

2024

SPECIMEN PAPERS

MASS MEDIA & COMMUNICATION

Maximum Marks: 70

Time Allowed: Three Hours

*(Candidates are allowed **additional 15 minutes** for **only** reading the paper.*

*They must **NOT** start writing during this time.)*

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*Answer all questions in **Section A, Section B** and **Section C**.*

***Section A** consists of **objective / very short answer** questions.*

***Section B** consists of **short** answer questions.*

***Section C** consists of **long** answer questions.*

The intended marks for questions or parts of questions are given in brackets [ ].

SECTION A - 14 MARKS

Question 1

(i) Modern media has helped to represent people of various cultures and backgrounds. Which one of the following examples displays this? **[1]**

(a) Puppet show celebrating a local festival in a village

(b) International football matches

(c) Weather forecasts

(d) Cartoons by local artists in a newspaper

(ii) Which one of the following is a characteristic of a good journalist? **[1]**

(a) Sensationalism

(b) Partisan reporting

(c) Empathy

(d) Plagiarism

(iii) Which one of the following is **NOT** a part of culture? **[1]**

(a) Food

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(b) Language

(c) Economy

(d) Clothes

(iv) **Assertion**: Action movies use thrilling sequences to generate excitement among audiences. **[1]**

Reason: Audiences find thrilling episodes relatable to daily life.

(a) Both Assertion and Reason are true, and Reason is the correct explanation for Assertion.

(b) Both Assertion and Reason are true, but Reason is not the correct explanation for Assertion.

(c) Assertion is true and Reason is false.

(d) Assertion is false and Reason is true.

(v) Maya is a travel journalist and shares her experiences on an online journal format. Such an online journal format is known as _____. **[1]**

(vi) Online name calling and sharing of embarrassing content are examples of _____. **[1]**

(vii) A popular movie depicted a real-life event wherein a historian finds ancient missing jewellery. This movie is an example of _____ cinema genre. **[1]**

(viii) State whether the following are True or False: **[4]**

(a) Television and cinema allow the viewers to create their own perceptions of the story.

(b) While using the internet, one must always hide their name and identity.

(c) The Telecom Regulatory Authority of India has the power to adjudicate disputes.

(d) Political media convergence makes use of social media sites and online video sharing.

(ix) State *any one* way in which an illiterate person is prone to Cybercrime. **[1]**

(x) Technological media convergence allows for several applications to exist on one device. State *any one* way in which this is beneficial to a child's education and development. **[1]**

(xi) Provide *any two* issues that might arise due to the absence of the film certifications laid out by the Central Board of Film Certification in India. **[1]**

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SECTION B - 28 MARKS

Question 2 **[4]**

When the students of a particular class were asked about their favourite fast-food restaurants, they mentioned the names of restaurants from foreign companies and did not think of local food restaurants.

Explain how this is a result of social media. How does social media act as a catalyst for social change?

Question 3 **[4]**

(i) Differentiate between *trustworthiness* and *inquisitiveness* as two qualities that a journalist should possess.

OR

(ii) Sting operations often rely on lies and dangerous environments. Briefly discuss *any two* ethical issues in conducting sting operations.

Question 4 **[4]**

Briefly explain how a radio jockey uses language skills and the ability to connect with the audience and improve the quality of radio programmes.

Question 5 **[4]**

What is a *historical genre*? What does this genre focus on?

Question 6 **[4]**

(i) How can netiquettes be followed to avoid cybercrimes?

OR

(ii) Explain how stereotyping can result in bullying.

Question 7 **[4]**

State *any four* benefits of Technological Media Convergence.

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Question 8 **[4]**

Write *any four* functions of the Press Council of India.

SECTION C – 28 MARKS

Question 9 **[7]**

Describe *political media convergence*. Briefly explain *any two* ways in which a politician can use political media convergence to his advantage.

Question 10

(i) Briefly explain how communication has led to social change. **[3]**

(ii) Give *any two* examples of social movements to support your answer. **[4]**

Question 11 **[7]**

(i) Discuss the role and functions of the Telecom Regulatory Authority of India.

OR

(ii) Low budget production processes in India have contributed to the progress of cinema industry and have helped it evolve.

With reference to this statement, explain the role of milk producers in India in the production of the film *Manthan*.

Question 12

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

A private company advertised face masks as 100% effective and reusable. It claimed that these face masks would protect the consumers from all kinds of viruses. Due to the popularity of the advertisement, the company made huge sales.

After a short period of sale, the consumers registered complaints against the product. They complained that the product was not reusable nor was it as effective as advertised. The company had made false claims to increase sales.

(i) Give *any two* examples, from the case given above, to show that the company did not practise responsible advertising. **[1]**

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(ii) State *any three* possible negative consequences of the advertisement referred to in the passage. **[3]**

(iii) Which body, under Advertisement Standard Council of India, can the consumer approach to register grievances? State *any two* ways by which this body helps resolve consumer's grievances. **[3]**

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