

ICSE 2024 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[].

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.

(x)



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) 1920×1080 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]