



# B.K. BIRLA CENTRE FOR EDUCATION

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

## ANNUAL EXAMINATION 2025-26 MASS MEDIA STUDIES (835)

Class: XI  
Date: 18.02.2026  
Admission no:

Time: 3 Hours  
Max Marks: 60  
Roll no:

### INSTRUCTIONS

1. All questions are compulsory except where internal choice has been given.
2. Question Nos. 1 -9 in Section A carry 1 mark each. You are expected to answer them as directed.
3. Question Nos. 10-21 in Section B are very short answer type-I questions carrying 2 marks each. Answer to each question should not exceed 30 words.
4. Question Nos. 22-26 in Section C are short answer type-II questions carrying 3 marks each. Answer to each question should not exceed 60 words.
5. Question Nos. 27 - 29 in Section D are long answer type - I questions carrying 4 marks each. Answer to each question should not exceed 120 words.

### SECTION A

1. Which of the following best explains why radio and television are considered mass media rather than performing arts like theatre? **1**
  - A. They focus only on entertainment
  - B. They involve artistic expression
  - C. They use technology to reach large, dispersed audiences simultaneously
  - D. They depend on face-to-face interaction
2. According to V.K. Rajwade's formulation, which combination correctly represents the evolution of communication from natural ability to external means? **1**
  - A. Gesture → Dance → Architecture
  - B. Sound → Singing → Instrumental Music
  - C. Drawing → Painting → Puppetry
  - D. Solid Figure → Language → Theatre
3. Which of the following best explains why cinema retains a distinct identity despite borrowing elements from literature, painting, music, sculpture, architecture, and theatre? **1**
  - A. Cinema presents stories only through dialogue
  - B. Cinema combines multiple arts but remains bound to live performance
  - C. Cinema integrates various art forms within an audio-visual, spatio-temporal narrative structure
  - D. Cinema depends primarily on written scripts like literature
4. Which feature most distinctly differentiates television from cinema in terms of audience engagement and content organization? **1**
  - A. Optical projection of images
  - B. Fixed narrative duration
  - C. Day-part-based programming guided by audience research
  - D. Exclusive use of scripted fiction

**5. Which statement best explains why news is described as a “socially constructed discourse” rather than a direct reflection of events? 1**

- A. News reports always follow the inverted pyramid format
- B. Events automatically become news once they occur
- C. News meaning is shaped by professional values, cultural codes, and selection processes
- D. News agencies determine all editorial decisions

**6. Which feature most clearly distinguishes *unicast* communication on the Internet from multicast transmission systems like radio or television? 1**

- A. One-to-many signal distribution
- B. Absence of transmission feedback
- C. Interactive packet verification and retransmission
- D. Dependence on satellite infrastructure

**7. Which of the following best describes the role of the "cloud" in the Internet's three-layer architecture? 1**

- A. It stores all data permanently for users.
- B. It acts as the middle layer that routes data between sending and receiving layers.
- C. It only connects government and commercial computers.
- D. It prevents high-speed fiber-optic transmission.

**8. Which of the following correctly identifies the narrative techniques used in Arthur Conan Doyle's *Behind the Times*? 1**

- A. Dialogue-heavy narration, third-person omniscient point of view
- B. Mostly descriptive, first-person singular point of view, very little dialogue
- C. Purely dialogue, second-person point of view
- D. Descriptive and omniscient, no personal involvement

**9. Which of the following statements about myths is correct? 1**

- A. Myths are purely fictional stories with no connection to historical events or human behavior.
- B. Myths often use symbols to convey moral lessons and explain human behavior.
- C. Myths only exist in pre-modern cultures and are irrelevant in modern times.
- D. Myths are scientific accounts of natural phenomena without moral or cultural significance.

## **SECTION B**

10. How does the concept of “mass audience” explain the influence of mass media on democratic debates such as the Women’s Reservation Bill? 2

11. Explain how the idea that “all communication is an extension of sensory capabilities” helps us understand modern mass media. 2

12. How do psychological barriers and defensiveness together distort the communication process even when physical and mechanical conditions are ideal? 2

13. Explain the concept of *macro-structure* in cinema with reference to time and space. 2

14. Explain why television is described as a medium of private consumption despite being centrally produced and globally transmitted. 2

15. Why is news compared to a “map” rather than the “terrain” it represents? 2
16. Why are radio documentaries considered a hybrid genre rather than a purely informational format? 2
17. Why is edge congestion considered the primary bottleneck in internet data transmission despite high-capacity cloud infrastructure? 2
18. Explain the core idea of the Hypodermic Needle (Magic Bullet) Theory in mass communication. 2
- OR**
- Explain the Two-Step Flow Theory of communication with reference to opinion leaders.
19. What is the difference between a broadsheet and a tabloid newspaper in terms of content and style? 2
20. How would you write a short dialogue between yourself and ET if he visited your classroom? 2
21. How can a reader’s personal experiences influence their understanding of Chekhov’s story? 2

### **SECTION C**

22. Critically explain how cinema differs from theatre in terms of spectators’ point of view and the role of technology, while still being an audio-visual and spatio-temporal art. 3
23. Explain why sound design is more critical in radio plays than in stage or television drama. 3
24. Explain the concept of mise en scène and its significance in film direction. 3
25. Explain the specificity of television as a medium in comparison to cinema. 3
- OR**
- Why are soap operas considered a distinctive television genre?
26. Explain the main theme of the story Two Pebbles, Black and White. 3

### **SECTION D**

27. Analyse how micro-structure contributes to meaning-making in cinema, with reference to shots, sound, and editing transitions. 4
28. How does a radio play convey a story effectively using only sound, and what challenges must be considered in its production? 4
- OR**
- Why are radio programmes classified into genres, and how does this classification help in content analysis?
29. Explain how Karel Capek’s The Tramp’s Tale employs the three storytelling techniques: description, dialogue, and point of view. 4

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