



B.K. BIRLA CENTRE FOR EDUCATION

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

PERIODIC TEST 1- 2026-27 MASS MEDIA STUDIES (835)

Class: XII
Date: 15.06.26
Admission no:

Time: 1hr
Max Marks: 25
Roll no:

INSTRUCTION:

1. All questions are compulsory.
2. Question Nos. 1-7 in Section A carry 1 mark each.
3. Question Nos. 8-9 in Section B are very short answer questions carrying 2 marks each. Answer to each question should not exceed 30 words.
4. Question Nos. 10-11 in Section C is short answer questions carrying 3 marks. Answer to question should not exceed 60 words.
5. Question No. 12-13 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 contingency in a film budget? 1

- A. Payment given to lead actors
B. Cost of post-production editing
C. Reserve fund for unexpected expenses
D. Cost of marketing and distribution

Q2. A director decides to shoot all scenes of a film location-wise rather than in story order to reduce costs. This decision primarily reflects: 1

- A. Creative improvisation
B. Efficient scheduling and budgeting
C. Actor-centric filmmaking
D. Post-production flexibility

Q3. Assertion (A): A high shooting ratio always indicates wastage of film stock.

Reason (R): High shooting ratios are often used in films requiring complex action scenes and multiple camera setups. 1

- A. Both A and R are true, and R explains A
B. Both A and R are true, but R does not explain A
C. A is false, but R is true
D. A is true, but R is false

Q4. Which of the following best differentiates live and non-live television production? 1

- A. Live shows are always shorter in duration
B. Non-live shows do not require scripting
C. Live shows are broadcast in real-time, while non-live shows are edited before telecast
D. Non-live shows do not involve cameras

Q5. Which stage of television production primarily focuses on idea generation, scripting, and planning? 1

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

Q6. A production team conducts a dry run before a live event telecast. This activity is mainly to: 1

- A. Edit the final footage
B. Test planning, coordination, and technical setup
C. Promote the programme to sponsors
D. Finalize the storyline

Q7. Assertion (A): Effective pre-production reduces difficulties during the production and post-production stages.

Reason (R): Pre-production involves detailed planning of script, schedule, equipment, and personnel. **1**

A. Both A and R are true, and R correctly explains A B. Both A and R are true, but R does not explain A

C. A is true, but R is false

D. A is false, but R is true

SECTION B

Q8. Explain the difference between *above-the-line* and *below-the-line* costs in film production. **2**

Q9. What is *pre-production* in television production? **2**

SECTION C

Q10. What is a *shooting schedule*? Why is it important in filmmaking? **3**

Q11. Explain the role of *lighting* in television production. **3**

SECTION D

Q 12. Discuss the role of post-production in transforming raw footage into a final film. Mention key processes involved. **4**

Q13. Discuss the importance of post-production in television programmes. Mention key activities involved. **4**

*****ALL THE BEST*****