखते हैं तो प्रश्न को समझने में होने वाली त्रुटियों/गलतियों की जिम्मेदारी केवल आपकी होगी।

MASS COMMUNICATION

(335)

Time : 3 Hours]

[Maximum Marks : 80

- Notes :**
- (i) This question paper consists of **43** questions in all.
 - (ii) **All** questions are **compulsory**.
 - (iii) Marks are given against each question.
 - (iv) For **Optional Modules**, attempt **Optional Module - A** or **Optional Module - B** in the sections with optional Modules.
 - (v) **Section - A** consists of **Q. No. 1 to 16**, having Multiple Choice type questions (MCQs) carrying **1** mark each. Select and write the most appropriate option out of the four options given in each of these questions.
 - (vi) **Section - B** consists of : **Q. No. 17 to 28** are Objective type questions that Carry **02** marks each (with **2** sub-parts of **1** mark each). Attempt these questions as per the instructions given for each of the questions Nos. **17 to 28**.
 - (vii) **Section - C** consists of :
 - (a) **Q. No. 29 to 35** - Very Short questions, carrying **02** marks each to be answered in the range of **30 to 50** words.
 - (b) **Q. No. 36 to 41** - Short answer type questions carrying **03** marks each to be answered in the range of **50 to 80** words.
 - (c) **Q. No. 42 and 43** - Long answer type questions carrying **04** marks each to be answered in the range of **80 to 120** words.
 - (viii) An internal choice has been provided in some of these questions. You have to attempt only **one** of the given choice in such questions.

NOTE :

- (1) Answers of **all** questions are to be given in the Answer-Book given to you.
- (2) **15** minutes time has been allotted to read this question paper. The question paper will be distributed at **02.15** p.m. From **02.15** p.m. to **02.30** p.m., the students will read the question paper only and will not write any answer on the answer-book during this period.

SECTION - A (Multiple Choice Type)

Q. No. 1 to 16 - Answer all questions (1 x16 = 16 marks)

1. The main purpose of mass communication is to :
- | | |
|------------------------|-----------------------------------|
| (A) Entertain only | (B) Inform, educate and entertain |
| (C) Advertise products | (D) Control the audience |

2. With SITE, the programmes were made available to how many villages ?
(A) 240 (B) 380 (C) 1000 (D) 2400
3. Where are the high powered transmitters meant for radio broadcast located ?
(A) Inside the city (B) Outside the city boundaries
(C) Anywhere (D) In the studio
4. Thumri and Dadra are which forms of music ?
(A) Folk music (B) Western Classical
(C) Light Classical music (D) Instrumental music
5. The first stage of programme production is :
(A) Production (B) Post-production
(C) Pre-production (D) Distribution
6. Which of the following function is performed during the pre-production stage of a Television Programme ?
(A) Managing crowd (B) Shooting
(C) Idea generation (D) Caption writing
7. Which factor makes news more appealing to audiences ?
(A) Accuracy (B) Human interest
(C) Objectivity (D) Grammar
8. New media ventures fall under which of the following categories of business/industry.
(A) SMEs (B) Heavy Industry
(C) Both of the above (D) None of the above
9. Which of the following radio format connects different stations with each other throughout the Country ?
(A) All radio formats (B) Phone in programs
(C) Radio Bridge (D) Radio on Internet
10. Press Council of India mainly deals with :
(A) Advertising (B) Public relations
(C) Media ethics (D) Entertainment
11. Which is an example of electronic media ?
(A) Poster (B) Radio (C) Pamphlet (D) Book

12. News values include :
- (A) Accuracy (B) Timeliness
(C) Impact (D) All of the above
13. The full form of AIR is :
- (A) All India Radio (B) Asian Internet Resource
(C) Audio Information Relay (D) Advanced Indian Radio
14. Journalistic writing should be :
- (A) Biased (B) Complicated
(C) Clear and Simple (D) Emotional
15. Children mostly prefer watching :
- (A) News channels (B) Cartoon channels
(C) Sports channels (D) Documentary channels

Optional Module

Optional Module -A (Traditional Media)

16. Traditional media is mainly based on :
- (A) Digital platforms (B) Oral communication
(C) Internet services (D) Satellite technology

OR

Optional Module -B (Photojournalism)

Photojournalism mainly focuses on :

- (A) Illustration (B) Visual storytelling
(C) Advertising (D) Painting

Section-B (Objective Questions)

Q. No. 17 to 28 (2 x 12 =24 marks)

17. Fill in the blanks :
- (i) _____ is known as the fourth pillar of democracy.
(ii) The narrowing of the urban and _____ divide is one significant feature of the growth of the language press in India.
18. State 'True' or 'False' about the sound effects used in radio formats.
- (i) Sound does not play any role in evoking interest.
(ii) Sound can be used to enhance certain moods.

19. State 'True' or 'False' about the following statements in relation to the guidelines for advertising.

- (i) Ads cannot contain any exaggerated, exceptional or misleading claim.
- (ii) Women can be portrayed as passive, weak or submissive in advertisements.

20. Fill in the blanks with the correct words from the options given below.

A Community radio _____ is required to operate a community radio station. These stations are expected to produce programmes in local _____.

(Options : license/language/franchise/studio/city/high-end equipments)

21. Fill in the blanks with the correct words given in the option.

- (i) Public relations is a _____ communication process.
- (ii) The main aim of PR is to build _____.

(Options : two-way/ infrastructure /goodwill /loud/complex)

22. True or False.

- (i) Advertising is a paid form of communication.
- (ii) PR is subtitle and indirect.

23. Match the **columns**.

Column-(I)	Column-(II)
(i) Art Director	(a) Handles visuals
(ii) Cameraperson	(b) Handles creative design aspects

24. Fill in the blanks.

- (i) Reality shows are a type of _____ programme.
- (ii) Television programmes are broadly classified into _____ categories.

25. Match the **columns**.

Column-(I)	Column-(II)
(i) Script writers	(a) Writes for programmes
(ii) Anchor	(b) Presents programmes

Optional Module

Module-A (Traditional Media)

26. Traditional media is useful mainly in :

- (i) Human communication
- (ii) Rural communication
- (iii) Online education
- (iv) Satellite broadcasting
- (A) (i) and (ii) are correct
- (B) (i) and (iii) are correct
- (C) (ii) and (iii) are correct
- (D) (iii) and (iv) are correct

OR

Module-B (Photojournalism)

A photo feature usually consists of _____. It is also called a photo _____.

Module - A

27. (i) Folk theatre is an example of _____ media.
(ii) Puppetry is a form of _____ communication.

OR

Module - B

Choose the correct words from the options given below.

- (i) A photojournalist must follow _____.
- (ii) Ethics in photography means _____.

(Options : light/air/ethics/reporter/honesty/right angle/composition/bias)

Module-A

28. (i) Traditional media is culture-specific. (True/False)
(ii) It needs advanced technology. (True/False)

OR

Module-B

- (i) Editing photos excessively is ethical. (True/False)
- (ii) Photojournalist Prashant panjiar associated with Outlook Magazine. (True/False)

SECTION - C

Q. 29 to 35 (Very Short Answer – 2 x 7 = 14 marks)

29. What is meant by Information overload ?
30. Give any two examples of new media.
31. Who invented radio ?
32. Name the organisation that regulates print media in India.
33. What do you understand by media convergence ?

Optional Module -A (Traditional Media)

34. Explain street theatre and its application.
35. Mention any two advantages of traditional media.

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34. Name any two types of photojournalism.
35. Mention any two advantages of a good composition.

Q. 36 to 41 (Short Answer – 3 x 6 = 18 marks)

36. Explain the role of mass media in society.
37. Briefly describe **any three** types of radio programmes that fall under the 'spoken word' format.

38. Explain the stages of television programme production.
39. Define public relations and explain its importance.
40. List any four media units under the Ministry of Information and Broadcasting.
41. Explain the impact of new media on youth.

Q. 42 to 43 (Long Answer – 4 x 2 = 8 marks)

42. Explain the structure and functioning of a radio station.

Optional Module -A (Traditional Media)

43. Discuss the relevance of traditional media in modern society.

OR

Explain the role of traditional media in development communication.

Optional Module -B (Photojournalism)

43. Discuss the importance of ethics in photojournalism.

OR

Explain the role of photographs in news reporting.

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