



D.A.V. PUBLIC SCHOOL, NEW PANVEL

PREBOARD SAMPLE PAPER

2025-2026

STD:- XII

Sub: - Mass Media Studies

Time: - 3 Hrs.

Max. Marks:- 60

General Instructions:

1. Please read the instructions carefully.
2. This question Paper consists of 24 questions in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6+18) = 24 questions, a candidate has to answer (6+11) = 17 questions in the allotted time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **Section A- Objective Type questions (30 Marks) :**
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/ part.
7. **Section B- Subjective Type questions (30 Marks) :**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/ part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q1	Answer any 4 out of the given 6 questions on Employability Skills.	1x4= 4
		Marks
i	Sapna wants to change the spelling of a word in the entire document. Which option will she use?	

	a) Copy b) Align left c) Find & replace d) Paste	
ii	“The tone of our voice, speed and volume can make a difference in the meaning we want to show. Speaking too fast may show happiness, excitement or nervousness. Speaking too slow may show seriousness or sadness”. This is called – a) Space b) Eye contact c) Paralanguage d) none of these	
iii	Governmental rules, taxation, environmental regulations, lending requirements and licensing are all examples of which barrier to entrepreneurship a) Employee related difficulties b) Lack of Entrepreneurial Capacity c) Market entry regulations d) Shortage of funds and resources	
iv	Feeling extremely nervous and worried because you believe that other people do not like you or are trying to harm you is called _____ personality disorder.	
v	Anika likes to go out. She is a gregarious, assertive and sociable. What type of personality trait does Anika display?	
vi	_____ is defined as the drive required to engage in goal-oriented behaviour.	
Q2	Answer any 5 out of the given 7 questions.	1x5= 5 Marks
i	Before the internet, Mass Communication had following features- I. It was a process of Broadcasting II. Gigantic organization/ corporations III. Huge technical infra-structure IV. Large-scale investment and revenue model Choose the right option. a) Both I & II b) Both III & IV c) All the above d) None of these	

ii	Today, the spread of Mass Media has largely removed the cause of complaints as far as the channels as spread of information are concerned. But the question remains about a) The quality and efficacy of the information b) The quantity and efficacy of the information c) The quantity and the source of the information d) The quality and the source of the information	
iii	Sub-editors are also called as re writers or as _____ . a) Editors b) Reporter c) Copy readers d) Writers	
iv	The impact of Information Technology on the lives of poor people of India in terms of- a) Economic Development b) Social Development c) Personal Development d) All of the above	
v	_____ and Suriya have won the 68th National Film Best Actor Award.	
vi	The socio-economic structure of rural & urban population is different and affects the purchasing preferences & power is related to- a) Demographic b) Psychographic c) Geographic d) Behaviouristic	
vii	Series of advertisement messages that share a single idea or theme is- a) Advertisement Campaign b) Advertisement Group c) Advertisement Cluster d) Advertisement Series	

Q3	Answer any 6 out of the given 7 questions.	1x6=6 Marks
i	If the reality show 'Big Boss' is treated as a research lab then the observations made by the Big Boss can be said to be based on: a) Overt-Participatory method b) Overt-Non-participatory method c) Covert-Participatory method d) Covert-Non-participatory method	
ii	FTC stands for a) Federal Trade Commission b) Federal Trading Corporation c) Front Trade Company d) None of the above	
iii	The primary function of movies is to _____	
iv	Which type of advertising appeal highlights the benefits like value, quality, performance of a product, etc.? a) Emotional appeal b) Formal appeal c) Informal appeal d) Informational appeal	
v	What prominent techniques used in Point-of-Purchase advertising? a) LCD b) Window Display c) Floor Stand d) All of the above	
vi	_____ and _____ have the advantage of ____ and _____ if people are coming in, but the effort required is _____ a) Kiosks; billboards; communication; debate; expensive b) Tradeshows; events; face to face interaction; popularity; good amount of money c) Trade fairs; billboards; face to face interaction; popularity; good amount of money d) None of the above	
vii	Which system allows two parties to share advertising costs?	
Q4	Answer any 5 out of the given 6 questions.	1x5=5 Marks
i	_____ advertising is mostly used when new product is first being introduced.	
ii	The pages of a website can usually be accessed from a simple Uniform Resource Locator called the _____.	

iii	Define feature.	
iv	What is a cover story?	
v	_____ compromises the primary source of income of newspaper.	
vi	The information structure is used to develop a development or a visual diagram is called a _____.	
Q5	Answer any 5 out of the given 6 questions.	1x=5 Marks
i	What is the role of R and D of an advertisement agency?	
ii	_____ headlines are framed in a small rectangle.	
iii	_____ made in 1940s and Mughal e Azam are some prominent examples of large scale productions requiring mammoth sets.	
iv	Name the first film production studio?	
v	_____ was an outstanding art director who made the memorable set of 'Aparajito' which was director by Satyajit Ray.	
vi	In 1877 Thomas Edison invented the _____.	
Q6	Answer any 5 out of the given 6 questions.	1x5= Marks
i	Public Opinion was published in the year _____.	
ii	Who is the director of the movie Kantara?	
iii	_____ oversees the coverage on the editorial page. a) News editor b) Daily editor c) Wire editor d) Editor page editor	
iv	What is the name of the character played by Johnny Depp in 'Pirates of the Caribbean'?	
v	Reservations for rental equipment must be made at least _____ days in advance.	
vi	_____ may not have any glamour or high-profile quality but it is certainly a very effective channel of communication.	

SECTION B: SUBJECTIVE TYPE QUESTIONS

	Answer any 3 out of the given 5 questions on Employability Skills. Answer each question in 20- 30 words each.	2x3=6 Marks
Q7	Why is Self-motivation important?	
Q8	Explain- Lack of Entrepreneurial Mindset & Training.	
Q9	What are self-motivation tips and techniques?	
Q10	What are expansive thoughts?	
Q11	Explain the acronym SMART in relationship with an entrepreneur.	
	Answer any 3 out of the given 5 questions in 20-30 words each.	2x3=6 Marks
Q12	What are Advocacy Advertisements?	
Q13	What are the three mega trends given by Majid Tehranian?	
Q14	Define non-linear editing.	
Q15	What is the role of a Radio jockey?	
Q16	Clapper board is important during film production. Explain.	
	Answer any 2 out of the given 3 questions in 40 -50 words each.	3x2=6 Marks
Q17	What paradigm change has occurred due to the internet?	
Q18	Explain the qualities required for successful screen- writers.	
Q19	What work is done during the lab editing?	
	Answer any 3 out of the given 5 questions in 50- 80 words each.	4x3= 12 Marks
Q20	Reporters and correspondents are like foot soldiers in the field. Explain.	
Q21	What are the functions of Advertising? Explain with suitable examples.	
Q22	What are the basic principles of radio script?	
Q23	Music composer in India has a special place in the film unit as compared to elsewhere in the world. Elaborate.	
Q24	What are the difficulties faced during the shooting stage?	

