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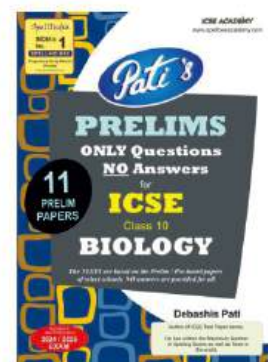
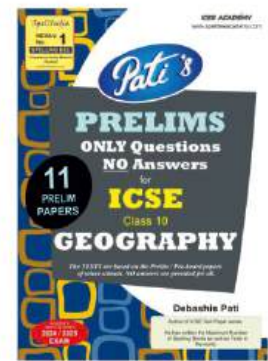
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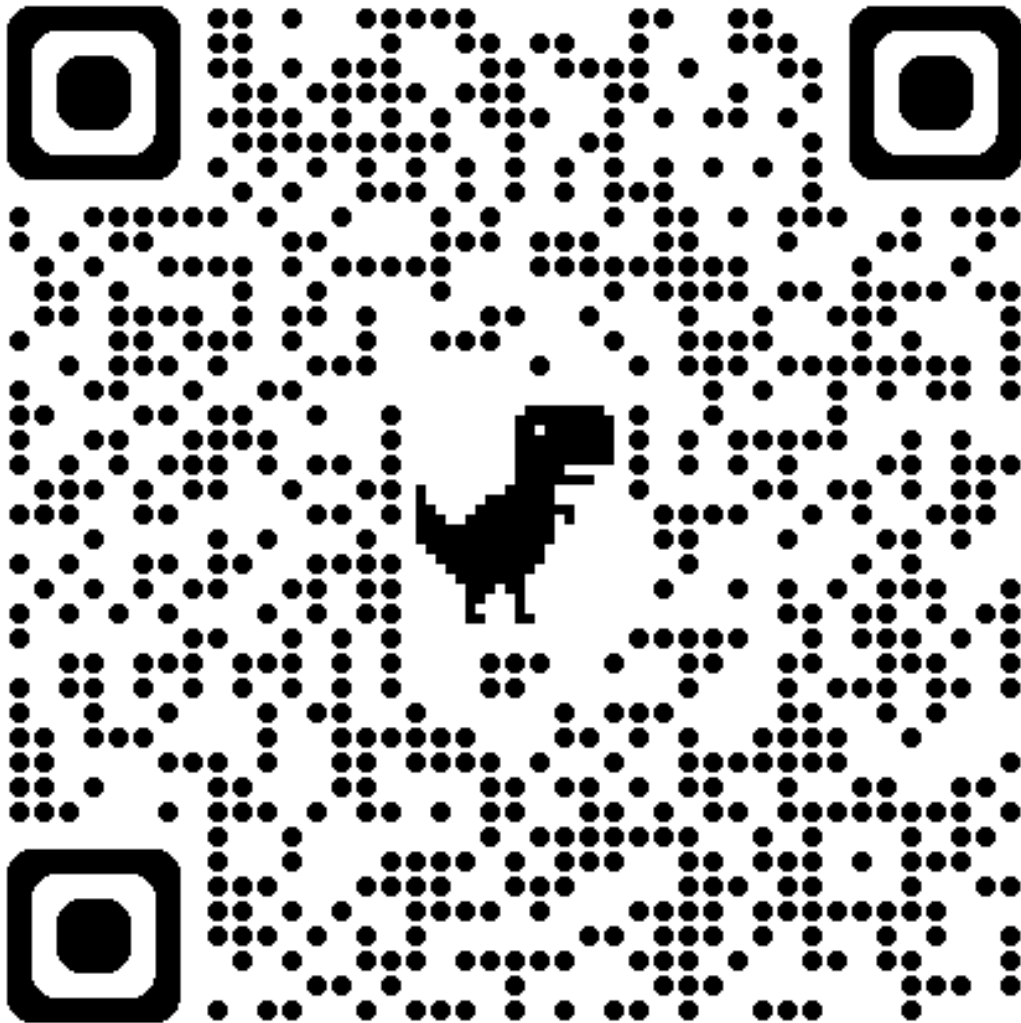
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## COMPETENCY-FOCUSED PRACTICE QUESTIONS

### Table of Contents

S.No	Type of Questions	Page No.
I.	Multiple-Choice Questions (MCQs)	2-12
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III.	Long Answer Questions	14-15
	<i>Answer Key</i>	16-21

## ICSE - CLASS X

### Mass Media and Communications

#### I: Multiple Choice Questions (1 mark)

S.No	Questions
1.	<p><i>[Print Media and Design]</i></p> <p>Which of these is NOT a section of a newspaper?</p> <p>(a) Business (b) Headline (c) Op/Ed (d) Front page</p> <p>[Recall]</p>
2.	<p><i>[Print Media and Design]</i></p> <p>The section of the newspaper that contains news about a particular state/city:</p> <p>(a) Op/Ed (b) Front page (c) By-lines (d) Local media cover</p> <p>[Recall]</p>
3.	<p><i>[Print Media and Design]</i></p> <p>The section of the newspaper where all the newsworthy stories are located:</p> <p>(a) Sports section (b) Local section (c) Front page (d) Op/Ed</p> <p>[Recall]</p>
4.	<p><i>[Print Media and Design]</i></p> <p>In which section of the newspaper does the news feature companies regarding hiring, expanding, or experiencing growth, as well as stories related to those companies located?</p> <p>(a) Front page (b) Business (c) Op/ED (d) Entertainment</p> <p>[Recall]</p>

S.No	Questions
5.	<p><i>[Print Media and Design]</i></p> <p>What does the term ‘Op/Ed’ mean in a newspaper?</p> <p>(a) Opposite the editorial page            (b) Opening and ending            (c) Opinions and editorials            (d) Opinions of the editor</p> <p style="text-align: right;"><b>[Understanding]</b></p>
6.	<p><i>[Television]</i></p> <p>What was ‘cable television’ formerly known as?</p> <p>(a) Cable system television            (b) Community antenna television            (c) Community vision system            (d) Cable antenna vision system</p> <p style="text-align: right;"><b>[Recall]</b></p>
7.	<p><i>[Television]</i></p> <p>Who introduced the long-playing (LP) phonograph record at CBS laboratories in 1948, which revolutionised the recording industry?</p> <p>(a) John Logie Baird            (b) Lenox Lohr            (c) Peter Carl Goldmark            (d) Columbia Broadcasting System.</p> <p style="text-align: right;"><b>[Recall]</b></p>
8.	<p><i>[Television]</i></p> <p>Why were the sales of televisions before World War II disappointing?</p> <p>(a) Due to the limited number of programs that were offered.            (b) Due to the cost of television sets being very high.            (c) Due to the uncertain economic climate and the threat of war.            (d) All of the above</p> <p style="text-align: right;"><b>[Understanding]</b></p>
9.	<p><i>[Television]</i></p> <p>Mechanical television was invented by a Scottish engineer named:</p> <p>(a) Sir John Logie Baird            (b) Sir James Collip            (c) Sir Frederick Banting            (d) Dr Abraham Gesner</p> <p style="text-align: right;"><b>[Recall]</b></p>

S.No	Questions
10.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p>_____ can be defined as the way by which organisations attempt to inform, convince and remind customers indirectly or directly about the brands and products they offer.</p> <p>(a) Marketing communications            (b) Marketing plans            (c) Marketing strategies            (d) None of the above</p> <p style="text-align: right;"><b>[Understanding]</b></p>
11.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p>Numerous forms of short-term incentives to promote the trial or buying of services or products is:</p> <p>(a) events and experiences            (b) direct marketing            (c) sales promotion            (d) advertising</p> <p style="text-align: right;"><b>[Understanding]</b></p>
12.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p>Which of the following is the trade-oriented sales promotion tool?</p> <p>(a) Coupons            (b) Discount            (c) Stock return            (d) None of the above</p> <p style="text-align: right;"><b>[Analysis]</b></p>
13.	<p><i>[Communication]</i></p> <p>Which principle of communication suggests that once a message is sent, it cannot be taken back?</p> <p>(a) Irreversible            (b) Multi-purpose            (c) Interactive            (d) Transactional</p> <p style="text-align: right;"><b>[Understanding]</b></p>
14.	<p><i>[Communication]</i></p> <p>Which type of communication barrier involves environmental distractions, such as noise or poor lighting?</p> <p>(a) Physical            (b) Psychological            (c) Semantic            (d) Organisational</p> <p style="text-align: right;"><b>[Understanding]</b></p>

S.No	Questions
15.	<p><i>[Communication]</i></p> <p>What is a key strategy for overcoming communication barriers?</p> <p>(a) Ignoring the audience's context.            (b) Using complex language.            (c) Providing vague feedback            (d) Understanding the audience and the context.</p> <p style="text-align: right;"><b>[Understanding]</b></p>
16.	<p><i>[Communication]</i></p> <p>Which of the following is NOT one of the 7Cs of effective communication?</p> <p>(a) Clarity            (b) Conciseness            (c) Creativity            (d) Completeness</p> <p style="text-align: right;"><b>[Analysis]</b></p>
17.	<p><i>[Communication]</i></p> <p>Which principle of communication emphasises that communication is an ongoing process involving sender and receiver exchanging messages?</p> <p>(a) Irreversible            (b) Multi-purpose            (c) Interactive            (d) Transactional</p> <p style="text-align: right;"><b>[Understanding]</b></p>
18.	<p><i>[Photography]</i></p> <p>What is one of the primary purposes of photography in newspapers and magazines?</p> <p>(a) Enhancing typography            (b) Creating a visual narrative            (c) Increasing paper consumption            (d) Improving printing techniques</p> <p style="text-align: right;"><b>[Understanding]</b></p>
19.	<p><i>[Photography]</i></p> <p>Which aspect of photo editing involves adjusting the brightness and contrast of an image?</p> <p>(a) Cropping            (b) Colour correction            (c) Composition            (d) File format conversion</p> <p style="text-align: right;"><b>[Recall]</b></p>

S.No	Questions
20.	<p><i>[Photography]</i></p> <p>Which rule in photography suggests dividing an image into nine equal segments using two horizontal and two vertical lines?</p> <p>(a) Golden Ratio (b) Rule of Thirds (c) Leading Lines (d) Symmetry</p> <p style="text-align: right;"><b>[Recall]</b></p>
21.	<p><i>[Photography]</i></p> <p>Which image file format supports transparency and lossless compression?</p> <p>(a) BMP (b) JPEG (c) PNG (d) TIFF</p> <p style="text-align: right;"><b>[Recall]</b></p>
22.	<p><i>[Print Media and Design]</i></p> <p>What is one of the purposes of balancing the page in newspaper and magazine layouts?</p> <p>(a) Increasing printing costs (b) Creating chaos (c) Improving readability (d) Reducing readership</p> <p style="text-align: right;"><b>[Understanding]</b></p>
23.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p>What is the primary objective of Integrated Marketing Communications (IMC)?</p> <p>(a) To focus solely on advertising strategies. (b) To integrate various marketing communication tools for a consistent brand message. (c) To minimise marketing expenses. (d) To target a specific demographic only.</p> <p style="text-align: right;"><b>[Understanding]</b></p>
24.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p>Which of the following is NOT a component of the Marketing Mix (4 Ps)?</p> <p>(a) Product (b) Price (c) Promotion (d) People</p> <p style="text-align: right;"><b>[Analysis]</b></p>

S.No	Questions
25.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p>What is the main purpose of Sales Promotion?</p> <p>(a) To establish long-term brand loyalty.            (b) To increase customer awareness.            (c) To stimulate immediate sales.            (d) To build a brand's image over time.</p> <p style="text-align: right;"><b>[Analysis]</b></p>
26.	<p><i>[Print Media and Design]</i></p> <p><b>Assertion:</b> A new media enhances opportunities to expand the learning environment unheard of before.</p> <p><b>Reason:</b> Learners can design their learning process.</p> <p>(a) Both Assertion and Reason are true, and Reason is the correct explanation for Assertion.            (b) Both Assertion and Reason are true, but Reason is not the correct explanation for Assertion.            (c) Assertion is true, and Reason is false.            (d) Both Assertion and Reason are false.</p> <p style="text-align: right;"><b>[Analysis]</b></p>
27.	<p><i>[Print Media and Design]</i></p> <p><b>Assertion:</b> In designing the newspaper, proportion is one of the easier design principles to understand.</p> <p><b>Reason:</b> Proportion does not signal what's important in a design and what is not.</p> <p>(a) Both Assertion and Reason are true, and Reason is the correct explanation for Assertion.            (b) Both Assertion and Reason are true, but Reason is not the correct explanation for Assertion.            (c) Assertion is true, and Reason is false.            (d) Both Assertion and Reason are false.</p> <p style="text-align: right;"><b>[Analysis]</b></p>
28.	<p><i>[Television]</i></p> <p><b>Assertion:</b> Television signals are received through sky wave propagation.</p> <p><b>Reason:</b> The ionosphere reflects electromagnetic waves of frequencies greater than a certain critical frequency.</p> <p>(a) Both Assertion and Reason are true, and Reason is the correct explanation for Assertion.            (b) Both Assertion and Reason are true, but Reason is not the correct explanation for Assertion.            (c) Assertion is true, and Reason is false.            (d) Both Assertion and Reason are false.</p> <p style="text-align: right;"><b>[Analysis]</b></p>

S.No	Questions
29.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p><b>Assertion:</b> Every product or service should be branded. Otherwise, they will be treated as commodities.</p> <p><b>Reason:</b> If the product or service is branded, then it always commands a higher price.</p> <p>(a) Both Assertion and Reason are true, and Reason is the correct explanation for Assertion.</p> <p>(b) Both Assertion and Reason are true, but Reason is not the correct explanation for Assertion.</p> <p>(c) Assertion is true, and Reason is false.</p> <p>(d) Both Assertion and Reason are false.</p> <p style="text-align: right;"><b>[Analysis]</b></p>
30.	<p><i>[Communication]</i></p> <p><b>Assertion:</b> Understanding the audience and the context is crucial for overcoming communication barriers.</p> <p><b>Reason:</b> It helps in tailoring the message according to specific objectives and ensuring proper feedback.</p> <p>(a) Both Assertion and Reason are true, and the Reason is the correct explanation of the Assertion.</p> <p>(b) Both Assertion and Reason are true, but the Reason is not the correct explanation of the Assertion.</p> <p>(c) Assertion is true, but the Reason is false.</p> <p>(d) Assertion is false, but the Reason is true.</p> <p style="text-align: right;"><b>[Analysis]</b></p>
31.	<p><i>[Communication]</i></p> <p><b>Assertion:</b> Coherence is one of the 7Cs of effective communication.</p> <p><b>Reason:</b> It ensures the message is logically organised and easy to follow.</p> <p>(a) Both Assertion and Reason are true, and the Reason is the correct explanation of the Assertion.</p> <p>(b) Both Assertion and Reason are true, but the Reason is not the correct explanation of the Assertion.</p> <p>(c) Assertion is true, but the Reason is false.</p> <p>(d) Assertion is false, but the Reason is true.</p> <p style="text-align: right;"><b>[Analysis]</b></p>

S.No	Questions
32.	<p><i>[Communication]</i></p> <p><b>Assertion:</b> Feedback is an essential element for overcoming communication barriers.</p> <p><b>Reason:</b> It helps in understanding whether the message has been understood correctly and allows for adjustments, if necessary.</p> <p>(a) Both Assertion and Reason are true, and the Reason is the correct explanation of the Assertion.</p> <p>(b) Both Assertion and Reason are true, but the Reason is NOT the correct explanation of the Assertion.</p> <p>(c) Assertion is true, but the Reason is false.</p> <p>(d) Assertion is false, but the Reason is true. <span style="float: right;"><b>[Understanding]</b></span></p>
33.	<p><i>[Photography]</i></p> <p><b>Assertion:</b> JPEG is the preferred file format for images requiring transparent backgrounds.</p> <p><b>Reason:</b> JPEG compression is lossless and maintains image quality.</p> <p>(a) Both Assertion and Reason are true, and the Reason is the correct explanation of the Assertion.</p> <p>(b) Both Assertion and Reason are true, but the Reason is not the correct explanation of the Assertion.</p> <p>(c) Assertion is true, but the Reason is false.</p> <p>(d) Assertion is false, but the Reason is true. <span style="float: right;"><b>[Analysis]</b></span></p>
34.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p><b>Assertion:</b> Public Relations (PR) involves managing relationships between an organisation and its various publics.</p> <p><b>Reason:</b> PR primarily focuses on paid advertising to promote a brand.</p> <p>(a) Both Assertion and Reason are true, and the Reason is the correct explanation of the Assertion.</p> <p>(b) Both Assertion and Reason are true, but the Reason is NOT the correct explanation of the Assertion.</p> <p>(c) Assertion is true, but Reason is false.</p> <p>(d) Assertion is false, but Reason is true. <span style="float: right;"><b>[Analysis]</b></span></p>
<b>State True or False for the statements given in questions 36-45</b>	
35.	<p><i>[Print Media and Design]</i></p> <p>Body copy is the largest part of any article in a newspaper or magazine. <span style="float: right;"><b>[Recall]</b></span></p>
36.	<p><i>[Print Media and Design]</i></p> <p>In a newspaper, details of the publisher, place of publication, editorial staff and information about the newspaper are printed in subhead. <span style="float: right;"><b>[R]</b></span></p>

S.No	Questions
37.	<p><i>[Television]</i></p> <p>Internet television generally delivers the same televised content as live streaming on end-user devices. <b>[Understanding]</b></p>
38.	<p><i>[Television]</i></p> <p>Plasma screens are made of four sheets of glass with mixtures of gases stored between the layers. <b>[Recall]</b></p>
39.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p>Cross-promotion is a great way of tapping a target group of partners without investing much. <b>[Analysis]</b></p>
40.	<p><i>[Communication]</i></p> <p>Semantic barriers in communication are related to the differences in the interpretation of words and symbols. <b>[Understanding]</b></p>
41.	<p><i>[Communication]</i></p> <p>Cultural barriers can arise from differences in values, norms, and expectations between communicators. <b>[Understanding]</b></p>
42.	<p><i>[Photography]</i></p> <p>Cropping is a photo editing technique used to adjust the brightness and contrast of an image. <b>[Recall]</b></p>
43.	<p><i>[Photography]</i></p> <p>TIFF file format supports lossy compression and is ideal for web graphics. <b>[Recall]</b></p>
44.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p>Internet Marketing primarily focuses on one-way communication with customers. <b>[Understanding]</b></p>

S.No	Questions												
<p><b>For questions 45-49, match the column A in each question with the appropriate options in column B.</b></p>													
<p><b>45.</b></p>	<p><i>[Communication]</i></p> <table border="0"> <thead> <tr> <th data-bbox="304 517 718 555">Column A</th> <th data-bbox="718 517 1422 555">Column B</th> </tr> </thead> <tbody> <tr> <td data-bbox="304 568 718 607">A. Physical barriers</td> <td data-bbox="718 568 1422 645">1. Distractions in the environment, such as noise or poor lighting.</td> </tr> <tr> <td data-bbox="304 658 718 696">B. Psychological barriers</td> <td data-bbox="718 658 1422 734">2. Differences in interpretation of words and symbols.</td> </tr> <tr> <td data-bbox="304 748 718 786">C. Semantic barriers</td> <td data-bbox="718 748 1422 824">3. Individual perceptions, biases, and emotional states affect communication.</td> </tr> <tr> <td data-bbox="304 837 718 875">D. Organizational barriers</td> <td data-bbox="718 837 1422 913">4. Hierarchy, rules, and policies within an organisation affecting communication.</td> </tr> <tr> <td data-bbox="304 927 718 965">E. Cultural barriers</td> <td data-bbox="718 927 1422 1003">5. Variations in values, norms, and expectations between communicators.</td> </tr> </tbody> </table> <p style="text-align: right;"><b>[Recall &amp; Understanding]</b></p>	Column A	Column B	A. Physical barriers	1. Distractions in the environment, such as noise or poor lighting.	B. Psychological barriers	2. Differences in interpretation of words and symbols.	C. Semantic barriers	3. Individual perceptions, biases, and emotional states affect communication.	D. Organizational barriers	4. Hierarchy, rules, and policies within an organisation affecting communication.	E. Cultural barriers	5. Variations in values, norms, and expectations between communicators.
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47.	<p><i>[Photography]</i></p> <table border="0"> <thead> <tr> <th data-bbox="316 389 496 421">Column A</th> <th data-bbox="507 389 651 421">Column B</th> </tr> </thead> <tbody> <tr> <td data-bbox="316 456 427 488">A. BMP</td> <td data-bbox="507 456 831 488">1. Supports transparency</td> </tr> <tr> <td data-bbox="316 524 427 555">B. JPEG</td> <td data-bbox="507 524 791 555">2. Lossy compression</td> </tr> <tr> <td data-bbox="316 591 427 622">C. PNG</td> <td data-bbox="507 591 823 622">3. Lossless compression</td> </tr> <tr> <td data-bbox="316 658 427 689">D. TIFF</td> <td data-bbox="507 658 831 689">4. Ideal for web graphics</td> </tr> </tbody> </table> <p style="text-align: right;"><b>[Recall &amp; Understanding]</b></p>	Column A	Column B	A. BMP	1. Supports transparency	B. JPEG	2. Lossy compression	C. PNG	3. Lossless compression	D. TIFF	4. Ideal for web graphics
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D. TIFF	4. Ideal for web graphics										
48.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <table border="0"> <thead> <tr> <th data-bbox="316 871 459 902">Column A</th> <th data-bbox="587 871 730 902">Column B</th> </tr> </thead> <tbody> <tr> <td data-bbox="347 947 491 978">I. Product</td> <td data-bbox="576 934 1326 1001">A. Represents the goods or services offered to meet customer needs.</td> </tr> <tr> <td data-bbox="336 1046 459 1077">II. Price</td> <td data-bbox="576 1032 1326 1099">B. Refers to the communication strategies used to inform and persuade customers.</td> </tr> <tr> <td data-bbox="325 1144 523 1176">III. Promotion</td> <td data-bbox="576 1131 1326 1198">C. Involves determining the value of the product or service in the market.</td> </tr> <tr> <td data-bbox="325 1243 459 1274">IV. Place</td> <td data-bbox="576 1229 1326 1296">D. Involves making the product or service available to the target market.</td> </tr> </tbody> </table> <p style="text-align: right;"><b>[Recall &amp; Understanding]</b></p>	Column A	Column B	I. Product	A. Represents the goods or services offered to meet customer needs.	II. Price	B. Refers to the communication strategies used to inform and persuade customers.	III. Promotion	C. Involves determining the value of the product or service in the market.	IV. Place	D. Involves making the product or service available to the target market.
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**II: Very Short Answer Questions (2 mark)**

S.No	Questions
50.	<p><i>[Print Media and Design]</i></p> <p>You are tasked with designing a new newspaper layout. List <i>any four</i> essential elements of a newspaper to ensure maximum readability and engagement. <span style="float: right;"><b>[Understanding]</b></span></p>
51.	<p><i>[Print Media and Design]</i></p> <p>Analyse the difference between a teaser and a trailer for the same film. How do they differ in terms of revealing plot details, creating anticipation, and targeting specific audiences? <span style="float: right;"><b>[Analysis]</b></span></p>
52.	<p><i>[Television]</i></p> <p>Name <i>any four</i> characteristics of television. <span style="float: right;"><b>[Recall]</b></span></p>
53.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p>A popular smartphone brand wants to increase brand awareness and sales among young consumers. Given the case study above, what are <i>two</i> innovative advertising strategies that the smartphone brand could implement to reach its target audience effectively? <span style="float: right;"><b>[Application]</b></span></p>
54.	<p><i>[Communication]</i></p> <p>A popular TV show is being filmed in a bustling city neighbourhood. The production team is facing difficulties in capturing clear audio due to the constant noise from nearby construction sites. Identify the type of communication barrier the production team is encountering. Suggest <i>any one</i> potential solution to overcome this barrier and ensure high-quality audio for the show. <span style="float: right;"><b>[Analysis &amp; Application]</b></span></p>
55.	<p><i>[Communication]</i></p> <p>Briefly explain the importance of coherence in effective communication. <span style="float: right;"><b>[Understanding]</b></span></p>
56.	<p><i>[Communication]</i></p> <p>Analyse the primary purpose of feedback in communication. <span style="float: right;"><b>[Analysis]</b></span></p>
57.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p>Elucidate on Direct Marketing. <span style="float: right;"><b>[Recall &amp; Understanding]</b></span></p>

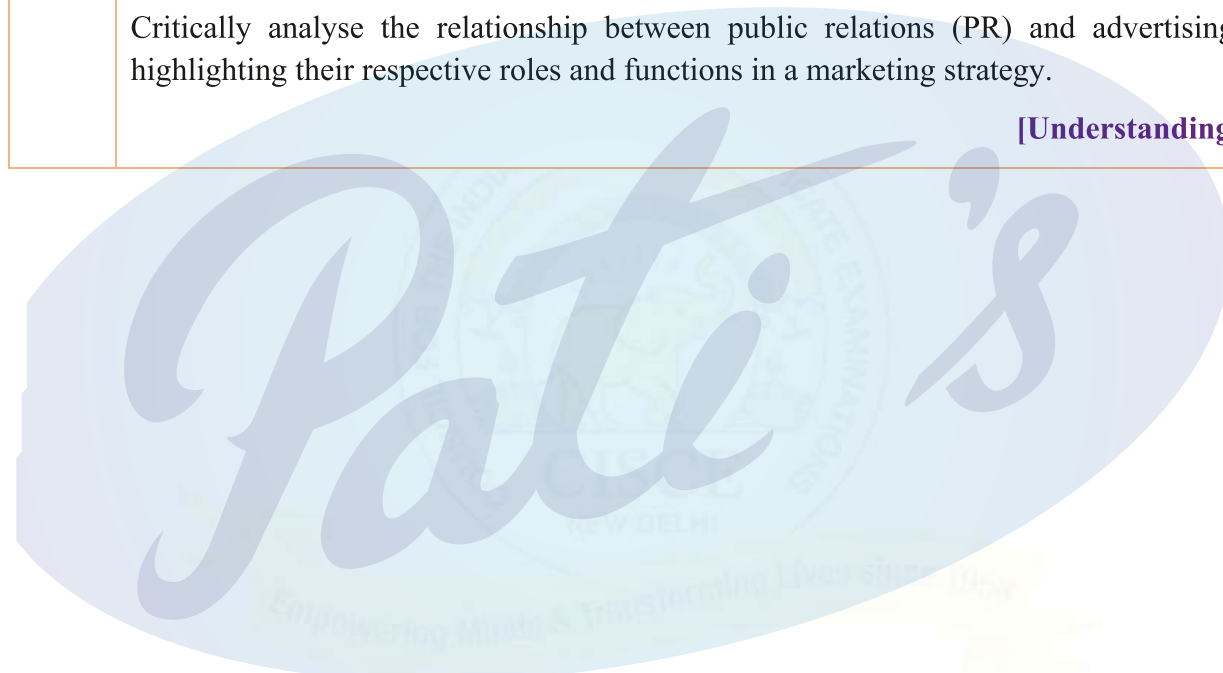
**III: Short Answer Questions (3 marks)**

S.No	Questions
58.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p>Write <i>any three</i> benefits of Integrated Marketing Communications (IMC).</p> <p style="text-align: right;"><b>[Understanding]</b></p>
59.	<p><i>[Communication]</i></p> <p>Analyse how understanding cultural differences can help overcome communication barriers in a multicultural workplace.</p> <p style="text-align: right;"><b>[Understanding]</b></p>
60.	<p><i>[Photography]</i></p> <p>Explain how photo editing techniques such as colour correction and cropping contribute to enhancing the visual appeal of an image.</p> <p style="text-align: right;"><b>[Understanding]</b></p>
61.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p>Critically analyse Internet Marketing by mentioning its pros and cons.</p> <p style="text-align: right;"><b>[Analysis]</b></p>

**IV: Long Answer Questions (4 marks)**

S.No	Questions
62.	<p><i>[Integrated Marketing Communication- IMC]</i></p> <p>A housewife opened a saree shop in her house. She contacted wholesalers and brought the products to her residence. She arranged the sarees neatly in her home. She informed her neighbours that she had started selling sarees. She attended some workshops organised by her wholesalers. But she could not find any customers. Then, a friend advised her to advertise on social media. She did, and her business took off.</p> <p>(a) Explain why the homemaker could have used the Internet as an IMC tool to sell sarees.</p> <p>(b) Explain how she could boost her saree sales by applying the types of sales promotion.</p> <p>(c) Suggest new ways of advertising she can use to increase her sales.</p> <p style="text-align: right;"><b>[Analysis, Understanding, Application]</b></p>
63.	<p><i>[Television]</i></p> <p>Briefly explain the eras of television broadcasting.</p> <p style="text-align: right;"><b>[Understanding]</b></p>

S.No	Questions
64.	<p data-bbox="320 322 552 356"><i>[Communication]</i></p> <p data-bbox="320 376 1442 495">Explain with examples how the principles of communication, such as irreversibility and transactional nature, influence the effectiveness of communication in interpersonal relationships.</p> <p data-bbox="1209 461 1442 495"><b>[Understanding]</b></p>
65.	<p data-bbox="320 539 659 573"><i>[Print Media and Design]</i></p> <p data-bbox="320 593 1442 667">Discuss the significance of photography in newspapers and magazines, highlighting its role in storytelling, education, entertainment, and page layout with relevant examples.</p> <p data-bbox="1209 689 1442 723"><b>[Understanding]</b></p>
66.	<p data-bbox="320 763 914 797"><i>[Integrated Marketing Communication- IMC]</i></p> <p data-bbox="320 817 1442 891">Critically analyse the relationship between public relations (PR) and advertising, highlighting their respective roles and functions in a marketing strategy.</p> <p data-bbox="1209 913 1442 947"><b>[Understanding]</b></p>



**Answer Key**

S.No	Expected Answer
1.	(b) Headline
2.	(d) Local media cover
3.	(c) Front page
4.	(b) Business
5.	(c) Opinions and editorials
6.	(b) Community antenna television
7.	(c) Peter Carl Goldmark
8.	(d) All of the above
9.	(a) Sir John Logie Baird
10.	(a) Marketing communications
11.	(c) sales promotion
12.	(c) Stock return
13.	(a) Irreversible
14.	(a) Physical
15.	(d) Understanding the audience and the context.
16.	(c) Creativity
17.	(c) Interactive
18.	(b) Creating a visual narrative
19.	(b) Colour correction
20.	(b) Rule of Thirds
21.	(d) TIFF
22.	(c) Improving readability

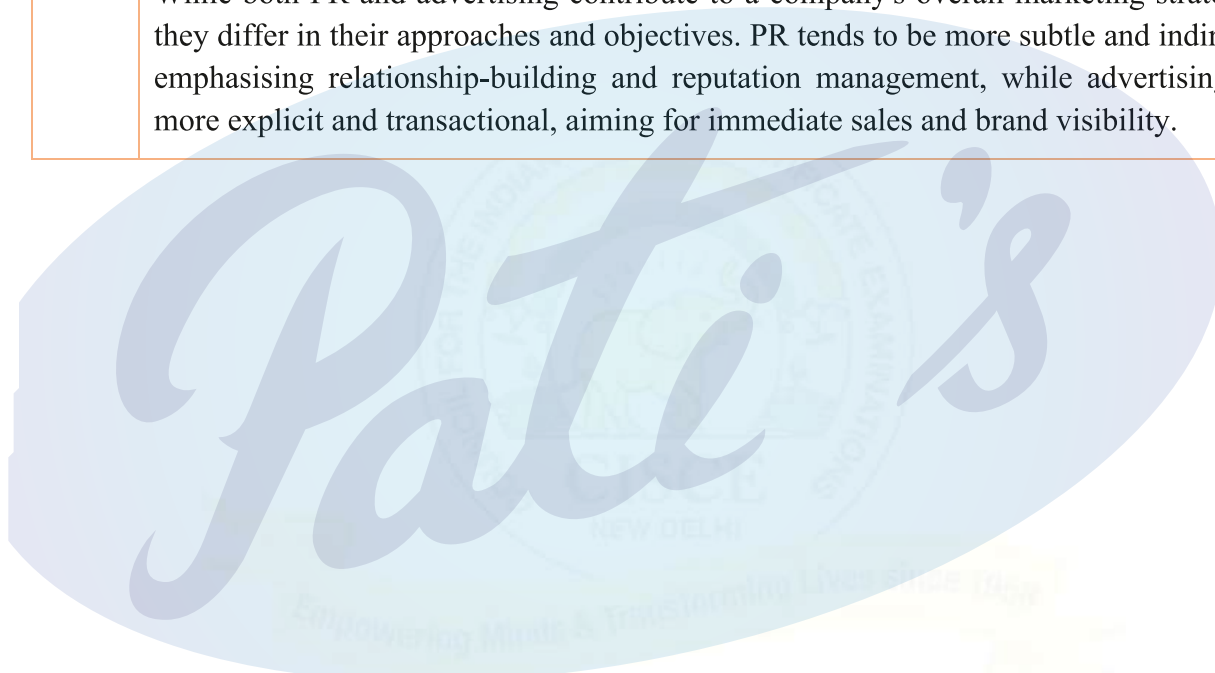
S.No	Expected Answer
23.	(b) To integrate various marketing communication tools for a consistent brand message.
24.	(d) People
25.	(c) To stimulate immediate sales.
26.	(a) Both Assertion and Reason are true, and Reason is the correct explanation for Assertion.
27.	(c) Assertion is true, and Reason is false.
28.	(a) Both Assertion and Reason are true, and Reason is the correct explanation for Assertion.
29.	(c) Assertion is true, and Reason is false.
30.	(a) Both assertion and reason are true, and the reason is the correct explanation of the assertion.
31.	(a) Both assertion and reason are true, and the reason is the correct explanation of the assertion
32.	(a) Both assertion and reason are true, and the reason is the correct explanation of the assertion.
33.	(d) Assertion is false, but the Reason is true
34.	(c) Assertion is true, but Reason is false. (Public Relations primarily focuses on managing relationships, while advertising involves paid promotional activities.)
35.	True
36.	False The <i>correct</i> answer is Masthead.
37.	True
38.	False The <i>correct</i> answer is two sheets.
39.	True
40.	True
41.	True
42.	False

S.No	Expected Answer
43.	False
44.	False ( <i>Internet Marketing often involves two-way communication with customers, allowing for interaction and engagement.</i> )
45.	A-1; B-3; C-2; D-4; E-5
46.	A-1; B-3; C-4; D-2; E-5
47.	A-3; B-1; C-2; D-4
48.	I-A; II-C; III-B; IV-D
49.	I-A; II-C; III-B
50.	Page layout, Visual weight, types of pages, order of pages, use of ads, use of images, white space and lines, eye movement, position of hard and soft news, headings and font sizes. ( <i>any four</i> )
51.	A teaser is a short trailer that does not give away any plot details but gives us a glimpse of the tone and characters of the movie. A trailer is a video that sometimes gives us some of the plot details, normally 30 seconds to 2 minutes, but can vary.
52.	Television as a medium: audio-visual medium, live medium, mass medium, domestic medium, transitory medium, and expensive medium. ( <i>any four</i> )
53.	Cross promotions, convert advertising and merchandise. ( <i>any two</i> )
54.	An example of a physical barrier in communication is a noisy environment, such as construction work nearby.  Soundproofing techniques to isolate the filming area from the external noise; high-quality audio equipment that can focus on specific sounds and minimise the impact of background noise; advanced audio editing software to remove or reduce background noise during the post-production process, etc. ( <i>any one</i> )
55.	Importance of coherence in effective communication: Coherence ensures that the message is logically organised and easy to follow, enhancing understanding and retention.
56.	Primary purpose of feedback in communication: Feedback helps in understanding whether the message has been understood correctly and allows for adjustments if necessary.
57.	Direct Marketing involves communicating directly with targeted customers to promote products or services, often through channels such as email, direct mail, or telemarketing.

S.No	Expected Answer
58.	(i) It can create a competitive advantage and boost sales and profits while saving money, time, and stress. (ii) IMC wraps communications around customers and helps them move through the various stages of the buying process. (iii) IMC also increases profits through increased effectiveness.
59.	Understanding cultural differences can help overcome communication barriers in a multicultural workplace by promoting empathy, tolerance, and respect for diverse perspectives. For example, being aware of different communication styles or preferences based on cultural backgrounds can help avoid misunderstandings and facilitate smoother interactions among team members.
60.	Colour correction helps adjust the overall colour balance of an image, enhancing its vibrancy and realism. Cropping allows for the removal of unnecessary elements, focusing the viewer's attention on the main subject, thus improving the image's composition and visual impact.
61.	Advantages of Internet Marketing include: <ul style="list-style-type: none"><li>● Wide reach and global accessibility.</li><li>● Cost-effectiveness compared to traditional advertising.</li><li>● Ability to target specific demographics.</li></ul> Disadvantages include: <ul style="list-style-type: none"><li>● Potential for information overload.</li><li>● Difficulty in standing out among competition.</li><li>● Concerns regarding privacy and security.</li></ul>

S.No	Expected Answer
62.	<p>(a) Internet as an IMC tool to sell sarees: <i>(any two)</i></p> <ul style="list-style-type: none"> <li>• Extremely low risk</li> <li>• Reduction in costs through automation and use of electronic media.</li> <li>• Faster response to both marketers and the end user.</li> <li>• Increased ability to measure and collect data.</li> <li>• Opens the possibility to a market of one through personalisation.</li> <li>• Increased interactivity</li> <li>• Increased exposure to products and services.</li> <li>• Boundless universal accessibility.</li> </ul> <p>(b) The two types of sales promotion tools consumers are as follows:</p> <ul style="list-style-type: none"> <li>• Consumer-oriented Promotion Tools</li> <li>• Trade-oriented Sales Promotion.</li> </ul> <p>(c) New ways of Advertising:</p> <p>Cross promotions, convert advertising and Merchandise.</p>
63.	<p>Black and White: John Baird (creator of television and early contributions), first transmission (America 1928 and BBC transmission), World War II (halt of television production); Cathode ray and mechanical scanning, first television station (location, name and impact).</p> <p><i>[elaborate on the above topics]</i></p>
64.	<p>Principles of communication, such as irreversibility and transactional nature influence the effectiveness of communication in interpersonal relationships by highlighting the need for mindful communication and active engagement. Understanding that communication is irreversible reminds individuals to choose their words and actions thoughtfully, considering their potential impact on the relationship. Recognising communication as transactional encourages openness, empathy, and responsiveness, fostering deeper understanding and connection between individuals in a relationship.</p>
65.	<p>Photography plays a crucial role in newspapers and magazines by visually enhancing storytelling, educating audiences, providing entertainment, and maintaining an appealing page layout. In news articles, photographs provide visual evidence and context, making stories more engaging and informative. For example, a photograph of a natural disaster can convey the scale and impact of the event better than words alone. In magazines, photography is often used to illustrate articles, evoke emotions, and attract readers' attention. Additionally, well-placed photographs help balance the layout of a page, ensuring a harmonious visual experience for the reader. For instance, a magazine spread featuring a mix of text and images can create a visually pleasing composition that encourages readers to engage with the content.</p>

S.No	Expected Answer
66.	<p>Public Relations (PR) involves managing the communication and relationships between an organization and its various publics, including customers, stakeholders, and the media. Its roles include building a positive brand image, fostering goodwill, handling crises effectively, and monitoring and evaluating media tools. PR aims to establish trust and credibility over the long term.</p> <p>Advertising, on the other hand, is a paid form of communication used to promote products or services. It focuses on creating awareness, generating immediate sales, and reinforcing brand messages through various channels such as print, broadcast, and digital media. Unlike PR, advertising is more overt and aims to persuade and influence consumer behaviour directly.</p> <p>While both PR and advertising contribute to a company's overall marketing strategy, they differ in their approaches and objectives. PR tends to be more subtle and indirect, emphasising relationship-building and reputation management, while advertising is more explicit and transactional, aiming for immediate sales and brand visibility.</p>



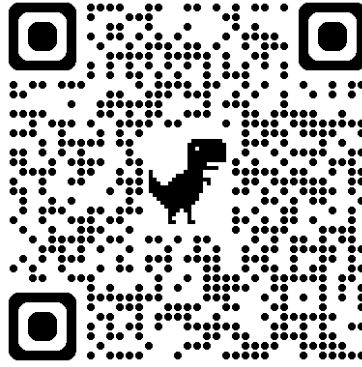


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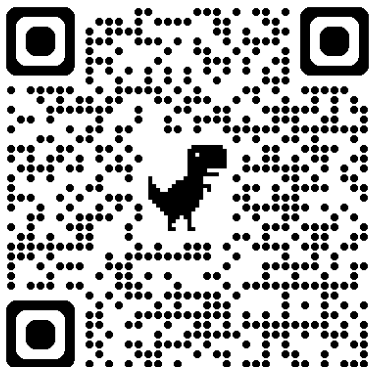
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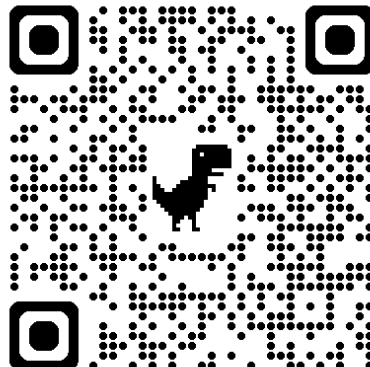
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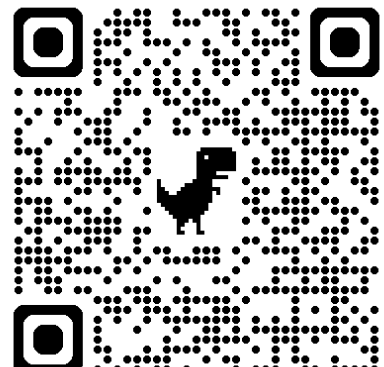
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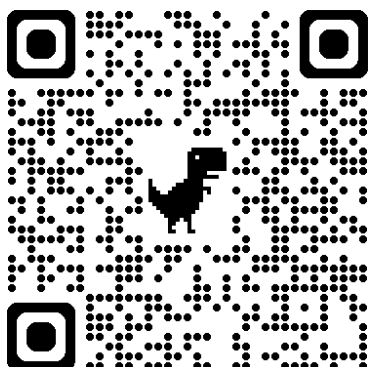
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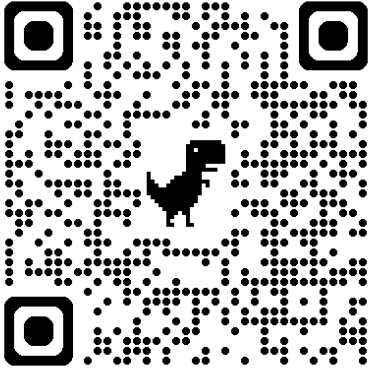
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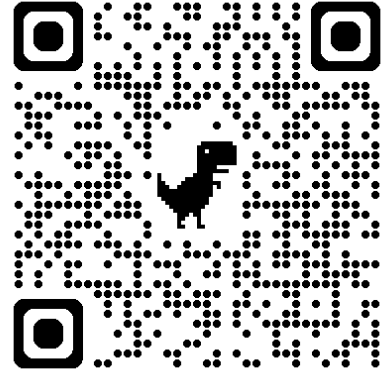
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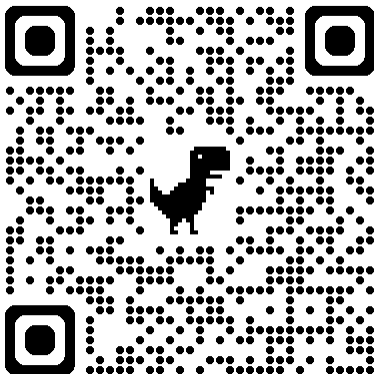
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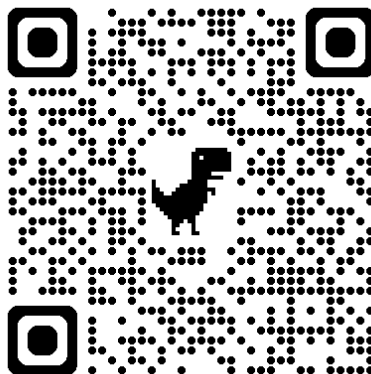
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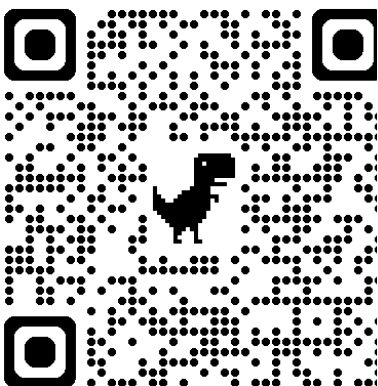
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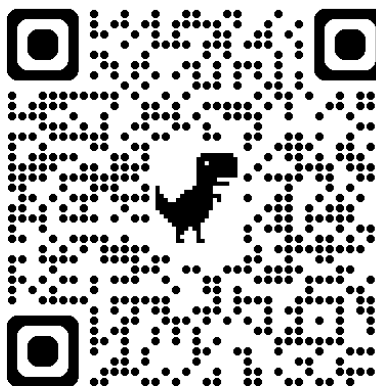
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