



B.K. BIRLA CENTRE FOR EDUCATION

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



TERM-1 EXAMINATION, 2025-26 MASS MEDIA STUDIES (835)

Class: XI
Date: 3.09.25
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 -17 in Section A carry 1 mark each. You are expected to answer them as directed.
3. Question Nos. 18-21 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. 25 - 31 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 describes the key difference between interpersonal communication and mass communication? 1
A. Interpersonal communication is always written, mass communication is always oral
B. Mass communication is interactive, interpersonal is unidirectional
C. Mass communication involves technology and reaches a large audience, while interpersonal communication is face-to-face and localized
D. Interpersonal communication is one-way, mass communication is two-way
2. Why is cinema considered a 'complete medium' in the context of media studies? 1
A. Because it uses live performances only
B. Because it includes both art and communication media elements
C. Because it is always based on true stories
D. Because it only uses text and images
3. What are the three stages of interpersonal communication? 1
A. Personal, Social, Cultural
B. Personal, Intimate, Public
C. Phatic, Personal, Intimate
D. Formal, Functional, Evocative
4. Which natural human ability is linked to the development of puppetry according to Rajwade? 1
A. Drawing
B. Solid figure
C. Gesture
D. Sound
5. Which of the following is a psychological barrier to communication? 1
A. Noise in the environment
B. Technical failure of a microphone
C. Frame of reference and emotional state
D. Different time zones
6. What is a mechanical barrier in communication? 1

- A. The use of difficult vocabulary
- B. Difference in cultural backgrounds
- C. Breakdown in devices like phones or hearing aids
- D. Interruptions due to crowd behaviour

7: In what way is cinema different from literature in the creation of imagery? 1

- A. Cinema uses words to create different personal images
- B. Cinema allows each viewer to interpret scenes differently
- C. Cinema shows fixed images on screen that all viewers see the same way
- D. Literature uses visuals, cinema uses only imagination

8: Which of the following best explains why cinema is called a "spatio-temporal" medium? 1

- A. It uses painting and sculpture in its visuals
- B. It tells stories using time and space through visuals and sound
- C. It uses music to create mood
- D. It can be watched from multiple points of view

9: While watching a scene where a character appears small and vulnerable, you notice the camera is placed high above them. What visual technique is being used, and what is its likely purpose? 1

- A. Low angle shot – to show dominance
- B. Eye-level shot – to show equality
- C. High angle shot – to show weakness
- D. Tracking shot – to create suspense

10: You are watching a film where two scenes overlap — the first gradually disappears as the second one appears. Which editing transition is used, and what effect does it create? 1

- A. Cut – creates urgency
- B. Fade – marks time/location shift
- C. Dissolve – creates a smooth transition between scenes
- D. Wipe – used for flashbacks

11: What does a close-up shot typically convey in the opening of a film? 1

- A. Geographic setting
- B. Character's emotional state
- C. Action sequence
- D. Passage of time

12: Which camera movement is most effective for following a character through space and building narrative momentum? 1

- A. Static shot
- B. Tilt
- C. Tracking shot
- D. Zoom-in

13. What is the primary source of revenue for mainstream newspapers? 1

- A) Subscription fees
- B) Government grants
- C) Advertising and circulation
- D) Donations from NGOs

14. Which newspaper format is described as narrower than a broadsheet and taller than a tabloid, associated with quality journalism? 1

- A) Compact
- B) Tabloid
- C) Berliner
- D) Bulletin

15. Assertion (A): Radio documentaries are often more impactful than news bulletins. Reason (R): Documentaries use narration, real voices, background effects, and music to create an engaging and informative experience. 1

- A. Both A and R are true, and R is the correct explanation of A.
- B. Both A and R are true, but R is not the correct explanation of A.
- C. A is true, but R is false.
- D. A is false, but R is true.

16. Assertion (A): The Indian government does not permit private FM channels to broadcast political news bulletins.

Reason (R): This ensures uniform access to diverse news sources across television and radio media. 1

- A. Both A and R are true, and R is the correct explanation of A.
- B. Both A and R are true, but R is not the correct explanation of A.
- C. A is true, but R is false.
- D. A is false, but R is true.

17. Assertion (A): The unicast nature of the Internet allows for more reliable and customized content delivery compared to traditional media like radio or TV.

Reason (R): Unlike multicast systems, unicast uses IP to confirm successful delivery of each data packet and can retransmit if an error occurs. 1

- A. Both A and R are true, and R is the correct explanation of A.
- B. Both A and R are true, but R is not the correct explanation of A.
- C. A is true, but R is false.
- D. A is false, but R is true.

SECTION B

18. What is the phatic stage of interpersonal communication? 2

19: How does cinema incorporate elements of painting and sculpture into its visual storytelling? 2

20: How do camera movement and image size influence the audience's perception in the opening sequence of a film? 2

OR

How does background music contribute to the emotional tone of a film? Give one example.

21: You are asked to design a radio feature about the impact of climate change in rural India. Briefly describe two key elements you would include in your script to make the programme both informative and engaging. 2

SECTION C

22: How does mass media influence a mass audience differently from a live, compact audience, and what does this imply about the power of media in shaping public opinion? 3

23: Explain how physical and linguistic barriers affect communication with examples. 3

24. Analyse how the use of camera movement and image size in the opening sequences of a film can contribute to mood, character introduction, and narrative pacing. Use cinematic examples to support your answer. 3

25. Differentiate between broadsheet and tabloid newspapers. Provide two key differences with examples. 3

26: You are tasked with advising a rural school that has slow internet connectivity on how to use online education resources effectively. Based on your understanding of buffering, edge

congestion, and data packet transmission, suggest three specific strategies they could implement to ensure smoother access to audio-visual learning materials. 3

OR

Explain the term “edge congestion” in the context of internet data flow. Why does it primarily affect consumers?

SECTION D

27. Explain how the technological advancements have transformed mass communication in recent decades. In your answer, discuss the shift from traditional mass media to digital platforms and its implications for both producers and audiences. 4

28: Differentiate between interpersonal communication and mass communication with relevant examples. 4

OR

Q: In what ways is cinema both similar to and different from other art forms such as literature, painting, sculpture, and music?

29: Discuss how cinema, while drawing from other art forms like literature, music, theatre, painting, and sculpture, retains its own unique identity as a medium. 4

30: Compare counterprogramming with hammocking in terms of audience targeting and scheduling goals. Provide an example scenario for each to illustrate your point. 4

31. Compare the editorial page and the Op-Ed page in a daily newspaper. Explain their purpose and typical contents. 4

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