

CBSE Class 12 Mass Media Studies Question Paper(Memory Based)

Time Allowed :3 Hours

Maximum Marks :70

Total questions :37

General Instructions

Read the following instructions very carefully and strictly follow them:

1. Please check that this question paper contains 15 printed pages.
2. Q.P. Code given on the right hand side of the question paper should be written on the title page of the answer-book by the candidate.
3. Please check that this question paper contains 37 questions.
4. 15 minute time has been allotted to read this question paper. The question paper will be distributed at 10.15 a.m. From 10.15 a.m. to 10.30 a.m., the candidates will read the question paper only and will not write any answer on the answer-book during this period.

1. Explain the concept of market segmentation and its importance in targeting consumers.

2. Differentiate between Institutional (Corporate) and Informational advertising.

3. Outline the pre-work an organisation must complete before launching an advertising campaign.

4. Explain Public Service Advertising (PSA), Covert Advertising, and Point-of-Purchase (POP) advertising.

5. What factors determine the choice of the best media for a specific product's advertisement?

6. Discuss the roles and responsibilities of the Director, Producer, Editor, and Cinematographer (DOP).

7. Describe the basic principles and language used in preparing a Radio Script.

8. What are the advantages of media convergence, and how has the internet changed the traditional mass communication model?

9. Elaborate on the statement: "Similar to the internet, mobile is also an interactive media".

10. Differentiate between the jobs of a Reporter and a Sub-editor.

11. Discuss the relationship between information and democracy according to Walter Lippmann.
