



B.K. BIRLA CENTRE FOR EDUCATION

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



PERIODIC TEST-2, 2025-26 MASS MEDIA STUDIES (835)

Class: XI
Date: 10.11.2025
Admission no:

Time: 1Hr.
Max Marks: 25
Roll no:

INSTRUCTION:

1. All questions are compulsory.
2. Question Nos. 1-5 in Section A carry 1 mark each.
3. Question Nos. 6-8 in Section B are very short answer questions carrying 2 marks each. Answer to each question should not exceed 30 words.
4. Question Nos. 9-10 in Section C is short answer questions carrying 3 marks. Answer to question should not exceed 60 words.
5. Question No. 11-12 in Section D is case based question carrying 4 marks. Answer to question should not exceed 120 words.

SECTION A

- Q1. Which of the following best describes the Hypodermic Needle Theory of media? 1
- a) Media messages are interpreted differently by different audiences.
 - b) Media directly injects messages into passive audiences.
 - c) Opinion leaders filter media messages before reaching the audience.
 - d) Audiences actively choose what media to consume.
- Q2. The concept of Two-Step Flow of Communication was given by: 1
- a) Harold Lasswell
 - b) Paul Lazarsfeld
 - c) Denis McQuail
 - d) Marshall McLuhan
- Q3. In film analysis, *macro-structure* refers to: 1
- a) Shot composition, editing rhythm, and soundtrack design
 - b) Spatio-temporal arrangement of the story and narrative sequencing
 - c) Camera movements, lenses, and depth of field usage
 - d) Dialogue delivery, lighting, and actor positioning
- Q4. Which statement best distinguishes *dissolve* from *superimposition* in editing transitions? 1
- a) Both involve gradual overlap, but dissolve replaces one image with another while superimposition keeps multiple images visible simultaneously.
 - b) Dissolve is slower than superimposition, which is instantaneous.
 - c) Dissolve occurs only in silent films, while superimposition is used in sound films.
 - d) Dissolve merges images by sound design, whereas superimposition merges only visuals.
- Q5. During the 1982 Asian Games, India introduced colour television. Which of the following BEST explains its long-term cultural impact? 1
- a) It increased cinema ticket sales by promoting sports culture.
 - b) It boosted television's appeal by combining entertainment with national pride.
 - c) It reduced the popularity of soap operas on Doordarshan.
 - d) It made radio the dominant medium of mass communication.

SECTION B

- Q6. Why is the mass audience described as both homogeneous and heterogeneous? 2
- Q7. How does the concept of dayparting affect television audience engagement? 2
- Q8. Why is television considered more immediate than cinema? 2

SECTION C

- Q9. Explain how mise-en-scène influences audience interpretation in cinema. 3
- Q10. In what way did satellite television in the 1990s transform audience behavior in India? 3

SECTION D

- Q11. Discuss how media constructs reality through representation and stereotypes. 4
- Q12. What is the significance of sound design in cinema? 4

*******All the best*******