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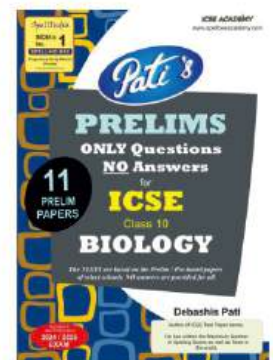
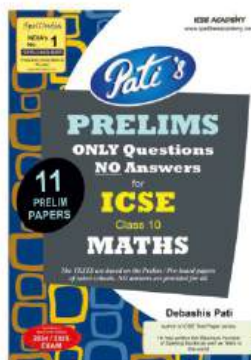
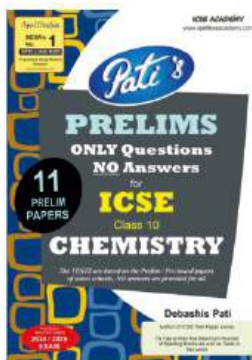
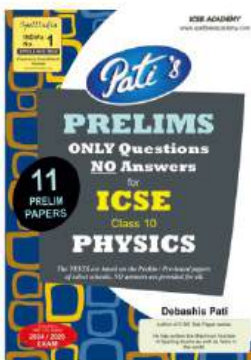
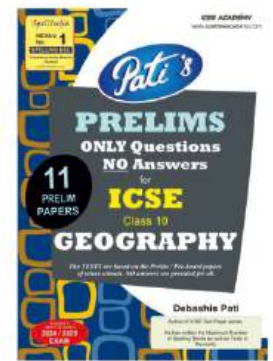
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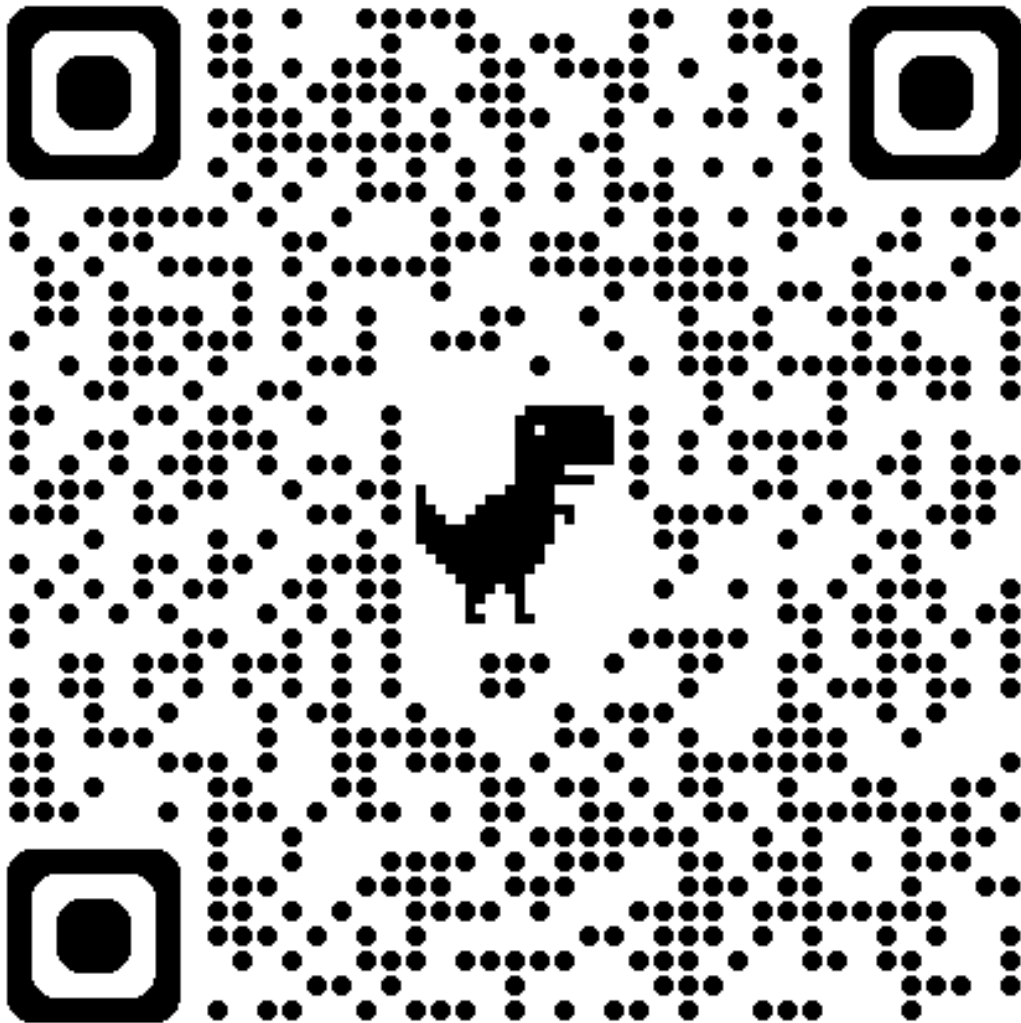
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Lilavatibai Podar High School ISC
Academic Year: 2025-26
SAMPLE PAPER 01

Total Marks: 100
Duration: 2 hours

Mass Media and Communication
Grade: 10

Answers to this Paper must be written on the provided paper separately.
You will not be allowed to write during the first 15 minutes. This time is to be spent in reading the question paper.

The time given at the head of this Paper is the time allowed for writing the answers.
Attempt **all** questions from **Section A** and **any four** questions from **Section B**.

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

SECTION A

(Attempt all the questions)

Question 1

[20]

Choice the correct option.

- Which of these is NOT a section of a newspaper?
a) Business b) Headline c) Op/Ed d) Front page
- The section of the newspaper that contains news about a particular state/city.
(a) Op/Ed (b) Front page (c) By-lines (d) Local media cover
- The section of the newspaper where all the newsworthy stories are located.
(a) Sports section (b) Local section (c) Front page (d) Op/Ed
- What was 'cable television' formerly known as?
(a) Cable system television (b) Community antenna television (c) Community vision system (d) Cable antenna vision system
- Who introduced the long-playing (LP) phonograph record at CBS laboratories in 1948, which revolutionized the recording industry?
(a) John Logie Baird (b) Lenox Lohr (c) Peter Carl Goldmark (d) Columbia Broadcasting System.
- Why were the sales of televisions before World War II disappointing?
(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

7. _____ can be defined as the way by which organizations attempt to inform, convince and remind customers indirectly or directly about the brands and products they offer.

(a) Marketing communications (b) Marketing plans (c) Marketing strategies (d) None of the above

8. Numerous forms of short-term incentives to promote the trial or buying of services or products is:

(a) events and experiences (b) direct marketing (c) sales promotion (d) advertising

9. Which of the following is the trade-oriented sales promotion tool?

(a) Coupons (b) Discount (c) Stock return (d) None of the above

10. What is one of the primary purposes of photography in newspapers and magazines?

(a) Enhancing typography (b) Creating a visual narrative (c) Increasing paper consumption (d) Improving printing techniques

11. Which aspect of photo editing involves adjusting the brightness and contrast of an image?

(a) Cropping (b) Colour correction (c) Composition (d) File format conversion

12. Which rule in photography suggests dividing an image into nine equal segments using two horizontal and two vertical lines?

(a) Golden Ratio (b) Rule of Thirds (c) Leading Lines (d) Symmetry

13. What is the primary objective of Integrated Marketing Communications (IMC)?

(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.

14. Which of the following is NOT a component of the Marketing Mix (4 Ps)?

(a) Product (b) Price (c) Promotion (d) People

15. What is the main purpose of Sales Promotion?

(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.

16. **Assertion:** Television signals are received through sky wave propagation.

Reason: The ionosphere reflects electromagnetic waves of frequencies greater than a certain critical frequency.

- (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.

17. **Assertion:** Every product or service should be branded. Otherwise, they will be treated as commodities.

Reason: If the product or service is branded, then it always commands a higher price.

- (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.

18. **Assertion:** Understanding the audience and the context is crucial for overcoming communication barriers.

Reason: It helps in tailoring the message according to specific objectives and ensuring proper feedback.

- (a) Both Assertion and Reason are true, and the Reason is the correct explanation of the Assertion.
- (b) Both Assertion and Reason are true, but the Reason is not the correct explanation of the Assertion.
- (c) Assertion is true, but the Reason is false.
- (d) Assertion is false, but the Reason is true.

19. **Assertion:** Feedback is an essential element for overcoming communication barriers.

Reason: It helps in understanding whether the message has been understood correctly and allows for adjustments, if necessary.

- (a) Both Assertion and Reason are true, and the Reason is the correct explanation of the Assertion.
- (b) Both Assertion and Reason are true, but the Reason is NOT the correct explanation of the Assertion.
- (c) Assertion is true, but the Reason is false.
- (d) Assertion is false, but the Reason is true.

20. **Assertion:** Public Relations (PR) involves managing relationships between an organisation and its various publics.

Reason: PR primarily focuses on paid advertising to promote a brand.

- (a) Both Assertion and Reason are true, and the Reason is the correct explanation of the Assertion.
- (b) Both Assertion and Reason are true, but the Reason is NOT the correct explanation of the Assertion.
- (c) Assertion is true, but Reason is false.
- (d) Assertion is false, but Reason is true.

Question 2. **[10]**

i) State whether the following is true or false. **[5]**

- a) In a newspaper, details of the publisher, place of publication, editorial staff and information about the newspaper are printed in subhead.
- b) Body copy is the largest part of any article in a newspaper or magazine.
- c) Internet television generally delivers the same televised content as live streaming on end-user devices.
- d) Plasma screens are made of four sheets of glass with mixtures of gases stored between the layers.
- e) Internet Marketing primarily focuses on one-way communication with customers.

ii) Match the following. **[5]**

- | | |
|-----------------------------|--|
| a. Cultural barriers | 1. Involves determining the value of the product or service in the market. |
| b. Price | 2. Supports transparency |
| c. Psychological barriers | 3. Variations in values, norms, and expectations between communicators. |
| d. Promotion communication. | 4. Individual perceptions, biases, and emotional states affect |
| e. JPEG customers. | 5. Refers to the communication strategies used to inform and persuade |

Question 3. **[10]**

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

A junior developer suggests a cost-saving idea, but it gets stuck in review for weeks as it passes through multiple managers, each adding their own layers of approval, by which time the opportunity

is gone, or the idea is diluted.

- (a) Name and explain which type of barrier occurred in the above scenario? [3]
- (b) Write three ways to overcome the above barrier of communication. [3]
- (c) Explain any two principles of communication. [4]

SECTION B

Attempt **any four** the questions from this section

Question 4. [15]

1. How to overcome barriers in communication.
2. What are the principles of communication?
3. Explain 7cs of effective communication.

Question 5. [15]

1. Explain any five elements of the newspaper.
2. Explain any five principles of design.
3. What is typography? Explain GSM and gutter.

Question 6. [15]

1. Discuss the significance of photography in newspaper and magazines.
2. Explain the commonly used photo editing tools.
3. Write difference between digital and analogue photography.

Question 7. [15]

1. Explain history of television in India.
2. What are the characteristics of Television?
3. Specify the reasons for decline of television at the time of World War 2.

Question 8. [15]

1. State any five benefits of IMC.
2. Explain in details the 4P's of marketing.
3. Write difference between consumer oriented sales promotion and trade oriented sales promotion.

Question 9. [15]

PepsiCo in 1993, the company faced a crisis which is called the Pepsi Syringe crisis. It was started as a threatening local incident which turned into a multimillion-dollar disaster for the PepsiCo after some time (Newsweek Staff, 1993). A couple reported that they found a syringe in Diet Pepsi can and returned the can to the shop owner who contacted the Tacoma-Pierce County Health

Department.

After that, many other people reported finding syringes and other things in the Pepsi can such as needle, pins etc. (Paul Holmes, 1993). These stories went viral in the media and became a headline in the newspapers and the TV channels. But Pepsi handled this situation very well with the help of its crisis management team (Paul Holmes, 1993). The Company did a great job to save its reputation and it stayed strong and calm during a time of crisis and took good steps to prove that these allegations were false.

PepsiCo put the public first. It showed to the public that they genuinely care about this crisis (Syringe in Pepsi Can, 2008). They wanted to gain back public trust and took full responsibility for solving this problem. By this, Pepsi had shown to their public that they listen to their customer's complaints (Syringe in Pepsi Can, 2008). The company's crisis team decided to fight the media crisis with media in the form of news releases, press conferences and TV interviews for complete transparency. PepsiCo's president Craig Weatherup became its spokesman because of his familiarity with the bottling system.

First, they released four videos showing a sequence of their canning process. After that, Craig Weatherup explained the mechanics of the production process and the impossibility of any kind of harmful objects like syringes, needles etc. during that process (Valerie Zhuluri, 2016).

Pepsi also worked closely with the FDA. The FDA's Commissioner David Kessler believed that all these rumours about Pepsi were false. Craig Weatherup and David Kessler had planned to appear together on ABC's Nightline to explain that these all rumours are wrong. The FDA announced that filing a false report is a federal offence that is punishable by five years in prison and a \$250,000 fine.

Pepsi also uploaded another video which proved to be helpful for them in this case. A surveillance camera in a supermarket in Aurora, Colorado captured a woman shopper inserting a syringe into a can of Diet Pepsi (Paul Holmes, 1993). The company copied the tape and included it in a video news release package that was sent to television stations around the country.

- i) Explain the role of Public relations. [5]
- ii) What are "Brand image" and "Goodwill"? [5]
- iii) Explain crisis management. In this situation, explain how the CEO managed the company's crisis. [5]

Total Marks: 100

Duration: 2 hours

Mass Media and Communication

Grade: 10

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in reading the question paper.

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

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

SECTION A
(Attempt all the questions)

Question 1

[20]

Choice the correct option.

1. Communication is _____ and hence leads to exchange of ideas.

- a) Interactive b) exciting c) semantic d) problematic

2. In communication all elements are equally important like sender, receiver and _____.

- a) Message b) logic c) emotional state d) barriers

3. One cannot repeat exactly same what is said or cannot undo what is said because communication is _____.

- a) Full of barriers b) It is irreversible & unrepeatable c) it is purposeful d) both a & c

4. These are used for earning revenue, can be placed as full page, half page in the newspaper.

- a) Teasers b) headlines c) banners d) advertisements

5) It is also known as cutline.

- a) By-line b) Lead photo c) headline d) caption

6) This section in the newspaper contains news of closer proximity.

- a) Sports section b) entertainment section c) Op/Ed d) local section

7) In designing this refers to the relative size and scale of the various elements and relationship of two or more elements.

- a) Proportion b) sequence c) unity d) balance

8) Printed newspaper images look like tiny dots combined together in quit large numbers.

- a) Sensors b) pixel c) rule of thirds d) leading lines

9) This means to draw attention of viewers to a focal point in photography.

- a) colour grading b) composition c) perspective d) leading lines

10) What is context?

- a) It is noise in the communication process.
b) It is the setting or environment in which communication takes place.
c) It is face to face or telephonic conversation that takes place between sender and receiver
d) It means use of simple language, words that are simple to understand

11) What do we mean by front page of newspaper?

- a) This section generally contains information based on a specific area which is in closer proximity to you.
b) This is where editors publish their columns and where people can read letters to the Editor.
c) This is where the most newsworthy stories are placed. Editors decide if a story is newsworthy based on news determinants.
d) It talks about movies, sitcoms, recent updates on movie stars, movie reviews and show timings.

12) What is the full form of GIF?

- a) Graphics Interchange Format b) Geometric Interrelated Format
c) Graphic Interact Format d) Graphic Image Format

13) **Assertion:** A new media enhances opportunities to expand the learning environment unheard of before.

Reason: Learners can design their learning process.

- (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.

14) **Assertion:** Coherence is one of the 7Cs of effective communication.

Reason: It ensures the message is logically organised and easy to follow.

- (a) Both Assertion and Reason are true, and the Reason is the correct explanation of the Assertion.
(b) Both Assertion and Reason are true, but the Reason is not the correct explanation of the Assertion.
(c) Assertion is true, but the Reason is false.
(d) Assertion is false, but the Reason is true.

15) Mechanical television was invented by a Scottish engineer named:

- (a) Sir John Logie Baird (b) Sir James Collip (c) Sir Frederick Banting (d) Dr Abraham Gesner

16) Television was introduced in India in _____ city.

- a) Bombay (b) Delhi (c) Calcutta (d) Mysore

17) CRT TV origin goes back to _____.

- a) 1897 (b) 1890 (c) 1780 (d) 1785

18) IMC stands for _____.

- a) Integration Marketing Commission (b) Integrated Marketing Communication (c) none of these

19) _____ marketing sends messages directly to consumers without the intervention of mass media.

- a) Covert (b) Internet (c) Direct (d) None of these

20) _____ is also known as online marketing.

- a) Digital marketing (b) Internet marketing (c) both (a) & (b) (d) direct marketing

Question 2.

[10]

i) State whether the following is true or false.

[5]

- a) Cross-promotion is a great way of tapping a target group of partners without investing much.
b) RAW contains processed data captured by a digital camera.
c) Cultural barriers can arise from differences in values, norms, and expectations between communicators.
d) Soft news mostly focus on entertainment.
e) FCC stands for Federal Commission Communications.

ii) Match the following.

[5]

- | | |
|------------------------|--|
| a) Build a brand image | 1) invented first colour picture tube |
| b) Generate goodwill | 2) Fostering positive feelings and attitudes towards the brand among stakeholders. |
| c) John Baird | 3) Establishing a positive perception of the brand among the public. |
| d) Charles Jenkins | 4) 4Ps |
| e) Price | 5) Radiovision |

Question 3. Read the passage given below and answer the questions that follow:

There was a teacher who was explaining her students' important topics but no one was able to concentrate as there was a lot of disturbance created by the ongoing construction site near to the school building. The students were getting distracted because the construction work sound was very loud. Teacher asked everyone to stand up and do some activity, with the help of some students were able to finish their assignments.

1. Explain which type of communication barrier occurred in the above passage. [3]
2. Mention three ways how to overcome the above barrier. [3]
3. Explain Coherence and Concreteness. [4]

SECTION B

Attempt **any four** the questions from this section

Question 4. [15]

1. Explain types of barriers in communication.
2. Explain communication and noise in communication. Write about process of communication.
3. Explain 7cs of effective communication.

Question 5. [15]

1. Write a short note on Newspaper.
2. Write a short note on Magazine.
3. What is page making? Explain some common elements to consider while designing a page.

Question 6. [15]

1. What is perspective in photography? Explain any three types of perspectives.
2. Write a short note on any five image file formats.
3. Explain rule of third and leading lines.

Question 7. [15]

1. Briefly explain the evolution of television.
2. What are the different types of television?
3. Explain any five-television broadcasting.

Question 8. [15]

1. Elaborate any five uses of sales promotion.
2. What are the advantages and disadvantages of internet marketing?
3. Write difference between Advertising and Public relations.

At the end of May 2015, India's Food safety administration (FDA) ordered Nestlé India to recall its popular 2-minute Maggi noodles after tests showed that the product contained high levels of lead and MSG.

A statement on their website said that "The quality and safety of our products are the top priorities for our Company. We have in place strict food safety and quality controls at our Maggi factories... We do not add MSG to Maggi Noodles, and glutamate, if present, may come from naturally occurring sources. We are surprised with the content supposedly found in the sample as we monitor the lead content regularly as a part of the regulatory requirements. Nestlé continues to keep its customers up to date on the investigation into the safety of Maggi noodles in India. On the official Maggi noodles India Facebook page, Twitter and website, Nestlé states that extensive testing reveals no excess lead in Maggi noodles.

- a) Explain crisis management. In this situation how the company crisis was managed. [5]
- b) What are 'brand image' and 'goodwill'? [5]
- c) Explain the role of Public Relations in such situations. [5]



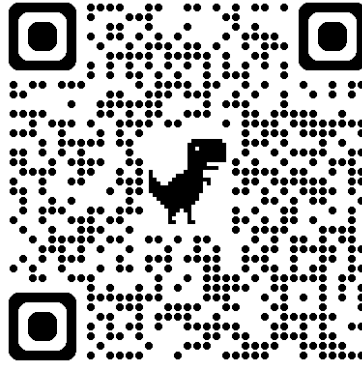


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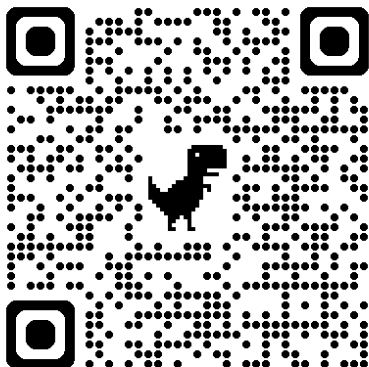
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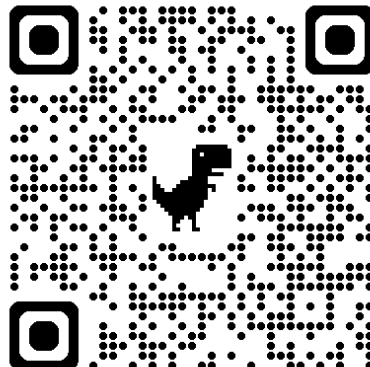
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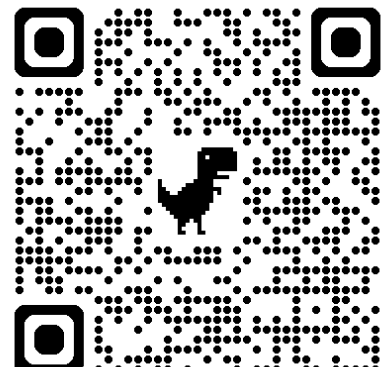
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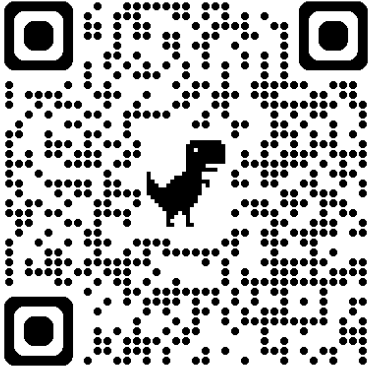
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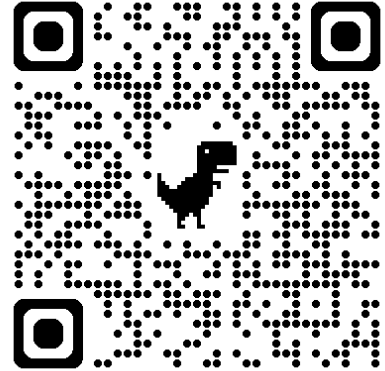
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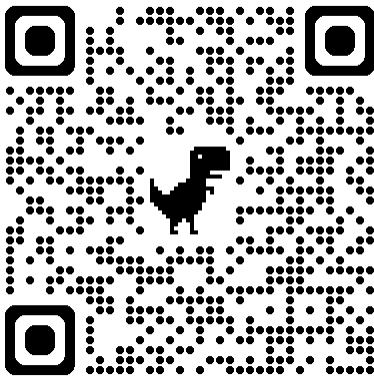
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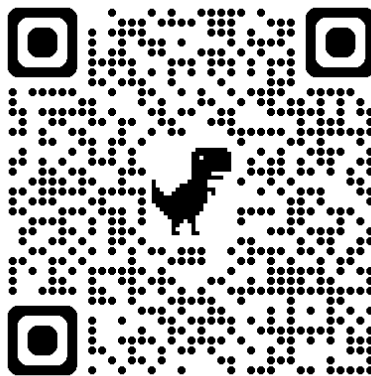
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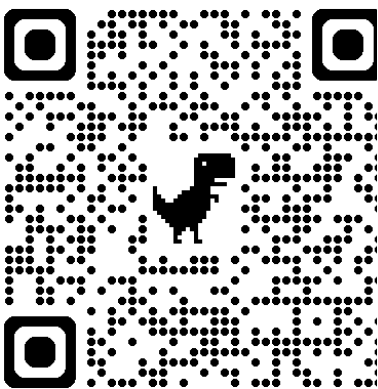
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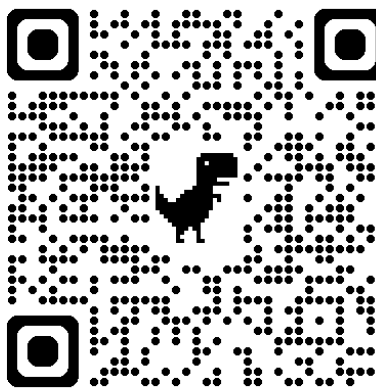
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