



B.K. BIRLA CENTRE FOR EDUCATION

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

MID APRIL TEST-2026 MASS MEDIA STUDIES (835)

Class: XII
Date: 18.04.26
Admission no:

Time: 1hr
Max Marks: 25
Roll no:

INSTRUCTION:

1. All questions are compulsory.
2. Question Nos. 1-7 in Section A carry 1 mark each.
3. Question Nos. 8-9 in Section B are very short answer questions carrying 2 marks each. Answer to each question should not exceed 30 words.
4. Question Nos. 10-11 in Section C is short answer questions carrying 3 marks each. Answer to question should not exceed 60 words.
5. Question No. 12-13 in Section D is case based question carrying 4 marks each. Answer to question should not exceed 120 words.

SECTION A

Q1. In advertising strategy, which type of market segmentation focuses on lifestyle, status, and personality traits of consumers? 1

- A. Geographic segmentation B. Demographic segmentation
C. Psychographic segmentation D. Behaviouristic segmentation

Q2. Which of the following best explains the relationship between product features and consumer benefits in advertising? 1

- A. Features describe the price while benefits describe the packaging
B. Features are product characteristics while benefits explain the value received by the consumer
C. Features are used only for industrial products D. Benefits are unrelated to consumer needs

Q3. Which of the following is NOT a function of advertising? 1

- A. Creating brand loyalty B. Introducing new products
C. Reducing consumer awareness D. Expanding sales

Q4. Which advertising medium combines the characteristics of both published media and audio-visual media? 1

- A. Radio B. Internet C. Newspapers D. Billboards

Q5. Which advertising strategy involves embedding a product or brand within entertainment content such as films or television programmes? 1

- A. Cross Promotion B. Covert Advertising C. Direct Mail D. Outdoor Advertising

Q6. Which type of advertising primarily aims at building the image and reputation of a company rather than directly promoting a specific product? 1

- A. Product Advertising B. Institutional Advertising
C. Comparative Advertising D. Point-of-Purchase Advertising

- Q7. Which form of advertising is designed to influence consumers to make impulsive buying decisions at retail locations?** **1**
- A. Direct-Mail Advertising B. Informational Advertising
C. Point-of-Purchase Advertising D. Advocacy Advertising

SECTION B

- Q8. State any two functions of advertising.** **2**
Q9. Explain the concept of Cross Promotion in advertising. **2**

SECTION C

- Q10. Explain the role of market research in defining the target market for advertising.** **3**
Q11. Explain the concept of Comparative Advertising. **3**

SECTION D

- Q12. Explain the major functions of advertising.** **4**
Q13. Explain any four forms of advertising. **4**

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