



B.K. BIRLA CENTRE FOR EDUCATION

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



POST MID TERM TEST 2025-26 MASS MEDIA STUDIES (835)

Class: XI
Date: 10.01.26
Admission no:

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

INSTRUCTION:

1. All questions are compulsory.
2. Question Nos. 1-8 in Section A carry 1 mark each.
3. Question Nos. 9-11 in Section B are very short answer questions carrying 2 marks each. Answer to each question should not exceed 30 words.
4. Question Nos. 12 in Section C is short answer questions carrying 3 marks. Answer to question should not exceed 60 words.
5. Question No. 13-14 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 explains why *news* is considered a “construction” rather than the event itself? 1

- A. Because news always uses figurative language to describe events
- B. Because events are inherently meaningless until journalists add their interpretation
- C. Because news is shaped by professional selection processes, cultural discourse, and representational formats
- D. Because only audio-visual media can accurately represent real events

Q2. A newspaper that uses *informal, conversational language*, emphasizes *bold visuals*, covers *private lives of celebrities*, and often includes *sensational stories* can be classified as: 1

- A. Broadsheet
- B. Berliner
- C. Tabloid
- D. Editorial Supplement

Q3. Which factor most distinguishes a radio feature/documentary from a news bulletin? 1

- A. Use of live interviews only
- B. Use of blended techniques—narration, dramatization, effects to interpret events
- C. Absence of background music
- D. Focus only on weather and human-interest items

Q4. Radio drama requires fewer characters primarily because: 1

- A. Too many voices violate broadcast rules
- B. Listeners cannot visually distinguish characters; many similar voices cause cognitive confusion
- C. AIR restricts all plays to three voices
- D. Music substitutes for dialogue

Q5. Which factor enabled the rapid expansion of the Internet from small LAN networks to a global system? 1

- A. Increase in home computers only
- B. Adoption of universal hardware and networking protocols
- C. Removal of routers from networks

D. Limitation of data to text-only formats

- Q6. In the data transmission process, what is the primary function of switches?** 1
- A. Increasing packet size
 - B. Verifying packet integrity and requesting replacements when needed
 - C. Controlling IP addressing
 - D. Slowing down corrupt transmissions

- Q7. Why is edge congestion more common than congestion in cloud layer of the Internet?** 1
- A. Routers in the cloud are outdated
 - B. Consumer-level infrastructure cannot handle heavy bandwidth demand
 - C. Cloud networks limit global data flow
 - D. IP cannot manage packet identification

- Q8. When developing a dialogue with ET in a contemporary personal context, which narrative strategy best preserves the essence of science-fiction storytelling?** 1
- A. Ignoring ET's alien characteristics and focusing only on human emotions
 - B. Integrating ET's other-worldly traits with realistic environmental details
 - C. Limiting the dialogue to factual, scientific data
 - D. Using only monologue to avoid narrative complexity

SECTION B

Q9. Why is radio considered a “purely audio medium,” and how does this influence programme construction? 2

Q10. Why are data packets given unique identification labels in Internet Protocol (IP) transmission? 2

OR

How does unicast transmission differ fundamentally from multicast, and why is it crucial for Internet communication?

Q11. What narrative elements must be considered when placing ET in your personal context for a dialogue? 2

SECTION C

Q12. Explain how broadsheets and tabloids differ in terms of format, language, and journalistic approach. 3

OR

How is an editorial different from a news report?

SECTION D

Q13. Explain how content analysis of radio programmes differs from content analysis of newspapers or television. 4

Q14. Write a high-difficulty, analytical answer on how you would develop a dialogue with ET by placing him in your own context. 4

OR

Q. Discuss the challenges and creative opportunities involved in constructing a dialogue with ET when he is placed in your personal or cultural environment.

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