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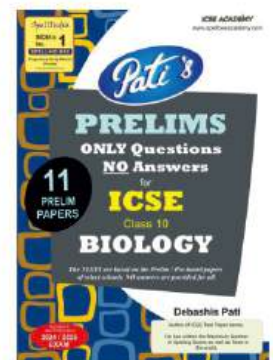
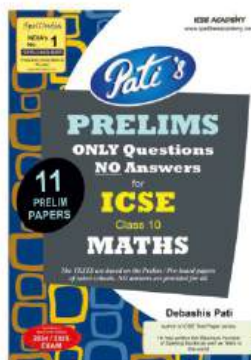
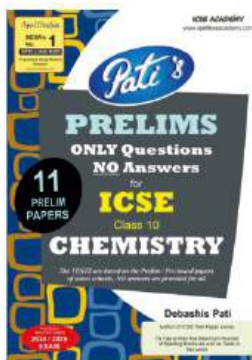
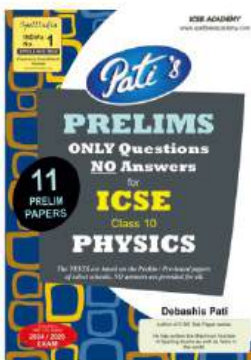
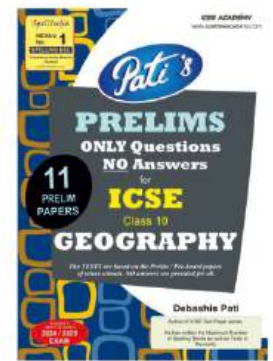
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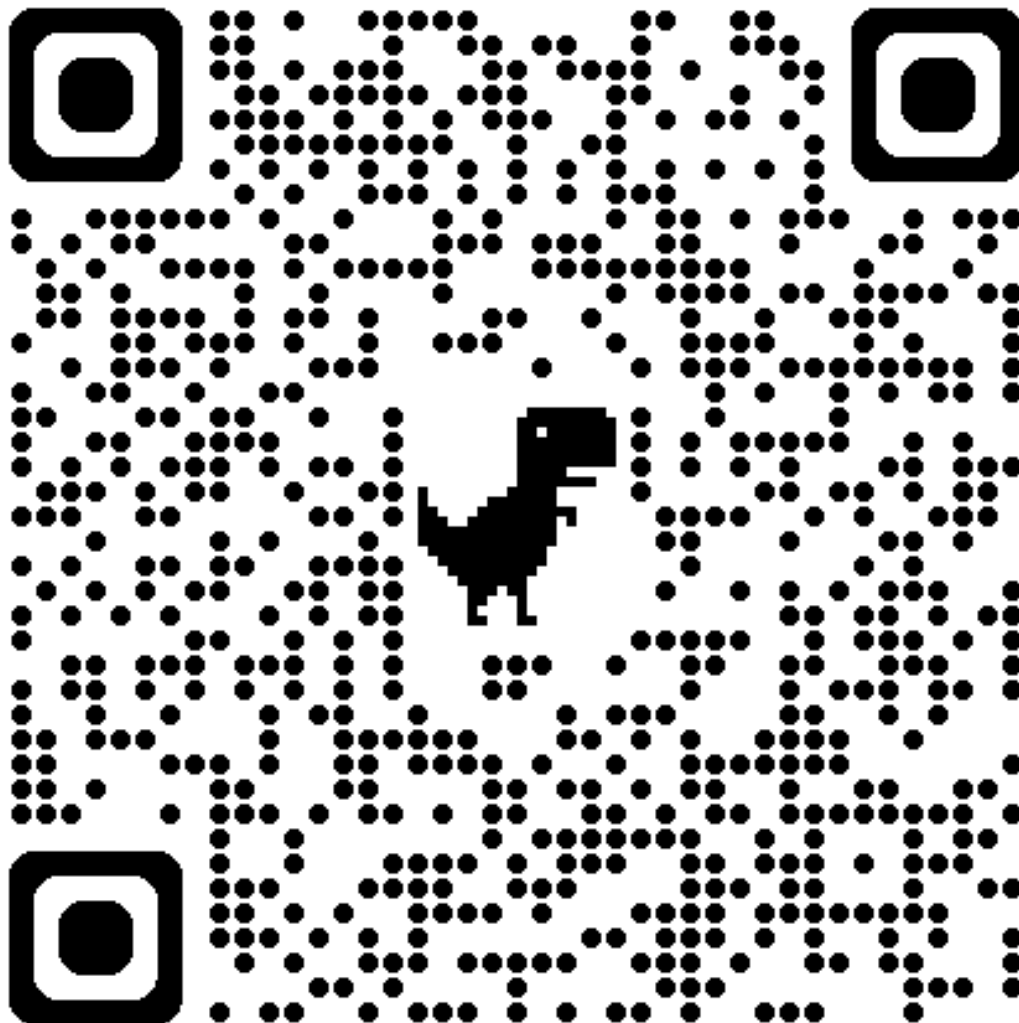
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**- 2025**

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**ICSE 2025 EXAMINATION**  
**SPECIMEN QUESTION PAPER**  
**MASS MEDIA & COMMUNICATION**

*Maximum Marks: 100*

*Time allowed: Two hours*

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

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

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

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

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

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

***Instruction for the Supervising Examiner***

*Kindly read aloud the Instructions given above to all the candidates present in the Examination Hall.*

**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 (A):** Merchandise as a new way of advertising is one of the effective ways to ensure brand recall.

**Reason (R):** Combining a marketing strategy for two related products can result in increasing of customer base.

(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.

[Analysis]

(ii) Television is a very expensive medium. This is due to:

(a) Expensive production costs and complex devices

(b) Expensive imports and exports

(c) Rarity of resources

(d) Lack of users

[Understanding]

(iii) \_\_\_\_\_ or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails.

(a) Soft marketing

(b) Internet marketing

(c) Social marketing

(d) Broadcast marketing

[Understanding]

(iv) \_\_\_\_\_ is a commonly used consumer-oriented sales promotion technique.

- (a) Coupons
- (b) Contests
- (c) Samples
- (d) All of the above

**[Application]**

(v) \_\_\_\_\_ is the monetary value of a product or a service that is paid for by the customer. It is a revenue-generating component of the firm.

- (a) Promotion
- (b) Place
- (c) Price
- (d) Product

**[Understanding]**

(vi) \_\_\_\_\_ 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

**[Recall]**

(vii) \_\_\_\_\_ Advertising is less intrusive and less likely to be skipped as it is integrated in the storyline of the movie or TV show.

- (a) Consumer
- (b) Trade
- (c) Covert
- (d) Product

**[Analysis]**

(viii) Communication which is specific and meaningful supported by facts and figures is said to be \_\_\_\_\_.

- (a) Concrete
- (b) Concise
- (c) Complete
- (d) Competent

[Application]

(ix) **Assertion (A):** Organisational Barriers include barriers to communication that may be seen in the workplace.

**Reason (R):** Workers may be afraid to report a mistake out of fear of being fired.

- (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.

[Analysis]

(x)



In the two photos above, the editing tool of \_\_\_\_\_ has been used to alter the appearance of the photo.

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

[Understanding]

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

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

[Application]

(xii) Which of the following is not a component of page making?

- (a) Colour
- (b) Thickness
- (c) Typography
- (d) Page weight

[Application]

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

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

[Analysis]

(xiv) \_\_\_\_\_, in simple words, means arranging the elements in an image in a way that fulfils the purpose of the photo.

- (a) Perspective
- (b) Formatting
- (c) Viewpoint
- (d) Composition

[Application]

(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

[Recall]

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

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

[Application]

(xvii) The primary source of revenue for newspapers is \_\_\_\_\_.

- (a) Subscriptions
- (b) Donations
- (c) Advertising
- (d) Sales

[Recall]

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

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

[Application]

(xix) 'PR' as a marketing communication term stands for \_\_\_\_\_.

- (a) Public Relations
- (b) Public Response
- (c) Public Responsibility
- (d) Press Release

[Recall]

(xx) Which of the following is NOT part of Advertising?

- (a) Comparing products with competitors' products
- (b) Billboards, posters and pamphlets
- (c) Samples
- (d) Guest speakers

[Evaluate]

### Question 2

(i) State whether the following are true or false: [5]

- (a) Every element on a page exerts a visual force also known as visual weight that attracts the eye of the reader.
- (b) Hard news focuses on important news such as politics.
- (c) Cropping means to remove any undesired parts of an image and is one of the most basic editing techniques.
- (d) Physical barriers to communication may occur due to natural phenomena such as thunderstorms or rains.
- (e) SD television is the highest definition of television.

[Application]

(ii) Match the following: [5]

- |                  |    |                                      |
|------------------|----|--------------------------------------|
| (a) World War II | 1. | Forehead of a Newspaper              |
| (b) Masthead     | 2. | One of the seven Cs of communication |
| (c) Coherence    | 3. | Value of the reputation of a brand   |
| (d) LCD          | 4. | Halt of Television production        |
| (e) Goodwill     | 5. | Liquid Crystal Display               |

[Application]

**Question 3**

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

After a long, hot day at school, a subject teacher found her eight-year-old students to be fatigued and irritable. They were not paying attention to her teaching and seemed as though they had no energy left. She asked them all to stand up and stretch. They then spoke about various sports for a few minutes before returning to their scheduled class. As a result, the students were able to complete the day's work. No homework was assigned.

- (i) How is the above passage an example of a barrier to communication? [2]  
**[Evaluate]**
- (ii) Briefly explain how the teacher's actions overcame this barrier to communication. [2]  
**[Analysis]**
- (iii) Provide any three examples of barriers in communication that a student may experience in school. [3]  
**[Application]**
- (iv) Mention any three ways, other than the above, which a modern school can overcome barriers in communication between teachers and students. [3]  
**[Application]**

**SECTION B**

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

**Question 4**

- (i) Briefly explain the contribution of John Logie Baird to the field of television. [5]  
**[Recall]**
- (ii) State and explain any five characteristics of a television. [5]  
**[Application]**
- (iii) Describe any two early types of colour television programs. [5]  
**[Evaluate]**

**Question 5**

- (i) Explain any five principles of design. [5]  
**[Recall]**
- (ii) Explain how the use of “Colour” affects a design. [5]  
**[Evaluate]**
- (iii) Explain any five components of a newspaper page. [5]  
**[Application]**

**Question 6**

- (i) Differentiate between ‘balancing a page’ and ‘drawing attention’ in photography. [5]  
**[Application]**
- (ii) Explain how the “Rule of thirds” is applied in photography. [5]  
**[Analysis]**
- (iii) Explain the importance of photography in magazines. [5]  
**[Understanding]**

**Question 7**

- (i) Briefly explain any five of the 7Cs of effective communication. [5]  
**[Application]**
- (ii) Explain any five principles of communication. [5]  
**[Application]**
- (iii) How would you overcome problems faced by you when trying to communicate with people from a different country? [5]  
**[Analysis]**

**Question 8**

- (i) Explain the role of Public Relations. [5]  
**[Application]**

(ii) Explain the concepts of Covert Advertising and Cross Promotion with suitable examples. [5]  
**[Recall]**

(iii) Explain how Public Relations differs from Advertising. [5]  
**[Understanding]**

### Question 9

*A new online Saree business was launched by an enterprising young lady. She was new to the internet business scene and needed help with the online business. She hired a consultant who was in-charge of expanding the business. Answer the following questions based on the challenges they would face in their endeavour.*

(i) Suggest and explain in brief at least two “Cross Promotion” strategies for the marketing of this product. [5]  
**[Application]**

(ii) Using internet marketing, provide a simple strategy to increase the knowledge and sales of a line of Sarees. [5]  
**[Application]**

(iii) Briefly explain any two customer-oriented sales promotion tools which would be helpful for the businessman in the above scenario. [5]  
**[Understanding]**

ICSE 2025 – SPECIMEN PAPER

DRAFT MARKING SCHEME – MASS MEDIA & COMMUNICATIONS

Question 1		[20]
(i)	(b) Both Assertion and Reason are true, but Reason is not the correct explanation for Assertion.	
(ii)	(a) Expensive production costs and complex devices	
(iii)	(b) Internet marketing	
(iv)	(d) All of the above	
(v)	(c) Price	
(vi)	(a) Cable	
(vii)	(c) Covert	
(viii)	(a) Concrete	
(ix)	(a) Both Assertion and Reason are true, and Reason is the correct explanation for Assertion.	
(x)	(c) Brightness	
(xi)	(d) Physical	
(xii)	(b) Thickness	
(xiii)	(c) MP3	
(xiv)	(d) Composition	
(xv)	(b) White Space	
(xvi)	(b) CRT	
(xvii)	(c) Advertising	
(xviii)	(a) Eye movement	
(xix)	(a) Public Relations	
(xx)	(d) Guest speakers	
Question 2		
(i)	(a) True (b) True (c) True (d) True (e) False	[5]

(ii)	<p>World War II – Halt of Television production</p> <p>Masthead – Forehead of a Newspaper</p> <p>Coherence – One of the seven Cs of communication</p> <p>LCD – Liquid Crystal Display</p> <p>Goodwill – Value of the reputation of a brand</p>	[5]
<b>Question 3</b>		
(i)	<p>Fatigue and irritability cause psychological barriers in communication.</p> <p>Students will not be able to pay attention.</p> <p>Tired minds prevent understanding.</p>	[2]
(ii)	<ul style="list-style-type: none"> <li>• Provided relief from stress.</li> <li>• Allowed students to reset their mental focus.</li> <li>• Regained interest of students.</li> <li>• Made students feel comfortable.</li> <li>• By not giving homework, students did not feel stressed.</li> </ul> <p style="text-align: right;"><i>(Any two)</i></p>	[2]
(iii)	<p>Physical: heat, general bad weather, noise pollution, uncomfortable furniture, distance from board, etc.</p> <p>Semantic: language barrier, lack of understanding, jargon and unknown concepts, etc.</p> <p>Psychological: fear of failure, peer pressure, bullying, etc.</p> <p>Cultural: difference in customs, different approach to topics, etc.</p>	[3]
(iv)	<ul style="list-style-type: none"> <li>• Use of interactive technology</li> <li>• Translators and ear pieces</li> <li>• Video samples</li> <li>• Digital quizzes</li> <li>• Alert options for when information is not understood</li> <li>• Loud speakers and microphones</li> <li>• AR and VR technology</li> </ul> <p style="text-align: right;"><i>(Any three)</i></p>	[3]
<b>Question 4</b>		
(i)	<ul style="list-style-type: none"> <li>• John Baird a Scottish inventor, electrical engineer, became famous when he demonstrated his working television system in 1926.</li> <li>• He invented the first pictures in motion that were televised in Europe.</li> <li>• In 1927, Baird transmitted the world's first long-distance television signal over 438 miles (705 km) of telephone line between London and Glasgow.</li> <li>• He moved on to transmitting the human face onto the screen.</li> <li>• He later invented the first colour picture tube.</li> </ul>	[5]

	<ul style="list-style-type: none"> <li>John Logie Baird made the first experimental television broadcast for the BBC from its studio in Long Acre in the Covent Garden area of London via the BBC's London transmitter on 30 September 1929</li> </ul>	
(ii)	<ul style="list-style-type: none"> <li>Audio-visual medium – contains both audio as well as visual components, working simultaneously.</li> <li>Live medium – has allowance for footage to be shown in real time, i.e., as and when it is happening. Audiences feel that they are part of the event.</li> <li>Mass medium – reaches a large audience at the same time. This includes various groups based on education level, age and background.</li> <li>Domestic medium – can be used comfortably at home or other domestic environments. There is no need to travel.</li> <li>Transitory medium – experiences last for a short time and can never be experienced in exactly the same way again. There is constant change.</li> <li>Expensive medium – components, production and marketing are expensive in nature.</li> </ul> <p style="text-align: right;"><i>(Any five)</i></p>	[5]
(iii)	<p>(a) Early sports programs:</p> <ul style="list-style-type: none"> <li>Broadcasted live.</li> <li>Allowed viewers to watch events such as Olympics, Asian Games, Commonwealth Games, etc, in colour.</li> </ul> <p>(b) Religious based television:</p> <ul style="list-style-type: none"> <li>Epics such as The Mahabharata could be broadcasted to homes, allowing for reruns as well.</li> <li>Educational as well as entertaining.</li> <li>Focus on props and colour as a part of storytelling.</li> <li>Use of special effects.</li> <li>Well made costumes to replicate the times.</li> </ul> <p>(c) Soap Operas:</p> <ul style="list-style-type: none"> <li>Early soap operas focused on entertainment by replicating family/work drama.</li> <li>Use of sound effects and background music to set a specific mood.</li> <li>Use of normal clothes as costumes.</li> </ul> <p>(d) News:</p> <ul style="list-style-type: none"> <li>Real time events in colour.</li> <li>Information based, with a focus of updating the public.</li> <li>Viewers could understand the surroundings and background information.</li> </ul> <p style="text-align: right;"><i>(Any two)</i></p>	[5]
<b>Question 5</b>		
(i)	<ul style="list-style-type: none"> <li>Balance: Every element of a design carries a visual weight – typography, colors, images, shapes, patterns, etc. Some elements are heavy and draw the eye, while other</li> </ul>	[5]

	<p>elements are lighter. The way these elements are laid out on a page should create a feeling of balance.</p> <ul style="list-style-type: none"> <li>• <b>Proportion:</b> Proportion is the relationship of two or more elements in a design and how they compare with one another. For example, if one figure is made to look larger compared to other figures in a composition, it is said to be out of proportion and is given greater importance.</li> <li>• <b>Sequence:</b> A logical sequence enables the viewer to process information in meaningful chunks. In image design, sequence refers to how transitions in the elements with respect to size, shape and texture are used. Gradual changes of one element at a time offer a smooth, appealing sequence.</li> <li>• <b>Unity:</b> Unity refers to how well the elements of a design work together. Unity also helps ensure concepts are being communicated in a clear, cohesive fashion. Stories with good unity also appear to be more organized and of higher quality and authority than the ones with poor unity.</li> <li>• <b>Repetition:</b> The principle of repetition simply means the reusing of the same or similar elements and formats throughout your page in every article. Repetition of certain design elements in a design will bring a clear sense of unity, consistency, and cohesiveness. Repetition is a great way to reinforce an idea.</li> <li>• <b>Variety:</b> Variety in design is used to create visual interest. Without variety, a design can very quickly become monotonous, causing the user to lose interest. Variety should reinforce the other elements of a design and be used alongside them to create a more interesting and aesthetically pleasing outcome that improves the user's experience.</li> <li>• <b>Emphasis:</b> Emphasis or Focal Point simply means the place the eye naturally travels to in a work of art. It can also be described as the focus or center of interest. Focal Point can be created by light, color, or line and movement in a work of art. Artists create focal points in their work to draw us in and keep us interested.</li> </ul> <p style="text-align: right;"><i>(Any five)</i></p>	
(ii)	<ul style="list-style-type: none"> <li>• Colours hold the power to generate ideas, convey messages, spark interests, and evoke certain emotions.</li> <li>• Brighter colours are used to accord more importance to certain elements that will create a level of excitement for the reader whereas dull colours are commonly used to give comparatively lesser importance to the remaining elements of the story.</li> <li>• Some colours hold a universal significance - for example, it is commonly understood that red is a colour for warning and green means go! But, put together, most people would associate the colour combination of red and green as Christmas.</li> <li>• Bright colours tend to set a happy and positive mood, whereas dark colours tend to project the opposite.</li> <li>• Within the psychology of colours, warm colours show excitement, optimism, and creativity whereas cool colours symbolize peace, calmness, and harmony.</li> </ul>	[5]
(iii)	<ul style="list-style-type: none"> <li>• <b>Masthead</b> - In publishing, a masthead is a list at the top of a page that includes the names of editors, writers, and owners, as well as the title of the newspaper or magazine.</li> </ul>	[5]

- Teaser - Teasers are the front-page headlines for stories that don't make it on the front page. They help direct readers to things they care about inside your newspaper, and they can compel passersby to buy your paper off the newsstand.
- **Headline** - A headline is the title of a newspaper story, printed in large letters at the top of the story, especially on the front page.
- **Banner** - A banner headline is a large headline in a newspaper that stretches across the page.
- **Byline** - a line at the head of a newspaper or magazine article giving the writer's name
- **Intro/lead** - A lead is an opening paragraph that gives the audience the most important information of the news story in a concise and clear manner, while still maintaining the readers' interest.
- **Lead photo** - A large image used for a hard news story, normally on the front page, used to quickly gather interest.
- **Caption** - brief text under a picture in a book, magazine, or newspaper that describes the picture or explains what the people in it are doing or saying.
- **Imprint line** - An imprint of a publisher is a trade name under which it publishes a work. A single publishing company may have multiple imprints, often using the different names as brands to market works to various demographic consumer segments.
- **Advertisement** - Print ads that run in local or national, daily or weekly news publications.

(Any five)

**Question 6**

- |      |  |     |
|------|--|-----|
| (i)  | <p>In photography, "balancing a page" refers to composing an image in such a way that the elements within the frame are arranged harmoniously. This involves distributing visual weight evenly across the image to create a sense of equilibrium. Balancing elements can include objects, colours, textures, or even negative space. The goal is to create a pleasing composition that doesn't feel off-balance or weighted too heavily in one direction.</p> <p>On the other hand, "drawing attention" in photography involves using various techniques to guide the viewer's eye towards a specific focal point or subject within the image. This can be achieved through several means, such as selective focus, framing, leading lines, contrast, colour, and lighting. The intention is to create emphasis on the main subject or point of interest, making it stand out within the composition and capturing the viewer's attention.</p> <p>While balancing a page aims for overall harmony and equilibrium in the composition, drawing attention focuses on directing the viewer's gaze towards specific elements within that balanced framework. Both are essential aspects of composition in photography, but they serve slightly different purposes in guiding the viewer's interpretation of the image.</p> | [5] |
| (ii) | <p>The rule of thirds is an effective way to frame the elements in your scene so that the resulting image is much more visually captivating. It is actually a guideline rather than a rule.</p> <p>This means dividing your frame into nine equal rectangles by creating two vertical and two horizontal lines. These four lines will intersect at four points and these are the points wherein your point of interest will lie as shown in the image. The subject may also be placed along the lines.</p> <p>A natural focal point is created by the relationship between negative space and the subject</p>  | [5] |

	<p>Rule of thirds assists you to creatively utilize the negative space in the background and eliminate the empty areas surrounding your subject. Thus, this technique helps you to prioritize the image and focuses on the subject.</p> <p>The Rule Of Thirds In Portraits – In portrait photography, the rule of thirds is most often applied to the positioning of the eye line because the eyes are typically the intended focal point of the frame.</p>	
(iii)	<p>Photography plays a vital role in magazines for several reasons:</p> <p><b>Visual Appeal:</b> Magazines rely heavily on visual appeal to capture the reader's attention and draw them into the content. High-quality photography can make a magazine visually stunning and enticing, increasing the likelihood that readers will pick it up and engage with its contents.</p> <p><b>Storytelling:</b> Photography is a powerful storytelling tool. Images can convey emotions, tell a narrative, or provide context to written content. In magazines, photographs are often used to complement articles, providing visual support and enhancing the reader's understanding of the topic.</p> <p><b>Branding and Identity:</b> Photography can help establish a magazine's brand identity and aesthetic. Consistent use of photography style, color palette, and composition across different issues helps reinforce the magazine's identity and makes it easily recognizable to readers.</p> <p><b>Setting the Tone:</b> The choice of photography sets the tone and mood of the magazine. Whether it's a fashion magazine aiming for glamour and sophistication, a news magazine conveying urgency and importance, or a lifestyle magazine evoking warmth and familiarity, photography plays a crucial role in establishing the desired atmosphere.</p> <p><b>Capturing Attention:</b> In a crowded media landscape, magazines compete for the audience's attention. Eye-catching and compelling photographs are essential for grabbing the reader's attention and enticing them to explore the content further.</p> <p><b>Visual Variety:</b> Photography adds visual variety to the magazine's layout. By incorporating different types of images, such as portraits, landscapes, still life, and action shots, magazines can maintain reader interest and prevent visual monotony.</p> <p><b>Advertising Revenue:</b> Photography also drives advertising revenue for magazines. High-quality photographs enhance the appeal of advertisements, making them more effective in capturing the audience's attention and promoting products or services.</p> <p style="text-align: right;"><i>(Any 2 with elaboration; heading not required)</i></p>	[5]
<b>Question 7</b>		
(i)	<p><b>Clear (Clarity):</b> Be clear about the goal of your message and the purpose of the message. Present one idea at a time making it easier for the recipient to understand. Don't leave them guessing what the message is about and having to fill in the gaps themselves.</p> <p>Set a goal or outcome for what you want to communicate and work towards that.</p> <p><b>Concise (Conciseness):</b> Keep to the point and keep it short and simple. Don't use unnecessary words (use two words where one will do or 6 sentences when 3 will do). Don't repeat the same point in different ways.</p> <p>This will also make any communication more engaging and easier to understand.</p>	[2+3]

	<p>Concrete (Concreteness): Be clear, not fuzzy. Ensure there is enough detail to get the message across but not too much so that the recipient will be lost and that the message is factual.</p> <p>Adding too much 'noise' around your main points can mean these are missed. Make sure your main points and any conclusions are clear to the recipient.</p> <p>Correct (Correctness): Check the information you are providing is accurate and, in written communication, ensure it is free from grammatical and spelling errors. Check the technical parts of your content are understandable by the person receiving the information.</p> <p>Preparation will help here to make sure you can be sure about what you are communicating or a chance to read what you have written.</p> <p>Coherent: Make sure your message flows well and is laid out logically. The points you make should all be linked to the main topic and should help you to deliver the objective you originally set out to achieve. Make sure the tone of the message is the same throughout.</p> <p>Consider using a structure for your communication to help here.</p> <p>Complete (Completeness): Ensure the recipient has everything they need to understand your message and take action if needed. If action is needed, ensure your message includes a 'call to action'. Also, ensure that any specific details are clear and included. Don't leave the recipient with lots of questions to ask.</p> <p>Think about how you will check for understanding.</p> <p>Courteous (Courtesy): Your message should be polite, friendly, professional, open and honest. Think about your message from the recipient's point of view and you are empathetic towards their needs. This will help you to deliver the message in a way that's easy to understand and buy into.</p> <p style="text-align: right;"><i>(Any five)</i></p>	
(ii)	<p>Irreversible: once communication is carried out, it cannot be taken back. Communication may be used a proof or may have unwanted repercussions.</p> <p>Multi-purpose: the same communication can be used for multiple purposes. Different meanings can be ascertained from the same information.</p> <p>Interactive: communication must be between two or more communicators. There must be understanding and some sort of reply.</p> <p>Transactional: communication has a give-and-take relationship. It is an exchange of information to complete a task, formal or entertaining.</p> <p>Punctuated: the way communication is presented changes its meaning. Pauses and delivery have a major role in how information is understood.</p>	[5]
(iii)	<p><i>Any two with elaboration:</i></p> <ul style="list-style-type: none"> <li>• Using appropriate language that is simple to understand and clear to the listener. There are many ways to frame a sentence as well as many alternative words that can be used. The most suitable must be chosen.</li> <li>• Message must be formulated according to the specific objective in mind. This prevents confusion and misdirection.</li> <li>• The audience must be understood, including background, education level and cultural ideology. Using terms which the other person can relate to will be helpful in the process of communication.</li> <li>• Proper feedback must be ensured so that both parties are on the same page,</li> </ul>	[3+2]

Other accepted answers:

- **Learn the Language:** Even if you can't become fluent in the language of the distant country, learning some basic phrases can go a long way in showing respect and making communication smoother. There are many language learning apps and online resources available.
- **Cultural Sensitivity:** Educate yourself about the cultural norms and practices of the country you're communicating with. Understanding their customs, traditions, and taboos will help you avoid unintentionally causing offense.
- **Active Listening:** Pay close attention to what the other person is saying, not just the words, but also their tone of voice, body language, and facial expressions. This can give you important cues about their feelings and intentions.
- **Ask Clarifying Questions:** If you're unsure about something, don't hesitate to ask for clarification. It's better to double-check than to make assumptions that could lead to misunderstandings.
- **Use Visual Aids:** In cases where language barriers are significant, using visual aids such as pictures, diagrams, or gestures can help convey your message more effectively.
- **Patience and Empathy:** Be patient and understanding, especially if there are language barriers. It may take time for both parties to fully understand each other's perspectives.
- **Technology:** Take advantage of technology to bridge the distance. Video calls, instant messaging apps, and translation tools can facilitate communication and help overcome language barriers.
- **Cultural Exchange:** Take the opportunity to learn about the other person's culture and share your own. This mutual exchange can foster understanding and strengthen relationships.
- **Respect Differences:** Recognize and respect that people from different cultures may have different communication styles. Avoid imposing your own cultural norms on others.
- **Practice and Adaptation:** Communication across cultures is a skill that improves with practice. Be open to learning from your experiences and adapting your communication approach accordingly.

**Question 8**

(i) *Any two with elaboration; headings not required, similar answers accepted.*

[5]

Public Relations (PR) plays a multifaceted role in organizations, businesses, government agencies, non-profits, and individuals. Its primary objective is to manage and maintain positive relationships and perceptions between an entity and its various stakeholders, including the public, media, investors, employees, and government entities. Here are some key aspects of the role of PR:

**Building and Managing Reputation:** PR professionals work to shape and maintain a positive reputation for their clients or organizations. They develop strategies to highlight positive aspects of the entity, manage crises effectively, and address any negative publicity or perceptions.

**Media Relations:** PR professionals cultivate relationships with journalists, editors, bloggers, and other members of the media. They pitch story ideas, provide press releases, and coordinate interviews to generate positive media coverage and manage the

	<p>organization's public image.</p> <p><b>Corporate Communication:</b> PR is responsible for crafting and disseminating corporate messages to internal and external audiences. This includes communicating organizational values, goals, achievements, and important announcements to employees, customers, investors, and other stakeholders.</p> <p><b>Crisis Management:</b> PR professionals play a crucial role in managing crises and mitigating their impact on the organization's reputation. They develop crisis communication plans, provide media training for spokespersons, and coordinate responses to ensure transparency and maintain public trust during challenging times.</p> <p><b>Community Engagement:</b> PR involves engaging with the community to build relationships, foster goodwill, and support corporate social responsibility initiatives. This can include sponsoring events, participating in volunteer activities, and communicating the organization's commitment to social and environmental causes.</p> <p><b>Government Relations:</b> PR professionals work to build relationships with government officials and regulatory agencies to influence public policy, advocate for legislative changes, and address regulatory issues that affect the organization's interests.</p> <p><b>Internal Communication:</b> PR is responsible for ensuring effective communication within the organization. This involves keeping employees informed about company news, policies, and initiatives, as well as fostering a positive internal culture and morale.</p> <p><b>Marketing Support:</b> PR often collaborates closely with marketing teams to develop integrated communication campaigns that align with the organization's branding and marketing objectives. PR efforts can help amplify marketing messages and enhance brand visibility through earned media coverage.</p> <p><b>Media Monitoring Tools:</b> Software or services that track media mentions and provide insights into how a brand or topic is being discussed in the media.</p>	
(ii)	<p><b>Covert advertising</b> is a unique kind of advertising, in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows, or even sports.</p> <p>There is no commercial advertising as such in the entertainment show, but the brand or the product is subtly or sometimes evidently showcased in the entertainment show.</p> <p>Product placement is a technique of 'covert advertising'. Product placements are commercial insertions within a particular media program intended to heighten the visibility of a brand.</p> <p>For example, in a TV serial, a mother gives her son a particular brand of cough syrup when he is sick. The product is clearly shown and its benefits are discussed as part of the script.</p> <p><b>Cross promotion</b> is a marketing tool in which one product or service is promoted in collaboration with a different, but oftentimes similar, product or service.</p> <p>Cross-promotion is a form of a marketing promotion where customers of one product or service are targeted with promotion of a related product.</p> <p>Cross-promotion may involve two or more companies working together in promoting a service or product, in a way that it benefits both.</p> <p>For example, a mobile phone network may work together with a popular music artist and package some of their songs as exclusive ringtones or Fast food chains offering branded merchandise (toys) with meals.</p>	[5]

**Advertising**

- Promotion through paid media
- Builds exposure for products and services
- Audience is skeptical as it is paid self-promotion
- Guaranteed placement based on ability to buy ad space
- Complete creative control is with the brand owner
- Ads mostly use visual appeal
- More expensive and repetitive
- "Buy this product" is the implied message*

**Public Relations**

- Promotion through editorials
- Builds consumer trust, loyalty and generates goodwill
- Audience is more accepting as reputed Media gives third-party validation
- There is no guarantee of being heard. Companies must persuade media or reputed personality to associate with the brand
- Media controls final version of the communication to public at large
- PR uses language and uses logical and rational appeal
- Less expensive and is rarely repeated
- "This is important" is the implied message*

(Any five)

[5]

**Question 9**

- (i) **Cross promotion** is a marketing tool in which one product or service is promoted in collaboration with a different, but oftentimes similar, product or service. [1+4]
1. The most common accessories required for draping and storing a saree are clothes pins, pleat makers, safety pins, saree covers, hangers, etc. A collaboration with any accessories business with an established online presence would increase the visibility and increase the reach.
  2. Readymade blouses and underskirts are very popular products that are widely sold through Amazon, Myntra, etc. A collaboration with any such business with an established online presence would increase the visibility and increase the reach. These products can also be offered as part of a package at discounted prices.
  3. Accessories, footwear and jewelry are always worn with sarees. Styling options as a package can be offered as a deal at special prices. This can be done jointly with jewelry and/or footwear brands with a good reach on social media platforms.
  4. Traditional attire is worn on occasions such as festivals, weddings, etc. by men and women. Joint marketing efforts with an ethnic menswear brand can create an awareness about the Saree brand amongst men who would want to gift sarees to loved ones. Thus a new set of potential customers can be reached.

(Any two or similar answers with brief explanation)

Any two, elaborated

[5]

Create a Compelling Website:

- (a) Develop a user-friendly website dedicated to showcasing the features, history and origins of the Sarees.
- (b) Include high-quality images and videos demonstrating the Sarees design, patterns and draping options.
- (c) Provide clear product descriptions, specifications, and pricing information to help customers make informed purchasing decisions.

Optimize for Search Engines (SEO):

- (d) Conduct keyword research to identify relevant search terms related to Sarees, such as "Sarees at best prices," or "Modern and traditional Sarees online".
- (e) Optimize website content, including product pages, blog posts, and FAQs, with targeted keywords to improve search engine rankings and attract organic traffic.

Content Marketing:

- (f) Create engaging and informative blog posts, articles, and how-to guides centered around the rich heritage of saree weaving, handlooms and traditional methods.
- (g) Share tips on choosing the right saree for different occasions and storing and preserving sarees in the long run.
- (h) Use content to address common customer questions and objections, saree draping tutorials, etc.

Social Media Marketing:

- (i) Leverage social media platforms such as Instagram, Facebook, and Pinterest to showcase the products through appealing images, videos, and user-generated content.
- (j) Engage with followers by sharing writing tips, conducting polls or contests, and responding to comments and messages promptly.
- (k) Collaborate with influencers or micro-influencers to reach a wider audience and gain credibility.

Email Marketing:

- (l) Build an email list of interested prospects and existing customers through website sign-ups, lead magnets, or online purchases.
- (m) Send regular newsletters featuring product updates, special promotions, and exclusive discounts to incentivize purchases and keep subscribers engaged.
- (n) Personalize email content based on customer preferences and purchase history to enhance relevance and drive conversions.

(iii)

Customer-oriented sales promotion tools are designed to attract, engage, and retain customers by offering them value, incentives, or rewards. These tools focus on meeting the needs and preferences of customers while encouraging them to make a purchase or take a specific action. Here are some customer-oriented sales promotion tools:

[5]

1. **Coupons and Discounts:** Offering coupons or discount codes that customers can redeem for a percentage off their purchase or a specific monetary discount. This appeals to price-conscious shoppers and encourages them to buy the product or service.

2. **Loyalty Programs:** Implementing loyalty programs where customers earn points, rewards, or discounts for repeat purchases. These programs incentivize customers to continue buying from the company to accumulate rewards and receive exclusive benefits.
3. **Contests and Sweepstakes:** Hosting contests, sweepstakes, or giveaways where customers can participate to win prizes or rewards. This encourages engagement and excitement among customers while promoting brand awareness and attracting new customers.
4. **Referral Programs:** Encouraging existing customers to refer their friends, family, or colleagues to the company in exchange for rewards, discounts, or special perks. Referral programs leverage word-of-mouth marketing and incentivize customers to promote the brand to others.
5. **Bundle Offers:** Creating bundle offers or package deals where customers can purchase multiple products or services together at a discounted price. This provides added value to customers and encourages them to buy more items from the company. For e.g. Saree plus blouse plus accessories.
7. **Flash Sales and Limited-Time Offers:** Promoting flash sales or limited-time offers with discounted prices or exclusive deals for a short period. This creates a sense of urgency and drives immediate action from customers who don't want to miss out on the opportunity.
8. **Personalized Promotions:** Tailoring promotions and offers to individual customer preferences, purchase history, or behavior. Personalized promotions make customers feel valued and understood, increasing their likelihood of making a purchase.
9. **Exclusive Events or VIP Access:** Providing exclusive access to events, sales, or product launches for loyal customers or members of a VIP program. This fosters a sense of exclusivity and loyalty among customers, driving repeat business and brand advocacy.

*(Any two; similar answers accepted)*

**ICSE 2024 EXAMINATION**  
**SPECIMEN QUESTION PAPER**  
**MASS MEDIA & COMMUNICATION**

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*Maximum Marks: 100*

*Time allowed: Two hours*

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

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

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

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

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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[ ].*

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**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: Price is a primary factor in determining sales of a product.  
Reason: Poor and rich communities live in different areas. This affects demand for a product.
- (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 is a very expensive medium. This is due to:
- (a) Expensive production costs and complex devices
  - (b) Expensive imports and exports
  - (c) Rarity of resources
  - (d) Lack of users
- (iii) \_\_\_\_\_, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails.
- (a) Soft marketing
  - (b) Internet marketing
  - (c) Social marketing
  - (d) Broadcast marketing
- (iv) \_\_\_\_\_ advertising simply means advertisement without mentioning or specifying the content as an advertisement.
- (a) Unintentional
  - (b) Covert
  - (c) Obvious
  - (d) Neutral
- (v) \_\_\_\_\_ 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

(vi) \_\_\_\_\_ 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

(vii) Advertising is a useful tool to spread knowledge about a \_\_\_\_\_.

- (a) Consumer
- (b) Dealer
- (c) Promotion
- (d) Product

(viii) Communication which is presented in a manner that is brief, to the point and meaningful is said to be \_\_\_\_\_.

- (a) Concrete
- (b) Concise
- (c) Complete
- (d) Competent

(ix) Assertion: Organisational Barriers include barriers to communication that might be experienced in the workplace.

Reason: Workers may be afraid to report a mistake out of fear of being fired.

- (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.



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
- (xi) Which of the following is NOT a principle of communication?
- (a) Transactional
  - (b) Interactive
  - (c) Punctuated
  - (d) Physical
- (xii) Which of the following is not a component of page making?
- (a) Colour
  - (b) Thickness
  - (c) Typography
  - (d) Page weight
- (xiii) Which of the following is not an example of an image format?
- (a) JPEG
  - (b) TIFF
  - (c) MP3
  - (d) PNG

(xiv) \_\_\_\_\_ is an important role played by photography in newspapers.

- (a) Informing
- (b) Secluding
- (c) Deducing
- (d) Compensating

(xv)



The above process is known as \_\_\_\_\_.

- (a) Snipping
- (b) Cropping
- (c) Cutting
- (d) Deleting

(xvi)  $1920 \times 1080$  pixels in interlaced video mode, with an aspect ratio of 16 : 9 is possible with \_\_\_\_\_ format.

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

(xvii) The primary source of revenue for newspapers is \_\_\_\_\_.

- (a) Subscriptions
- (b) Donations
- (c) Advertising
- (d) Sales

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

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

(xix) 'IMC' stands for \_\_\_\_\_.

- (a) Integrated management centre
- (b) Integrated marketing communication
- (c) Intense marketing communication
- (d) Inter-market communication

(xx) Which of the following is NOT part of Advertising?

- (a) Comparing products with competitors' products
- (b) Billboards, posters and pamphlets
- (c) Samples
- (d) Guest speakers

## Question 2

(i) State whether the following are true or false: [5]

- (a) The digital era of television first introduced colour to home screens.
- (b) Hard news focuses on important news such as politics.
- (c) Contrast creates a distinction between light and dark areas in an image.
- (d) Semantic barriers to communication may occur due to misunderstanding.
- (e) SD television is the highest definition of television.

- (ii) Match the following: [5]
- |                   |   |
|-------------------|---|
| (a) Rotating disk | 1. Photographs                          |
| (b) Captions      | 2. Overcoming barriers to communication |
| (c) Coherence     | 3. Promotion mix                        |
| (d) LED           | 4. Nipkow                               |
| (e) Place         | 5. Light emitting diode                 |

### Question 3

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

After a long, hot day at school, a subject teacher found her eight-year-old students to be fatigued and irritable. They were not paying attention to her teaching and seemed as though they had no energy left. She asked them all to stand up and stretch. They then spoke about various sports for a few minutes before returning to their scheduled class. As a result, the students were able to complete the day's work. No homework was assigned.

- (i) Which barrier in communication does the above passage focus on? [2]  
What negative impact did it have on the students?
- (ii) Briefly explain how the teacher's actions overcame this barrier to [2]  
communication.
- (iii) Provide *any three* examples of barriers in communication that a student may [3]  
experience in school.
- (iv) Mention *any three* ways, other than the above, which a modern school can [3]  
overcome barriers in communication between teachers and students.

### SECTION B

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

### Question 4

- (i) Briefly explain the Black and White era of television. [5]
- (ii) State and explain *any five* characteristics of a television. [5]
- (iii) Differentiate between *any two* early types of colour television programs. [5]

**Question 5**

- (i) What are the *five* elements to be kept in mind while making a page for a magazine? [5]
- (ii) Explain *any five* principles of design for print media. [5]
- (iii) Explain *any five* components of a page of a newspaper. [5]

**Question 6**

- (i) Differentiate between ‘balancing a page’ and ‘drawing attention’ in photography. [5]
- (ii) Elaborate how colour correction is used to make an image look more attractive. [5]
- (iii) Explain the importance of photography in magazines. [5]

**Question 7**

- (i) Briefly explain *any five* of the 7Cs of effective communication. [5]
- (ii) Explain *any five* principles of communication. [5]
- (iii) How would you overcome problems faced when trying to communicate with people from a distant country? [5]

**Question 8**

- (i) Explain the role of Public Relations. [5]
- (ii) What are “Brand Image” and “Goodwill”? [5]
- (iii) Explain how a Public Relation Officer manages a company’s crisis. [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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---

**SECTION A**

*(Attempt all questions.)*

**Question 1**

[20]

Choose the correct answer from the options given:

- (i) Which of the following is not one of the 4P's of the marketing mix?
- (a) Price
  - (b) Promotion
  - (c) Patent
  - (d) Place
- (ii) Paul Nipkow proposed and patented the \_\_\_\_\_ in 1884.
- (a) Nipkow disk
  - (b) Nipkow signal
  - (c) Nipkow screen
  - (d) Nipkow ring

- (iii) Television program production requires the purchase of numerous assets as well as payment of salaries, making it a/an \_\_\_\_\_ medium.
- (a) substantial
  - (b) expensive
  - (c) massive
  - (d) cost effective
- (iv)  $1920 \times 1080$  pixels in interlaced video mode, with an aspect ratio of 16 : 9 is possible with \_\_\_\_\_ format.
- (a) HDTV
  - (b) WMV
  - (c) MP3
  - (d) MP4
- (v) \_\_\_\_\_ is generally considered to be the creator of television.
- (a) Robert Flaherty
  - (b) John Grierson
  - (c) Paul Nipkow
  - (d) John Baird
- (vi) \_\_\_\_\_, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails.
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- (xi) Communication which is presented in a manner that is brief, to the point and meaningful is said to be \_\_\_\_\_.  
\_\_\_\_\_
- (a) Concrete
  - (b) Concise
  - (c) Complete
  - (d) Competent
- (xii) \_\_\_\_\_ includes barriers to communication that might be experienced in the workplace.
- (a) Physical
  - (b) Organisational
  - (c) Semantic
  - (d) Psychological

- (xiii) The act of repeating information in a continuous manner for the purpose of making it memorable is known as \_\_\_\_\_.
- (a) Repetition
  - (b) Allowance
  - (c) Content
  - (d) Printing
- (xiv) Which of the following is not a principle of communication?
- (a) Transactional
  - (b) Interactive
  - (c) Punctuated
  - (d) Physical
- (xv) The primary source of revenue for newspapers is \_\_\_\_\_.
- (a) Subscriptions
  - (b) Donations
  - (c) Advertising
  - (d) Sales
- (xvi) The order of entries in a newspaper is based on \_\_\_\_\_.
- (a) Eye movement
  - (b) Concentration
  - (c) Logic
  - (d) Spoken language
- (xvii) Which of the following is not a component of page making?
- (a) Colour
  - (b) Thickness
  - (c) Typography
  - (d) Page weight

- (xviii) Which of the following is not an example of an image format?
- (a) JPEG
  - (b) TIFF
  - (c) MP3
  - (d) PNG
- (xix) \_\_\_\_\_ is an important role played by photography in newspapers.
- (a) Informing
  - (b) Secluding
  - (c) Deducing
  - (d) Compensating
- (xx) The process of removing unwanted sections of an image is known as \_\_\_\_\_.
- (a) Snipping
  - (b) Cropping
  - (c) Cutting
  - (d) Deleting

### Question 2

Communication is a natural process whereby we maintain a constant flow of information. However, certain factors may cause disturbances in the communication process.

- (i) What is meant by the term 'irreversible' in communication? [2]
- (ii) State any two ways in which feedback is useful. [2]
- (iii) With the help of an example, explain 'Physical' barriers to communication. [3]
- (iv) Differentiate between 'Coherence' and 'Clarity' in effective communication. [3]

### Question 3

The integration of communication media has allowed for smoother transactions in business.

- (i) What do we mean by integrated marketing communication? [2]
- (ii) What effect does choice of 'place' have on a marketing plan? [2]

- (iii) Write any three benefits of IMC. [3]
- (iv) How does the marketing mix help us decide on an advertising strategy? [3]

## SECTION B

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

### Question 4

- (i) Briefly explain the Black and White era of television. [5]
- (ii) State and explain any five characteristics of a television. [5]
- (iii) Differentiate between any two early program types of colour television programs. [5]

### Question 5

- (i) What are the five elements to be kept in mind while making a page for a magazine? [5]
- (ii) Explain any five principles of design for print media. [5]
- (iii) Explain any five components of a page of a newspaper. [5]

### Question 6

- (i) Differentiate between 'balancing a page' and 'drawing attention' in photography. [5]
- (ii) Elaborate how colour correction is used to make an image look more attractive. [5]
- (iii) Explain the importance of photography in magazines. [5]

### Question 7

- (i) Explain the 4 Ps of marketing. [5]
- (ii) Provide any five advantages of internet marketing. [5]
- (iii) Briefly differentiate between Advertising and Public relations. [5]

**Question 8**

- (i) Briefly explain any five of the 7Cs of effective communication. [5]
- (ii) Explain any five principles of communication. [5]
- (iii) How would we overcome problems faced when trying to communicate with people from a distant country? [5]

**Question 9**

- (i) Explain the role of Public Relations. [5]
- (ii) What are “Brand Image” and “Goodwill”? [5]
- (iii) Explain how a Public Relation Officer manages a company’s crisis. [5]



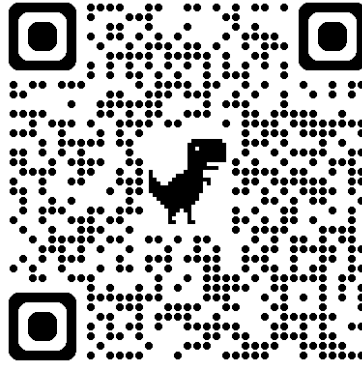


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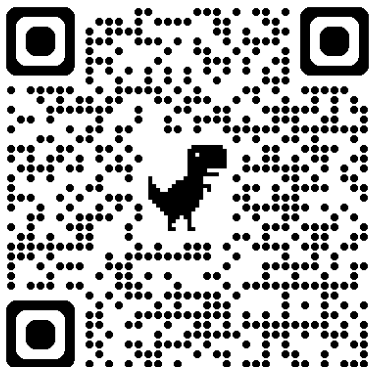
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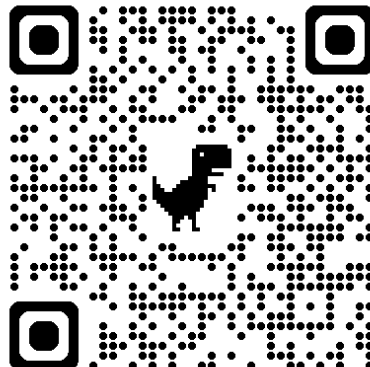
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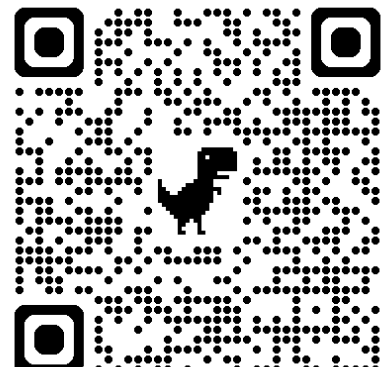
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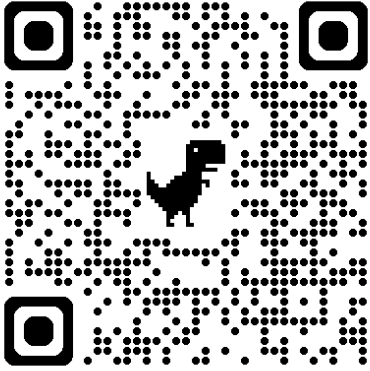
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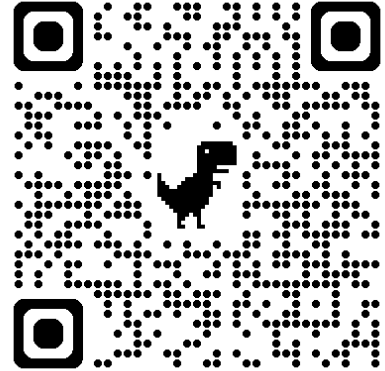
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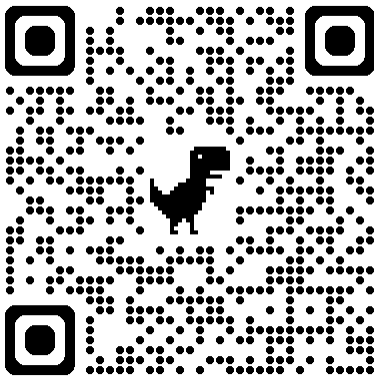
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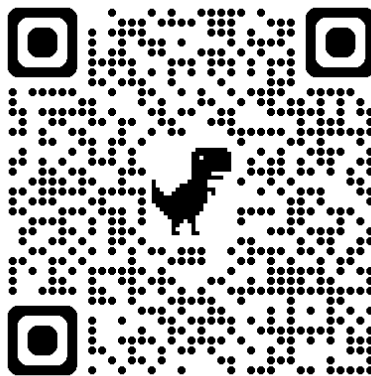
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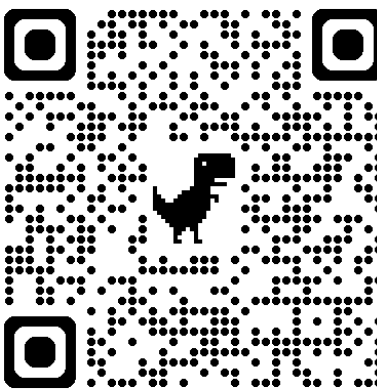
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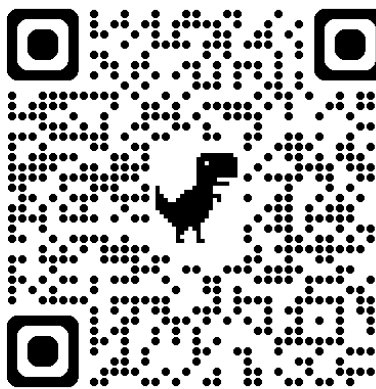
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