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SAMPLE PAPER OF MASS MEDIA STUIDES FIRST UNIT TEST EXAMINATION 2025-2026

STD:- XII

Time:- 2 Hrs.

Max. Marks:- 50

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **20 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. All questions of a particular section must be attempted in the correct order.
5. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q1	Answer any 3 out of the given 4 questions on Employability Skills (1 x 3 = 3 marks)	
i	Self-Management is also called as _____? A) Self-motivation C) Self-confidence B) Self-control D) Self-awareness	1
ii	Motivation, basically answers _____ the reason behind doing a task.	1
iii	Being 'self-aware' or understanding 'Who am I?' means ? A) It means looking outside the usual characteristics, such as name, qualifications, the relationship one has with others. B) It actually means knowing our inner strengths C) It means hidden talents, skills and even weaknesses. D) All the above	1
iv	_____ is the language of the soul.	1
Q2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i	What are the latest trends of advertising? A) Digital Game C) Internet Networking	1

	B) Podcasting Audio/Video D) All of the above	
ii	The age of information was brought in a major way by the _____ technology of the nineteenth century.	1
iii	_____ and _____ are areas with tremendous growth potential. A) Computers and Home appliances B) Internet Service Providers and Search engines. C) Banking and Investments D) Cellular products and Electronics	1
iv	The Advertisement agency begins to make prototypes of ads in various forms. Name the forms.	1
v	A camera is principally designed to convert _____ to _____. A) Electrical to digital B) Optical to electrical C) Optical to convex D) Digital to electrical	1
vi	The _____ and _____ section of an organization creates a product.	1
vii	_____ gives the product its USP.	1
Q3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i	Name the first film studio in the world.	1
ii	Give the full form of MGM.	1
iii	Who won the Filmfare award for best direction this year?	1
iv	_____ advertising allows two parties to share the advertising costs.	1
v	Assertion (A): Advertisements are powerful instruments in a democracy. Reason (R): Because they can always be effectively used to manipulate peoples' opinions and behaviours. Codes: A) Both (A) and (R) are true 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	1
vi	What is contingency in terms of budget? A) Principal amount B) Unexpected expenses C) Production expenses D) Profit	1

vii	Hunt for location to shoot the script is called _____.	1
Q4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	Name any three different types of shots taken during shooting	1
ii	Name any two films directed by Satyajit Ray.	1
iii	What is the aim of Advocacy advertising? A) To be told to the consumers how their new product is superior to all the existing ones B) To influence political and economic decision making in the interest of society at large C) To promote the image of the company D) None of the above	1
iv	Video Editing is the process of _____ . A) Rearranging shots B) Manipulating Shots C) Applying effect D) All the above	1
v	Name any Software used for video editing.	1
vi	Name any 2 programmes based on Live Broadcasting.	1
Q5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	New positive print is known as _____.	1
ii	What kind of product is shaving cream?	1
iii	The director calls _____ and the actors begin their performance.	1
iv	Who is director of the movie Roja?	1
v	Write the full form of ICE?	1
vi	Name the famous studios in Pune.	1
Q6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	Name the movie of Charlie Chaplin which went through 342 takes for a scene.	1
ii	Statement-I Most organisations do not engage inconsistent use of advertising to meet marketing objectives as they feel it is a waste of money.	1

	Statement-II Without advertisements, consumers will not be aware of the products' existence. A) Statement I is true B) Statement I is false C) Statement I and Statement II both are false D) Statement I and Statement II both are true	
iii	The most basic equipment in each and every production is the _____.	1
iv	Name any two sync sound films.	1
v	Shooting locations are broken down into two basic categories. Name them.	1
vi	Name the director who insisted on shooting films completely in a sequence.	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

	Answer any 1 out of the given 3 questions on Employability Skills (2 x 1 = 2 marks) Answer each question in 20 – 30 words.	
Q7	Define communication.	2
Q8	Motivation is classified into two name and explain.	2
Q9	Why is personal hygiene important?	2
	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	
Q10	How to select the best media?	2
Q11	Give two disadvantages of magazine advertisement.	2
Q12	What are the disadvantages of direct mail?	2
Q13	Define shooting ratio.	2
Q14	Explain Story Board.	2
	Answer any 3 out of the given 4 questions in 30– 50 words each (3 x 3 = 9 marks)	
Q15	Explain the benefits of cooperative advertisement.	3
Q16	Discuss the pros and cons of Comparative advertisement?	3
Q17	Write a short note on Informational advertisement.	3

Q18	Write a short note on budget of films.	3
	Answer any 1 out of the given 2 questions in 50– 80 words each (4 x 1 = 4 marks)	
Q19	Discuss television as the most powerful media.	4
Q20	On what basis does market segmentation occur? Discuss each Characteristic briefly.	4

[illegible]