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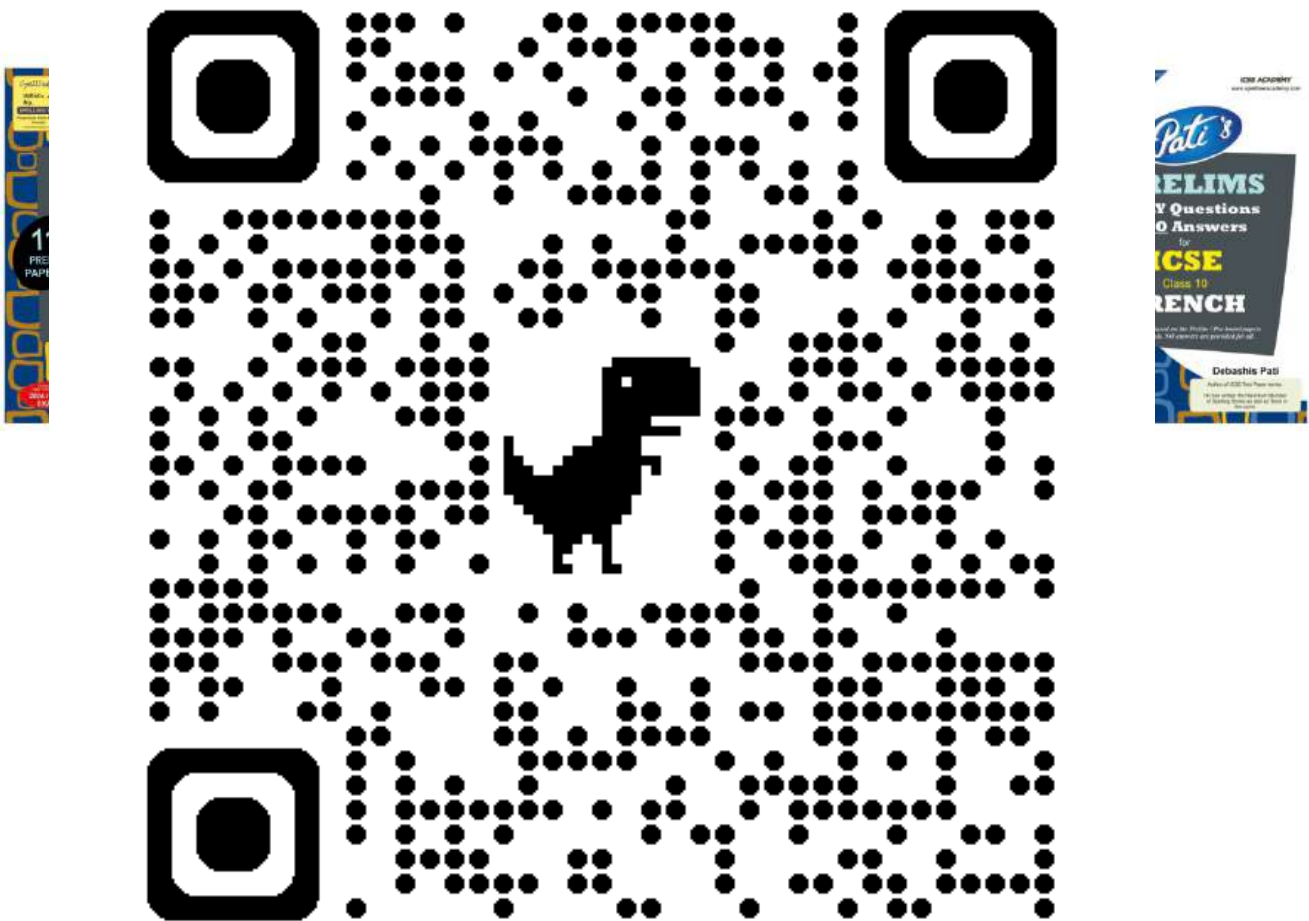
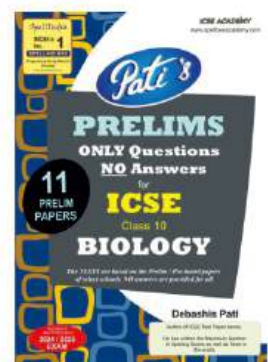
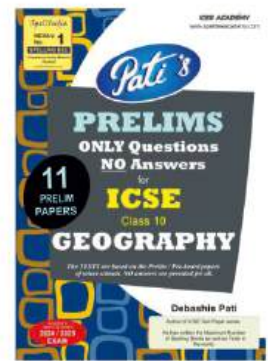
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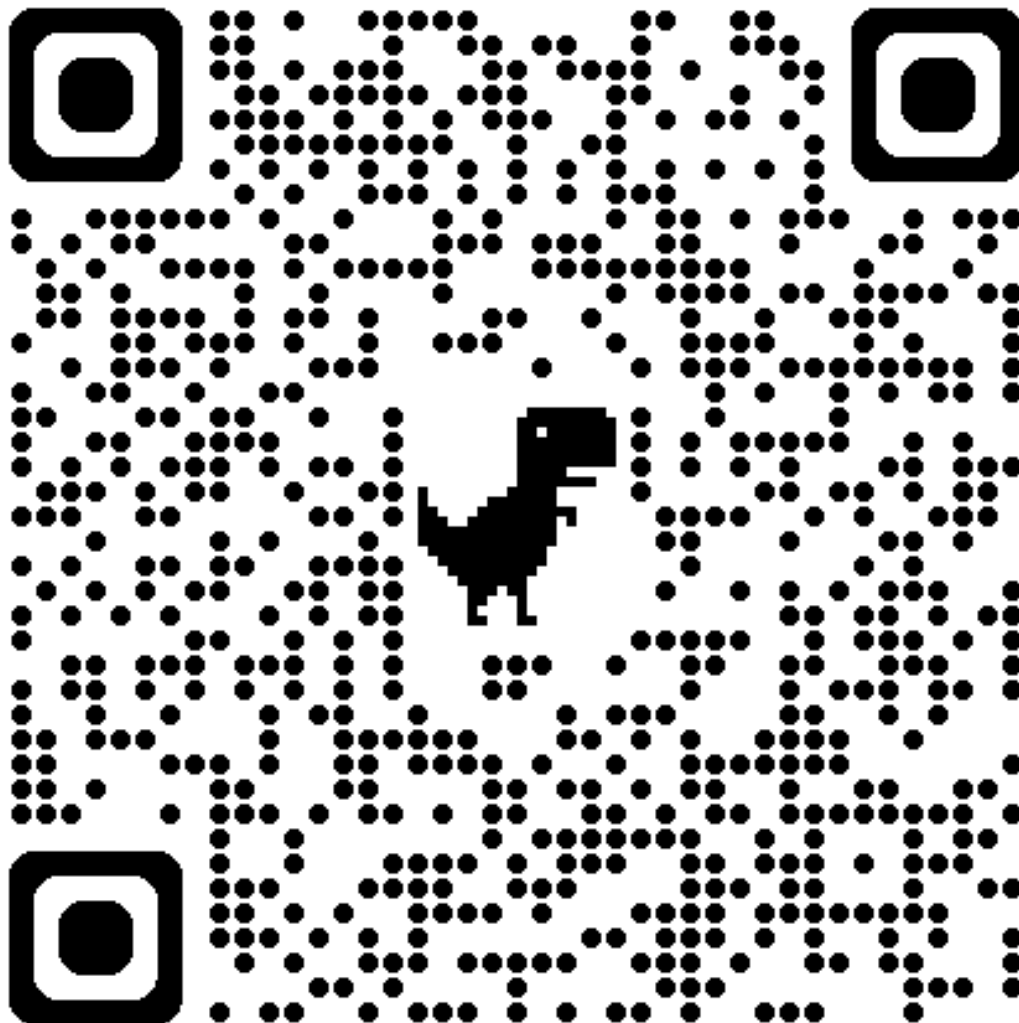
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SECOND PRELIMINARY EXAMINATION – JANUARY 2026
MASS MEDIA & COMMUNICATION (GROUP III ELECTIVE)

Std. 10
Duration: 2 hrs.
Marks: 100
Date: 14.01.2026

*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 each question or parts of questions are given in the brackets [].*

This paper consists of 8 printed pages.

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 question, write the correct answers only)

- (i) **Assertion (A):** The main purpose of sales promotion is to stimulate immediate sales.

Reason (R): Sales promotion primarily aims to build a brand's long-term image.

- (a) Both (A) and (R) are true and (R) is the correct explanation for (A).
(b) Both (A) and (R) are true but (R) is not the correct explanation for (A).
(c) (A) is true and (R) is false.
(d) Both (A) and (R) are false.
- (ii) When a designer introduces diverse elements to break uniformity and create visual interest, the principle applied is called _____.
- (a) unity
(b) contrast
(c) variety
(d) alignment

- (iii) The 7Cs of communication help craft messages that are clear, purposeful and effective. They are considered as _____.
- (a) rules
 - (b) barriers
 - (c) guidelines
 - (d) assumptions
- (iv) The part of a newspaper that carries the most important and newsworthy stories is the:
- (a) sports section
 - (b) local section
 - (c) front page
 - (d) op/ed
- (v) Glow Mint, a cosmetic company gathers customer details through its website and sends personalised suggestions, discounts and follow-up messages to each buyer. Which marketing approach is it using?
- (a) Broadcast advertising
 - (b) Experiential marketing
 - (c) Direct marketing
 - (d) Covert advertising
- (vi) At a crucial company meeting, Rohan thinks Mira doubts him and Mira reads neutral instructions given by Rohan as criticism. Which communication barrier are we referring to?
- (a) Semantic
 - (b) Psychological
 - (c) Environmental
 - (d) Technical
- (vii) Which principle of communication is exemplified when messages are supported with specific examples and factual evidence?
- (a) Clarity
 - (b) Concreteness
 - (c) Generalisation
 - (d) Brevity

(viii) Which photographic element describes the difference between light and dark areas in a photograph?

- (a) Brightness
- (b) Saturation
- (c) Contrast
- (d) Exposure

(ix) **Assertion (A):** Public Relations manages an organisation's image and goodwill among its stakeholders.

Reason (R): Public Relations involves monitoring public opinion to guide communication strategies.

- (a) Both (A) and (R) are true and (R) is the correct explanation for (A).
- (b) Both (A) and (R) are true but (R) is not the correct explanation for (A).
- (c) (A) is true and (R) is false.
- (d) Both (A) and (R) are false.

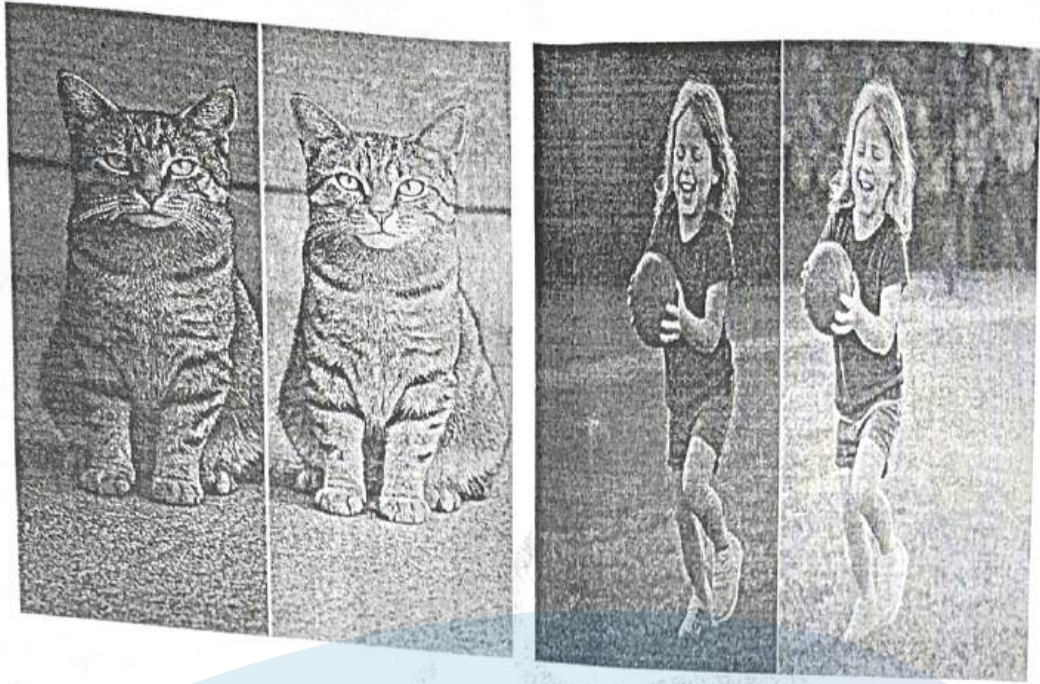
(x) Ms. Rupa, an editor asked her team to identify the magazine element designed to give a glimpse of the content without revealing the full story. This element is known as a _____.

- (a) headline
- (b) teaser
- (c) cover
- (d) banner

(xi) Which technique of photography uses natural or structural lines in a frame to draw attention to the main subject?

- (a) Framing
- (b) Leading lines
- (c) Focus
- (d) Grid

(xii)



Which principle of design has been used in the given pair of images?

- (a) Contrast
 - (b) Unity
 - (c) Balance
 - (d) Brightness
- (xiii) Which of the following was a colour television format used mainly in North America and parts of Asia?
- (a) PAL
 - (b) SECAM
 - (c) NTSC
 - (d) HDMI
- (xiv) Which of the following is a key advantage of advertising?
- (a) Wide reach
 - (b) Low cost
 - (c) Brand awareness
 - (d) Customer engagement
- (xv) In newspaper design, what is the purpose of gutters and alleys?
- (a) Layout alignment
 - (b) Separation
 - (c) Text filler
 - (d) Highlighting

- (xvi) Which of the following is a barrier in communication caused by differences in meaning or interpretation?
- (a) Language
 - (b) Fear
 - (c) Perception
 - (d) Medium
- (xvii) Which format is ideal for basic, uncompressed images with maximum quality?
- (a) BMP
 - (b) JPEG
 - (c) PNG
 - (d) TIFF
- (xviii) How can a coffee brand and a bakery use *cross-promotion* effectively?
- (a) Joint campaign
 - (b) Discounts
 - (c) TV ads
 - (d) Separate promotions
- (xix) Which television combines broadcast reception with streaming and apps?
- (a) LED
 - (b) Smart
 - (c) OLED
 - (d) Hybrid
- (xx) Which strategy employs time-bound incentives to stimulate customer action?
- (a) Influencer marketing
 - (b) Sales promotion
 - (c) Public relations
 - (d) Brand campaigning

Question 2

[5]

(i) State whether the following statements are true or false:

- (a) HDTV screens have layers of glass with gases in between.
- (b) A newspaper lists publisher, location and editorial details in the subhead.
- (c) Cropping is a photo editing technique used to enhance image resolution and colour fidelity.
- (d) Communication unfolds through cycles of activity followed by purposeful pauses.
- (e) A banner displays all the content in detail, leaving nothing hidden from the audience.

(ii) Match the following:

[5]

(a) PNG	1. Hierarchy and rules
(b) Organisational barrier	2. Foster positive attitudes
(c) Differences in values	3. Building image
(d) Stakeholder rapport	4. Supports transparency
(e) Brand perception	5. Cultural barrier

Question 3

Read the passage below and answer the following questions:

A fitness coach launched a home-training venture offering customised workout plans, initially promoting her services only within her close circle. Limited visibility meant that she attracted just a few clients, making expansion difficult. She refined her usage of the marketing mix strategies, ensuring every message clearly conveyed her expertise subsequently, with the help of social media.

As her messaging became more consistent, she began receiving wider recognition. To further strengthen her brand presence, she introduced simple merchandise as well.

- (i) Explain Marketing Mix. [2]
- (ii) Give *two* reasons to state why companies offer promotional commodities. [2]
- (iii) How does cooperative advertising benefit businesses? [3]
- (iv) How can innovative campaigns help an entrepreneur enhance client engagement and brand visibility?

SECTION B (60 marks)

(Answer any four questions from this Section.)

Question 4

- (i) Differentiate between *variety* and *emphasis* as principles of design. [5]
- (ii) Explain the importance of *advertisements* in newspapers. [5]
- (iii) Comment on the importance of *typography* in print media. Provide an example. [5]

Question 5

- (i) In what ways can use of *appropriate language* enhance communication? [5]
- (ii) Briefly explain the following in the context of *overcoming barriers*: [5]
 - (a) Avoiding information overload
 - (b) Coherent structure of messages
- (iii) How can we say that communication is *multi-purpose*? [5]

Question 6

- (i) Explain *visual weight* in designing a newspaper or magazine. [5]
- (ii) Write notes on the following in page layout of print media: [5]
 - (a) Proportion
 - (b) Balance
- (iii) Explain *any five* elements of newspaper. [5]

Question 7

- (i) Elaborate on the *importance* of photography in newspaper and magazine. [5]
- (ii) Explain the concept of *diminishing scale perspective* in photography. [5]
- (iii) How does *colour correction* assist in enhancing photos during editing? [5]

Question 8

- (i) Write a brief note on plasma TV. [5]
- (ii) Examine the ways in which the following function: [5]
 - (a) Satellite television
 - (b) Cable television
- (iii) Explain the history of *colour television* between 1940s to the 1970s.

Question 9

Advertising plays a central role in Integrated Marketing Communications enabling brands to present a clear and consistent message across various platforms. Alongside traditional media, Internet marketing has become a major force offering brands new ways to reach audiences through interactive and personalised communication. When thoughtfully planned, advertising supports a brand's overall promotional strategy by shaping public perception and influencing customer preferences.

By maintaining coherence in tone, visuals and messaging, organisations can build recognition, encourage customer engagement and foster long-term loyalty. As markets grow increasingly competitive, advertising continues to evolve, adapting both traditional and digital methods to connect with consumers more effectively.

- (i) How does advertising help a brand maintain visibility when customers are constantly switching between offline and online media? [5]
 - (ii) Explain *any five* disadvantages of Internet marketing. [5]
 - (iii) Elaborate on *any five* of the popular consumer-oriented sales promotion techniques. [5]
-



SHREE CHANDULAL NANAVATI VINAYAK TRUST
PRELIMINARY EXAMINATION - 1
MASS MEDIA AND COMMUNICATION
2025-2026

Grade: 10
Marks: 100

Date: 25/11/2025
Writing Time: 2 hours

Instructions:

- Please read the questions carefully before answering.
- Attempt all the compulsory questions.
- Keep a check on the word count to complete the paper on time; 2 marks at least two sentences and an example; 3 marks at least three sentences and an example/s; 5 marks at least five sentences and an example/s.

SECTION – A | 40 Marks

Question 1: Choose the correct answers to the questions from the given options. [20]

- (i) Assertion: Direct marketing can lead to negative brand association sometimes.
Reason: Direct mailers or door-to-door marketing may be considered intrusive or annoying.
- Both Assertion and Reason are true, and Reason is the correct explanation for Assertion.
 - Both Assertion and Reason are true, but Reason is not the correct explanation for Assertion.
 - Assertion is true and Reason is false.
 - Both Assertion and Reason are false.
- (ii) _____ ensures that the communication strategy and messaging is consistent through all channels of marketing media.
- Advertising
 - IMC
 - Sales Promotion
 - PR

ICSE ACADEMY _____ advertising is a unique kind of advertising in which a product or particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports.

- (a) Social
- (b) Covert
- (c) Neutral
- (d) Subtle

(iv) When targeted at wholesalers, retailers and other business partners, sales promotion is said to be _____.

- (a) Trade oriented
- (b) Consumer oriented
- (c) Distribution oriented
- (d) Profit oriented

(v) The goal of _____ in an organization is to build brand image and generate goodwill for a brand.

- (a) Public relations
- (b) Advertisement
- (c) Sales Promotion
- (d) Cross Promotion

(vi) _____ is the practice and application of creating durable images by recording light electronically or with the help of an image sensor or chemically with the help of a light-sensitive material such as photographic film.

- (a) Photography
- (b) Journalism
- (c) Media
- (d) Branding

(vii) _____ means to remove undesired parts of an image.

- (a) Cropping
- (b) Contrast
- (c) Composition
- (d) Cutting

(viii) Rule of thirds means dividing the frame into _____-equal rectangles.

- (a) Six
- (b) Four
- (c) Nine
- (d) Twelve

(ix) Assertion: Photos help to balance a page.

Reason: Photos add colour and visual appeal to a black and white page containing just text.

- (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.

(x) The sense of depth or spatial relationship between objects in a photo and their dimensions with regard to what the viewer of the image sees is called the _____ in photography.

- (a) Composition
- (b) Contrast
- (c) Perspective
- (d) Post-production

(xi) _____ is the art of working with texts or fonts.

- (a) Display
- (b) Typography
- (c) Photography
- (d) Design

(xii) _____ is a periodical publication either printed on paper or published online.

- (a) Magazine
- (b) Pamphlet
- (c) Book
- (d) Brochure

(xiii) _____ are widely applicable laws, guidelines and design considerations

ICSE ACADEMY Which designers apply with discretion.

- (a) Page Weighting
- (b) Use of Space
- (c) Advertisements
- (d) Design Principles

(xiv) _____ is the forehead of the newspaper where the title of the newspaper is published.

- (a) Headline
- (b) Masthead
- (c) Caption
- (d) Banner

(xv) The inside margins closest to the spine of a book or the blank space between two facing pages in the center of a newsletter or magazine is known as the _____.

- (a) Byline
- (b) Border
- (c) Negative Space
- (d) Gutter

(xvi) Communication presented in a brief, to the point and meaningful manner is said to be _____.

- (a) Concise
- (b) Coherent
- (c) Complete
- (d) Correct

(xvii) The process of providing future-oriented solutions instead of past performance review is known as _____.

- (a) Feedforward
- (b) Feedback
- (c) Appraisal
- (d) Review

(xviii) _____ is the purpose of communication.

ICSE ACADEMY To learn

- (b) To inform
- (c) To entertain
- (d) All of the above

(xix) Barriers in communication can be overcome by

- (a) Understanding the audience and the context
- (b) Selection of the appropriate communication channel
- (c) Use of appropriate language
- (d) All the above

(xx) Assertion: Effective communication should be punctuated.

Reason: Segmenting a message in logical and meaningful chunks helps the receiver perceive it more efficiently.

- (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.

Question 2

(i) State whether the following are true or false:

[5]

- (a) DSO (Digital Switchover) / ANO (Analog Switch-off) is the process in which older analog television broadcasting technology is converted to and replaced by digital television.
- (b) UHD stands for Ultra High Definition.
- (c) OLED stands for Organic Light Emitting Diodes.
- (d) PDP (Plasma Display Panel) is a flat panel display that uses small cells containing plasma—ionized gas that responds to electric fields.
- (e) A large amount of machinery and expertise is required to run television station making television an expensive medium.

(ii) Match the following:

- | | |
|-----------------|-------------------|
| (a) Paul Nipkow | 1. Dissector Tube |
| (b) John Baird | 2. Rotating Disk |

- | | |
|-----------------------|--------------------------|
| (c) Charles Jenkins | 3. Colour Picture Tube |
| (d) Vladimir Zworykin | 4. Mechanical Television |
| (e) Philo Fransworth | 5. Cathode Ray Tube |

Question 3

[10]

Case Study¹: Essay versus Report Writing

Chris was simultaneously enrolled in a university writing course and working as a co-op student at the Widget Manufacturing plant. As part of his co-op work experience, Chris shadowed his supervisor/mentor on a safety inspection of the plant, and was asked to write up the results of the inspection in a compliance memo. In the same week, Chris's writing instructor assigned the class to write a narrative essay based on some personal experience. Chris, trying to be efficient, thought that the plant visit experience could provide the basis for his essay assignment as well.

He wrote the essay first, because he was used to writing essays and was pretty good at it. He had never even seen a compliance memo, much less written one, so was not as confident about that task. He began the essay like this: *On June 1, 2018, I conducted a safety audit of the Widget Manufacturing plant in New City. The purpose of the audit was to ensure that all processes and activities in the plant adhere to safety and handling rules and policies outlined in the Workplace Safety Handbook and relevant government regulations. I was escorted on a tour of the facility by...*

Chris finished the essay and submitted it to his writing instructor. He then revised the essay slightly, keeping the introduction the same, and submitted it to his co-op supervisor. He "aced" the essay, getting an A grade, but his supervisor told him that the report was unacceptable and would have to be rewritten – especially the beginning, which should have clearly indicated whether or not the plant was in compliance with safety regulations. Chris was aghast! He had never heard of putting the "conclusion" at the beginning. He missed the company softball game that Saturday so he could rewrite the report to the satisfaction of his supervisor.

Source: Case Study: The Cost of Poor Communication. Available at <https://pressbooks.bccampus.ca/technicalwriting/chapter/casestudy-costpoorcommunication/>

- | | |
|--|------------|
| (i) What is the significance of concreteness and coherence in written communication? | [2] |
| (ii) Communication is irreversible. Explain. | [2] |
| (iii) What is the significance of 'Understanding the audience and the context' in a communication process? | [3] |
| (iv) What you would have done differently if you were in a situation similar to Chris? | [3] |

SECTION - B

(Answer any four questions from this Section.)

Question 4

- (i) Write a short note on the characteristics of television.
- (ii) Explain any five different types of television.
- (iii) Explain any five types of television broadcasting.

[5]

[5]

[5]

Question 5

- (i) Explain the concepts of page making.
- (ii) Write a short note on the elements of a newspaper.
- (iii) Describe the anatomy of a newspaper.

[5]

[5]

[5]

Question 6

- (i) What are the principles of design? Explain each with an example.
- (ii) What are the formats in which a photographer can save an image file? what they see. Explain.
- (iii) Explain the rule of thirds with an example (image/photograph) your choice.

[5]

[5]

[5]

Question 7

- (i) What is the significance of correctness in effective communication?
- (ii) How can one overcome barriers to the communication process? Explain with examples.
- (iii) Explain the five principles of communication with examples.

[5]

[5]

[5]

Question 8

- (i) What is Marketing Mix? Explain the 4Ps of Marketing with examples.
- (ii) Cross-promotion is a form of marketing promotion where customers of one product or service are targeted with promotion of a related product. Explain.
- (iii) Write a short note on the benefits of IMC.

[5]

[5]

[5]

Question 9**Case Study¹: Samsung Galaxy Note 7 battery explosions**

In 2016, Samsung Galaxy Note 7 devices started randomly exploding due to their batteries.

Background: The Note 7 had a battery issue that caused the devices to catch on fire and explode. Not only did it harm the company's image, but also had significant chances of harming their customers too.

How did the company react? Initially, it was a mixed bag. They acknowledged the problem and recalled over 2.5 million devices. But the problem was in the communication - which was inconsistent across different markets and lacked transparency. To make things worse, the replacement phones caught on fire too. Then Samsung decided to investigate what happened, publicly disclosing why and how the batteries caught on fire. Additionally, they added a new 8-point check for their devices. All this on top of refunding and replacing the problematic devices.

Lessons learnt: Even at the cost of financial damage, keep transparent and disclose what caused a crisis. And act! Give refunds, replace faulty items. In the long run, it will be worth the investment.

Reference: 1. Mile Zivkovic. 16 PR Crisis Management Examples You Need to See. Available at <https://prowly.com/magazine/pr-crisis-management-examples/>

- (i) Do you agree or disagree with the lessons learnt? Explain. **[5]**
- (ii) How is PR different from advertising? Apply in the case above. **[5]**
- (iii) If you had to draft a Press Release, then how would you apply 5W1H to it? **[5]**

QUESTION PAPER 3



N. L. Dalmia[®]
High School

(A School of Excellence of N. L. Dalmia Educational Society)

FIRST PRELIMINARY EXAMINATION

Class : X	MASS MEDIA AND COMMUNICATION	Marks : 100 / Pgs. 6
Date : 23.11.2024		Time : 2 Hrs

Answers to this paper must be written on the paper provided separately.
You will not be allowed to write in 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.
The intended marks for questions or for parts of questions are given in brackets [].

SECTION A
(Attempt all questions)

Question 1

[20]

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

(Do not copy the question, write the correct answers only)

(i) **Assertion:** IMC requires a customer-centric approach.

Reason: Customer-centric approach helps to understand customer needs and preferences.

- (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.

(ii) Television program production requires the purchase of numerous assets as well as payments of salaries, making it a _____ medium

- (a) Substantial
- (b) Expensive
- (c) Massive
- (d) Cost effective

(iii) What can help overcome language barriers in communication?

- (a) Translation
- (b) Interpretation
- (c) Visual aids
- (d) All of the above

(iv) What is the primary purpose of photo editing?

- (a) To enhance image quality
- (b) To change image size
- (c) To convert image format
- (d) To add text to images

(v) What is the purpose of a headline?
(a) To summarize the article
(b) To attract readers' attention
(c) To provide context
(d) To give credit to the author

(vi) Which IMC channel is ideal for interactive communication?
a) Television
b) Radio
c) Social Media
d) Print Media

(vii) _____ television is a system of delivering television programming to consumers via radio frequency (RF) signals transmitted through coaxial cables, or in more recent systems, light pulses through fibre-optic cables.
(a) Cable
(b) Satellite
(c) Digital
(d) Online

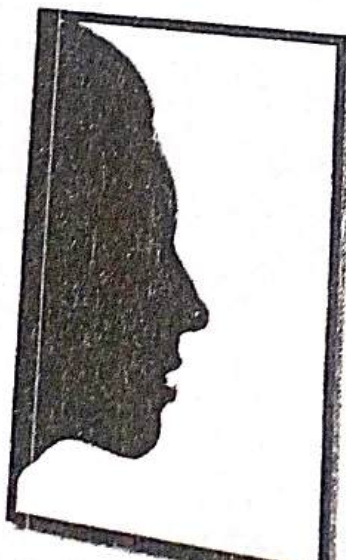
(viii) _____ is the practice of deliberately managing the spread of information between an individual or an organization and the public.
(a) Advertising
(b) Sales promotion
(c) Public Relations
(d) Scouting

(ix) **Assertion:** Correctness is vital in communication.

Reason: Correctness ensures accuracy and credibility.

- (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.

(x)



In the above photo, the editing tool of _____ has been used to alter the appearance of the photo. MM

- (a) Cropping
- (b) Contrast
- (c) Brightness
- (d) Colour grading

(xi) _____ is generally defined as those marketing activities that provide extra value or incentives to the sales force.

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

(xii) Which psychological barrier can affect communication?

- (a) Emotional intelligence
- (b) Attitudes
- (c) Perceptions
- (d) All of the above

(xiii) 1920 × 1080 pixels in interlaced video mode, with an aspect ratio of 16: 9 is possible with _____ format.

- (a) HDTV
- (b) WMV
- (c) MP3
- (d) MP4

(xiv) What is the primary advantage of TV's visual component?

- (a) Audio engagement
- (b) Emotional connection
- (c) Information retention
- (d) Visual impact

(xv) In 1997, _____, a statutory autonomous body was established.

- (a) Prasar Bharati
- (b) DD National
- (c) DD News
- (d) DD Sports

(xvi) _____ is the transmission of audio and video by digitally processed and multiplexed signals.

- (a) Colour TV
- (b) Digital TV
- (c) Plasma TV
- (d) Cable TV

X

(xvii) _____ has made a significant contribution to educational television.

- (a) Doordarshan
- (b) CNN
- (c) Satellite TV
- (d) Mechanical TV

(xviii) The Vacant area between articles in a newspaper is known as _____.

- (a) White space
- (b) Ads
- (c) Fonts
- (d) Free space

(xix) _____ is the process of maintaining a favourable image and building beneficial relationships between an organization and the public communities.

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

(xx) The below process of photography is known as _____.



- (a) Balance
- (b) Colour correction
- (c) Cropping
- (d) Rule of thirds

Question 2

(i) State whether the following are true or false:

- (a) The digital era of television first introduced colour to home screens.
- (b) Contrast creates a distinction between light and dark areas in an image. T
- (c) SD television is the highest definition of television. F
- (d) Publicity is more effective at influencing the public than advertising. T
- (e) Hard news focuses on news such as politics. T

[5]

(ii) Match the following:

MM

A	B
(a) OLED	1. Liquid Crystal Diode
(b) LED	2. Standard Definition
(c) LCD	3. Light emitting diode
(d) CRT	4. Organic light emitting diode
(e) SD	5. Cathode Ray Tube

[5]

Question 3

Read the passage given below and answer the questions that follow:
 Communication is the sharing of information, thoughts or ideas between one individual or group to another. Communication becomes effective only when the message delivered is received and understood in the same manner as was intended by the speaker. Communicating clearly and effectively will undoubtedly boost productivity and build strong relationships. The seven C's of communication are a checklist that can be used to ensure your message's proper and effective delivery. In this article, we explore the seven C's of communication in detail and understand how you can improve your communication skill by adhering to them.

- (i) What makes a message clear and understandable?
- (ii) How does incomplete information affect communication?
- (iii) How can conciseness enhance message effectiveness?
- (iv) How can tone affect communication courtesy?

[2]
[2]
[3]
[3]

SECTION B

(Answer any four questions from this Section)

Question 4

- (i) How has online broadcasting given viewers more freedom and control over what they watch? [5]
- (ii) Differentiate between terrestrial broadcasting and satellite broadcasting. [5]
- (iii) How is television an audio-visual medium? [5]

Question 5

- (i) Explain any five principles of design? [5]
- (ii) State any five elements of a newspaper. [5]
- (iii) Discuss about the anatomy of a newspaper and magazine. [5]

Question 6

- (i) Elaborate how colour correction is used to make an image look more attractive. [5]
- (ii) Explain the importance of photography in magazines. [5]
- (iii) Write in brief five photo editing techniques. [5]

X

MM

Question 7

- (i) Explain the principles of communication. [5]
- (ii) How would you overcome problems faced by you when trying to communicate with people from a different country? [5]
- (iii) What are the types of barriers in communication explain with examples? [5]

Question 8

- (i) Explain the 4 p's of marketing. [5]
- (ii) What is IMC? State any two advantages and two dis-advantages. [5]
- (iii) Explain the role of Public relations? [5]

Question 9

A local businessman was suffering losses for several months as his products were not getting sold. His younger sister introduced him to online advertising and internet marketing, which are more popular with the newer generation. Within a few months, his sales increased, and he no longer had to worry about storing excess goods. He also managed to find new business partners and better ways to distribute his goods.

- (i) 'Promotion' of a product depends on factors such as culture, place and target audience. Elaborate. [5]
- (ii) Using internet marketing, provide a simple strategy to increase the knowledge and sales of a ball point pen. [5]
- (iii) Briefly explain any two customer-oriented sales promotion tools which would be helpful for the businessman in the above scenario. [5]



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SECOND PRELIMINARY EXAMINATION

Class: X

Mass Media and Communication

Marks: 100 / Pgs: 6

Date: 17.12.2024

Time: 2 Hrs

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

You will not be allowed to write in 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

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

SECTION A

(Attempt all questions)

[20]

Question 1

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

(Do not copy the question, write the correct answers only)

- (i) **Assertion:** Advertising is the only component of IMC.
Reason: Advertising is the most effective way to reach a large audience.
- (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.
- (ii) Who is credited with inventing the first practical television system?
- (a) John Logie Baird.
 - (b) Philo Farnsworth.
 - (c) Vladimir Zworykin.
 - (d) Guglielmo Marconi.
- (iii) Which of the following is an example of nonverbal communication?
- (a) A written memo to employees.
 - (b) A face-to-face conversation between colleagues.
 - (c) A gesture or body language used to convey a message.
 - (d) A telephone conversation between friends.

(iv) What is the primary goal of photojournalism?
(a) To create artistic images.
(b) To tell a news story through photographs.
(c) To promote a particular product or service.
(d) To document historical events.

(v) Which of the following is a benefit of using print media for advertising?
(a) High production costs.
(b) Limited reach and frequency.
(c) Difficulty in measuring effectiveness.
(d) Tangible and long-lasting format.

(vi) What is the term for the process of coordinating and integrating all marketing communication efforts to create a unified message?
(a) Marketing mix.
(b) Integrated marketing.
(c) Communication planning.
(d) Media planning .

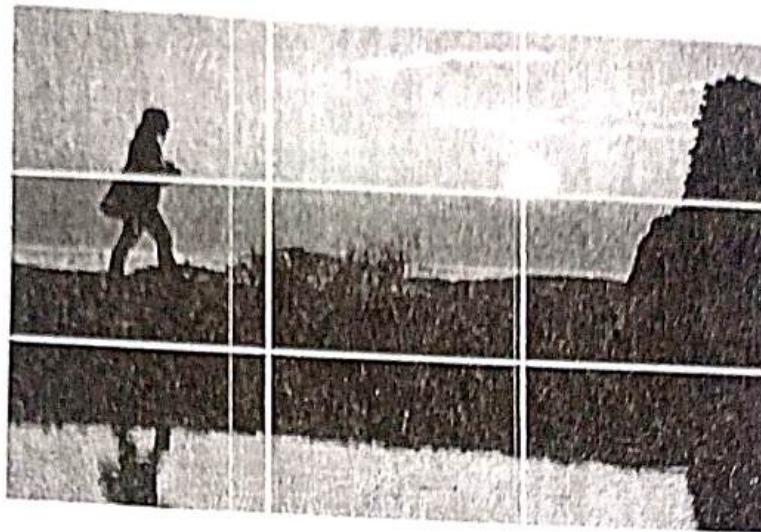
(vii) Which of the following is a type of television display technology?
(a) LCD (Liquid Crystal Display).
(b) LED (Light Emitting Diode).
(c) Plasma.
(d) All of the above.

(viii) Which of the following is a benefit of using social media advertising?
(a) Increased reach and frequency.
(b) Improved targeting and segmentation.
(c) Enhanced engagement and interaction.
(d) All of the above.

(ix) **Assertion:** Clarity is essential for effective communication.

Reason: Clarity helps to avoid misunderstandings and ensures that the message is conveyed accurately.

- (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.



In the above photo, the editing tool of _____ has been used to alter the appearance of the photo.

- (a) Rule of Third.
- (b) Contrast.
- (c) Brightness.
- (d) Colour grading.

(xi) Which of the following is a key component of IMC?

- (a) Advertising.
- (b) Public Relations.
- (c) Sales Promotions.
- (d) All of the above.

(xii) What is the primary goal of public relations?

- (a) To persuade the public to buy a product.
- (b) To build and maintain a positive image for an organization.
- (c) To provide customer service and support.
- (d) To conduct market research and analysis.

(xiii) Full form of CRT _____.

- (a) Cathode ray tube
- (b) Cartridge ray tube.
- (c) Connection ray tube.
- (d) Cable ray tube.

(xiv) Which of the following is not an example of an image format?

- (a) JPEG.
- (b) TIFF.
- (c) MP3.
- (d) PNG.

(xv) TV is primarily used for ____ purposes.

- (a) Informative.
- (b) Educational.
- (c) Entertainment.
- (d) Persuasive.

(xvi) Which type of advertising focuses on building brand awareness and image?

- (a) Direct response advertising
- (b) Brand advertising
- (c) Retail advertising.
- (d) Industrial advertising.

(xvii) Which of the following is an example of a photo essay?

- (a) A single photograph with a caption.
- (b) A series of photographs with accompanying text.
- (c) A video documentary with photographs.
- (d) A photographic exhibition with no text.

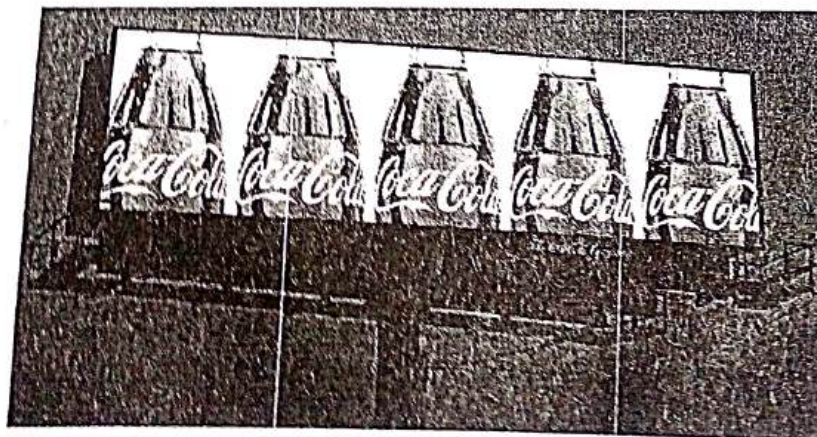
(xviii) Which part of a newspaper or magazine typically contains the writer's name and credentials?

- (a) Byline
- (b) Headline
- (c) Subheading
- (d) Lead

(xix) Which of the following is NOT a principle of communication?

- (a) Transactional
- (b) Interactive
- (c) Punctuated
- (d) Physical

(xx) The above image uses _____ in design to help potential customers indirectly remember the name and concept of a company.



- (a) Repetition
- (b) Contrast
- (c) Balance
- (d) Complexity

Question 2

[5]

i) State whether the following are true or false:

- (a) Speaking is when someone is yelling giving a presentation. F
- (b) The marketing mix includes product, place, promotion, progress, and price. F
- (c) Analog signals have a better picture quality than digital ones. T
- (d) Photojournalists always have had the ability to manipulate photographs. F
- (e) Editing images that will appear in the news is always unethical. F

ii) Match the following:

[5]

A	B
Radio	Print media
Newspapers	✓ Blogging
Courtesy	✗ Plasma display panel
Self-published content on online.	✗ Electronic media
PDP	seven c's of communication

Question 3

Read the passage given below and answer the questions that follow:

The section head of customer relations office at XYZ Company has decided to send inspirational quotes to his employees repeatedly throughout the day to keep them motivated. He was inspired by a workshop he had attended earlier on the same theme. To maintain good customer relations, the employees are expected to promptly respond to customers' queries and address their complaints through emails, phones, and social media feeds. This could be very stressful, given that currently the number of complaints has exponentially increased due to Covid19 situation and the closure and restrictions imposed by the government. Mona, having a great record in meeting deadlines, has also been greatly affected by this situation because even she is not able to keep up with increase in inquiries and complaints made by the customers. Mona, along with her colleagues and after consulting the section head, has decided earlier to follow a more organized and strategic approach in finishing her work. Each hour, they will respond to the 5 earliest emails, 5 phone calls and 10 social media feeds. The employees were relieved by this decision because they usually receive only customers' emails in their inboxes and no filtration is required.

- (i) Name all the barriers to communication. [2]
- (ii) What are the communication challenges and barriers Mona faces? [2]
- (iii) What are measures that Mona can take to over the barriers? [3]
- (v) How could the section head have achieved his goal without disrupting the employees?

SECTION B

(Answer any four questions from this Section)

Question 4

- (i) How is television an audio-visual medium?
- (ii) Differentiate between SD and UHD.
- (iii) What are the various types of television broadcasting?

[5]
[5]
[5]

Question 5

- ✓(i) How can printed t-shirts be used as a method of advertising?
- ✓(ii) State five points of difference between public relations and advertising.
- ✓(iii) Explain advantage and disadvantage of PR.

[5]
[5]
[5]

Question 6

- ✓(i) What effect does choice of 'place' and 'price' have on a marketing plan?
- ✓(ii) What do we mean by integrated marketing communication?
- ✓(iii) Provide any five benefits of IMC.

[5]
[5]
[5]

Question 7

- ✓(i) Briefly explain any five of the 7Cs of effective communication.
- ✓(ii) Explain any five principles of communication.
- ✓(iii) Explain how psychological barriers can influence a person's decision.

[5]
[5]
[5]

Question 8

- (i) Explain the importance of photojournalism.
- (ii) Describe all the photo editing techniques.
- (iii) Write in brief the various image file format.

[5]
[5]
[5]

Question 9

YOKO is a large instant-noodle company which for many years has been extremely popular among young children. The reason for their success is that children are only required to boil water, pour it into the container and then wait for the contents to soften. Preparation is easy and the product is very affordable. Complaints started coming in along with consumers filing lawsuits against the parent company. It was found that the packaging was very easily damaged, causing leakage when hot water was poured into it. Children received severe burns from the boiling hot water. A public relations officer was called in to deal with the situation. In a public announcement, the officer pointed out that the packaging specifically mentioned that it needs to be handled with care while pouring hot water as well as children were to only prepare their meal under adult supervision. The packaging was undamaged when leaving the factory and so the blame was shifted to the storekeepers who did not store the product under proper conditions

- (i) Explain the role of Public Relations.
- ✓(ii) What are "Brand Image" and "Goodwill"?
- ✓(iii) Explain crisis management. In this situation, explain how the Public Relation Officer managed the company's crisis.

QUESTION PAPER 5



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FIRST SEMESTER EXAMINATION

Class : X	MASS MEDIA AND COMMUNICATION	Marks : 100 / Pgs. 5
Date : 01.10.2025		Time : 2 Hrs

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

You will not be allowed to write in 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.

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

SECTION A

Question 1

[20]

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

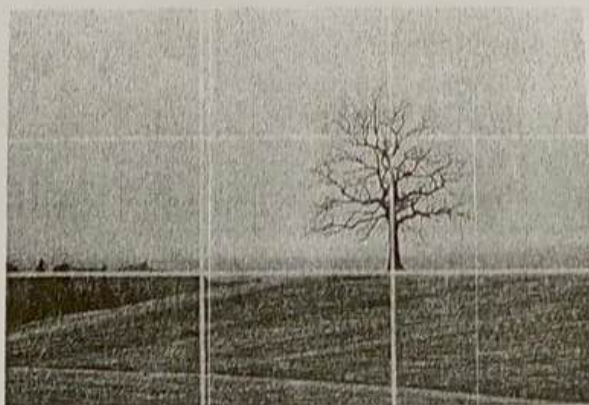
(Do not copy the question, write the correct answers only.)

- (i) **Assertion (A):** Effective communication requires understanding the audience.
Reason (R): Knowing the audience helps tailor the message for better reception.
- (a) Both Assertion and Reason are true, and Reason is the correct explanation to the Assertion.
 - (b) Both Assertion and Reason are true, but Reason is not the correct explanation to the Assertion.
 - (c) Assertion is true and Reason is false.
 - (d) Both Assertion and Reason are false.
- (ii) How has digital technology impacted traditional television viewing?
- (a) Increased viewership of traditional TV
 - (b) Led to more TV channels with limited content
 - (c) Shifted viewing to streaming and on-demand platforms
 - (d) Made TV obsolete
- (iii) What does "irreversible communication" imply?
- (a) Messages can be edited later
 - (b) Messages cannot be taken back once sent
 - (c) Messages are always misunderstood
 - (d) Messages are temporary
- (iv) In photojournalism, what is "captioning" used for?
- (a) To describe the photographer's technique
 - (b) To provide context and information about the image
 - (c) To critique the photo
 - (d) To add artistic effects

X

- (v) What is a key aspect of effective communication?
- (a) Considering the audience
 - (b) Using jargon frequently
 - (c) Ignoring feedback
 - (d) Speaking loudly
- (vi) What is a key characteristic of online television (streaming services)?
- (a) Requires a satellite dish
 - (b) Delivers content through the internet
 - (c) Only available on TVs with antennas
 - (d) Limited to live broadcasts
- (vii) In print media, what should photographers typically consider?
- (a) Only the subject of the photo
 - (b) Using only black and white photos
 - (c) Avoiding captions
 - (d) Composition, lighting, and relevance to the story
- (viii) Why is "Courtesy" important in the 7Cs of communication?
- (a) It makes the message longer
 - (b) It shows respect to the audience
 - (c) It complicates the message
 - (d) It reduces clarity
- (ix) **Assertion (A):** Organizational barriers to communication can lead to misunderstandings and inefficiencies.
Reason (R): Organizational barriers include hierarchy, specialization, and status differences which can distort or block messages.
- (a) Both Assertion and Reason are true, and Reason is the correct explanation to the Assertion.
 - (b) Both Assertion and Reason are true, but Reason is not the correct explanation to the Assertion.
 - (c) Assertion is true and Reason is false.
 - (d) Both Assertion and Reason are false.

(x)



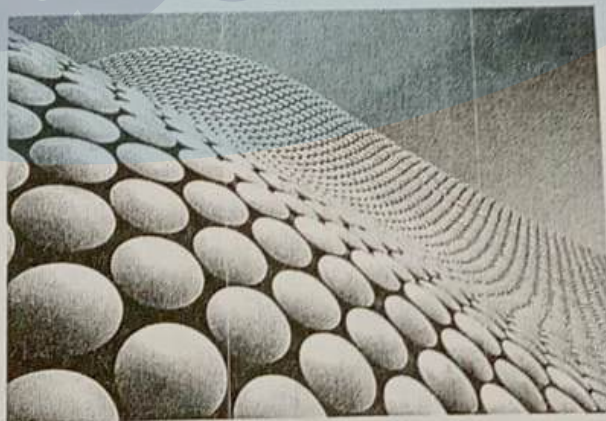
In the photo above, the editing tool of _____ has been used to alter the appearance of the photo.

X

MMC

- (a) Cropping
 - (b) Brightness
 - ✓ (c) Rule of Thirds
 - (d) Contrast
- (xi) Which C of the 7Cs of communication involves using specific facts and details?
- (a) Clarity
 - (b) Correctness
 - (c) Conciseness
 - ✓ (d) Concreteness
- (xii) In print media layout, what does "masthead" refer to?
- (a) The main image of the article
 - ✓ (b) The title or name of the publication
 - (c) A subsection of the article
 - (d) The editorial section
- (xiii) Which of the following image file formats is known for its lossless compression?
- (a) JPEG
 - (b) GIF
 - (c) PNG
 - ✓ (d) BMP
- (xiv) What is a common photo editing technique to adjust the overall lightness of an image?
- (a) Cropping
 - (b) Sharpening
 - ✓ (c) Adjusting brightness
 - (d) Adding text

(xv)



In the above image the design principle of _____ has been used to draw attention to the subject.

- (a) Balance
- ✓ (b) White Space
- (c) Repetition
- (d) Variety

X

(xvi) _____ was the first of its kind television that was purchased by people for their homes.

- (a) CRT
- (b) HDTV
- (c) Plasma
- (d) QLED

(xvii) What has been a traditional major source of revenue for newspapers?

- (a) Subscriptions only
- (b) Advertising
- (c) Online paywalls
- (d) Sponsored content exclusively

(xviii) The order of entries in a newspaper is based on _____.

- (a) Concentration
- (b) Logic
- (c) Spoken Language
- (d) Eye movement

(xix) In print media layout, what does "white space" help achieve?

- (a) Increase text density
- (b) Reduce readability
- (c) Improve readability and aesthetics
- (d) Decrease page count

(xx) What is a primary goal of page making in print media?

- (a) To use as many images as possible
- (b) To create a visually appealing and readable layout
- (c) To fill every inch of the page with text
- (d) To ignore design principles

Question 2

(i) State whether the following are True or False. [5]

- (a) In print media design, using a lot of different fonts improves readability.
- (b) Hard news focuses on politics.
- (c) Cropping a photo can help improve composition by removing unwanted elements.
- (d) 8D television is the highest definition of television.
- (e) TIFF is a commonly used format for web images due to its small file size.

(ii) Match the following [5]

A	B
(a) Scanning Disks	1. Liquid-crystal-display
(b) Coherence	2. Physiological Barriers
(c) LED	3. Artistic arrangement of photo
(d) Page making	4. One of the 7c's of communication
(e) Hearing difficulties	5. John Baird

X

MMC

Question 3

Read the passage given below and answer the questions that follow:
A company is launching a new product. The marketing team creates an advertisement targeting a specific demographic. However, the message isn't resonating with the intended audience due to cultural differences and language nuances.

- (i) How is the above passage an example of a barrier to communication [2]
- (ii) What are potential barriers to effective communication in this scenario? [2]
- (iii) Discuss ways to overcome these barriers in communication. [3]
- (iv) Discuss how to conduct effective audience research for marketing. [3]

Section B

(Answer any **four** questions from this Section)

Question 4

- (i) Elaborate on the work of John Baird and what was the impact of World War II on television sales.
- (ii) Briefly explain how colour television revolutionized our viewing experience.
- (iii) State the benefits of digital television.

Questions 5

- (i) Briefly explain any five of the 7Cs of effective communication.
- (ii) Explain any five principles of communication. *feedback & feedforward*
- (iii) Why is time an effective communication tool?

Question 6

- (i) Explain any five principles of design?
- (ii) State any five elements of a newspaper.
- (iii) Discuss about the anatomy of a newspaper and magazine.

Question 7

- (i) Elaborate how colour correction is used to make an image look more attractive.
- (ii) Explain the importance of photography in magazines.
- (iii) Write in brief five photo editing techniques.

Question 8

- (i) Explain the principles of communication.
- (ii) How would you overcome problems faced by you when trying to communicate
- (iii) What are the types of barriers in communication explain with examples?

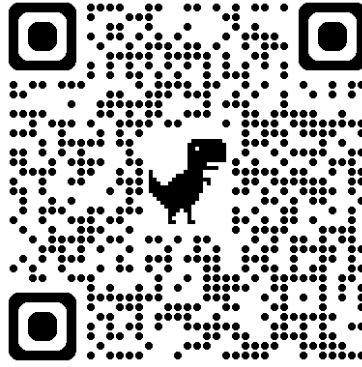


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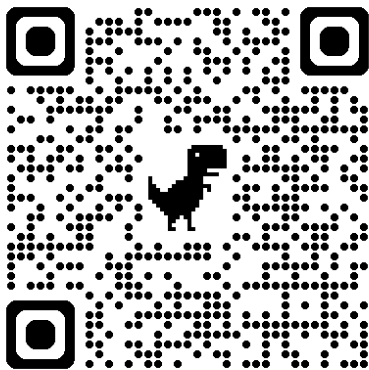
History/Civics



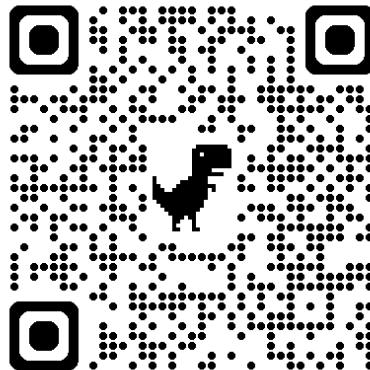
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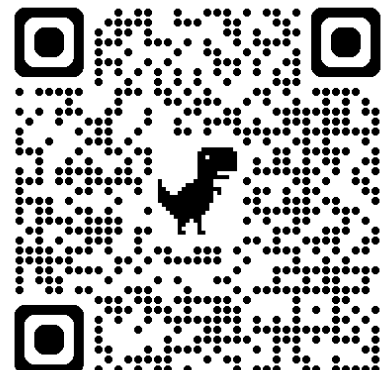
Maths



Physics



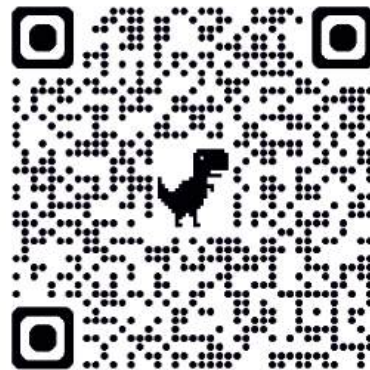
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Education



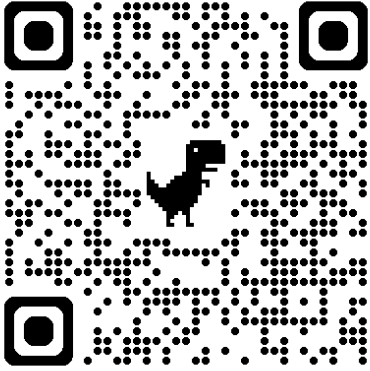
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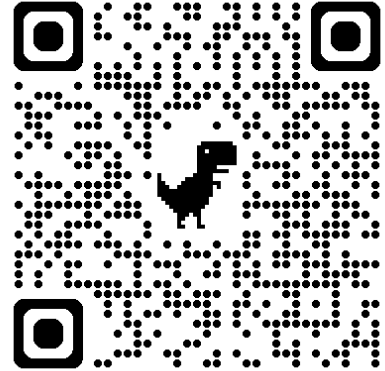
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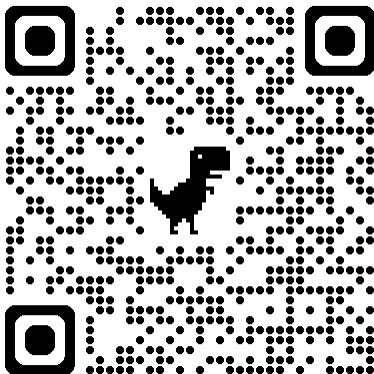
Economics



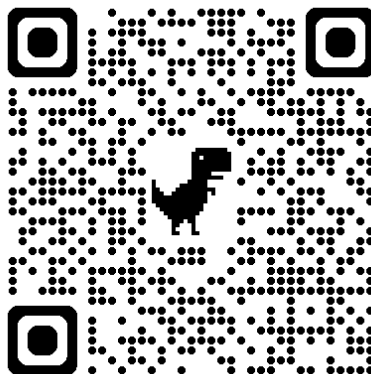
Commercial
Studies



French



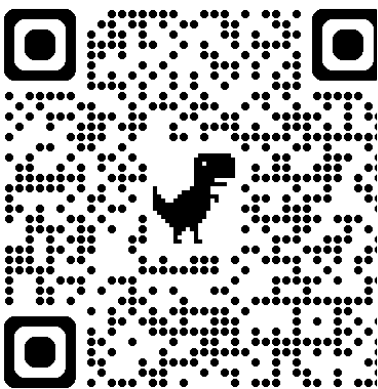
Robotics & AI



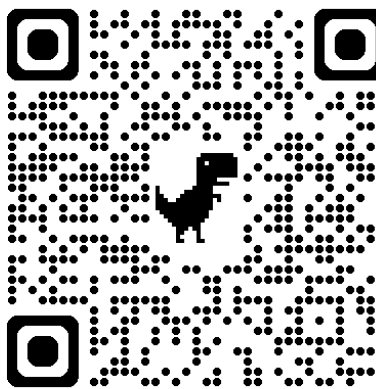
Home Science



EVS



Marathi



Gujarati



Odiya



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