



B.K. BIRLA CENTRE FOR EDUCATION

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



TERM-1 EXAMINATION, 2026-27 MASS MEDIA STUDIES (835) MARKING SCHEME

Class: XII
Date: 4/09/2026
Admission no:

Time: 3 hours
Max Marks: 60
Roll no:

INSTRUCTIONS:

1. Question Nos. 1–16 in Section A are Multiple Choice Questions (MCQs) carrying 1 mark each. Choose the most appropriate answer.
2. Question Nos. 17–23 in Section B are Very Short Answer Type-I questions carrying 2 marks each. The answer to each question should not exceed 30 words.
3. Question Nos. 24–29 in Section C are Short Answer Type-II questions carrying 3 marks each. The answer to each question should not exceed 60 words.
4. Question Nos. 30–32 in Section D are Long Answer Type-I questions carrying 4 marks each. The answer to each question should not exceed 120 words.
5. Internal choice has been provided in the Long Answer section wherever applicable.
6. Read all the questions carefully before attempting them.
7. Support your answers with suitable examples wherever required.
8. Write your answers neatly and legibly.

SECTION A

Q1. Which of the following is the primary objective of advertising?

1

- A. To entertain consumers
- B. To inform, persuade and remind consumers about a product**
- C. To increase production costs
- D. To eliminate competitors

Q2. A Unique Selling Proposition (USP) is:

1

- A. The retail price of a product
- B. The feature that differentiates a product from its competitors**
- C. The target market of the product
- D. The product's packaging design

Q3. Which stage of the advertising process involves identifying the characteristics of potential consumers?

1

- A. Media Planning

B. Market Segmentation

C. Budget Allocation

D. Product Distribution

Q4. Which type of advertising aims to create awareness about social issues rather than promote a product? 1

A. Product Advertising

B. Institutional Advertising

C. Public Service Advertising

D. Comparative Advertising

Q5. Comparative advertising is mainly used to: 1

A. Compare one brand with another

B. Compare prices in different markets

C. Compare customer feedback

D. Compare sales figures

Q6. Which of the following is NOT a function of advertising? 1

A. Creating product awareness

B. Building brand loyalty

C. Replacing product quality

D. Increasing sales

Q7. Which phase of filmmaking includes script development, budgeting and casting? 1

A. Production

B. Distribution

C. Pre-production

D. Post-production

Q8. Which of the following is considered an Above-the-Line (ATL) cost in film production? 1

A. Editing

B. Costumes

C. Director's remuneration

D. Set construction

Q9. Television advertising is considered more effective than print advertising because it: 1

A. Uses only text

B. Combines audio, visuals and motion

C. Is less expensive

D. Requires no planning

Q10. Which television scheduling strategy places a new programme between two popular programmes to increase viewership? 1

A. Counterprogramming

B. Hammocking

C. Roadblocking

D. Dayparting

Q11. Which newspaper page primarily reflects the official opinion of the newspaper? 1

A. Front Page

B. Editorial Page

C. Sports Page

D. Classified Page

Q12. Which of the following is a major advantage of newspaper advertising? 1

A. Audio presentation

B. High credibility and detailed information

C. Live telecast

D. Motion pictures

Q13. Radio advertising mainly depends upon: 1

A. Colour and visuals

B. Sound, voice and imagination

C. Animation

D. Printed graphics

Q14. Which radio programme format is designed to educate listeners by combining narration, interviews and sound effects? 1

A. Jingle

B. Documentary

C. Advertisement Spot

D. News Bulletin

Q15. Which feature of Internet advertising allows advertisers to measure user responses instantly?

1

A. Broadcasting

B. Interactivity

C. Printing

D. Analogue transmission

Q16. Assertion (A): Internet advertising enables advertisers to target specific audiences more accurately than traditional media. Reason (R): Digital platforms collect user data that helps advertisers deliver personalised advertisements.

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

Q17. Differentiate between a product feature and a customer benefit with one example.

2

Answer:

Product Feature	Customer Benefit
A product feature is a characteristic or quality of a product.	A customer benefit is the advantage or value that the customer gets from that feature.

Example: A water bottle is insulated (feature), so it keeps water cold for several hours (benefit).

Q18. State any two functions of advertising in creating brand value.

2

Answer: Any two:

- Advertising creates awareness about a brand.
- It differentiates the brand from competitors.

Q19. Why is media selection important while planning an advertising campaign?

2

Answer: Media selection is important because:

- It helps advertisers reach the right target audience.
- It ensures the advertisement is cost-effective and gives maximum impact.

Q20. Explain the difference between above-the-line and below-the-line costs.

2

Answer:

- Above-the-Line (ATL) costs are payments made to the main creative people involved in a film, such as the director, producer and lead actors.
- Below-the-Line (BTL) costs are production expenses like camera equipment, costumes, lighting, editing and transportation.

Example: The salary of Shah Rukh Khan in a film is an ATL cost, whereas the money spent on cameras and costumes is a BTL cost.

Q21. Mention any two advantages of television advertising.

2

Answer: Any two:

- It combines sound, visuals and motion, making advertisements attractive.
- It reaches a large audience across different regions.

Q22. State any two advantages of newspaper advertising.

2

Answer: Any two:

- Newspapers are considered reliable and trustworthy.
- They provide detailed information about products and services.

Q23. Explain the meaning of digital convergence in advertising.

2

Answer: Digital convergence is the combining of different media such as television, newspapers, radio and the Internet on one digital platform. It allows advertisers to reach people through multiple devices like smartphones, tablets and computers.

Example: A company launches a new mobile phone and promotes it through YouTube, Instagram, its website and a mobile app at the same time.

SECTION C

Q24. Explain the process of market segmentation. Why is it important for advertisers?

3

Answer: Market segmentation is the process of dividing a large market into smaller groups of consumers who have similar needs, interests or characteristics.

The process includes:

- Identifying the target market.
- Dividing consumers based on factors such as age, gender, income, location or lifestyle.
- Selecting the most suitable group for advertising.

Importance:

- It helps advertisers create advertisements that match the needs of a specific audience.
- It saves advertising costs by focusing on the right consumers.
- It increases the chances of sales and customer satisfaction.

Q25. Compare product advertising and institutional advertising. Give suitable examples.

3

Answer:

Product Advertising	Institutional Advertising
Promotes a specific product or service.	Promotes the image or reputation of an organisation.
Its aim is to increase product sales.	Its aim is to build public trust and goodwill.
Example: Advertisement for Colgate Toothpaste.	Example: Tata's advertisement highlighting its commitment to education and social welfare.

Q26. Explain the three major stages involved in film production.

3

Answer: The three major stages of film production are:

1. Pre-production: Planning stage that includes script writing, budgeting, casting, selecting locations and preparing the shooting schedule.
2. Production: The actual shooting of scenes using cameras, actors and technical equipment.
3. Post-production: Editing the film, adding sound effects, background music, visual effects and preparing the final version for release.

Example: Before filming a movie, the director first selects actors and locations (pre-production), then shoots the film (production), and finally edits it before its release (post-production).

Q27. Compare newspaper advertising and television advertising on the basis of reach, cost and impact.

3

Answer:

Newspaper Advertising	Television Advertising
Mainly reaches readers of a particular region or language.	Reaches a large national and international audience.
Comparatively less expensive.	Production and broadcasting costs are high.
Uses text and images; impact is moderate.	Uses sound, visuals and motion; creates greater impact.

Example: A local tuition centre may advertise in a newspaper, whereas a brand like Cadbury advertises on television to reach millions of viewers.

Q28. Explain the advantages and limitations of radio advertising.

3

Answer: Radio advertising is the promotion of products, services or ideas through radio broadcasts. It uses voice, music, jingles and sound effects to communicate messages to listeners.

Advantages:

- It is cost-effective compared to television advertising.
- It has a wide reach, especially in rural and remote areas.
- Advertisements can be broadcast frequently, helping people remember the product.

Limitations:

- It has no visual element, so products cannot be demonstrated.
- Radio advertisements are short-lived and may be forgotten if listeners miss them.

Example: A local supermarket can advertise its weekend discount offers on the radio to quickly reach people in the city. However, it cannot show pictures of the products like a television advertisement can.

Q29. Discuss how the Internet has transformed modern advertising.

3

Answer: The Internet has transformed modern advertising by making it more interactive, targeted and measurable.

1. Targeted Advertising: Advertisers can target specific groups of people based on their age, interests, location and online behaviour. This helps companies reach the right audience more effectively.
2. Interactive Communication: Unlike traditional media, the Internet allows consumers to interact with advertisements by liking, sharing, commenting, clicking links or purchasing products instantly. This increases customer engagement.
3. Real-time Performance Tracking: Advertisers can measure the success of their campaigns using data such as views, clicks, impressions and conversions. They can also modify advertisements immediately if needed.

Example: If a student searches for "best laptops for college" on Google, advertisements for laptops from brands like HP, Dell or Lenovo may appear later on YouTube, Instagram or other websites based on the student's browsing history.

SECTION D

Q30. "A successful advertising campaign depends more on understanding the target audience than on creativity alone." Justify the statement with suitable examples.

Answer: A successful advertising campaign is based on a clear understanding of the target audience because advertisements are effective only when they communicate the right message to the right people. Creativity helps attract attention, but it cannot guarantee success unless the advertisement matches the needs and interests of the audience. Advertisers first identify their target audience by studying factors such as age, gender, income, occupation, education and lifestyle. This helps them decide the language, visuals, tone and medium of advertising. For example, advertisements for children's toys use colourful visuals and simple language, while advertisements for luxury cars focus on premium quality and status. Understanding the target audience also helps in selecting the most suitable advertising medium. Products aimed at teenagers are promoted through Instagram, YouTube and social media, whereas products for farmers may be advertised through radio, regional newspapers and local television channels. Therefore, although creativity makes an advertisement attractive, understanding the target audience ensures that the advertisement reaches the right consumers and achieves its objective of increasing sales and building brand loyalty. Example: BYJU'S advertises mainly on YouTube and educational platforms because its target audience is students and parents.

OR

4

Design a media plan for launching a new educational mobile application for senior secondary students. Justify your choice of advertising media.

Answer: A well-planned media strategy is essential to ensure that the educational mobile application reaches the right audience and achieves maximum visibility.

Target Audience:

Students of Classes XI and XII preparing for Board examinations, CUET, JEE, NEET and other competitive exams. Parents and teachers can also be considered as a secondary target audience.

Media Plan:

- Advertise on YouTube through short educational videos and pre-roll advertisements.
- Use Instagram and Facebook to post reels, student testimonials and study tips.
- Run Google Search Ads so that the app appears when students search for study materials or exam preparation.
- Collaborate with educational influencers and teachers to review and recommend the app.
- Promote the app through school websites, newsletters and educational events.

Justification:

These digital platforms are widely used by senior secondary students and allow advertisers to target users based on their age, interests and online behaviour. They also provide immediate feedback through downloads, clicks and user engagement, making the campaign more effective and cost-efficient than traditional media.

Example: During the CBSE Board examination season, the app can be promoted through YouTube study channels and Instagram advertisements, encouraging students to download the app for sample papers, mock tests and revision notes.

Q31. Explain the complete pre-production stage of filmmaking from the development of an idea to the preparation of the shooting schedule.

Answer: Pre-production is the planning stage of filmmaking. It is the most important phase because it lays the foundation for the smooth execution of the entire film. Proper planning during this stage helps avoid delays and unnecessary expenses during production. The pre-production process begins with the development of an idea, which is then converted into a screenplay and script with dialogues and scene descriptions. Once the script is finalised, a budget is prepared to estimate the total cost of the film, and financing is arranged through producers, studios or investors. The next step is casting, where actors are selected according to the requirements of the script. The production team also recruits the director, cinematographer, editor and other technical crew members. Suitable locations are identified, permissions are obtained, and arrangements for costumes, props and equipment are made. Finally, a detailed shooting schedule is prepared, specifying the dates, locations and scenes to be filmed each day. Example: Before shooting a school-based film, the team first writes the script, selects student actors, obtains permission to shoot on the school campus and prepares a day-wise shooting schedule.

OR

4

Describe the role of budgeting, financing and casting in ensuring the successful production of a film.

Answer: Budgeting, financing and casting are three essential elements of film production that contribute significantly to the successful completion of a film. Budgeting involves estimating the cost of every stage of production, including salaries, equipment, costumes, locations, editing and publicity. A well-planned budget helps control expenses and ensures that resources are used efficiently.

Financing refers to arranging the funds required for making the film. Producers obtain financial support from studios, production houses, investors or banks. Adequate financing ensures that production is not interrupted due to lack of funds.

Casting is the process of selecting actors who best suit the characters in the script. Appropriate casting improves the quality of performances, enhances audience engagement and contributes to the commercial success of the film.

Example: A film with proper budgeting, sufficient financial support and talented actors is more likely to be completed on time and receive a positive response from the audience.

Q32. Compare television, print, radio and internet as advertising media. Which medium would you recommend for launching a new consumer product in India? Give reasons to support your answer.

Answer: Television, print, radio and the Internet are widely used advertising media, each with its own strengths and limitations. Television combines sound, visuals and motion, making advertisements attractive and memorable. It has a wide reach but is expensive to produce and broadcast.

Print media, such as newspapers and magazines, provide detailed information and have high credibility. However, they have limited interactivity and may not appeal to younger audiences.

Radio is a cost-effective medium with a wide reach, especially in rural areas. It is useful for repeated advertisements but lacks visual appeal.

The Internet is interactive, allows advertisers to target specific audiences, provides instant feedback and is comparatively cost-effective. It also enables customers to purchase products directly through advertisements. Recommendation: I would recommend the Internet for launching a new consumer product in India because it reaches a large audience, allows targeted advertising, and provides measurable results through clicks, views and online purchases.

Example: A company launching a new smartwatch can advertise through Instagram, YouTube and Google Ads, where young consumers can watch product demonstrations and buy the product instantly.

OR

4

A leading newspaper has noticed a decline in its readership as more people rely on digital platforms for news and information. As the editor of the newspaper, suggest strategies to retain readers while adapting to the changing media landscape.

Answer: With the increasing popularity of digital media, newspapers must adopt new strategies to retain readers while maintaining the credibility of print journalism. The newspaper should develop a strong digital presence by launching a user-friendly website and mobile application that provide real-time news updates. It should offer high-quality and exclusive content, such as investigative reports, expert opinions and local news, which cannot be easily found on social media. The newspaper can also use social media platforms like Instagram, Facebook and X (formerly Twitter) to share headlines and direct readers to its website. Introducing combined print and digital subscriptions, e-papers, podcasts and newsletters will attract both traditional and digital readers. Engaging readers through polls, quizzes and feedback sections can further improve audience participation.

Example: The Hindu and The Indian Express have successfully expanded their readership by offering e-papers, mobile apps, newsletters and premium digital subscriptions alongside their printed editions.

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