



B.K. BIRLA CENTRE FOR EDUCATION

SARALA BIRLA GROUP OF SCHOOLS
A CBSE DAY-CUM-BOYS' RESIDENTIAL SCHOOL



TERM-1 EXAMINATION, 2026-27 MASS MEDIA STUDIES (835)

Class: XII
Date: 4/09/2026
Admission no:

Time: 3 hours
Max Marks: 60
Roll no:

INSTRUCTIONS:

1. Question Nos. 1–16 in Section A are Multiple Choice Questions (MCQs) carrying 1 mark each. Choose the most appropriate answer.
2. Question Nos. 17–23 in Section B are Very Short Answer Type-I questions carrying 2 marks each. The answer to each question should not exceed 30 words.
3. Question Nos. 24–29 in Section C are Short Answer Type-II questions carrying 3 marks each. The answer to each question should not exceed 60 words.
4. Question Nos. 30–32 in Section D are Long Answer Type-I questions carrying 4 marks each. The answer to each question should not exceed 120 words.
5. Internal choice has been provided in the Long Answer section wherever applicable.
6. Read all the questions carefully before attempting them.
7. Support your answers with suitable examples wherever required.
8. Write your answers neatly and legibly.

SECTION A

Q1. Which of the following is the primary objective of advertising?

1

- A. To entertain consumers
- B. To inform, persuade and remind consumers about a product
- C. To increase production costs
- D. To eliminate competitors

Q2. A Unique Selling Proposition (USP) is:

1

- A. The retail price of a product
- B. The feature that differentiates a product from its competitors
- C. The target market of the product
- D. The product's packaging design

Q3. Which stage of the advertising process involves identifying the characteristics of potential consumers?

1

- A. Media Planning
- B. Market Segmentation
- C. Budget Allocation
- D. Product Distribution

Q4. Which type of advertising aims to create awareness about social issues rather than promote a product? **1**

- A. Product Advertising
- B. Institutional Advertising
- C. Public Service Advertising
- D. Comparative Advertising

Q5. Comparative advertising is mainly used to: **1**

- A. Compare one brand with another
- B. Compare prices in different markets
- C. Compare customer feedback
- D. Compare sales figures

Q6. Which of the following is NOT a function of advertising? **1**

- A. Creating product awareness
- B. Building brand loyalty
- C. Replacing product quality
- D. Increasing sales

Q7. Which phase of filmmaking includes script development, budgeting and casting? **1**

- A. Production
- B. Distribution
- C. Pre-production
- D. Post-production

Q8. Which of the following is considered an Above-the-Line (ATL) cost in film production? **1**

- A. Editing

- B. Costumes
- C. Director's remuneration
- D. Set construction

Q9. Television advertising is considered more effective than print advertising because it: 1

- A. Uses only text
- B. Combines audio, visuals and motion
- C. Is less expensive
- D. Requires no planning

Q10. Which television scheduling strategy places a new programme between two popular programmes to increase viewership? 1

- A. Counterprogramming
- B. Hammocking
- C. Roadblocking
- D. Dayparting

Q11. Which newspaper page primarily reflects the official opinion of the newspaper? 1

- A. Front Page
- B. Editorial Page
- C. Sports Page
- D. Classified Page

Q12. Which of the following is a major advantage of newspaper advertising? 1

- A. Audio presentation
- B. High credibility and detailed information
- C. Live telecast
- D. Motion pictures

Q13. Radio advertising mainly depends upon: 1

- A. Colour and visuals
- B. Sound, voice and imagination
- C. Animation

D. Printed graphics

Q14. Which radio programme format is designed to educate listeners by combining narration, interviews and sound effects?

1

A. Jingle

B. Documentary

C. Advertisement Spot

D. News Bulletin

Q15. Which feature of Internet advertising allows advertisers to measure user responses instantly?

1

A. Broadcasting

B. Interactivity

C. Printing

D. Analogue transmission

Q16. Assertion (A): Internet advertising enables advertisers to target specific audiences more accurately than traditional media. Reason (R): Digital platforms collect user data that helps advertisers deliver personalised advertisements.

1

A. Both A and R are true, and R is the correct explanation of A.

B. Both A and R are true, but R is not the correct explanation of A.

C. A is true, but R is false.

D. A is false, but R is true.

SECTION B

Q17. Differentiate between a product feature and a customer benefit with one example.

2

Q18. State any two functions of advertising in creating brand value.

2

Q19. Why is media selection important while planning an advertising campaign?

2

Q20. Explain the difference between above-the-line and below-the-line costs.

2

Q21. Mention any two advantages of television advertising.

2

Q22. State any two advantages of newspaper advertising.

2

Q23. Explain the meaning of digital convergence in advertising.

2

SECTION C

Q24. Explain the process of market segmentation. Why is it important for advertisers?

3

- Q25. Compare product advertising and institutional advertising. Give suitable examples. 3
- Q26. Explain the three major stages involved in film production. 3
- Q27. Compare newspaper advertising and television advertising on the basis of reach, cost and impact. 3
- Q28. Explain the advantages and limitations of radio advertising. 3
- Q29. Discuss how the Internet has transformed modern advertising. 3

SECTION D

Q30. "A successful advertising campaign depends more on understanding the target audience than on creativity alone." Justify the statement with suitable examples.

OR

Design a media plan for launching a new educational mobile application for senior secondary students. Justify your choice of advertising media.

Q31. Explain the complete pre-production stage of filmmaking from the development of an idea to the preparation of the shooting schedule.

OR

Describe the role of budgeting, financing and casting in ensuring the successful production of a film.

Q32. Compare television, print, radio and internet as advertising media. Which medium would you recommend for launching a new consumer product in India? Give reasons to support your answer.

OR

A leading newspaper has noticed a decline in its readership as more people rely on digital platforms for news and information. As the editor of the newspaper, suggest strategies to retain readers while adapting to the changing media landscape.

*****All the Best*****