



B.K. BIRLA CENTRE FOR EDUCATION

SARALA BIRLA GROUP OF SCHOOLS
A CBSE DAY-CUM-BOYS' RESIDENTIAL SCHOOL
PRE-MID TERM EXAMINATION 2025-26
MASS MEDIA STUDIES (835)

Class: XI
Date: 04.08.25
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. According to the passage, what makes a medium a mass medium?** 1
A. The number of people using it B. The artistic expression it carries
C. The technology and its outreach D. Its one-to-one communication style
- Q2. Which of the following statements about mass communication is NOT true?** 1
A. It is unidirectional in nature B. It is usually technology-based
C. It involves instant feedback from audiences D. It can reach audiences across continents
- Q3. According to historian V.K. Rajwade, which of the following is not one of the four natural abilities from which artistic communication forms evolved?** 1
A. Gesture B. Language C. Ability to Draw D. Making Solid Figures
- Q4. The Phatic Stage of interpersonal communication is primarily meant to:** 1
A. Express personal emotions B. Begin formal interaction with greetings
C. Share intimate life details D. Seek emotional support
- Q5. Which of the following barriers arises primarily from the psychological condition of the sender or receiver?** 1
A. Mechanical barrier B. Linguistic barrier C. Psychological barrier D. Cultural barrier

SECTION B

- Q6. Differentiate between interpersonal communication and mass communication with one key feature each.** 2
- Q7. How do physical barriers such as climate or noise affect communication?** 2
- Q8. What is meant by "defensiveness" in communication, how does it become a barrier?** 2

SECTION C

Q9. Explain how Rajwade classifies the evolution of human communication using functional and evocative modes. 3

Q10. Explain how linguistic and cultural differences together can create barriers in communication. Use an example. 3

SECTION D

Q11. Critically evaluate how the structure and reach of mass media differ from performing and fine arts as mediums of communication. Use examples. 4

Q12. Critically evaluate how Rajwade's classification explains the connection between human senses, art, and the evolution of mass communication. 4

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