

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

Time Allowed :3 Hours	Maximum Marks :70	Total questions :37
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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.

Correct Answer: Market segmentation is the process of dividing a broad market into smaller, homogeneous groups of consumers with similar needs, characteristics, or behaviors to effectively target them.

Solution: Concept: Market segmentation is a fundamental concept in marketing that involves dividing a large and diverse market into smaller, manageable segments. Each segment consists of consumers who share similar preferences, needs, purchasing power, or behavior patterns. This allows businesses to design specific marketing strategies for different groups rather than treating the entire market as one.

Explanation: Market segmentation helps firms understand consumer diversity and tailor

their offerings accordingly. Segmentation can be done on various bases:

- **Geographic segmentation:** Based on region, climate, or location
- **Demographic segmentation:** Age, gender, income, education, occupation
- **Psychographic segmentation:** Lifestyle, values, personality
- **Behavioral segmentation:** Buying habits, brand loyalty, usage rate

Importance in targeting consumers:

- Helps identify the most profitable customer groups
- Enables personalized marketing strategies
- Improves product development according to consumer needs
- Enhances customer satisfaction and brand loyalty
- Leads to efficient use of marketing resources

Thus, market segmentation allows businesses to better understand their audience and implement effective targeting and positioning strategies.

Quick Tip

Market Segmentation = Divide market into similar groups Goal: Better targeting, personalized marketing, higher customer satisfaction.

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

Correct Answer: Comparison given below.

Solution: Concept: Advertising can be classified based on its objective and focus. Two important types are Institutional (Corporate) advertising and Informational advertising. While one promotes the company's image, the other focuses on providing useful product-related information to consumers.

Explanation: The differences between Institutional (Corporate) advertising and Informational advertising are as follows:

Basis	Institutional (Corporate) Advertising	Informational Advertising
Meaning	Promotes the company's image or goodwill	Provides information about products
Main Objective	Build brand reputation and public trust	Educate consumers
Focus	Organization as a whole	Specific products
Content	Corporate values, achievements, CSR activities	Features, uses, benefits
Stage of Product Life Cycle	Long-term brand building	Often used in early stages
Example	Ads highlighting company sustainability initiatives	Ads explaining features of a new product

Thus, institutional advertising builds corporate image, whereas informational advertising focuses on educating consumers about products.

Quick Tip

Institutional = Company image Informational = Product information

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

Correct Answer: Key preparatory steps before launching an advertising campaign are outlined below.

Solution: Concept: Before launching an advertising campaign, an organisation must carry out systematic planning and preparation. This pre-work ensures that the campaign is aligned with business goals, reaches the right audience, and delivers effective results.

Explanation: The major pre-work required before launching an advertising campaign includes:

- **Market research:** Study market trends, customer preferences, competitors, and demand patterns.
- **Defining advertising objectives:** Clearly identify the purpose of the campaign (awareness, persuasion, reminder, brand building).
- **Target audience identification:** Segment and select the specific consumer group to be addressed.

- **Budget determination:** Decide the amount of funds available for the campaign.
- **Message development:** Create the core message, theme, and value proposition to be communicated.
- **Media planning:** Select suitable media channels such as TV, digital platforms, print, radio, or outdoor advertising.
- **Creative strategy:** Develop visuals, slogans, and storytelling elements to attract attention.
- **Legal and ethical review:** Ensure compliance with advertising standards and regulations.
- **Scheduling and timing:** Decide campaign duration and launch timing for maximum impact.

Proper pre-campaign preparation improves effectiveness, minimizes risks, and ensures better return on investment.

Quick Tip

Pre-work = Research + Objectives + Audience + Budget + Message + Media Strong planning leads to a successful advertising campaign.

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

Correct Answer: Explanations given below.

Solution: Concept: Advertising can take many forms depending on its purpose, placement, and method of communication. Public Service Advertising, Covert Advertising, and Point-of-Purchase advertising represent distinct approaches used for social awareness, subtle promotion, and in-store influence respectively.

Explanation:

1. Public Service Advertising (PSA): Public Service Advertising refers to advertisements designed to promote social welfare rather than commercial gain. These ads are usually sponsored by governments, NGOs, or public institutions to spread awareness about important social issues.

- Focuses on public interest topics such as health, safety, and environment
- Aims to educate and influence positive behaviour
- Examples: Anti-smoking campaigns, road safety awareness, vaccination drives

2. Covert Advertising: Covert advertising, also known as stealth advertising, is a subtle form of promotion where the advertising message is embedded within entertainment or content without explicitly appearing as an advertisement.

- Often used in movies, TV shows, or influencer content
- Viewers may not consciously recognize it as advertising
- Example: Product placements in films or web series

3. Point-of-Purchase (POP) Advertising: Point-of-Purchase advertising refers to promotional activities that take place at the location where the consumer makes the buying decision, such as retail stores or online checkout pages.

- Includes in-store displays, posters, standees, shelf talkers
- Encourages impulse buying
- Helps attract attention at the final stage of purchase

Thus, PSA focuses on social awareness, covert advertising uses subtle promotion, and POP advertising influences consumers at the point of buying.

Quick Tip

PSA = Social awareness Covert = Hidden promotion POP = In-store influence

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

Correct Answer: The choice of advertising media depends on multiple product, audience, and budget-related factors listed below.

Solution: Concept: Media selection is a crucial step in advertising planning. The effectiveness of an advertisement largely depends on choosing the right medium that delivers the message to the target audience efficiently and economically.

Explanation: The key factors that determine the choice of the best media for advertising a specific product include:

- **Target audience:** Age, income level, education, location, and media consumption habits of the intended consumers.
- **Nature of the product:** Technical or demonstration-based products may need visual media (TV, digital), while simple products may use print or radio.
- **Advertising objectives:** Whether the goal is awareness, persuasion, reminder, or brand building.
- **Budget availability:** Cost of different media options and affordability for the firm.
- **Media reach and coverage:** Extent of audience exposure (local, regional, national, or global).
- **Frequency requirements:** How often the advertisement needs to be repeated for effectiveness.
- **Type of message:** Complex messages may require audiovisual media, while simple messages suit print.
- **Competition and market conditions:** Media used by competitors and market saturation levels.
- **Flexibility and timing:** Ability to modify ads quickly and schedule them at the right time.

Careful evaluation of these factors ensures optimal media selection and maximizes advertising impact.

Quick Tip

Best media = Audience + Product + Objective + Budget + Reach Right media choice
= Higher advertising effectiveness.

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

Correct Answer: Roles explained below.

Solution: Concept: In film, television, and video production, various professionals collaborate to transform a script into a finished visual product. Each role has distinct responsibilities that contribute to storytelling, technical quality, and overall production success.

Explanation:

1. Director: The director is the creative head of the project and is responsible for the overall vision and execution.

- Interprets the script and visualizes the story
- Guides actors' performances and expressions
- Decides shot composition, pacing, and tone
- Collaborates with cinematographer, editor, and other departments

2. Producer: The producer manages the business and logistical aspects of the production.

- Secures funding and manages the budget
- Oversees planning, scheduling, and resource allocation
- Coordinates between creative and technical teams
- Ensures the project is completed on time and within budget

3. Editor: The editor shapes the final narrative by assembling and refining recorded footage.

- Selects and arranges shots according to the script and director's vision

- Controls pacing, continuity, and storytelling flow
- Adds transitions, effects, sound, and timing adjustments
- Works closely with the director during post-production

4. Cinematographer (Director of Photography – DOP): The cinematographer is responsible for the visual look and lighting of the film.

- Designs lighting schemes and camera setups
- Chooses lenses, angles, and framing
- Ensures visual consistency and aesthetic quality
- Collaborates with the director to achieve the desired visual style

Together, these roles ensure smooth coordination from planning to post-production, resulting in a polished and engaging audiovisual output.

Quick Tip

Director = Vision Producer = Management Editor = Final storytelling DOP = Visual style

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

Correct Answer: Principles and language features explained below.

Solution: Concept: A radio script is written specifically for audio-only communication. Since listeners cannot see visuals, the script must rely on clear language, sound cues, and engaging narration to convey the message effectively.

Explanation:

Basic Principles of a Radio Script:

- **Clarity and simplicity:** Use clear and easily understandable content suitable for a wide audience.
- **Conversational tone:** Write as if speaking directly to the listener.

- **Audience focus:** Tailor the content according to listener demographics and interests.
- **Time consciousness:** Radio slots are time-bound, so scripts must be concise and well-timed.
- **Strong opening and closing:** Begin with an attention-grabbing introduction and end with a memorable conclusion or call-to-action.
- **Sound integration:** Use music, sound effects, and pauses to enhance meaning and engagement.

Language Used in Radio Scripts:

- **Simple and direct language:** Avoid complex sentences and jargon.
- **Short sentences:** Improves comprehension during listening.
- **Active voice:** Makes the script lively and engaging.
- **Repetition for emphasis:** Helps reinforce key points.
- **Use of imagery:** Words should create mental pictures since there are no visuals.
- **Natural speech patterns:** Write the way people talk, not the way they write.

Thus, an effective radio script combines clear structure, listener-oriented content, and conversational language to ensure maximum impact in an audio-only medium.

Quick Tip

Radio = Audio only Use simple, conversational language + sound cues + clear timing.

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

Correct Answer: Advantages and impact explained below.

Solution: Concept: Media convergence refers to the merging of traditional media (print, radio, television) with digital technologies, allowing content to be produced, distributed, and

consumed across multiple platforms. The internet has accelerated this convergence and transformed how mass communication operates.

Explanation:

Advantages of Media Convergence:

- **Multi-platform accessibility:** Content can be accessed via smartphones, laptops, TV, and tablets.
- **Faster information dissemination:** News and updates spread instantly across digital networks.
- **Cost efficiency:** Reduces production and distribution costs compared to traditional media.
- **Interactivity:** Audiences can comment, share, and engage with content in real time.
- **Content diversity:** Combines text, audio, video, and graphics in one platform.
- **Global reach:** Enables communication across geographical boundaries.

How the Internet Changed the Traditional Mass Communication Model:

- **From one-way to two-way communication:** Traditional media was largely one-directional; the internet enables interaction and feedback.
- **User-generated content:** Individuals can now create and publish content (blogs, vlogs, social media posts).
- **Personalization:** Algorithms tailor content to individual preferences.
- **Decentralization of media power:** Control has shifted from large media houses to digital platforms and independent creators.
- **Real-time communication:** Live streaming and instant updates have replaced delayed broadcasting cycles.
- **Convergence of roles:** Audiences are now both consumers and producers (prosumers).

Thus, media convergence enhances accessibility and interactivity, while the internet has transformed mass communication from a centralized, one-way system into a dynamic, participatory model.

Quick Tip

Media Convergence = All media together on digital platforms Internet impact: One-way → Interactive, centralized → participatory communication.

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

Correct Answer: Explanation given below.

Solution: Concept: Interactive media refers to communication platforms that allow two-way interaction between users and content providers. Unlike traditional media such as print or television, which are largely one-directional, both the internet and mobile media enable real-time participation, feedback, and content creation.

Explanation: Mobile media has evolved into a highly interactive platform, similar to the internet, due to the integration of connectivity, applications, and user-driven features.

Reasons why mobile is an interactive media:

- **Two-way communication:** Users can instantly send and receive messages through calls, SMS, and messaging apps.
- **Real-time engagement:** Social media apps allow live chats, comments, reactions, and live streaming.
- **User-generated content:** Individuals can create and share photos, videos, blogs, and short-form content directly from mobile devices.
- **Personalization:** Mobile apps use algorithms and user data to deliver customized content and recommendations.
- **Interactivity through apps:** Gaming, polls, surveys, and interactive ads encourage active participation.
- **Instant feedback and analytics:** Users can like, share, rate, and review content immediately.

- **Location-based interaction:** GPS-enabled services provide localized and context-aware content.

Comparison with the Internet: Just like the internet, mobile media supports:

- Continuous connectivity
- Multimedia content (text, audio, video)
- Social networking and collaboration
- Participatory communication

Thus, mobile devices function as powerful interactive media platforms, enabling real-time communication, content creation, and personalized user experiences, similar to the internet.

Quick Tip

Mobile = Portable Internet Key idea: Two-way communication + real-time interaction + user participation.

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

Correct Answer: Comparison given below.

Solution: Concept: In journalism, both reporters and sub-editors play vital but distinct roles in the news production process. While reporters gather and write news stories from the field, sub-editors refine and prepare the content for publication.

Explanation: The differences between a Reporter and a Sub-editor are as follows:

Basis	Reporter	Sub-editor
Primary Role	Collects and writes news from the field	Edits and refines news
Work Location	Mostly field-based	Mostly desk-based
Main Responsibility	Gathering facts, interviews, and first-hand information	Checking accuracy, grammar, and style
Content Creation	Writes original news reports	Edits and restructures news
Skills Required	Observation, investigation, communication	Editing, language proficiency
Interaction Level	Direct contact with sources and public	Limited public interaction
Output	Raw news copy	Polished and published news

Thus, a reporter gathers and writes news, whereas a sub-editor ensures the news is accurate, clear, and ready for publication.

Quick Tip

Reporter = News gathering Sub-editor = News polishing

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

Correct Answer: Explanation based on Walter Lippmann's views given below.

Solution: Concept: Walter Lippmann, a prominent political thinker and journalist, emphasized the crucial role of information in the functioning of democracy. He argued that democracy depends heavily on the availability of accurate, reliable, and accessible information for citizens to make informed decisions.

Explanation: According to Lippmann, the relationship between information and democracy can be understood through the following points:

- **Informed citizens are essential:** Democracy requires citizens who can participate meaningfully in governance. For this, they must have access to truthful and complete information.
- **Limits of public knowledge:** Lippmann believed that ordinary citizens often lack direct access to complex political realities. Instead, they rely on simplified versions of reality, which he called "pictures in our heads."

- **Role of media:** The press acts as a mediator between events and the public. It collects, interprets, and presents information that shapes public opinion.
- **Problem of misinformation:** If media provides distorted or biased information, democratic decision-making becomes flawed because citizens form opinions based on inaccurate data.
- **Need for expert knowledge:** Lippmann argued that modern societies are too complex for citizens to fully understand without expert analysis. Therefore, experts and responsible journalism are vital for democratic functioning.
- **Public opinion formation:** Information shapes public opinion, which in turn influences policies and governance in a democracy.

Thus, Lippmann highlighted that democracy is deeply dependent on the quality of information available to citizens. Without accurate and responsible dissemination of information, democratic participation and decision-making can be weakened.

Quick Tip

Lippmann's idea: Democracy needs informed citizens Media quality → Public opinion → Strength of democracy.