

MASS MEDIA & COMMUNICATION

Maximum Marks: 100

Time allowed: Two hours

Answers to this Paper must be written on the paper provided separately.

*You will **not** be allowed to write during the first 15 minutes.*

This time is to be spent in reading the question paper.

The time given at the head of this Paper is the time allowed for writing the answers.

Attempt all questions from Section A and any four questions from Section B.

The intended marks for questions or parts of questions are given in brackets[].

SECTION A (40 Marks)

(Attempt all questions from this Section.)

Question 1

[20]

Choose the correct answers to the questions from the given options.

(Do not copy the questions, write the correct answers only.)

- (i) The principle of communication dealing with the ability to complete *multiple tasks at the same time* is known as _____.
- (a) Multi-facet
 - (b) Multi-purpose
 - (c) Multi-trade
 - (d) Multi-focus
- (ii) A barrier to communication that may arise due to an *irrational fear* is called a _____ barrier.
- (a) Psychological
 - (b) Physical
 - (c) Semantic
 - (d) Organisational

This paper consists of 7 printed pages and 1 blank page.

- (iii) A communication _____ is a platform or type of media used to *transfer* information.
- (a) format
 - (b) spread
 - (c) structure
 - (d) channel
- (iv) _____ occurs when information is presented in *as few words* as possible.
- (a) Coherence
 - (b) Conciseness
 - (c) Concreteness
 - (d) Correctness
- (v) The *visual style* or typography used for writing is called _____.
- (a) Font
 - (b) Front
 - (c) Text
 - (d) Caption
- (vi) _____ is the writing *under* an image used to explain the content.
- (a) Caption
 - (b) Masthead
 - (c) Banner
 - (d) Heading
- (vii) _____ occurs when the same information is used *over and over again* to focus on a key point.
- (a) Repetition
 - (b) Sequence
 - (c) Emphasis
 - (d) Variety

- (viii) Page weighting, use of white space and colour are concepts of _____.
- (a) Magazine lay-out
 - (b) Page making
 - (c) Rule of thirds
 - (d) Television programming
- (ix) _____ is the relationship of space and depth between objects in a photograph with respect to how the viewer sees them.
- (a) Cropping
 - (b) Composition
 - (c) Perspective
 - (d) Rule of thirds
- (x) The process of editing the colour of an image in order to make it look natural is known as colour _____.
- (a) correction
 - (b) reaction
 - (c) splicing
 - (d) fading
- (xi) _____ is considered to be the creator of television.
- (a) Andrew Elms
 - (b) Ryan Smith
 - (c) John Baird
 - (d) Jonathan Keith
- (xii) Television production was halted during _____.
- (a) World War 1
 - (b) World War 2
 - (c) Cold War
 - (d) Trojan War

(xiii) _____ introduced the *electromechanical* television system.

- (a) Pierce Mann
- (b) David Eastwood
- (c) John Manning
- (d) Peter Goldmark

(xiv) 4K and 8K resolution are a part of _____.

- (a) HD
- (b) UHD
- (c) SD
- (d) CRT

(xv) _____ broadcasting comprises of radio signals sent via *line of sight*, without the use of satellites or cables.

- (a) Cable
- (b) Satellite
- (c) Terrestrial
- (d) DTH

(xvi) The costing of a product as part of the marketing mix is known as _____.

- (a) Price
- (b) Finance
- (c) Monetary
- (d) Wage

(xvii) Sales promotion directed towards *companies* and *organisations* instead of consumers is known as _____.

- (a) Consumer oriented
- (b) Trade oriented
- (c) Sales oriented
- (d) Cross promotion

(xviii) _____ is the use of one product or service to promote *another*.

- (a) Covert Advertising
- (b) Public Relations
- (c) Sales Promotion
- (d) Cross Promotion

(xix) The role of public relations to manage *complicated situations with negative consequences* is known as _____.

- (a) Crisis management
- (b) Critical management
- (c) Personnel management
- (d) System overview

(xx) Maintenance of favourable public opinion is a role of _____.

- (a) Advertising
- (b) Public relations
- (c) Sales promotion
- (d) Management

Question 2

Without communication, the various discoveries and inventions of mankind would remain mostly unknown throughout the world, and we would still be living in a world without technology.

- (i) What is meant by the term '*interactive*' in communication? [2]
- (ii) Why is it important to be '*clear*' during the process of communication? [2]
- (iii) With the help of an example, explain how difference in culture may act as a barrier to communication. [3]
- (iv) Provide a brief understanding of the '*context*' used during communications. [3]

Question 3

Many modern shopping websites provide an option for rating and feedback, which allows companies to better understand the preferences of their customers.

- (i) What is a '*product*' as part of the marketing mix? [2]
- (ii) Briefly explain the term '*consumer*'. [2]
- (iii) How is '*interactivity*' a useful component of Internet Marketing? [3]
- (iv) With the help of an example, briefly explain '*merchandise*'. [3]

SECTION B (60 Marks)

(Answer any four questions from this Section.)

Question 4

- (i) Write *any two* points of difference between '*Semantic*' and '*Organisational*' Barriers to communication. [5]
- (ii) With the help of an example for each, differentiate between the '*irreversible*' and '*punctuated*' nature of communication. [5]
- (iii) What is meant by '*appropriate language*' in effective communication? With the help of an example, explain how it is useful. [5]

Question 5

- (i) Briefly differentiate between '*Hard News*' and '*Soft News*', providing *one* example for each. [5]
- (ii) Elaborate how *advertisements* act as an important element of a newspaper. [5]
- (iii) How are '*Unity*' and '*Proportion*' useful in designing? [5]

Question 6

- (i) With the help of an example, explain how photography may be used as a tool for *education*. [5]
- (ii) Elaborate on *any two* points of difference between ‘*Cropping*’ and ‘*Contrast*’ in photo editing. [5]
- (iii) State and explain *any two* image file formats. [5]

Question 7

- (i) Mention *any four* points of difference between ‘*NTSC*’ and ‘*PAL*’. [5]
- (ii) Write a brief note on television as: [5]
- (a) An ‘*Expensive medium*’
- (b) A ‘*Domestic medium*’
- (iii) What is an ‘*LED*’ television? Mention *any two* differences between ‘*LED*’ and ‘*LCD*’ televisions. [5]

Question 8

- (i) With the help of an example, explain the importance of ‘*Promotion*’ in marketing. [5]
- (ii) Provide *any five* disadvantages of internet marketing. [5]
- (iii) What is meant by the term ‘*Sales Promotion*’? What is Consumer oriented sales promotion? [5]

Question 9

- (i) With the help of an example, explain ‘*covert advertising*’. [5]
- (ii) Explain the role of advertising as an essential component in the marketing process. [5]
- (iii) Elaborate on the importance of public relations’ role in evaluating and monitoring tools. [5]