

# MASS MEDIA & COMMUNICATION

**Maximum Marks: 100**

**Time allowed: Two hours**

1. *Answers to this Paper must be written on the paper provided separately.*
2. *You will **not** be allowed to write during the first 15 minutes.*
3. *This time is to be spent in reading the question paper.*
4. *The time given at the head of this Paper is the time allowed for writing the answers.*
  
5. *Attempt **all** questions from Section A and **any four** questions from Section B.*
6. *The intended marks for questions or parts of questions are given in brackets[ ].*

## ***Instruction for the Supervising Examiner***

*Kindly read aloud the Instructions given above to all the candidates present in the Examination Hall.*

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**This paper consists of 11 printed pages and 1 blank page.**

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**Turn Over**

## SECTION A (40 Marks)

*(Attempt all questions from this Section.)*

### Question 1

[20]

Choose the correct answers to the questions from the given options.

(Do not copy the questions, write the correct answers only.)

(i) **Assertion (A):** Physical barriers to communication can be easily countered by modern technology.

**Reason (R):** Telecommunication and the internet allow us to send messages and files over far distances easily.

- (a) Both (A) and (R) are true and (R) is the correct explanation for (A).
- (b) Both (A) and (R) are true but (R) is not the correct explanation for (A).
- (c) (A) is true and (R) is false.
- (d) Both (A) and (R) are false.

(ii) Which of the following is a semantic barrier to communication?

- (a) Misunderstanding a different language
- (b) Fear of being asked questions
- (c) Physical disability
- (d) Distance from school

(iii) Appropriate language in a formal setting includes the use of \_\_\_\_\_.

- (a) professional titles
- (b) first names
- (c) nick names
- (d) code words

(iv) Which of the following prevents effective communication?

- (a) Clarity
- (b) Conciseness
- (c) Completeness
- (d) Complexity

In the picture provided above, the line of text shown directly above the image is a \_\_\_\_\_.

- (a) Caption
- (b) Lead
- (c) Headline
- (d) Byline

(vi) What is the correct relationship between hard news and soft news?

- (a) Hard news is placed above soft news
- (b) Soft news is placed above hard news
- (c) Hard news and soft news have equal importance
- (d) Hard news is replaced to make room for soft news

(vii) When objects are placed in a manner where they appear over and over again in an organised manner, it is known as \_\_\_\_\_.

(a) Variety  
(b) Repetition  
(c) Concept  
(d) Goal

(viii) **Assertion (A):** *Emphasis* focuses on the size of writing.  
**Reason (R):** Larger writing is easier to read for people with learning disabilities

(a) Both (A) and (R) are true and (R) is the correct explanation for (A).  
(b) Both (A) and (R) are true but (R) is not the correct explanation for (A).  
(c) (A) is true and (R) is false.  
(d) Both (A) and (R) are false.

(ix) \_\_\_\_\_ is considered to be the inventor of television.

(a) Jason Bairde  
(b) Jonathan Barry  
(c) James Bard  
(d) John Baird

(x) The top-most title of a newspaper in the largest font is known as the \_\_\_\_\_.

(a) Masthead  
(b) Headline  
(c) Banner  
(d) Caption

(xi) Which principle of design has been used in the image given below?



- (a) Contrast
- (b) Unity
- (c) Cropping
- (d) Sequence

(xii) \_\_\_\_\_ refers to a line crediting the journalist, reporter, etc. of a news article.

- (a) Headline
- (b) Byline
- (c) Caption
- (d) Banner

(xiii) NTSC stands for \_\_\_\_\_.

- (a) National Television Standards Council
- (b) National Television System Committee
- (c) National Television Standards Centre
- (d) National Transmission System Council

(xiv) A resolution of 1080 pixels and above, is a characteristic of which of the following?

- (a) SDTV
- (b) HDTV
- (c) OLED
- (d) Smart TV

(xv) A major halt in television industry was due to the start of \_\_\_\_\_.

- (a) World War I
- (b) Industrial revolution
- (c) World War II
- (d) Civil wars

(xvi) Which of the following was an advantage of compact television?

- (a) Wearable and weatherproof
- (b) First use of remote control
- (c) Easy to move around
- (d) Allowed for Internet access

(xvii) Which of the following are the components of the ‘marketing mix’?

- (a) Price, patent, promotion, propaganda
- (b) Product, positioning, packing, price
- (c) Place, promotion, purchase, position
- (d) Place, product, price, promotion

(xviii) \_\_\_\_\_ is a two-way process of planned communication between a company / brand and a consumer.

- (a) Advertising
- (b) Public relations
- (c) Internet marketing
- (d) Cross promotion

(xix) Which of the following is a disadvantage of internet marketing?

- (a) Limited reach
- (b) Lack of flexibility
- (c) Fraud and scams
- (d) Lack of customer feedback

(xx) \_\_\_\_\_ is the positive outlook of a company.

- (a) Brand availability
- (b) Loyalty
- (c) Assets
- (d) Goodwill

## Question 2

(i) State whether the following are true or false: [5]

- (a) Digital television was Baird's introduction into the television industry.
- (b) Concreteness in communication focuses on keeping communication as short as possible.

(c) The internet is an example of an Integrated Marketing Communication tool.

(d) Typography includes font style and size.

(e) JPEG is a commonly used audio file format.

(ii) Match the following: [5]

(a) Physical Barrier	1. Light and Dark
(b) Contrast	2. Vibrant Scenes
(c) Unity	3. Internet Television
(d) Colour TV	4. Distance
(e) IPTV	5. Working Together

### Question 3

Read the passage given below and answer the questions that follow:

*In a project team, bad communication can occur when the project manager fails to provide clear instructions or updates. For example, the manager might assume everyone knows the project's status without regular meetings or emails. This leads to team members working on outdated information, duplicating efforts, or missing critical tasks. Consequently, deadlines are missed, and the project's quality suffers. Such miscommunication fosters frustration and disengagement, undermining the team's cohesion and overall success.*

(i) Which barrier to communication does the above passage refer to? How is it harmful? [2]

(ii) Provide *any two* advantages of regular emails for a workplace. [2]

(iii) State *three* ways by which the project manager could have communicated more effectively. [3]

(iv) Mention *any three* ways, other than the above, which a workplace can use to make communication easier. [3]

## **SECTION B (60 Marks)**

*(Answer **any four** questions from this Section.)*

### **Question 4**

(i) Differentiate between ‘messages must be coherently structured’ and ‘messages must be according to the specific objective’. [5]

(ii) Briefly explain the following with reference to effective communication: [5]

- (a) Coherence
- (b) Courtesy

(iii) Using a realistic example, explain how the irreversible nature of communication is both beneficial and harmful. [5]

### **Question 5**

(i) How does eye movement impact the design of a newspaper? How does ‘white space’ help with eye movement? [5]

(ii) Briefly explain the following with reference to principles of design: [5]

- (a) Balance
- (b) Unity

(iii) Why should advertisements in newspapers be colourful? What role do they play in newspapers? [5]

### **Question 6**

(i) How does a photograph draw attention to a story? Explain with the help of an example. [5]

(ii) Why should photographs in print media be edited? Elaborate with the help of *two* examples. [5]

(iii) What is meant by 'rule of thirds'? How does it ensure visually pleasing images? [5]

### **Question 7**

(i) Provide a brief explanation of the following: [5]

(a) Cathode Ray Tubes

(b) Mechanical Scanning

(ii) How have IPTV and online broadcasting revolutionized television? [5]

(iii) Television is an expensive medium due to high production costs but is affordable at the domestic / home level. Explain. [5]

### **Question 8**

(i) What are 'Trade Oriented' sales promotion tools? Explain *any two* such tools. [5]

(ii) With reference to public relations, elaborate the importance of 'brand image' to a food company. [5]

(iii) Elaborate on how a 'Breakfast Cereal' company and a 'Toy' company may practice effective cross promotion. [5]

### Question 9

*A dedicated public relations team played an important role in safeguarding a toy company during a challenging period. Through proactive communication and strategic planning, they swiftly addressed any negative publicity or concerns surrounding the company's products or practices. By engaging with media outlets, leveraging social media platforms, and coordinating promotional campaigns that emphasised safety and quality, the officer effectively managed public perception.*

*Her efforts not only reassured customers and stakeholders but also enhanced the company's reputation as a trusted provider of safe and enjoyable toys. This proactive approach not only protected the company's brand image but also strengthened customer loyalty and market confidence in the toy company.*

- (i) Briefly explain *any two* roles of public relations. [5]
- (ii) Public Relations is a strong support to advertising. Explain with reference to the above passage. [5]
- (iii) Explain how you would use 'Covert Advertising' to increase the public image of a food company. [5]