



B.K. BIRLA CENTRE FOR EDUCATION

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

PRE- MID TERM EXAM (2026-27)

MASS MEDIA STUDIES (835)

Class: XII

Date: 22/07/2026

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 department of a newspaper is responsible for gathering and reporting news?

- | | | |
|----------------------------|-------------------------|---|
| A. Advertising Department | B. Editorial Department | 1 |
| C. Distribution Department | D. Marketing Department | |

Q2. The person who decides the placement and importance of news stories in a newspaper is: 1

- | | |
|-------------|-----------------|
| A. Reporter | B. Photographer |
| C. Editor | D. Distributor |

Q3. Assertion (A): The distribution department plays an important role in newspaper publication. Reason (R): It ensures that newspapers reach readers on time. 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.

Q4. Which of the following is a spoken-word radio programme? 1

- | | |
|----------------|--------------------|
| A. Radio Drama | B. News Bulletin |
| C. Jingle | D. Music Programme |

Q5. Radio dramas mainly depend upon: 1

- A. Visual effects B. Costumes and make-up
C. Sound effects and dialogue D. Camera movements

Q6. A short, catchy message used to promote a product or service on radio is called: **1**

- A. Documentary B. Feature
C. Jingle D. Bulletin

Q7. Assertion (A): Radio is known as a medium for the ear.

Reason (R): Radio communication depends primarily on sound. **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. Differentiate between the Editorial Department and the Advertising Department of a newspaper. **2**

Q9. What is a radio documentary? Mention any two characteristics. **2**

SECTION C

Q10. Explain any three functions of the editor in newspaper production. **3**

Q11. Discuss the importance of sound effects in radio programmes. **3**

SECTION D

Q12. A newspaper is unable to reach readers on time due to poor coordination among staff and vendors. Explain the role and importance of the distribution department in newspaper publication. **4**

OR

Discuss the structure of a newspaper organization. Explain the functions of any four departments involved in newspaper production.

Q13. A radio station wants to create an awareness programme on environmental conservation. Explain how different elements of radio production (voice, music, sound effects, and scripting) can be used to make the programme effective and engaging. **4**

OR

Radio is often called the "theatre of the mind." Justify this statement by explaining the importance of sound, voice, music, and imagination in radio programmes. *******All the best*******