



B.K. BIRLA CENTRE FOR EDUCATION

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

POST MID TERM TEST 2025-26

MASS MEDIA STUDIES (835)

MARKING SCHEME

Class: XI

Date: 10.01.2026

Admission no:

Time: 1hr

Max Marks: 25

Roll no:

INSTRUCTION:

1. All questions are compulsory.
2. Question Nos. 1-8 in Section A carry 1 mark each.
3. Question Nos. 9-11 in Section B are very short answer questions carrying 2 marks each. Answer to each question should not exceed 30 words.
4. Question Nos. 12 in Section C is short answer questions carrying 3 marks. Answer to question should not exceed 60 words.
5. Question No. 13-14 in Section D is case based question carrying 4 marks. Answer to question should not exceed 120 words.

SECTION A

Q1. Which of the following best explains why news is considered a “construction” rather than the event itself? 1

- A. Because news always uses figurative language to describe events
B. Because events are inherently meaningless until journalists add their interpretation
C. Because news is shaped by professional selection processes, cultural discourse, and representational formats
D. Because only audio-visual media can accurately represent real events

Q2. A newspaper that uses informal, conversational language, emphasizes bold visuals, covers private lives of celebrities, and often includes sensational stories can be classified as: 1

- A. Broadsheet B. Berliner **C. Tabloid** D. Editorial Supplement

Q3. Which factor most distinguishes a radio feature/documentary from a news bulletin? 1

- A. Use of live interviews only **B. Use of blended techniques—narration, dramatization, effects—to interpret events** C. Absence of background music D. Focus only on weather and human-interest items

Q4. Radio drama requires fewer characters primarily because: 1

- A. Too many voices violate broadcast rules **B. Listeners cannot visually distinguish characters; many similar voices cause cognitive confusion**
C. AIR restricts all plays to three voices D. Music substitutes for dialogue

Q5. Which factor enabled the rapid expansion of the Internet from small LAN networks to a global system? 1

- A. Increase in home computers only **B. Adoption of universal hardware and networking protocols** C. Removal of routers from networks D. Limitation of data to text-only formats

Q6. In the data transmission process, what is the primary function of switches? 1

A. Increasing packet size **B. Verifying packet integrity and requesting replacements when needed** C. Controlling IP addressing D. Slowing down corrupt transmissions

Q7. Why is edge congestion more common than congestion in cloud layer of the Internet?1

- A. Routers in the cloud are outdated **B. Consumer-level infrastructure cannot handle heavy bandwidth demand**
C. Cloud networks limit global data flow
D. IP cannot manage packet identification

Q8. When developing a dialogue with ET in a contemporary personal context, which narrative strategy best preserves the essence of science-fiction storytelling? 1

- A. Ignoring ET's alien characteristics and focusing only on human emotions
B. Integrating ET's other-worldly traits with realistic environmental details
C. Limiting the dialogue to factual, scientific data
D. Using only monologue to avoid narrative complexity

SECTION B

Q9. Why is radio considered a “purely audio medium,” and how does this influence programme construction? 2

A: Radio relies solely on sound, so programmes must create imagery through voice, effects, and music. The absence of visuals demands precise scripting, clear vocal distinction, and sound design to sustain listener engagement.

Q10. Why are data packets given unique identification labels in Internet Protocol (IP) transmission? 2

A: Unique packet labels allow routers and switches to track, verify, and reassemble transmissions accurately. They ensure corrupted or missing packets are detected, replaced, and reconstructed into complete data at the receiver.

OR

How does unicast transmission differ fundamentally from multicast, and why is it crucial for Internet communication?

A: Unicast ensures interactive, two-way, sender-to-receiver communication with confirmation of delivery, unlike multicast's one-way broadcast. This reliability enables accurate data exchange, buffering, error correction, and personalized Internet services.

Q11. What narrative elements must be considered when placing ET in your personal context for a dialogue? 2

A: A dialogue with ET requires blending imaginative world-building with personal experiences, maintaining ET's alien perspective, ensuring emotional authenticity, and creating a believable interaction between the extraordinary visitor and everyday human settings.

SECTION C

Q12. Explain how broadsheets and tabloids differ in terms of format, language, and journalistic approach. 3

A: Broadsheets use a larger format, formal language, and focus on serious, in-depth reporting. Their news values emphasize accuracy, policy issues, and public affairs. Tabloids, in contrast, use a smaller format, informal “journalese,” and prioritize sensational or personality-driven stories. They rely heavily on visuals, dramatic headlines, and entertainment-oriented content. Though distinct, modern newspapers increasingly blur these boundaries.

OR

How is an editorial different from a news report?

A: An editorial expresses the newspaper's viewpoint on an issue, using analysis, argument and interpretation. It is unsigned and reflects the paper's collective stance. A news report, however, presents factual information about an event in a neutral, objective tone. While editorials aim to

persuade or comment, news reports aim to inform without expressing personal or institutional opinions.

SECTION D

Q13. Explain how content analysis of radio programmes differs from content analysis of newspapers or television. **4**

A: Content analysis of radio programmes focuses exclusively on sound voice quality, rhythm, narrative structure, background effects, pauses, and musical cues because radio communicates meaning entirely through audio. Analysts examine how these elements shape emotion, credibility, and imagery for listeners. In contrast, newspapers require analysis of written language, layout, headlines, captions, photographs, and graphic design, since meaning is constructed visually and textually. Television combines both audio and visuals, so its analysis includes camera angles, mise-en-scène, editing patterns, performance, and visual symbolism. Thus, while newspapers and television permit multi-sensory interpretation, radio analysis must uncover how meaning, mood, and genre conventions emerge through sound alone, making it uniquely complex and structurally different.

Q14. Write a high-difficulty, analytical answer on how you would develop a dialogue with ET by placing him in your own context. **4**

A: To develop a dialogue with ET within my personal context, I would first create a believable setting where the ordinary meets the extraordinary perhaps ET appearing during a quiet evening at my home or school campus. The dialogue would highlight cultural and emotional contrasts: ET's curiosity about human relationships, technology, and social behaviour, and my attempts to simplify these complexities for him. I would retain ET's innocence, empathy, and telepathic understanding, ensuring his responses reflect wonder rather than fear. By weaving everyday concerns such as friendship, belonging, and responsibility into the interaction, the dialogue would explore how an alien perceives human emotions. This blending of realism and fantasy would preserve the spirit of science fiction while allowing meaningful, relatable communication.

OR

Q. Discuss the challenges and creative opportunities involved in constructing a dialogue with ET when he is placed in your personal or cultural environment.

A: Constructing a dialogue with ET in my personal or cultural environment involves balancing authenticity with imagination. One major challenge is preserving ET's distinctive communication style simple, emotive, and curious while ensuring it fits naturally within my surroundings. Adapting ET to local cultural references, languages, and social norms requires thoughtful creativity to avoid breaking the coherence of his character. At the same time, the situation offers rich opportunities: introducing ET to festivals, foods, or everyday routines allows deeper exploration of human behaviour through an outsider's perspective. His innocent questions can highlight themes like belonging, empathy, and coexistence. This fusion of alien viewpoint and familiar environment not only enriches the dialogue but also strengthens the story's emotional and intellectual appeal.

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