

**EDUMATE**

**XII**

*Journalism*



Government of Kerala  
**DEPARTMENT OF EDUCATION**

State Council of Educational Research and Training (SCERT),  
Kerala  
2017

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Government of Kerala  
Education Department  
2017

## *Foreword*

*Dear Teacher,*

*With regards,*

**Dr. J. Prasad**  
**Director**

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**Learning Outcomes**

- 1.1 Discover the characteristics of Magazine
  - 1.2 Compare the difference between a newspaper and a magazine
  - 1.3 Write a magazine article
  - 1.4 Discuss various magazine writing styles
  - 1.5 Identify the contents of a magazine
  - 1.6 Identify the trends in magazines
- 

Q-1

**Learning outcome**

- 1.1 Discover the characteristics of magazine

Question text

- Name world's first magazine.

**Scoring Indicator**

- Gentleman's magazine

*Score : 1, Time : 1½ mts*

Q-2

**Learning outcome**

- 1.1 Discover the characteristics of magazine

Question text

- Who was the editor of Gentleman's Magazine?

**Scoring Indicators**

- Edward cave

*Score : 1, Time : 1½ mts*

Q-3

**Learning outcome**

- 1.2 Compare the difference between a newspaper and a magazine

## Question text

- Differentiate Dailies and Periodicals

 **Scoring Indicators**

- Proper definition of newspaper 1
- Definition of magazine 1
- Differences such as size, content, style, design and layout, readability, display ads, Visual strength, shelf life (describe in at least 6 sentences) 4

*Score : 6, Time : 8 mts*

Q-4

**Learning outcome**

- 1.1 Discover the characteristics of a magazine

## Question text

- Magazines are "Cabinet of curiosities" elucidate your view.

 **Scoring Indicators**

- Interest generating contents
- Wide range of reader's interest and taste are displayed
- Contents are presenting in a fascinating way

*Score : 2, Time : 6 mts*

Q-5

**Learning outcome**

- 1.1 Discover the characteristics of magazine

## Question text

- How a magazine become appealing to the readers?

 **Scoring Indicators**

- Fascinating appearance
- Eye-catching cover pictures
- Quality paper
- Impressive and colorful advertisements

*Score : 2, Time : 6 mts*

Q-6

**Learning outcome**

- 1.2 Compare the difference between a newspaper and a magazine

## Question text

- Differentiate newspaper and magazine

 **Scoring Indicators**

- Proper definition of newspaper 1
- Definition of magazine 1

- Differences such as size, content, style, design and layout, readability, display ads, Visual strength, shelf life (describe in at least 6 sentences) 4

*Score : 6, Time : 8 mts*

Q-7

### Learning outcome

1.1 Discover the characteristics of a magazine

Question text

- What do you mean by target audience?

### Scoring Indicators

- The publication targets readers who have special intrests.

*Score : 1, Time : 2 mts*

Q-8

### Learning outcome

1.1 Discover the characteristics of a magazine

Question text

- Define shelf life

### Scoring Indicators

- Longer life of magazine
- Can be kept for a longtime for repeat reading/reference

*Score : 1, Time : 2 mts*

Q-9

### Learning outcome

1.3 Write a magazine article

Question text

- Write the structure of magazine articles

### Scoring Indicators

- The beginning of an article (Introduction of the topic)
  - The middle of an article (The presentation of important/core issue)
  - The ending of an article (Conclusion)
  - Extra credit (Overall quality of the style of language diction)
- (Describe each in at least two sentences 1 score each)

*Score : 4, Time : 8 mts*

Q-10

### Learning outcome

1.3 Write a magazine article

Question text

- You are asked to write an article of your interest. Write the steps to prepare the story

 **Scoring Indicators**

- Creative beginning
- Explanatory middle part
- Concluding the story

(2)

*Score : 2, Time : 4 mts*

Q-11

**Learning outcome**

1.4 Discuss various magazine writing styles

Question text

- What is narrative writing?

 **Scoring Indicators**

- Narratives are descriptive account of connected events
- Author places himself as a character and tells the story

(1)

(1)

*Score : 2, Time : 3 mts*

Q-12

**Learning outcome**

1.4 Discuss various magazine writing styles

Question text

- What is descriptive writing?

 **Scoring Indicators**

- Describe the character, event, and place in detail
- Its poetic descriptions evoke senses

(1)

(1)

*Score : 2, Time : 3 mts*

Q-13

**Learning outcome**

1.4 Discuss various magazine writing styles

Question text

- What is persuasive writing?

 **Scoring Indicators**

- Convince or persuade the readers
- Authoritative

(1)

(1)

*Score : 2, Time : 3 mts*



Q-14

**Learning outcome**

1.4 Discuss various magazine writing styles

Question text

- What is imaginative writing?

**Scoring Indicators**

- Present an idea, issue or argument in a form of fiction (1)
- Starts with hypothetical situations using formal language (1)

*Score : 2, Time : 3 mts*

Q-15

**Learning outcome**

1.4 Discuss various magazine writing styles

Question text

- What is visual writing?

**Scoring Indicators**

- fluid language which spontaneously convey meanings
- Language creates scenes
- Invoke images
- Creates movement in the story

*Score : 2, Time : 3 mts*

Q-16

**Learning outcome**

1.1 Discover the characteristics of magazine

Question text

- The first printed magazine in Malayalam?

**Scoring Indicators**

- Jnananikshepam

*Score : 1, Time : 1½ mts*

Q-17

**Learning outcome**

1.1 Discover the characteristics of magazine

Question text

- Name the first campus magazine published in Malayalam

 **Scoring Indicator**

- Vidhya sangraham

*Score : 1, Time : 1½ mts*

Q-18

**Learning outcome**

1.5 Identify the contents of a magazine

Question text

- What are the peculiarities of a farm magazine?

 **Scoring Indicators**

- Information and contents related to agriculture
- Farmers and farm enthusiasts are the target audience

*Score : 2, Time : 3 mts*

Q-19

**Learning outcome**

1.1 Discover the characteristics of a magazine

Question text

- Name three special interest magazines

 **Scoring Indicators**

- Vanitha, Arogya masika, Sports star, Fast track, Nana, Chithra bhoomi etc.

*Score : 3, Time : 2 mts*

Q-20

**Learning outcome**

1.1 Discover the characteristics of a magazine

Question text

- Name a literary magazine in Malayalam

 **Scoring Indicator**

- Bhasha Poshini

*Score : 1, Time : 1½ mts*

Q-21

**Learning outcome**

1.5 Identify the contents of a magazine

Question text

- What is cover story

### Scoring Indicators

- The main feature story in the magazine. A picture/photo/graphics appears in the cover page of a magazine

*Score : 1, Time : 2 mts*

Q-22

### Learning outcome

- 1.5 Identify the contents of a magazine

Question text

- Differentiate articles and features

### Scoring Indicators

Article

Piece of non-fiction writing with a human interest orientation

For a specific group of people place or event

Feature

Creative beginning

Descriptive form of writing (1)

Expresses Personal opinion

Thought provoking and and colorful (1)

*Score : 2, Time : 8 mts*

Q-23

### Learning outcome

- 1.5 Identify the contents of a magazine

Question text

- Types of features commonly seen in a magazine

### Scoring Indicators

- Profiles, historic features, news features, human interest features

*Score : 4, Time : 2 mts*

Q-24

### Learning outcome

- 1.5 Identify the contents of a magazine

Question text

- What is a profile feature?

### Scoring Indicators

- Word sketch in a creative manner
- A type of feature which focuses on an individual

- Covering the character traits of a celebrity
  - Reveal the major activities.
  - Exposes the lifestyle
- (must explain in at least 10 sentences)

*Score : 6, Time : 15 mts*

Q-25

### Learning outcome

1.5 Identify the contents of a magazine

Question text

Define news feature

### Scoring Indicators

- Focusses on hard news, reflects the problems of society (1)
- It explores through research, data, and interviews (1)

*Score : 2, Time : 3 mts*

Q-26

### Learning outcome

1.5 Identify the contents of a magazine

Question text

- What is a column?

### Scoring Indicator

- Columns are opinion pieces of reputed personalities

*Score : 1, Time : 2 mts*

Q-27

### Learning outcome

1.5 Identify the contents of a magazine

Question text

- Differentiate reviews and essays

### Scoring Indicators

- Review
- An evaluation on art, film, music etc.
- No specific structure
- Writer's opinion
- Critical assessment
- Essay
- Short literary composition on a particular subject

- Prose style

*Score : 4, Time : 10 mts*

Q-28

### Learning outcome

1.5 Identify the contents of a magazine

Question text

- What is photo feature?

### Scoring Indicators

- Series of photographs which tells a story.

*Score : 1, Time : 2 mts*

Q-29

### Learning outcome

1.1 Discover the characteristics of magazine

Question text

- What is journal?

### Scoring Indicator

- A publication by academic institution which contains scholarly articles

*Score : 1, Time : 2 mts*

Q-30

### Learning outcome

1.6 Identify the trends in magazines

Question text

- What is e-zine?

### Scoring Indicator

- Magazine available on internet.

*Score : 1, Time : 2 mts*

Q-31

### Learning outcome

- Identify the trends in magazines

Question text

- What is digital magazine?

### Scoring Indicator

- An online publication delivered in electronic form

*Score : 1, Time : 2 mts*

Q-32

**Learning outcome**

1.6 Identify the trends in magazines

Question text

- Write your opinion about future of digital magazines in an era of mobile technology

**Scoring Indicators**

- Mobile phones become the dominant platform for digital magazines
- Redefining reading experience with technological advancements
- Interactive experience
- Magazine apps

*Score : 2, Time : 5 mts*

Q-33

**Learning outcome**

1.1 Discover the characteristics of a magazine

Question text

- What is cover lines

**Scoring Indicator**

- Information about major articles given on the front page of the magazine.

*Score : 1, Time : 2 mts*

Q-34

**Learning outcome**

1.1 Discover the characteristics of a magazine

Question text

- What is citation?

**Scoring Indicators**

- A reference or footnote seen on a book, periodical. (1)
- It contains the author, title, date of publication etc. to locate the item. (1)

*Score : 2, Time : 3 mts*

Q-35

**Learning outcome**

1.1 Discover the characteristics of a magazine

Question text

- What is cover-wrap?

 **Scoring Indicator**

- Extra cover wrapped around a magazine for advertising purpose.

*Score : 1, Time : 2 mts*

Q-36

**Learning outcome**

1.6 Identify the trends in magazines

Question text

- What is trade magazine?

 **Scoring Indicator**

- A magazine published specifically for an industry, business, service, technical or trade auditions.

*Score : 1, Time : 2 mts*

Q-37

**Learning outcome**

- Discover the characteristics of a magazine

Question text

- Explain Centre spread

 **Scoring Indicator**

- Middle two pages of a stapled magazines.

*Score : 1, Time : 2 mts*

# MAGAZINE EDITING AND PRODUCTION

## Learning Outcomes

- 2.1 Evaluate the various principles involved in magazine editing
- 2.2 Identify the role and functions of the editorial department
- 2.3 List the elements of a good magazine layout
- 2.4 Classify the different types of magazine layout
- 2.5 Produce a standard magazine

Q-1

### Learning outcome

- 2.1 Evaluate the various principles involved in magazine editing

Question text

- Write about the principles of magazine editing



### Scoring Indicators

- Editorial policy, content, balance, comprehensiveness accuracy, house style and design. (Answer must be in 2-3 sentences on each principle).

*Score : 6, Time : 15 mts*

Q-2

### Learning outcome

- 2.1 Evaluate the various principles involved in magazine editing

Question text

- Define House style. Which are the elements determined the house style of magazine



### Scoring Indicators

- The specific usage and editing conventions followed by editors in a publication (1)
- Masthead, font, colors, logo, placement of pictures and location of barcode (1)

*Score : 2, Time : 4 mts*



Q-3

**Learning outcome**

2.2 Identify the role and functions of the editorial department

Question text

- What are the jobs of a production manager in a magazine company?

 **Scoring Indicators**

- The person who controls the production schedule
- Responsible for the text copy submission to the printing house and editing deadlines.

*Score : 2, Time : 5 mts*

Q-4

**Learning outcome**

2.2 Identify the role and functions of the editorial department

Question text

- Explain the duties of magazine editor

 **Scoring Indicators**

- A senior level journalist responsible for the planning and execution of all issues of a magazine.
- Planning the content and publishing schedule of the magazine, edit stories, shaping up story ideas.

*Score : 2, Time : 5 mts*

Q-5

**Learning outcome**

2.3 List the elements of a good magazine layout

Question text

- Explain the elements of magazine design

 **Scoring Indicators**

- Headline, sub headlines, Intro, Body text, Pull quotes, Running head, Image captions, Folio, Cover design  
(Each element must describe in at least two sentences)

*Score : 6, Time : 15 mts*

Q-6

**Learning outcome**

2.4 Classify the different types of magazine layout

Question text

- You are assigned to lay out a magazine. Which are the principles you would like to follow

 **Scoring Indicators**

- Page format, borders, boxed item, rules, open space, color

*Score : 4, Time : 3 mts*

Q-7

**Learning outcome**

2.3 List the elements of a good magazine layout

Question text

- Define pull quotes

 **Scoring Indicators**

- Pull quotes are designed elements in a page.
- It is the most interesting parts pull out directly from the body text.
- Great tool to break up big blocks of the body copy.
- Provides an interesting look to the article.

*Score : 2, Time : 4 mts*

Q-8

**Learning outcome**

2.4 Classify the different types of magazine layout

Question text

- What are the functions of magazine layout?

 **Scoring Indicators**

- To catch the reader's eye.
- To introduce a feature.
- To illuminate and amplify the content
- To keep the reader on the hook
- To express the magazines character.

*Score : 6, Time : 15 mts*

Q-9

**Learning outcome**

2.3 List the elements of a good magazine layout

Question text

- Name two soft wares used for magazine page layout

 **Scoring Indicators**

- Adobe page maker

- Adobe in design, QuarkXPress

*Score : 1, Time : 2 mts*

Q-10

### Learning outcome

2.1 Evaluate the various principles involved in magazine editing

Question text

- Explain the term BLEED



### Scoring Indicator

- An illustration, image or printed matter that extends beyond the trimmed edge of a page.

*Score : 1, Time : 2 mts*

Q-11

### Learning outcome

2.1 Evaluate the various principles involved in magazine editing

Question text

- What is Gate fold?



### Scoring Indicator

- A special page in a magazine, printed on a larger piece of paper and folded to fit the size of the magazine and open like a gate.

*Score : 1, Time : 2 mts*

Q-12

### Learning outcome

2.1 Evaluate the various principles involved in magazine editing

Question text

- What is Saddle Stitching?



### Scoring Indicators

- Binding a magazine through the center using wire staples.

*Score : 1, Time : 2 mts*

Q-13

### Learning outcome

2.1 Evaluate the various principles involved in magazine editing

Question text

- Who is a subscriber?

 **Scoring Indicator**

- A person who pays for a magazine delivered to him/her.

*Score : 1, Time : 2 mts*

Q-14

**Learning outcome**

- 2.1 Evaluate the various principles involved in magazine editing

Question text

- What is CVI (Centre of Visual Interest)?

 **Scoring Indicator**

- The prominent item on a page usually a headline and image or graphic.

*Score : 1, Time : 2 mts*

Q-15

**Learning outcome**

- 2.4 Classify the different types of magazine layout

Question text

- Describe the elements of lay out

 **Scoring Indicators**

- Selection of content for each page, text, pictures.
- Page clarity, pleasing appearance
- Use of White space to achieve unity of design
- Digital photographs
- Intelligent use of color

*Score : 3, Time : 5 mts*

# WRITING AND PRODUCTION FOR RADIO

## Learning Outcomes

- 3.1 Observe the history of radio
  - 3.2 Identify the various types of radio broadcasting
  - 3.3 Write scripts for radio programmes
  - 3.4 Produce a radio programme
  - 3.5 Compere a radio programme
  - 3.6 Identify the new trends in radio
- 

Q-1

### Learning outcome

- 3.1 Observe the history of radio

Question text

- Who invented radio?



### Scoring Indicator

- Guglielmo Marconi

*Score : 1, Time : 1½ mts*

Q-2

### Learning outcome

- 3.1 Observe the history of radio

Question text

- What is the importance of Heinrich Hertz in the history of Radio



### Scoring Indicators

- Invented the swift variation of the electric current into space in the form of radio waves.

*Score : 1, Time : 2 mts*

Q-3

**Learning outcome**

3.1 Observe the history of radio

Question text

- Vacuum tube, a component for amplifying radio signals was discovered by .....

**Scoring Indicator**

- Lee DeForest

*Score : 1, Time : 1½ mts*

Q-4

**Learning outcome**

3.1 Observe the history of radio

Question text

- Name the Radio Clubs in India, which paved the way for radio broadcasting.

**Scoring Indicators**

- Bombay Radio Club, Calcutta radio Club and Madras radio Club.

*Score : 3, Time : 6 mts*

Q-5

**Learning outcome**

3.1 Observe the history of radio

Question text

- Write notes on IBC and ISBS

**Scoring Indicators**

- Indian broadcasting corporation
- Started by some business men in Bombay in 1927.
- Started organized broadcasting in India.
- First station of IBC was inaugurated by Lord Irvin on July 23.
- Closed down its operations in 1930.
- Indian State Broadcasting service started on April 1 1930.
- Lionel Fielden- First controller of Broadcasting in India.
- ISBS was renamed as All India Radio on 8 June 1936.
- Comes under the ministry of Information.

*Score : 3, Time : 6 mts*

Q-6

**Learning outcome**

3.1 Observe the history of radio

Question text

- The first FM channel started by All India Radio



**Scoring Indicator**

- Chennai FM

*Score : 1, Time : 1½ mts*

Q-7

**Learning outcome**

3.1 Observe the history of radio

Question text

- Name the first radio station in Kerala



**Scoring Indicator**

- Travancore radio station, Thiruvananthapuram

*Score : 1, Time : 1½ mts*

Q-8

**Learning outcome**

3.1 Observe the history of radio

Question text

- Name the first FM station of AIR Kerala



**Scoring Indicator**

- FM Kochi

*Score : 1, Time : 1½ mts*

Q-9

**Learning outcome**

3.2 Identify the various types of radio broadcasting

Question text

- Differentiate AM and FM



**Scoring Indicators**

**Amplitude Modulation**

- AM is a mode of broadcasting radio waves by varying the amplitude of the carrier signal in response of the signal to be transmitted.
- It uses a narrower band width.
- It is broadcast in the medium wave frequency range.
- Standard broadcast band of 530 to 1700 KHz.

**Frequency Modulation**

- FM was invented by Edwin Armstrong in 1930.
- Overcomes noise interference in AM broadcast.
- Sound level in FM radio is three times better than AM

(2)

*Score : 2, Time : 5 mts*

Q-10

**Learning outcome**

3.1 Observe the history of radio

Question text

- Who invented FM Technology?

 **Scoring Indicator**

- Edwin Armstrong

*Score : 1, Time : 1½ mts*

Q-11

**Learning outcome**

3.1 Observe the history of radio

Question text

- Who is the chairperson of Prasar bharati Board?

 **Scoring Indicator**

- Dr. A. Suryaprakash

*Score : 1, Time : 1½ mts*

Q-12

**Learning outcome**

3.2 Identify the various types of radio broadcasting

Question text

- Explain the types of Radio broadcastings

 **Scoring Indicators**

- Public service broadcasting
- Commercial radio
- Community radio
- Ham radio
- Internet radio

*Score : 6, Time : 15 mts*

Q-13

**Learning outcome**

3.2 Identify the various types of radio broadcasting



Question text

- Name the first community radio in Kerala



**Scoring Indicator**

- Radio DC

*Score : 1, Time : 1½ mts*

Q-14

**Learning outcome**

3.2 Identify the various types of radio broadcasting

Question text

- Write a note on community radio



**Scoring Indicators**

- A geographic specific and audience specific radio broadcast in FM mode.
- Serves populations in coastal areas, far flung areas. where people live together as a community.
- Considered as a participatory development communication initiative.
- It preserves local language, culture, tradition and social norms.
- Radio DC 90.4MHz I the first community radio in Kerala.

*Score : 2, Time : 5 mts*

Q-15

**Learning outcome**

3.2 Identify the various types of radio broadcasting

Question text

- Name the first internet radio station in India



**Scoring Indicator**

- Radio Muska

*Score : 1, Time : 1½ mts*

Q-16

**Learning outcome**

3.3 Write scripts for radio programmes

Question text

- Structure a radio news script based on the given points.



**Scoring Indicators**

- Plus two examination starts
- March 9-28,2017
- Time table on dhse portal

- Last date for remitting exam fee

*Score : 4, Time : 10 mts*

Q-17

### Learning outcome

3.3 Write scripts for radio programmes

Question text

- Structuring a News script for radio is different from that of a newspaper. Compare them based on the qualities

### Scoring Indicators

#### Radio news script

- Simplicity
- Short sentences
- Use of common words
- No complex words, avoid long sentences
- Once aired the word cannot be recalled
- Informal tone of presentation
- Conversational style

#### Newspaper news script

- Meant for reading
- Formal tone
- Headline and dateline
- Inverted pyramid style
- Placement of pictures
- Repeat reading if possible

(Must be written in at least 10 sentences)

*Score : 5, Time : 15 mts*

Q-18

### Learning outcome

3.4 Produce a radio programme

Question text

- Distinguish news bulletin and news reel

### Scoring Indicators

- News bulletin- Contains 15-20 stories.
- Lead story takes half of the time of the bulletin.
- News reel-covering major issues once or twice a week.
- Brief intro and narration.

*Score : 4, Time : 8 mts*

Q-19

**Learning outcome**

3.4 Produce a radio programme

Question text

- Write a note on radio feature

**Scoring Indicators**

- Based on real issues.
- Only music and spoken words.
- Dedicated to cover a particular topic.
- Real sounds and real people.

*Score : 2, Time : 2 mts*

Q-20

**Learning outcome**

3.6 Identify the new trends in radio

Question text

- What is Radio Bridge?

**Scoring Indicator**

- Connecting different stations within the country or foreign countries.

*Score : 1, Time : 2 mts*

Q-21

**Learning outcome**

3.4 Produce a radio programme

Question text

- What is a Jingle?

**Scoring Indicators**

- A musical message
- Small song/music piece used for advertisement promos or similar activities.

*Score : 1, Time : 2 mts*

Q-22

**Learning outcome**

3.5 Compere a radio programme

Question text

- You are anchoring a radio phone-in-programme on atrocities against women. Your first call is supposed to be with a police officer. What will be your possible questions? Write at least four.

 **Scoring Indicators**

- Construct appropriate questions.

*Score : 4, Time : 10 mts*

Q-23

**Learning outcome**

3.4 Produce a radio programme

Question text

- Write the different stages in radio programme production

 **Scoring Indicators**

- Preproduction
- Production
- Post production
- Transmission
- Feedback.

*Score : 5, Time : 15 mts*

Q-24

**Learning outcome**

3.4 Produce a radio programme

Question text

- Write the importance of microphones in radio programme production. Explain the three types of microphones

 **Scoring Indicators**

- Unidirectional
- Bidirectional
- Omnidirectional

*Score : 3, Time : 6 mts*

Q-25

**Learning outcome**

3.4 Produce a radio programme

Question text

- Write the qualities of a radio programme presenter

 **Scoring Indicators**

- Quality of voice
- Rumpling free
- Humour and lightness

- Listen and learn
- Recording and analyzing.

*Score : 6, Time : 15 mts*

Q-26

### Learning outcome

3.4 Produce a radio programme

Question text

- Write the qualities of a radio news reader

### Scoring Indicators

- Solid training in writing and reporting
- Awareness on digital media techniques
- Communication skills
- Auditioned voice

*Score : 2, Time : 5 mts*

Q-27

### Learning outcome

3.5 Compare a radio programme

Question text

- Compare the qualities of a radio jockey and news reader

### Scoring Indicators

#### Radio Jockey

- Pleasing voice
- Good command over spoken language
- Knowledge of local dialects
- Ability to befriend the listeners
- Knowledge of technology
- Familiar with radio equipment.

#### News Reader

- Auditioned voice
- Solid training in writing and reporting
- Awareness on digital media techniques
- Communication skill

*Score : 3, Time : 8 mts*

Q-28

### Learning outcome

3.4 Produce a radio programme

Question text

- Who is a narrator in a radio programme presentation?

 **Scoring Indicator**

- An individual who narrates the script of radio documentary or feature

*Score : 1, Time : 2 mts*

Q-29

**Learning outcome**

3.4 Produce a radio programme

Question text

- What is ad-libbing?

 **Scoring Indicator**

- Deliver an announcement/narration without a script

*Score : 1, Time : 2 mts*

Q-30

**Learning outcome**

3.6 Identify the new trends in radio

Question text

- What is HD radio?

 **Scoring Indicators**

- High definition radio technology transmits digital audio and data along with AM and FM analog signals.
- It offers FM multicasting.
- Crystal clear reception and variety of data services.

*Score : 1, Time : 3 mts*

Q-31

**Learning outcome**

3.6 Identify the new trends in radio

Question text

- Define on demand audio

 **Scoring Indicator**

- The act of streaming audio into digital data and transmitting it over the internet.

*Score : 1, Time : 2 mts*

Q-32

**Learning outcome**

3.4 Produce a radio programme

Question text

- What is open mike?



**Scoring Indicator**

- A mike which is live at the given movement.

*Score : 1, Time : 2 mts*

Q-33

**Learning outcome**

3.6 Identify the new trends in radio

Question text

- Expand SFX



**Scoring Indicator**

- Sound Effects.

*Score : 1, Time : 1½ mts*

Q-34

**Learning outcome**

3.4 Produce a radio programme

Question text

- Define spots



**Scoring Indicator**

- Commercial, paid announcements on radio.

*Score : 1, Time : 2 mts*

Q-35

**Learning outcome**

3.4 Produce a radio programme

Question text

- Compare voice-over and voice-track



**Scoring Indicators**

- Voice over-talk over visuals.
- Voice track-recording a message for use in mix down.

*Score : 1, Time : 3 mts*

Q-36

**Learning outcome**

3.4 Produce a radio programme

Question text

- What is wind screen?

 **Scoring Indicator**

- Microphone Filter used to prevent popping and distortion.

*Score : 1, Time : 2 mts*

Q-37

**Learning outcome**

3.4 Produce a radio programme

Question text

- Explain wow

 **Scoring Indicator**

- Distortion of sound created by inappropriate speed.

*Score : 1, Time : 2 mts*



**Learning Outcomes**

- 4.1 Observe the history of television
- 4.2 Identify and understand various stages in pre-production, production, post production activities.
- 4.3 Observe different types of cameras lights effects and edit software
- 4.4 Classify various camera shots, angles, movements and camera positions
- 4.5 Evaluate different script formats
- 4.6 Acquire the knowledge to write scripts for news programme
- 4.7 Assimilate the role of digital technology in video production

Q-1

**Learning outcome**

- 4.1 Observe the history of television

Question text

- Who invented television?

**Scoring Indicator**

- John.L.Baird

*Score : 1, Time : 1½ mts*

Q-2

**Learning outcome**

- 4.1 Observe the history of television

Question text

- In which year TV transmissions started in India

**Scoring Indicator**

- 15 September 1959

*Score : 1, Time : 1½ mts*

Q-3

**Learning outcome**

4.1 Observe the history of television

Question text

- When did the color -TV transmission started in India

 **Scoring Indicator**

- 1982

*Score : 1, Time : 1½ mts*

Q-4

**Learning outcome**

4.1 Observe the history of television

Question text

- Name the first private TV channel in India

 **Scoring Indicator**

- Zee TV

*Score : 1, Time : 1½ mts*

Q-5

**Learning outcome**

4.1 Observe the history of television

Question text

- Name the first Malayalam TV channel started functioning with public shares

 **Scoring Indicator**

- Kairali TV

*Score : 1, Time : 1½ mts*

Q-6

**Learning outcome**

4.1 Observe the history of television

Question text

- Name the first private TV channel in Malayalam

 **Scoring Indicator**

- Asianet

*Score : 1, Time : 1½ mts*

Q-7

**Learning outcome**

4.2 Identify and understand various stages in pre-production, production, post production activities.

Question text

- Who are the TV programme production personnel? Name any four.

**Scoring Indicators**

- Producer, director, production assistant, script writer, camera persons, set designer, makeup artist, costume designer, choreographer, talent, lighting director, technical director, graphic designer, audio engineer, editor.

*Score : 4, Time : 2 mts*

Q-8

**Learning outcome**

4.2 Identify and understand various stages in pre-production, production, post production activities.

Question text

- Explain the different stages in pre-production of a TV programme

**Scoring Indicators**

- Conceptualization, one-line treatment, research, proposal, script, screen play, shooting script, story board, casting, crew selection, production meeting, budgeting, scheduling, location hunting, rehearsal

*Score : 6, Time : 15 mts*

Q-9

**Learning outcome**

4.5 Evaluate different script formats

Question text

- Distinguish script and shooting script
- Scoring indicators

**Scoring Indicators****Script**

Completed draft  
Scene script  
No description of shot  
Chronological order of scenes  
Indicates time, place, dialogue and narration

**Shooting script**

Contains detailed description of scene  
detailed version of scene script  
Shots specifically described  
Indicates camera angles  
Actual shoot plan  
Detailed narration of actions of artist

*Score : 4, Time : 10 mts*

Q-10

**Learning outcome**

4.6 Acquire the knowledge to write scripts for news programme

Question text

- Prepare a five minute TV script for an environment issue in your locality

**Scoring Indicators**

- Identifying the issue
- Presenting evidence
- Keeping the structure of script

*Score : 6, Time : 15 mts*

Q-11

**Learning outcome**

4.4 Classify various camera shots,angles,movements and camera positions

Question text

- Explain about the basic camera shots

**Scoring Indicator**

- Long shot, medium shot, close up shot

*Score : 6, Time : 15 mts*

Q-12

**Learning outcome**

4.4 Classify various camera shots,angles,movements and camera positions

Question text

- Explain the main camera movements

**Scoring Indicator**

- Panning, tilting, tracking, dollying, jib

*Score : 5, Time : 15 mts*

Q-13

**Learning outcome**

4.4 Classify various camera shots, angles, movements and camera positions

Question text

- Explain camera angles

**Scoring Indicators**

- High level

- Low level
- Eye level
- Birds eye view
- Dutch angle

*Score : 6, Time : 15 mts*

Q-14

### Learning outcome

4.3 Observe different types of cameras lights effects and edit software

Question text

- Write about three point lighting system



### Scoring Indicator

- Key light, back light, fill light

*Score : 3, Time : 8 mts*

Q-15

### Learning outcome

4.3 Observe different types of cameras lights effects and edit software

Question text

- Differentiate linear and non-linear editing



### Scoring Indicators

- Recorded video is digitized
- Footage can be arranged or re-arranged
- Special effects can be added
- Allows all kinds of effects

*Score : 2, Time : 5 mts*

Q-16

### Learning outcome

4.2 Identify and understand various stages in pre-production, production, post production activities.

Question text

- What is dubbing?



### Scoring Indicators

- Process of re-recording
- Recording the dialogue for appropriate scene
- Dubs synchronizes with the original dialogue track

*Score : 2, Time : 5 mts*

Q-17

**Learning outcome**

4.4 Classify various camera shots, angles, movements and camera positions

Question text

- Expand the following O/C, V/O, SIL, ENG, LS, CU, MS, SOT

**Scoring Indicators**

- On camera
- Voice over
- Silent
- Electronic news gathering
- Long shot
- Close up
- Medium shot
- Sound on tape(1 each)

*Score :1 , Time : 2 mts*

Q-18

**Learning outcome**

4.6 Acquire the knowledge to write scripts for news programme

Question text

- What is lead-in?

**Scoring Indicator**

- Soundbite wrap around, and the report from the scene introduced by a line or phrase in a new script.

*Score : 1, Time : 2 mts*

Q-19

**Learning outcome**

4.6 Acquire the knowledge to write scripts for news programme

Question text

- What is sound bite?

**Scoring Indicators**

- Sound bite is a piece of visual around the sound

*Score : 1, Time : 2 mts*

Q-20

**Learning outcome**

4.6 Acquire the knowledge to write scripts for news programme

Question text

- What is teaser?

 **Scoring Indicator**

- Short sentences in a script to hold the audience attention just before a commercial break.

*Score : 1, Time : 2 mts*

Q-21

**Learning outcome**

4.5 Evaluate different script formats

Question text

- Distinguish radio news script and TV news script

 **Scoring Indicators**

**TV news script**

- Seen and hear simultaneously
- Story is supplemented by visuals
- Visual narration of a story
- Split page style
- Right column is to be read, left column indicates video to be aired
- Abbreviations are used for technical instruction to the news reader
- One story in one sheet of newspaper

**Radio news script**

- Hearing only
- No visuals
- Word narration of a story
- Contains 15-20 stories in a bulletin
- A single story normally takes 90 seconds
- Single column news writing
- No abbreviations
- Starts with signature tune

*Score : 6, Time : 15 mts*

Q-22

**Learning outcome**

4.6 Acquire the knowledge to write scripts for news programme

Question text

- Prepare a TV news script on given points.

 **Scoring Indicators**

- Rail mishap at Kanpur
- 125 dead ,200 injured

- Derailment-Indor-Patna express
- Worst accident in 6 years
- Rail ministry announces enquiry
- Caused by poor maintenance

*Score : 6, Time : 15 mts*

Q-23

**Learning outcome**

4.7 Assimilate the role of digital technology in video production

Question text

- What is audio faders?

 **Scoring Indicator**

- Fader is the instrument which enable the sound recordist to control the level of audio being recorded on the recording medium.

*Score : 1, Time : 2 mts*

Q-24

**Learning outcome**

4.7 Assimilate the role of digital technology in video production

Question text

- Functions of audio mixer

 **Scoring Indicators**

- Assure technical and artistic sound quality
- Determine the number and placement of microphones for production
- Assure audio level balance and tone quality

*Score : 3, Time : 5 mts*

Q-25

**Learning outcome**

4.7 Assimilate the role of digital technology in video production

Question text

- Compare fade in and fade out

 **Scoring Indicators**

- Fade in is a dissolve transition from black.
- Fade out is a dissolved transition to black.

*Score : 2, Time : 6 mts*



Q-26

**Learning outcome**

4.7 Assimilate the role of digital technology in video production

Question text

- What is iris in and iris out?

**Scoring Indicator**

- It is an old technique of transition that utilizes a diaphragm front of the lenses which is opened or closed to begin or end a scene.

*Score : 1, Time : 2 mts*

Q-27

**Learning outcome**

4.3 Observe different types of cameras lights effects and edit software

Question text

- Define jump cut

**Scoring Indicators**

- A cut that occurs within a scene rather than between scenes to condense the scene.
- It gives a jumping effect of visuals.

*Score : 1, Time : 2 mts*

**Learning Outcomes**

- 5.1 Discover the origin and evolution of cinema
- 5.2 Identify the contributions of persons for the technological development of cinema
- 5.3 Compare the development of cinema in different countries
- 5.4 Categorize the different types of films and film movements
- 5.5 Discover the origin of cinema in India and the development of Malayalam cinema
- 5.6 Identify the contributions of Indian filmmakers
- 5.7 Analyse the language and grammar of cinema
- 5.8 Appreciate cinema as an art form

Q-1

**Learning outcome**

- 5.1 Discover the origin and evolution of cinema

Question text

- 116. Name the scientist who developed kinetoscope

**Scoring Indicator**

- Thomas Alwa Edison

*Score : 1, Time : 1½ mts*

Q-2

**Learning outcome**

- 5.1 Discover the origin and evolution of cinema

Question text

- Who invented cinematography?

**Scoring Indicator**

- Lumiere Brothers

*Score : 1, Time : 1½ mts*

Q-3

**Learning outcome**

5.2 Identify the contributions of persons for the technological development of cinema

Question text

- Write note on Thomas Alwa Edison's contribution to moving pictures

**Scoring Indicators**

- Invented Kinetoscope
- Produced film strips
- Invented coin operated projector
- Started peep show

*Score : 2, Time : 5 mts*

Q-4

**Learning outcome**

5.1 Discover the origin and evolution of cinema

Question text

- Name the first film shot by Lumiere Brothers

**Scoring Indicator**

- Workers leaving the Lumiere Factory

*Score : 1, Time : 2 mts*

Q-5

**Learning outcome**

5.1 Discover the origin and evolution of cinema

Question text

- Who is known as magician of film?

**Scoring Indicator**

- Georges Melies

*Score : 1, Time : 1½ mts*

Q-6

**Learning outcome**

5.2 Identify the contributions of persons for the technological development of cinema

Question text

- Who introduced cross cutting of visuals?

 **Scoring Indicator**

- David W. Griffith

*Score : 1, Time : 2 mts*

Q-7

**Learning outcome**

5.1 Discover the origin and evolution of cinema

Question text

- Name the editing technique called cross-cut

 **Scoring Indicator**

- Parallel cut

*Score : 1, Time : 1½ mts*

Q-8

**Learning outcome**

5.1 Discover the origin and evolution of cinema

Question text

- Name the great leader, who described cinemas a mass agitator

 **Scoring Indicator**

- V.I. Lenin

*Score : 1, Time : 1½ mts*

Q-9

**Learning outcome**

5.1 Discover the origin and evolution of cinema

Question text

- Which is the first sound cinema

 **Scoring Indicator**

- Jazz Singer

*Score : 1, Time : 1½ mts*

Q-10

**Learning outcome**

5.1 Discover the origin and evolution of cinema

Question text

- Name the great actor of silent movie era, who merged humour and social tragedy

 **Scoring Indicator**

- Charlie Chaplin

*Score : 1, Time : 1½ mts*

Q-11

**Learning outcome**

5.4 Categorize the different types of films and film movements

Question text

- What is German Expressionism?

 **Scoring Indicators**

- Characterized by slanted camera angles, distorted bodies and shapes and the use of light and shadows rather than realism.
- Emerged as a safety valve for the people who suffered economic crisis and subsequent poverty during the post war Germany.

*Score : 2, Time : 5 mts*

Q-12

**Learning outcome**

5.4 Categorize the different types of films and film movements

Question text

- What is French New Wave?

 **Scoring Indicators**

- Low budgeted documentary style of fiction.
- Film techniques like fragmented, discontinuous editing and long takes.

*Score : 2, Time : 4 mts*

Q-13

**Learning outcome**

5.4 Categorize the different types of films and film movements

Question text

- What is avant garde?

 **Scoring Indicators**

- Experimental film movement.
- Absence of linear narrative and use of abstracting techniques such as out of focus visuals, painting or scratching on film, rapid editing and absence of any sound track.
- It is the attempt to place the viewer in a more active and more thoughtful relationship to the film.

*Score : 2, Time : 5 mts*

Q-14

**Learning outcome**

5.4 Categorize the different types of films and film movements

Question text

- Write a note on American underground cinema

 **Scoring Indicators**

- Revolutionary in structure
- Intellectual in attitude.

*Score : 2, Time : 5 mts*

Q-15

**Learning outcome**

5.4 Categorize the different types of films and film movements

Question text

- What is surrealism movement in cinema?

 **Scoring Indicators**

- Creates surrealistic fantasies
- Depicts the state of unconscious mind.

*Score : 2, Time : 5 mts*

Q-16

**Learning outcome**

5.4 Categorize the different types of films and film movements

Question text

- Write about Indian new wave

 **Scoring Indicators**

- Started in Bengal in 1950's.
- Social political content
- Realism and naturalism.

*Score : 2, Time : 5 mts*

Q-17

**Learning outcome**

5.5 Discover the origin of cinema in India and the development of Malayalam cinema

Question text

- Who produced the first Indian feature film

 **Scoring Indicator**

- Dada Saheb Dhalke.

*Score : 1, Time : 1½ mts*

Q-18

**Learning outcome**

5.5 Discover the origin of cinema in India and the development of Malayalam cinema

Question text

- Name the first feature film produced in India.

 **Scoring Indicator**

- Raja Harischandra

*Score : 1, Time : 1½ mts*

Q-19

**Learning outcome**

5.5 Discover the origin of cinema in India and the development of Malayalam cinema

Question text

- Name the Indian sound cinema

 **Scoring Indicator**

- Alam -Ara

*Score : 1, Time : 1½ mts*

Q-20

**Learning outcome**

5.5 Discover the origin of cinema in India and the development of Malayalam cinema

Question text

- Who is the director of Alam Ara?

 **Scoring Indicator**

- Ardesh Irani

*Score : 1, Time : 1½ mts*

Q-21

**Learning outcome**

5.5 Discover the origin of cinema in India and the development of Malayalam cinema

Question text

- Name the first indigenous colour film produced in India

 **Scoring Indicator**

- Toofan Mail -1932

*Score : 1, Time : 1½ mts*

Q-22

**Learning outcome**

5.4 Categorize the different types of films and film movements

Question text

- Which organisation movement paved the way for realistic cinema in India?

 **Scoring Indicator**

- Indian People Theaters' Association

*Score : 1, Time : 1½ mts*

Q-23

**Learning outcome**

5.5 Discover the origin of cinema in India and the development of Malayalam cinema

Question text

- Write a note on the origin and development of Indian cinema

 **Scoring Indicators**

- First shot film by Hiralal in 1898
- Raja Harischandra and Dada Saheb Phalke
- Based on Puranas
- Comedy film by Chandulal Shah, Himamshu Rai and Ganguly
- First sound cinema Alam-Ara
- Majestic cinema in Mumbai 1931
- Song and dance included in cinema eg. Indra Sabha by J.V Devayani
- Kissan Kanya
- Box office culture started
- Cinemas in regional languages

*Score : 6, Time : 15 mts*

Q-24

**Learning outcome**

5.5 Discover the origin of cinema in India and the development of Malayalam cinema

Question text

- Write the note on the origin and development of Malayalam cinemas

 **Scoring Indicators**

- Vigatha kumaran and J.C Daniel
- Balan by S.N.ttani-first sound film 1938



- Cinemas on social themes
- Films based on famous literary works like Chemmeen
- Jeevitha Nauka and Neelakuyil
- Newspaper Boy-first realistic film
- Ramu Kariyat, P.Bhaskaran
- Influence of social movement
- Art cinema
- G.Aravindan, Adoor Gopalakrishnan, John Abraham, Padmarajan.

*Score : 6, Time : 15 mts*

Q-25

### Learning outcome

5.6 Identify the contributions of Indian filmmakers

Question text

- Name two films directed by Satyajith Rai



### Scoring Indicators

- Pathernpanchali, Aparajitho, Apur sansar

*Score : 1, Time : 2 mts*

Q-26

### Learning outcome

5.6 Identify the contributions of Indian filmmakers

Question text

- Name two films directed by Mrinal Sen



### Scoring Indicators

- Kharij, Akaler Santhane Ekdin Prathidin

*Score : 1, Time : 2 mts*

Q-27

### Learning outcome

5.6 Identify the contributions of Indian filmmakers

Question text

- Name the films directed by Ritwik Khatak



### Scoring Indicators

- Mekhathaka Thara, Subarnarekha, Jukthi Thako Aargapo

*Score : 1, Time : 2 mts*

Q-28

**Learning outcome**

5.6 Identify the contributions of Indian filmmakers

Question text

- Name the films directed by Adoor Gopalakrishnan

 **Scoring Indicators**

- Swayamvaram, Elippathayam, Mathilukal

*Score : 1, Time : 2 mts*

Q-29

**Learning outcome**

5.6 Identify the contributions of Indian filmmakers

Question text

- Who is known as the father of Malayalam Cinema?

 **Scoring Indicator**

- J.C.Daniel

*Score : 1, Time : 1½ mts*

Q-30

**Learning outcome**

5.5 Identify the contributions of Indian filmmakers

Question text

- Which is the first Malayalam cinema?

 **Scoring Indicator**

- Vigathakumaran

*Score : 1, Time : 1½ mts*

Q-31

**Learning outcome**

5.5 Identify the contributions of Indian filmmakers

Question text

- Vigathakumaran, the first Malayalam film, produced and directed by-----

 **Scoring Indicator**

- J.C.Daniel

*Score : 1, Time : 1½ mts*

Q-32

**Learning outcome**

5.5 Identify the contributions of Indian filmmakers

Question text

- The film award for lifetime achievement instituted by the Government of Kerala is in the name of a prominent film personality. Name the person

 **Scoring Indicators**

- J.C.Daniel

*Score : 1, Time : 1½ mts*

Q-33

**Learning outcome**

5.5 Identify the contributions of Indian filmmakers

Question text

- Name the two films directed by Shyam Benegal

 **Scoring Indicators**

- Nishant, Angur, Bhoomika Anugraham , Mandhan

*Score : 1, Time : 2 mts*

Q-34

**Learning outcome**

5.5 Identify the contributions of Indian filmmakers

Question text

- Name the films directed by G.Aravindan

 **Scoring Indicators**

- Kanchana Sita Thambu Kummatty, Pokkuvyeil, Chidambaram, Oridathu, Vastuhara

*Score : 1, Time : 2 mts*

Q-35

**Learning outcome**

5.5 Identify the contributions of Indian filmmakers

Question text

- Name the two films directed by Girish Kasaravally

 **Scoring Indicators**

- Ghada Shradha, Tabarana Kathe, Bannada Veshe, Dweepa, Naineeralu, Kraurya

*Score : 1, Time : 2 mts*

Q-36

**Learning outcome**

5.5 Identify the contributions of Indian filmmakers

Question text

- Name the two films directed by Aparna Sen

 **Scoring Indicators**

- 36 Chowrangy line, Mr&Mrs, Iyer, 15Park Avenue

*Score : 1, Time : 2 mts*

Q-37

**Learning outcome**

5.5 Identify the contributions of Indian filmmakers

Question text

- Name the two films directed by Mani Kaul

 **Scoring Indicators**

- Uski Roti, Ashad ka ek din, Duvida, Drupad

*Score : 1, Time : 2 mts*

Q-38

**Learning outcome**

5.5 Identify the contributions of Indian filmmakers

Question text

- Write a brief note on any one of the following film makers  
(G.Aravidan,Sathyajit Rai, Girish Kasaravally Aparna Sen)

 **Scoring Indicators****G.Aravidan (Eg)**

- Renowned film maker from Kerala
- Cartoonist, painter
- Created a cartoon serial for Mathrubhoomi weekly
- First film Utharayanam
- Other films
- Awards/Recognitions

*Score : 4, Time : 8 mts*

Q-39

**Learning outcome**

5.5 Discover the origin of cinema in India and the development of Malayalam cinema

Question text

- Name the permanent venue of IFFI



**Scoring Indicator**

- Goa

*Score : 1, Time : 1½ mts*

Q-40

**Learning outcome**

5.5 Discover the origin of cinema in India and the development of Malayalam cinema

Question text

- Name the permanent venue of IFFK



**Scoring Indicator**

- Thiruvananthapuram

*Score : 1, Time : 1½ mts*

Q-41

**Learning outcome**

5.4 Categorize the different types of films and film movements

Question text

- Write a note on film societies in India.



**Scoring Indicators**

- First film society-1937 Bombay
- Calcutta film society to liberate cinema from commercialization.
- Federation of film societies in India 1959

*Score : 3, Time : 8 mts*

Q-42

**Learning outcome**

5.4 Categorize the different types of films and film movements

Question text

- Write a note on film societies in kerala.



**Scoring Indicators**

- Started in 1960
- Stood for parallel cinema
- Odessa film society-Amma Ariyan.

*Score : 3, Time : 5 mts*

Q-43

**Learning outcome**

5.4 Categorize the different types of films and film movements

Question text

- Explain the role of film society's movements in the growth and development of Malayalam film industry.

 **Scoring Indicators**

- Started in 1960
- Stood for parallel cinema
- Odesa film society-Amma Arian.

*Score : 3, Time : 5 mts*

Q-44

**Learning outcome**

5.5 Discover the origin of cinema in India and the development of Malayalam cinema

Question text

- Name the first Malayalam film produced by collecting money from film lovers.

 **Scoring Indicator**

- Amma Arian

*Score : 1, Time : 1½ mts*

Q-45

**Learning outcome**

5.8 Appreciate cinema as an art form

Question text

- Differentiate scenes and sequence

 **Scoring Indicators**

- Scene
- Series of related shots taken in same location
- Sequence
- Series of scenes

*Score : 2, Time : 5 mts*

Q-46

**Learning outcome**

5.8 Appreciate cinema as an art form

## Question text

- While analyzing a film, certain elements should be considered. What are they? Elaborate your points.

 **Scoring Indicators**

- Set, props, costume, light, acting, cinematography, editing, sound

*Score : 6, Time : 15 mts*

Q-47

**Learning outcome**

5.8 Appreciate cinema as an art form

## Question text

- Critically evaluate current trends in Malayalam cinema

 **Scoring Indicators**

- HD cinema, low budget production, new approach, satellite releasing, etc.

*Score : 6, Time : 15 mts*

Q-48

**Learning outcome**

5.7 Analyse the language and grammar of cinema

## Question text

- What is a blockbuster?

 **Scoring Indicator**

- An impactful movie that fetches huge amount of collections.

*Score : 1, Time : 2 mts*

Q-49

**Learning outcome**

5.7 Analyse the language and grammar of cinema

## Question text

- What is biopic?

 **Scoring Indicators**

- Biographical motion picture
- Dramatises the life of a person

*Score : 1, Time : 2 mts*

Q-50

**Learning outcome**

5.7 Analyse the language and grammar of cinema

Question text

- Define the term "score" in film

 **Scoring Indicators**

- The musical component of a movie's sound track.

*Score : 1, Time : 2 mts*

Q-51

**Learning outcome**

5.7 Analyse the language and grammar of cinema

Question text

- What is trailer?

 **Scoring Indicator**

- An advertisement for the film using highlights from the film with graphics and voice over.

*Score : 1, Time : 2 mts*

Q-52

**Learning outcome**

5.7 Analyse the language and grammar of cinema

Question text

- What is Box-office?

 **Scoring Indicator**

- The measure of the total amount of money paid by viewers.

*Score : 1, Time : 2 mts*



# NEW MEDIA CONCEPTS AND APPLICATIONS

## Learning Outcomes

- 6.1 Perceive the emergence of new media
  - 6.2 Observe the various types of contents of the new media and the new concepts being developed.
  - 6.3 Identify the concepts and principles of online journalism
  - 6.4 Acquire the skills in writing editing and designing an online newspaper
  - 6.5 Identify the user generated content on the web
  - 6.6 Acquire the skills in the production of user generated content like blogs
  - 6.7 Presume the future of new media
- 

Q-1

### Learning outcome

- 6.1 Perceive the emergence of new media

Question text

- Define new media



### Scoring Indicator

- Application of digital, computerized or networked information technologies.

*Score : 1, Time : 2 mts*

Q-2

### Learning outcome

- 6.1 Perceive the emergence of new media

Question text

- What are the characteristics of new media?



### Scoring Indicators

- Immediacy, hyper textuality, interactivity, multimediality, archiving.

*Score : 5, Time : 15 mts*

Q-3

**Learning outcome**

6.1 Perceive the emergence of new media

Question text

- Name the first network system in the world

 **Scoring Indicator**

- Arpanet

*Score : 1, Time : 1½ mts*

Q-4

**Learning outcome**

6.2 Observe the various types of contents of the new media and the new concepts being developed.

Question text

- Expand  
WWW, NSF NET, NOFN, HTTP HTML, ARPANET, BSNL, URL, DNS

 **Scoring Indicators**

- World wide web
- National science foundation network
- National optical fibre network
- Hypertext transfer protocol
- Hypertext mark-up language
- Advanced research project agency network
- Bharath sanchar nigam limited
- Uniform resource locator
- Domain name server (1 each)

*Score : 1, Time : 2 mts*

Q-5

**Learning outcome**

6.2 Observe the various types of contents of the new media and the new concepts being developed.

Question text

- Describe about World Wide Web

 **Scoring Indicators**

- Multimedia part of internet with graphical interphase
- Network of networks.

*Score : 1, Time : 2 mts*

Q-6

**Learning outcome**

6.2 Observe the various types of contents of the new media and the new concepts being developed.

Question text

- What is a search engine?

**Scoring Indicator**

- A software system designed to search information on the web

*Score : 1, Time : 2 mts*

Q-7

**Learning outcome**

6.2 Observe the various types of contents of the new media and the new concepts being developed.

Question text

- Define web browser

**Scoring Indicators**

- A tool to access website content from the internet.
- Eg.-Firefox, internet explorer etc.

*Score : 2, Time : 3 mts*

Q-8

**Learning outcome**

6.3 Identify the concepts and principles of online journalism

Question text

- Write a note on the characteristics of online journalism

**Scoring Indicators**

- Immediacy
  - Hyper textuality
  - Interactivity
  - Multimediality
  - Archiving
- (each indicator must explain in at least 4 sentences)

*Score : 5, Time : 10 mts*

Q-9

**Learning outcome**

6.3 Identify the concepts and principles of online journalism

Question text

- Name the first online newspaper in Malayalam

 **Scoring Indicator**

- Deepika

*Score : 1, Time : 1½ mts*

Q-10

**Learning outcome**

6.4 Acquire the skills in writing editing and designing an online newspaper

Question text

- What is participatory journalism?

 **Scoring Indicators**

- Active participation of collecting, reporting, analyzing and dissemination news and information by citizen.
- Voice of voiceless

*Score : 2, Time : 5 mts*

Q-11

**Learning outcome**

- Acquire the skills in writing editing and designing an online newspaper

Question text

- What is crowd sourcing?

 **Scoring Indicators**

- Technique of collecting materials from audience.
- Materials like videos photos, news etc.
- Coined by Jeff Howe

*Score : 2, Time : 5 mts*

Q-12

**Learning outcome**

6.4 Acquire the skills in writing editing and designing an online newspaper

Question text

- What is open source reporting?

 **Scoring Indicators**

- Refers to an online project open to public
- Data freely available to public  
Eg. Wikipedia

*Score : 2, Time : 5 mts*

Q-13

**Learning outcome**

6.4 Acquire the skills in writing editing and designing an online newspaper

Question text

- What is annotative reporting?

 **Scoring Indicators**

- Coined by Nora Paul
- Preparation of news by public.
- Journalists guide them and give explanatory notes.

*Score : 2, Time : 5 mts*

Q-14

**Learning outcome**

6.4 Acquire the skills in writing editing and designing an online newspaper

Question text

- Write any two reporting trends in online journalism

 **Scoring Indicators**

- Participatory journalism, crowd sourcing, open source reporting, annotative reporting

*Score : 2, Time : 5 mts*

Q-15

**Learning outcome**

6.4 Acquire the skills in writing editing and designing an online newspaper

 **Scoring Indicators****Online news writing**

- Floating inverted pyramids in cyber space
- Most interested part presented in Intro
- Multi layering
- Summary approach
- Conversational style
- Key word specific Headline

**Print news**

- Inverted pyramid
- Headline itself reveals the story
- Formal language
- Detailed information
- 5W's and H presented in Intro

*Score : 6, Time : 15 mts*

Q-16

**Learning outcome**

- Acquire the skills in writing editing and designing an online newspaper

Question text

- What are the different methods used in online news writing

 **Scoring Indicators**

- Floating inverted pyramid
  - Multilayering
  - Summary approach
  - Conventional style
- (Each must be described in at least 2-3 sentences)

*Score : 6, Time : 15 mts*

Q-17

**Learning outcome**

- 6.5 Identify the user generated content on the web

Question text

- Write about the elements in a web page

 **Scoring Indicators**

- Multy media and graphics, typography, navigational devices
- (Each must be described in at least 2 sentences)

*Score : 6, Time : 15 mts*

Q-18

**Learning outcome**

- 6.5 Identify the user generated content on the web

Question text

- Write any four presentation styles in newspaper web page

 **Scoring Indicators**

- Print plus package
- Clickable
- Interactive device package
- Slide shows
- Audio and live chats
- Quiz and surveys
- Animated stories, interactivitive multimedia

*Score : 4, Time : 10 mts*

Q-19

**Learning outcome**

6.5 Identify the user generated content on the web

Question text

- Name two multimedia presentation in a website

 **Scoring Indicators**

- Streaming and non-streaming

*Score : 1, Time : 2 mts*

Q-20

**Learning outcome**

6.6 Acquire the skills in the production of user generated content like blogs

Question text

- What is webcasting?

 **Scoring Indicator**

- Broadcasting on the internet

*Score : 1, Time : 2 mts*

Q-21

**Learning outcome**

6.6 Acquire the skills in the production of user generated content like blogs

Question text

- What is a blog?

 **Scoring Indicators**

- Tool for self-expression on internet
- Consists of textual message and links to other websites
- Frequently updated online journal

*Score : 2, Time : 5 mts*

Q-22

**Learning outcome**

6.6 Acquire the skills in the production of user generated content like blogs

Question text

- Define user generated contents

### Scoring Indicators

- Forms of media created by users of digital media.  
Eg: discussion forums, posts, podcasts, tweet, digital images etc.

*Score : 1, Time : 2 mts*

Q-23

### Learning outcome

6.6 Acquire the skills in the production of user generated content like blogs

Question text

- Difference between blog and micro blog

### Scoring Indicators

#### Blog

- Tool for self-expression on internet
- Consists of textual message and links to other websites
- Frequently updated online journal

#### Microblog

- Microscopic details in brief text
- Message submitted via email/mms
- No unnecessary details. (Twitter)

*Score : 6, Time : 15 mts*

Q-24

### Learning outcome

6.6 Acquire the skills in the production of user generated content like blogs

Question text

- Write any four social media platforms

### Scoring Indicators

- Facebook, twitter, Instagram, linked in, YouTube etc.

*Score : 2, Time : 5 mts*

Q-25

### Learning outcome

6.6 Acquire the skills in the production of user generated content like blogs

Question text

- Write about the relevance of social media

### Scoring Indicators

- Revolunised the way of communication
- Frequent updation.
- Sharing information



- Interaction through any formats
- Growing along with communication technologies
- Universal communication tool
- Immediate access of any information
- Public participation
- Connecting individuals across the globe
- Powerful medium

*Score : 6, Time : 15 mts*

Q-26

### Learning outcome

6.7 Presume the future of new media

Question text

- Influence of social media is growing in society. Write your opinion.

### Scoring Indicators

- Define social media
- Open to all and easily accessible
- Can share information
- Provides chat facility
- Shares photos and videos
- Connecting individuals
- Helps educating people
- Available on mobile phones, iPod etc.
- Your opinion

(6)

*Score : 6, Time : 15 mts*

Q-27

### Learning outcome

- Presume the future of new media

Question text

- Compare iPod and iPad

### Scoring Indicators

- Ipad hand held apple digital musical player
- Ipad ultralight apple tablet computer with e-book, video and musical functions.

*Score : 1, Time : 2 mts*

**Learning Outcomes**

- 7.1 Examine the definition of technical writing
  - 7.2 Locate the evolutionary stages of technical writing
  - 7.3 Compare the different types of technical documents
  - 7.4 Identify the qualities of a technical writer
  - 7.5 Evaluate the characteristics of technical writing
  - 7.6 Identify the various and stages of technical writing
  - 7.7 Compose content for a technical document
- 

Q-1

**Learning outcome**

- 7.1 Examine the definition of technical writing

Question text

- Define technical writing

**Scoring Indicators**

- Writing technical information about a product for someone who does have technical know-how.
- Impresses audience and minimizes the noise factors.
- Minimizes the gap between expert and end users.

*Score : 2, Time : 5 mts*

Q-2

**Learning outcome**

- 7.2 Locate the evolutionary stages of technical writing

Question text

- Write about the need and scope of technical writing

### Scoring Indicators

- Evolved with the innovation in technology.
- Minimizes the complexity of technical information.
- Provides awareness/knowledge to operate products.
- Helps to know about products.
- Network technologies improve
- Chances of interaction makes technical document more vibrant
- Single source of publishing
- Social collaboration
- Real time communication/instant feed backs.

*Score : 4, Time : 10 mts*

Q-3

### Learning outcome

7.3 Compare the different types of technical documents

Question text

- What is user manual?

### Scoring Indicators

- A small booklet/leaflet attached with the package of product.
- Assist end uses to operate the product.

*Score : 2, Time : 5 mts*

Q-4

### Learning outcome

7.5 Evaluate the characteristics of technical writing

Question text

- What are the elements in designing a user manual?

### Scoring Indicators

- Headline
- Introduction of situation
- Target audience
- Prioritization of stages of task
- List of tools
- Narration of process
- Warnings and conclusion.

*Score : 6, Time : 15 mts*

Q-5

### Learning outcome

7.5 Evaluate the characteristics of technical writing

Question text

- What is documentation?

 **Scoring Indicator**

- Information that helps people to solve problems to make decision and do the task efficiently.

*Score : 1, Time : 2 mts*

Q-6

**Learning outcome**

7.5 Evaluate the characteristics of technical writing

Question text

- What is a template?

 **Scoring Indicator**

- A document that is used as a model to create other documents.

*Score : 1, Time : 2 mts*

**Learning Outcomes**

- 8.1 Identify the definitions of advertising
  - 8.2 Trace the etymological derivation of advertising
  - 8.3 Identify the evolution of advertising
  - 8.4 Observe the functions and dysfunctions of advertising
  - 8.5 Categorize the types of advertisements
  - 8.6 Discover the trends in advertising
- 

Q-1

**Learning outcome**

- 8.1 Identify the definitions of advertising

Question text

- Define the term advertising

 **Scoring Indicator**

- Any paid form of non-personal presentation and promotion of goods, ideas and services.  
*Score : 1, Time : 2 mts*

Q-2

**Learning outcome**

- 8.3 Identify the evolution of advertising

Question text

- The first print advertisement in India appeared in which newspaper

 **Scoring Indicator**

- The Bengal Gazette

*Score : 1, Time : 1½ mts*

Q-3

**Learning outcome**

8.3 Identify the evolution of advertising

Question text

- Write about the evolution of advertising in India

**Scoring Indicators**

- The Bengal Gazette carried first print advertisement.
- Advertising agency set up in Mumbai in 1905 by B Dutta Ram.
- Professionalism started in advertisement.
- Second phase emerged in 1960 to 1980.
- Generated Indian professional identity.
- Third phase 1980.
- Synthesis of effective marketing mechanism and high level of creativity.

*Score : 3, Time : 10 mts*

Q-4

**Learning outcome**

8.4 Observe the functions and dysfunctions of advertising

Question text

- What is the aim of advertising?

**Scoring Indicators**

- Inform
- Educate
- Create demand
- Enhance competition
- Establish brand identity
- Promote action
- Improve customer base

*Score : 6, Time : 15 mts*

Q-5

**Learning outcome**

8.4 Observe the functions and dysfunctions of advertising

Question text

- What are the functions of advertising?

**Scoring Indicators**

- Inform
- Educate

- Create demand
- Enhance competition
- Establish brand identity
- Promote action
- Improve customer base

*Score : 6, Time : 15 mts*

Q-6

### Learning outcome

8.4 Observe the functions and dysfunctions of advertising

Question text

- Explain product proliferation



### Scoring Indicators

- The effect of advertising leads to multiplication of identical products.
- It results in the wastage of resources
- Cite an example

*Score : 3, Time : 5 mts*

Q-7

### Learning outcome

8.4 Observe the functions and dysfunctions of advertising

Question text

- Advertisements have both positive and negative effects. Elucidate your view.



### Scoring Indicators

- Inform
- Educate
- Create demand
- Enhance competition
- Establish brand identity
- Promote action
- Improve customer base
- Product proliferation
- Inefficient manufacturing
- Tendency to consume
- Promotes stereotypes

*Score : 6, Time : 15 mts*

Q-8

### Learning outcome

8.5 Categorize the types of advertisements

Question text

- Explain various types of advertisements

 **Scoring Indicators**

- Consumer Ads
- Institutional Ads
- Public service Ads
- Overt Ads
- Surrogate Ads
- Infomercials
- Classified Ads
- Display Ads
- Outdoor media Ads
- Transit Ads

*Score : 6, Time : 15 mts*

Q-9

**Learning outcome**

8.5 Categorize the types of advertisements

Question text

- What is public service advertisement?

 **Scoring Indicators**

- PSA are awareness ads for public causes
- Not for selling a product

*Score : 2, Time : 15 mts*

Q-10

**Learning outcome**

8.5 Categorize the types of advertisements

Question text

- Define infomercials.

 **Scoring Indicators**

- TV commercial in long format
- Describe and demonstrate product features

*Score : 2, Time : 3 mts*



Q-11

**Learning outcome**

8.5 Categorize the types of advertisements

Question text

- what are classified ads

**Scoring Indicators**

- Ads with 2-3 sentences
- Rate fixed by number of words or line
- Usually seen on newspapers
- Cite example

*Score : 2, Time : 5 mts*

Q-12

**Learning outcome**

8.5 Categorize the types of advertisements

Question text

- Explain out of Home advertisements with examples

**Scoring Indicators**

- Advertising like bill boards, posters, sign boards ,electronic sign boards etc.
- Reaches the consumer when he/she outside.

*Score : 3, Time : 10 mts*

Q-13

**Learning outcome**

8.5 Categorize the types of advertisements

Question text

- Differentiate display ads and classified ads

**Scoring Indicators****Classified**

- Ads with 2-3 sentences
- Rate fixed by number of words or line
- Usually seen on newspapers
- Cite example

**Display**

- Common type of printed Ads
- Carries images,headline body copy,logo,slogan etc.
- Appears in different colors
- Displayed in multiple columns

*Score : 6, Time : 8 mts*

Q-14

**Learning outcome**

8.3 Identify the evolution of advertising

Question text

- What are the components in an advertisement?

 **Scoring Indicators**

- Headline
- Subhead
- Body copy
- Image
- Logo
- Slogan

*Score : 5, Time : 8 mts*

Q-15

**Learning outcome**

8.3 Identify the evolution of advertising

Question text

- Prepare an Advertisement

 **Scoring Indicators**

- Headline
- Subhead
- Bodycopy
- Image
- Logo
- Slogan
- Creativity
- Proper arrangement of elements.

*Score : 6, Time : 15 mts*

Q-16

**Learning outcome**

8.6 Discover the trends in advertising

Question text

- What is online advertising?

 **Scoring Indicator**

- Advertisement that are appears on internet.

*Score : 1, Time : 2 mts*

Q-17

**Learning outcome**

8.3 Identify the evolution of advertising

Question text

- Expand-ASCI, ISA, AAAI.K3A

 **Scoring Indicators**

- Advertising standards council of India
- Indian society of advertisers
- Advertising agencies association of India
- Kerala advertising agencies association

*Score : 1, Time : 2 mts*

Q-18

Question text

- What is the importance of copy writers in advertisement?

 **Scoring Indicators**

- Prepare the text for advertisers.
- Persuade someone to buy a product
- Promote sale of goods or offers of services.

*Score : 4, Time : 10 mts*

Q-19

**Learning outcome**

8.3 Identify the evolution of advertising

Question text

- What is Ad Copy?

 **Scoring Indicators**

- The printed text or spoken words in an advertisement.

*Score : 1, Time : 2 mts*

Q-20

**Learning outcome**

8.6 Discover the trends in advertising

Question text

- Define advocacy advertising

 **Scoring Indicator**

- To promote a position for a political, controversial or other social issues.

*Score : 1, Time : 2 mts*

Q-21

**Learning outcome**

8.3 Identify the evolution of advertising

Question text

- What is copy testing?

 **Scoring Indicator**

- To research to determine an advertisement's effectiveness based on consumer responses.

*Score : 1, Time : 2 mts*

Q-22

**Learning outcome**

8.6 Discover the trends in advertising

Question text

- What is green advertising?

 **Scoring Indicator**

- Advertising that promotes a product or services to help preserve the environment.

*Score : 1, Time : 2 mts*

Q-23

**Learning outcome**

8.3 Identify the evolution of advertising

Question text

- Define logo

 **Scoring Indicator**

- A brand name, publication title etc. presented in a special style or type face and used like a trademark.

*Score : 1, Time : 2 mts*

Q-24

**Learning outcome**

8.3 Identify the evolution of advertising

Question text

- Expand -USP

 **Scoring Indicator**

- Unique Selling Proposition or Unique Selling Point.

*Score : 1, Time : 2 mts*

# PUBLIC RELATIONS AND CORPORATE COMMUNICATION

## Learning Outcomes

- 9.1 Observe the concept of PR
- 9.2 Identify the role of PR personnel in an organization
- 9.3 Evaluate the process of PR
- 9.4 Identify the concepts of corporate communication
- 9.5 Identify the tools of corporate communication
- 9.6 Evaluate the role of corporate communication in an organization
- 9.7 Observe the concept of event management

Q-1

### Learning outcome

- 9.1 Observe the concept of PR

Question text

- Define public relations



### Scoring Indicators

- Two way communication between organization and its public.
- It is an organizational tool that utilizes psychological and sociological knowledge and skills to help an organization present a positive image to the general public.

*Score : 2, Time : 5 mts*

Q-2

### Learning outcome

- 9.1 Observe the concept of PR

Question text

- Who is considered as the father of PR?



### Scoring Indicator

- Ivy Lee

*Score : 1, Time : 1½ mts*

Q-3

**Learning outcome**

9.3 Evaluate the process of PR

Question text

- Distinguish internal and external public

 **Scoring Indicators**

Internal

People inside the organization

Directly connected

Eg. Employees of the organization

External

People outside the organization directly or

Indirectly connected or directry

Eg. Neighbour

*Score : 4, Time : 10 mts*

Q-4

**Learning outcome**

9.3 Evaluate the process of PR

Question text

- Distinguish Advertising and PR

 **Scoring Indicators**

Advertising

Paid and cost effective

Direct and explicit

Impersonal mass communication

Short time communication

PR

Non paid form

indirect and implicit

A mass communication that generate

Public attitude

Long time communication

*Score : 6, Time : 15 mts*

Q-5

**Learning outcome**

9.2 Identify the role of PR personnel in an organization

Question text

- Explain the tools commonly used by PR practitioners

 **Scoring Indicators**

- Spoken word
- Written communication
- Media releases
- Photographs
- Trade fairs and exhibition

- Audio visual tools
- Media conference
- Brochure
- News letter
- House journal
- Research

(6)

*Score : 6, Time : 15 mts*

Q-6

**Learning outcome**

9.2 Identify the role of PR personnel in an organization

Question text

- Differentiate internal and external tool

**Scoring Indicators**

Internal	External
Reports	press release
Plans	
Policies/decisions	media conference
House journal	trade fair

*Score : 4, Time : 10 mts*

Q-7

**Learning outcome**

9.2 Identify the role of PR personnel in an organization

Question text

- Write any two digital tools for PR

**Scoring Indicators**

- Website
- Social media

*Score : 1, Time : 2 mts*

Q-8

**Learning outcome**

9.2 Identify the role of PR personnel in an organization

Question text

- Name the English magazine published by I-PRD the government of kerala

**Scoring Indicators**

- Kerala Calling

*Score : 1, Time : 2 mts*

Q-9

**Learning outcome**

9.4 Identify the concepts of corporate communication

Question text

- Define corporate communication

 **Scoring Indicators**

- Safeguard the public image of a company and enrich its goodwill.
- Effective co-ordination of internal and external communication.

*Score : 2, Time : 5 mts*

Q-10

**Learning outcome**

9.5 Identify the tools of corporate communication

Question text

- What is a house journal?

 **Scoring Indicator**

- A publication of a company or an institution circulated at free of cost among the employees and press.

*Score : 1, Time : 2 mts*

Q-11

**Learning outcome**

9.5 Identify the tools of corporate communication

Question text

- What is media release?

 **Scoring Indicators**

- A written document prepared and given to the media.
- Informs events and developments of the organization.

*Score : 2, Time : 5 mts*

Q-12

**Learning outcome**

9.6 Evaluate the role of corporate communication in an organization

Question text

- Explain the functions of a corporate communication officer



### Scoring Indicators

- Counselling
- Media relations
- Employee relations
- Community relations
- Publicity
- Government affairs
- Financial relations
- Industrial relations
- Special events
- Marketing communication
- Issue management
- Research

*Score : 5, Time : 15 mts*

Q-13

### Learning outcome

9.5 Identify the tools of corporate communication

Question text

- What are the traditional tools of corporate communication?

### Scoring Indicators

- Spoken word
- Written communication
- Media releases
- Photographs
- Trade fares and exhibition
- Audio visual tools
- Media conference
- Brochure
- News letter
- House journal
- Research

*Score : 6, Time : 15 mts*

Q-14

### Learning outcome

9.5 Identify the tools of corporate communication

Question text

- what is a press release

 **Scoring Indicators**

- A written document prepared and given to the media.
- Informs events and developments of the organization.

*Score : 2, Time : 5 mts*

Q-15

**Learning outcome**

9.3 Evaluate the process of PR

Question text

- List some of the new media tools used for corporate communication

 **Scoring Indicators**

- Blog
- Instant messages
- Micro blogs
- Photo sharing tools
- Podcast
- Social book marking site
- Video conference
- Video sharing
- Wiki

*Score : 4, Time : 10 mts*

Q-16

**Learning outcome**

9.7 Observe the concept of event management

Question text

- Define event management

 **Scoring Indicators**

- Application of project management to create and develop large scale events.
- It involves studying the brand identity using target audience.
- Planning the logistics
- Co-ordination of technical aspects.

*Score : 3, Time : 5 mts*

Q-17

**Learning outcome**

9.7 Observe the concept of event management

Question text

- School kalolsavam is scheduled to be held in your school. You are assigned to organize that event. How will you manage that event successfully?

 **Scoring Indicators**

- Event planning
- Budgeting
- Site selection
- Preparing schedule
- Acquiring permits
- Co-ordinating transportation/parking
- Event security
- Catering
- Emergency planning
- Arranging for speakers/entertainers
- Decorations
- Emergency plans

*Score : 6, Time : 15 mts*

Q-18

**Learning outcome**

9.6 Evaluate the role of corporate communication in an organization

Question text

- What is corporate image?

 **Scoring Indicators**

- The immediate set of meanings inferred by an individual in response to one or more signals from or about an organization at a single point of time.

*Score : 1, Time : 2 mts*

Q-19

**Learning outcome**

9.6 Evaluate the role of corporate communication in an organization

Question text

- Define market

 **Scoring Indicator**

- A defined group for whom a product is in demand.

*Score : 1, Time : 2 mts*

Q-20

**Learning outcome**

9.6 Evaluate the role of corporate communication in an organization

Question text

- Define stakeholder

 **Scoring Indicator**

- Any group or individual who will be benefitted with the achievement of the organization's objectives.

*Score : 1, Time : 2 mts*

Q-21

**Learning outcome**

9.6 Evaluate the role of corporate communication in an organization

Question text

- What is corporate identity?

 **Scoring Indicator**

- The profile and values communicated by an organization.

*Score : 1, Time : 2 mts*

Q-22

**Learning outcome**

9.6 Evaluate the role of corporate communication in an organization

Question text

- Who are the publics in corporate sector?

 **Scoring Indicator**

- People who mobilize themselves against the organization on the basis of some common issue or concerned to them.

*Score : 1, Time : 2 mts*

Q-23

**Learning outcome**

9.7 Evaluate the role of corporate communication in an organization

Question text

- What is CRM

 **Scoring Indicator**

- System for managing a company interactions with the current and future customers.

*Score : 1, Time : 2 mts*

# SAMPLE QUESTION PAPERS

## SAMPLE QUESTION PAPER -I

### WEIGHT TO CONTENT & LEARNING OUTCOMES

No.	Unit	LO No.	Weight	Percentage
1	Writing for Magazines	1.10.	6	10
2	Magazine Editing and Production	2.22.1.2.5	5	8
3	Writing and production for Radio	3.14.3.12.3.6.3.15.3.3.	7	11.6
4	TV news and Video production	4.13.4.4.4.11.	7	11.6
5	Film Appreciation	5.4.5.19.5.23.5.15.5.22.	7	11.6
6	New media Concepts and Applications	6.23.6.5.6.10.	7	11.6
7	Basics of Technical writing	7.2. 7.10.7.13.	7	11.6
8	Advertising	8.7.8.13.	7	11.6.
9	Public Relations and Corporate Communication	9.11.9.4.9.18.	7	11.6
	<b>Total</b>		<b>60</b>	<b>100</b>

### WEIGHT TO THINKING SKILLS

No.	Thinking Skills	Score	Percentage
1	Conceptual Attainment	36	60
2	Conceptual Generation	24	40
	<b>Total</b>	<b>60</b>	<b>100</b>

### WEIGHT TO FORM OF QUESTIONS

No.	Type	No. of Questions	Score	Percentage
1	Objective	11(1)	11	18
2	Short answer	1(3)2(5),3(4),4(2)	33	54
3	Essay	5(2),6(1)	16	28
	<b>Total</b>		<b>60</b>	<b>100</b>

Class : XII  
Subject : Journalism

### BLUE PRINT

Score : 60  
Time : 2 Hrs

Unit	Thinking skills Content	Thinking skills for Conceptual Attainment			Thinking skills for Conceptual Generation			Total
		OB	SA	Essay	OB	SA	Essay	
1.	Writing for Magazine						1(6)	1(6)
2.	Magazine Editing and Production	1(1)	1(2)			1(2)		3(5)
3.	Writing and Production for Radio	1(1)1(1) 1(1)	1(2)1(2)					5(7)
4.	TV news and Video Production	1(1)				1(3) 1(3)		3(7)
5.	Film Appreciation	1(1) 1(1)	1(1)			1(1) 1(3)		5(7)
6.	New Media Concepts and Applications	1(1)	1(1)				1(5)	3(7)
7.	Basics of Technical Writing	1(1)1(1)		1(5)				3(7)
8.	Advertising		1(4)			1(3)		2(7)
9.	Public Relations and Corporate Communication	1(1)	1(2)1(4)					3(7)
	<b>Total</b>	<b>11(11)</b>	<b>8(18)</b>	<b>1(5)</b>		<b>6(15)</b>	<b>2(11)</b>	<b>28(60)</b>

\*Question number 1, 27 and 28 contain both conceptual attainment and generation elements. So their scores can be calculated by splitting the total score.





3. Find out the Dada Saheb Phalke award winner of 2015.
  - a) ShashiKapoor
  - b) K.Balachandar
  - c) Gulzar
  - d) Soumitra Chatterrji (1)
4. Name the director of documentary Images and Reflections: A Journey into Adoor's Imagery.
  - a) Mrinal Sen
  - b) Girish Karnad
  - c) Girish Kasaravalli
  - d) Adoor Goplakrishnan (1)
5. Complete the sentence: National Public Relations day is observed on ----- every year.
  - a) April 23
  - b) May 21
  - c) January 29
  - d) April 21 (1)
6. There are several types of microphones to record sound from various directions. Which are these microphones? (1)
7. What is the purpose of radio bridge programme in broadcasting studio. (1)
8. Explain the concept of Web.2. (1)
9. Define technical writing. (1)
10. What do you mean by the term teases in TV news? (1)
11. Elucidate the expression 'grammar of cinema.' (1)
12. Comment on Indian new wave film movement. (1)
13. Present the basic rule/ style of radio news writing in single sentence. (1)
14. What are the different stages in the process of technical writing? (1)
15. Write down four important functions of the Public Relations Officer in an organization. (2)

3. 2015 ലെ ദാദാസാഹിബ് ഫാൽക്കെ അവാർഡ് ജേതാവ് ആര്?
  - a) ശശികപൂർ
  - b) കെ. ബാലചന്ദർ
  - c) ഗുൽസാർ
  - d) സൗമിത്ര ചാറ്റർജി (1)
4. "Images and Reflections -a Journey to Adoor's Imagery" എന്ന പ്രാസംഗിതത്തിന്റെ സംവിധായകൻ
  - a) മൃണാൾസെൻ
  - b) ഗിരിഷ് കർണാട്
  - c) ഗിരിഷ് കാസറവള്ളി
  - d) അടൂർ ഗോപാലകൃഷ്ണൻ (1)
5. വാചകം പൂർണ്ണമാക്കുക. ദേശീയ പബ്ലിക് റിലേഷൻസ് ദിനം ആചരിക്കുന്നത് ----- ലാണ്.
  - a) ഏപ്രിൽ 23
  - b) മെയ് 21
  - c) ജനുവരി 29
  - d) ഏപ്രിൽ 21 (1)
6. പല ദിശകളിൽ നിന്നുള്ള ശബ്ദം റെക്കോർഡ് ചെയ്യുന്ന വിവിധ മൈക്രോഫോണുകൾ ഉണ്ടല്ലോ. അവ ഏതെല്ലാം? (1)
7. റേഡിയോബ്രിഡ്ജ് പരിപാടികളുടെ ഉദ്ദേശം വ്യക്തമാക്കുക. (1)
8. വെബ് 2 എന്തെന്നു വിശദീകരിക്കുക. (1)
9. ടെക്നിക്കൽ റെറ്ററിങ് നിർവചിക്കുക. (1)
10. ടി.വി. ന്യൂസിൽ ഉപയോഗിക്കുന്ന റ്റിസെൻസ് എന്ന പദം എന്താണ് അർത്ഥമാക്കുന്നത്? (1)
11. സിനിമയുടെ വ്യാകരണം എന്ന പ്രയോഗത്തിന്റെ അർത്ഥം വിശദീകരിക്കുക. (1)
12. ഇന്ത്യൻ നവതരംഗസിനിമയെക്കുറിച്ച് അഭിപ്രായം എഴുതുക. (1)
13. റേഡിയോ വാർത്താചെയ്യലുടെ അടിസ്ഥാന തത്ത്വം ഒറ്റവാചകത്തിൽ എഴുതുക. (1)
14. ടെക്നിക്കൽ റെറ്ററിങ്ങിന്റെ വിവിധ ഘട്ടങ്ങൾ ഏവ? (1)
15. ഒരു സ്ഥാപനത്തിൽ പി.ആർ.ഒ നിർവഹിക്കുന്ന നാല് പ്രധാന ധർമ്മങ്ങൾ എഴുതുക. (2)


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| <p>16. State four principles of magazine editing. (2)</p> <p>17. Which is your favourite magazine? Explain why do you read it regularly. (2)</p> <p>18. Madhu is a radio news anchor and Jasmine is a radio jockey. Contrast their professional qualities. (2)</p> <p>19. Differentiate Digital Radio Mondiale and Frequency Modulation. (2)</p> <p>20. You are planning to produce a short film on child labour and you know that a story board is necessary for describing each scene. Sketch a story board for the opening scene. (3)</p> <p>21. Prepare a TV news script from the given news story either, in English or Malayalam. (3)</p> | <p>16. മാഗസിൻ എഡിറ്റിങ്ങിന്റെ നാല് പ്രധാന തത്വങ്ങൾ പ്രസ്താവിക്കുക. (2)</p> <p>17. നിങ്ങളുടെ ഇഷ്ടമാസിക ഏതാണ്? അത് പതിവായി വായിക്കുന്നത് എന്തുകൊണ്ടെന്ന് വിശദീകരിക്കുക. (2)</p> <p>18. മധു റേഡിയോ ന്യൂസ് ആങ്കർ ആണ്. ജാസ്മിൻ റേഡിയോ ജോക്കിയും. ഇരുവരുടെയും ജോലിക്കാവശ്യമായ ഗുണഗണങ്ങൾ താരതമ്യപ്പെടുത്തുക. (2)</p> <p>19. Digital Radio Mondiale ലും Frequency Modulation തും തമ്മിലുള്ള വ്യത്യാസം എന്തെല്ലാം? (2)</p> <p>20. നിങ്ങൾ ബാലവേലയെപ്പറ്റി ഒരു ഹ്രസ്വചിത്രം നിർമ്മിക്കാൻ ആഗ്രഹിക്കുന്നു. ഓരോ സീനും വിവരിക്കുന്നതിനു സ്റ്റോറിബോർഡ് ആവശ്യമാണെന്ന് നിങ്ങൾക്ക് അറിയാം. പ്രാരംഭ സീനിന്റെ സ്റ്റോറിബോർഡ് വരയ്ക്കുക. (3)</p> <p>21. താഴെ കൊടുത്തിരിക്കുന്ന വാർത്തയെ അടിസ്ഥാനമാക്കി ഒരു ടെലിവിഷൻ വാർത്താസ്ക്രിപ്റ്റ്, ഇംഗ്ലീഷിലോ മലയാളത്തിലോ തയ്യാറാക്കുക. (3)</p> |
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A four-member delegation led by Gautham Adani's son Karan Adani, who is also the executive director of Adani Ports, will visit Chief Minister OommenChandy on Monday to discuss further steps to make Vizhinjam International Seaport Limited a reality.

The delegation will meet Mr. Chandy at the chief minister's chamber in the Assembly complex at 12 noon. The dates for signing the agreement for the port and the inaugural ceremony for the construction are likely to come up at the meeting.


The visit is a follow-up of the state government submitting the letter of award to Adani Ports. Both the chief minister and Port Minister K. Babu had earlier written to the centre seeking exemption from the cabotage law for the port. Another letter will be sent to the centre to extend the cabotage exemption to Vallarpadam port, which ends in October. Mr. Babu said in a statement on Friday.

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| <p>22. The media club of your school plans to conduct a film festival this year. Discuss the need of organizing such film festivals in campus every year. (3)</p> <p>23. Recently in television channels there is a boom of surrogate advertisements and infomercials. Substantiate your views. (3)</p> | <p>22. നിങ്ങളുടെ സ്കൂളിലെ മീഡിയ ക്ലബ്ബ് ഈ വർഷം ഒരു ചലച്ചിത്രോത്സവം നടത്താൻ ഉദ്ദേശിക്കുന്നു. എല്ലാവർഷവും ക്യാമ്പസുകളിൽ ചലച്ചിത്രോത്സവം നടത്തുന്നതിന്റെ ആവശ്യകതയെക്കുറിച്ച് ചർച്ച ചെയ്യുക. (3)</p> <p>23. സരോഗേറ്റ് പരസ്യങ്ങൾ, ഇൻഫൊമെർഷിയലുകൾ ഇവയുടെ ആധിക്യം അടുത്തകാലത്ത് ടി.വി. ചാനലുകളിൽ കണ്ടുവരുന്നു. നിങ്ങളുടെ കാഴ്ചപ്പാട് സാധൂകരിക്കുക. (3)</p> |
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24. Identify the various types of online advertisements we see on web pages and describe them with examples. (4)
25. If you are appointed as corporate communication officer in a company, what are the new media tools you would use to promote corporate image of a company? Enlist them and explain any three. (4)
26. The user manual is an important communication tool for customers. Describe the structure of user manual with illustrations. (5)
27. While reading a newspaper and its online edition (website) you might have noticed many differences and similarities. Compare a print newspaper and its web edition in terms of important characteristics of both types of newspapers and write a report. (5)
28. Identify the personality from the given photograph and write profile not exceeding in about 500 words for your campus magazine.  (6)

Hints:

- An activist for female education in Pakistan
- The youngest-ever Nobel Prize laureate
- Known mainly for human rights advocacy

24. വെബ്‌പേജുകളിൽ സാധാരണയായി കണ്ടുവരുന്ന ഓൺലൈൻ പരസ്യങ്ങൾ ഏവ? ഉദാഹരണസഹിതം വിവരിക്കുക. (4)
25. ഒരു കമ്പനിയിലെ കോർപ്പറേറ്റ് കമ്മ്യൂണിക്കേഷൻ ഓഫീസറായി നിങ്ങൾ നിയമിക്കപ്പെടുന്നു. വെബ്സൈറ്റിൽ ഏതെല്ലാം നവമാധ്യമ ഉപാധികളാണ് കമ്പനിയുടെ കോർപ്പറേറ്റ് ഇമേജ് വർദ്ധിപ്പിക്കാനായി നിങ്ങൾ ഉപയോഗിക്കുക? അവയുടെ ലിസ്റ്റ് തയ്യാറാക്കി, ഏതെങ്കിലും മൂന്ന് ഉപാധികളെക്കുറിച്ച് വിശദീകരിക്കുക. (4)
26. യൂസർ മാനുവലുകൾ, കസ്റ്റമറിനുള്ള ആശയവിനിമയോപാധികളാണ്. ഒരു യൂസർ മാനുവലിന്റെ ഘടന ചിത്രീകരിച്ച് വിവരിക്കുക. (5)
27. ഒരു പത്രവും അതിന്റെ ഓൺലൈൻ എഡിഷനും വായിക്കുമ്പോൾ സാദൃശ്യങ്ങളും വൈജാത്യങ്ങളും നിങ്ങൾ കണ്ടെത്തുന്നു. ഒരു പ്രിന്റ് ന്യൂസ്‌പേപ്പറും ഓൺലൈൻ, ന്യൂസ്‌പേപ്പറും സമാവസരിശേഷതകളുടെ അടിസ്ഥാനത്തിൽ താരതമ്യം ചെയ്ത് റിപ്പോർട്ട് എഴുതുക. (5)
28. ഫോട്ടോയിലുള്ള വ്യക്തിയെ തിരിച്ചറിഞ്ഞ് പ്രൊഫൈൽ (വ്യക്തിചിത്രം) ക്യാമ്പസ് മാസികയ്ക്കുവേണ്ടി തയ്യാറാക്കുക. (ഏകദേശം 500 വാക്കുകളിൽ)  (6)

സൂചകങ്ങൾ

- പാകിസ്താനിലെ സ്ത്രീ വിദ്യാഭ്യാസ പ്രവർത്തക
- ഏറ്റവും പ്രായം കുറഞ്ഞ നൊബേൽ സമ്മാന ജേതാവ്
- മനുഷ്യാവകാശ പ്രവർത്തക

## SCORING Key

Qn. No.	Sub Qns	Answer Key/Value Points	Score	Total
1		c) Twitter	1	1
2		d)TharunTejpal- The Week	1	1
3		a)ShashiKapoor	1	1
4		c)GirishKasaravalli	1	1
5		d)April 21	1	1
6		Uni-directional,bi-directional and omni- directional microphones.	1	1
7		It is used for connecting different radio stations for a programme or interaction with participants.	1	1
8		Web.2. is the user generated part of the internet consisting of blogs, social media and other user generated content.	1	1
9		Technical writing is defined as writing technical information for someone who doesn't have technical background or know-how.	1	1
10		Teases are short sentences used in a television news script to hold the audience attention just before a commercial break.	1	1
11		The inner meaning of the expression grammar of cinema means the composition of a visual language	1	1
12		The Indian new wave or parallel cinema movement began in 1950s. Satyajit Ray, Ritwik Ghatak, Mani Kaul and Mrinal Sen were the pioneers of this movement.	1	1
13		The basic rule in radio news writing is to keep the sentences short, avoid complex sentences and use common words.	1	1
14		Planning,Drafting and Revising.	1	1
15		Media, community, industry and governmental relations, campaigns, interest group representation, conflict mediation, investor and employee relations etc.	2	2
16		Editorial policy, content, balance, comprehensiveness, accuracy, house style.(short note on any four)	2	2
17		Any magazine, reasons for selection:good design and lay out.	2	2
18		A radio news anchor is the reader of radio news bulletin. They have solid training in reporting, editing and news reading in addition to the oral communication skills. A radio jockey work in FM stations and presents film songs in entertainment way. They have pleasing voice, knowledge of music and software skills.	2	2

Qn. No.	Sub Qns	Answer Key/Value Points	Score	Total
19		The frequency of FM radio is between 88 to 108 MHz Digital radio mondaile is digital broadcasting,	2	2
20		Illustration and description of opening scene	3	3
21		Prepare script in split- page format.(Refer page no.94 of the text book)	3	3
22		Discussion points; film literacy and education; promoting good cinema; developing a film culture etc.	3	3
23		Definitions of surrogate advertisement and infomercial. Recent examples from television channel. Reasons for increasing rate of such advertisements such as ban of advertisements on certain products such as liquor, TV advantages as a visual medium etc..	3	3
24		Definition of online advertising. Types- floating advertisements, expanding ads, wallpaper ads etc.	4	4
25		New media tools such as social media release, blogs social media and other user generated content.	4	4
26		Cover, precautions,ToC, introduction, abbreviations, technical specifications,warranty and accessories.	5	5
27		Definition and examples of online newspapers and details of characteristics such as immediacy, hypertextuality, interactivity, multimediality and archiving.	5	5
28		MalalaYousafzai.Profile should be evaluated by the knowledge about the personality and articulation skills.	6	6
		<b>Total Marks</b>	<b>60</b>	<b>60</b>

## QUESTION BASED ANALYSIS

Sl. No.	Content/Units	LO	Specific thinking Skills	Form of Questions	Score	Time
1	Unit -6	6.23	CA	OB (MCQ)	1	90seconds
2	Unit -2	2.2	CA	OB (MCQ)	1	90seconds
3	Unit -5	5.4	CA	OB (MCQ)	1	90seconds
4	Unit -5	5.19.	CA	OB (MCQ)	1	90seconds
5	Unit -9	9.11	CA	OB (MCQ)	1	90seconds
6	Unit -3	3.14	CA	OBJECTIVE	1	90seconds
7	Unit -3	3.12	CA	OBJECTIVE	1	90seconds
8	Unit -6	6.5	CA	OBJECTIVE	1	90seconds
9	Unit -7	7.2.	CA	OBJECTIVE	1	90seconds
10	Unit -7	4.13	CA	OBJECTIVE	1	90seconds
11	Unit -5	5.23	CA+CG	OBJECTIVE	1	90seconds
12	Unit -5	5.15.	CA+CG	VSA	1	90seconds
13	Unit -3	3.6.	CA	VSA	1	90seconds
14	Unit -7	7.10	CA	VSA	1	90seconds
15	Unit -9	9.4.	CA	OB	2	3 minutes
16	Unit -2	2.1.	CA	SA	2	3 minutes
17	Unit 2	2.5.	CG+CA	SA	2	3 minutes
18	Unit -3	3.15.	CA	SA	2	3 minutes
19	Unit -3	3.3.	CA	SA	2	3 minutes
20	Unit -4	4.4	CG	SA	3	5 minutes
21	Unit -4	4.11.	CG	SA	3	5 minutes
22	Unit -5	5.22.	CG	SA	3	5 minutes
23	Unit -8	8.7.	CA	SA	3	5 minutes
24	Unit -8	8.13.	CA	SA	4	10 minutes
25	Unit -9	9.18.	CA	SA	4	10 minutes
26	Unit -7	7.13.	CA	Essay	5	14minutes
27	Unit -6	6.10.	CG=CA	Essay	5	14 minutes
28	Unit -1	1.10.	CA + CG	Essay	6	16 minutes
	<b>TOTAL</b>					<b>120 minutes</b>

## Sample Question Paper -II

### WEIGHT TO CONTENT & LEARNING OUTCOMES

No.	Unit	LO No.	Weight	Percentage
1	Writing for Magazines	1.5, 1.8, 1.10	6	10
2	Magazine Editing and Production	2.6, 2.7	5	8
3	Writing and Production for Radio	3.1, 3.4, 3.12	7	11.6
4	TV news and Video Production	4.4, 4.6, 4.7, 4.9	7	11.6
5	Film Appreciation	5.12, 5.16, 5.22, 5.25	7	11.6
6	New Media Concepts and Applications	6.5, 6.7, 6.23, 6.27	7	11.6
7	Basics of Technical Writing	7.5, 7.7, 7.10	7	11.6
8	Advertising	8.5, 8.6	7	11.6
9	Public Relations and Corporate Communication	9.15, 9.16, 9.20	7	11.6
	<b>Total</b>		<b>60</b>	<b>100</b>

### WEIGHT TO THINKING SKILLS

No.	Thinking Skills	Score	Percentage
1	Conceptual Attainment	36	60
2	Conceptual Generation	24	40
	<b>Total</b>	<b>60</b>	<b>100</b>

### WEIGHT TO FORM OF QUESTIONS

No.	Type	No. of Questions	Score	Percentage
1	Objective	10	12	20
2	Short answer	15	42	70
3	Essay	1	6	10
	<b>Total</b>		<b>60</b>	<b>100</b>

Class : XII  
Subject : Journalism

## BLUE PRINT

Score : 60  
Time : 2 Hrs

Unit	Thinking skills Content	Thinking skills for Conceptual Attainment			Thinking skills for Conceptual Generation			Total
		OB	SA	Essay	OB	SA	Essay	
1	Writing for Magazines	1 (1)	1(2)qs. 13 1 (3)					3 (6)
2	Magazine Editing and Production					1 (3) 1 (2)		2 (5)
3	Writing and Production for Radio	1 (1) 1 (1) 1(1)qs.9				1 (4)		4 (7)
4	TV News and Video Production	1 (1) 1 (1)	1 (4)			1 (1)		4 (7)
5	Film Appreciation	1 (1) 1(1)qs.9				1(1) 1 (4)		3 (7)
6	New Media Concepts and Applications	1 (1) 1(1)qs.9	1(2)qs. 13 1 (3)					2 (7)
7	Basics of Technical Writing	1 (1)	1 (3)			1 (3)		3 (7)
8	Advertising			1 (6)	1 (1)			2 (7)
9	Public Relations and Corporate Communication		1 (2)			1 (3) 1 (2)		2 (7)
	<b>Total</b>	<b>9 (11)</b>	<b>6 (19)</b>	<b>1 (6)</b>	<b>1 (1)</b>	<b>9 (23)</b>		<b>26 (60)</b>





4. Complete the AIDA formula of advertising:  
Attention, ..... , Desire, Action. (1)
5. Who was the first Controller of Broadcasting in India? (1)
6. Which is the last film in Apu Trilogy? (1)
  - a. Jal Sagar
  - b. Pikoo
  - c. Aparajito
  - d. Teen Kanya
7. Identify the shot: (1)



8. What is a jingle? (1)
9. Expand the abbreviations: (3)
  - a. IFFK
  - b. AIR
  - c. WWW
10. Write the significance of the film *The Jazz Singer* in the history of world cinema. (1)
11. What are the uses of a storyboard? (1)
12. What is a user manual? (1)
13. Write short notes on : (4)
  - a. Persuasive writing
  - b. Applet
14. Critically evaluate the role of house journals in corporate communication. (2)
15. Explain how corporate communication is essential in today's business world. (2)
16. Evaluate the importance of cover page in a magazine. (2)
17. Identify the characteristics of the following features: (3)
  - a. profile
  - b. human interest feature
  - c. review

4. പരസ്യങ്ങളുടെ AIDA സമവാക്യം പൂർത്തിയാക്കുക.  
Attention, ..... , Desire, Action. (1)
5. ഇന്ത്യയിലെ ആദ്യത്തെ കൺട്രോളർ ഓഫ് ബ്രോഡ്കാസ്റ്റിംഗ് ആരാണ്? (1)
6. 'അപൂട്രിലോജി' ലെ അവസാനത്തെ ചിത്രം ഏത്? (1)
  - a. ജലസാഗർ
  - b. പിക്യൂ
  - c. അപരാജിതോ
  - d. തീൻ കന്യ
7. ഈ ഷോട്ട് തിരിച്ചറിയുക. (1)



8. ജിംഗിൾ എന്നാലെന്ത്? (1)
9. ചുരുക്കെഴുത്തുകൾ വിപുലീകരിക്കുക. (3)
  - a. IFFK
  - b. AIR
  - c. WWW
10. 'ജാസ് സിംഗർ' എന്ന സിനിമയ്ക്ക് ലോക സിനിമാ ചരിത്രത്തിലുള്ള പ്രാധാന്യം എന്ത്? (1)
11. സ്റ്റോറി ബോർഡിന്റെ ഉപയോഗങ്ങൾ എന്തെല്ലാം? (1)
12. യൂസർ മാനുവൽ എന്നാലെന്ത്? (1)
13. ചെറുകുറിപ്പ് എഴുതുക. (4)
  - a. Persuasive writing
  - b. Applet
14. കോർപ്പറേറ്റ് കമ്മ്യൂണിക്കേഷനിൽ ഹൗസ് ജേർണലുകളുടെ പ്രാധാന്യം വിമർശനാത്മകമായി വിലയിരുത്തുക. (2)
15. ഇന്നത്തെ കച്ചവട ലോകത്തിൽ കോർപ്പറേറ്റ് കമ്മ്യൂണിക്കേഷന്റെ പ്രസക്തി എപ്രകാരമെന്ന് വിശദീകരിക്കുക. (2)
16. മാസികകളുടെ കവർപേജിന്റെ പ്രാധാന്യം വിശകലനം ചെയ്യുക. (2)
17. ചുവടെ ചേർത്തിട്ടുള്ള ഫീച്ചറുകളുടെ പ്രത്യേകതകൾ തിരിച്ചറിയുക : (3)
  - a. പ്രൊഫൈൽ
  - b. ഹ്യൂമൻ ഇന്ററസ്റ്റ്
  - c. റിവ്യൂ

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|--|---|
| <p>18. Point out the things to remember while drafting a technical document. (3)</p> <p>19. Define a blog. Identify any two types of blogs. (3)</p> <p>20. 'Technical writers communicate technology with laymen'. Substantiate your views. (3)</p> <p>21. Write an account in 150 - 200 words on a media campaign you noticed recently. (3)</p> <p>22. You are one among in the production team of campus magazine. Suggest a suitable title for the magazine and the contents to be included in it. (3)</p> <p>23. What is mise-en-scene? Write a note on any two mise-en-scene elements. (4)</p> <p>24. Explain how the community radio is helpful to cater to the demands of a particular community? (4)</p> <p>25. Identify the three - point lighting used in video production and explain it. (4)</p> <p>26. Advertisements play an important role in our daily life. Explain the major functions and dysfunctions of advertisements. (6)</p> | <p>18. ഒരു ടെക്നിക്കൽ ഡോക്യുമെന്റ് തയ്യാറാക്കുമ്പോൾ ഓർമ്മിക്കേണ്ട കാര്യങ്ങൾ ചൂണ്ടിക്കാണിക്കുക. (3)</p> <p>19. ബ്ലോഗിന് നിർവചനമെഴുതുക. ഏതെങ്കിലും രണ്ട് തരത്തിലുള്ള ബ്ലോഗുകളെ തിരിച്ചറിയുക. (3)</p> <p>20. "ടെക്നിക്കൽ എഴുത്തുകാർ സാങ്കേതികവിദ്യ സാധാരണക്കാരിൽ എത്തിക്കുന്നു." ഈ പ്രസ്താവനയോടുള്ള നിങ്ങളുടെ അഭിപ്രായം സാധൂകരിക്കുക. (3)</p> <p>21. അടുത്ത കാലത്തായി നിങ്ങളുടെ ശ്രദ്ധയിൽപ്പെട്ട ഏതെങ്കിലുമൊരു മാധ്യമ പ്രചരണത്തെക്കുറിച്ച് 150 - 200 വാക്കുകളിൽ എഴുതുക. (3)</p> <p>22. ക്യാമ്പസ് മാഗസിന്റെ നിർമ്മാണ ചുമതലയുള്ള സംഘത്തിൽ അംഗമാണ് താങ്കൾ. ഈ മാഗസിന് ഒരു പേരും അതിൽ ഉൾപ്പെടുത്തേണ്ട ഉള്ളടക്കങ്ങളും നിർദ്ദേശിക്കുക. (3)</p> <p>23. മിസ്-എൻ-സിൻ എന്നാലെന്ത്? ഏതെങ്കിലും രണ്ട് മിസ്-എൻ-സിൻ ഘടകങ്ങളെക്കുറിച്ച് കുറിപ്പ് എഴുതുക. (4)</p> <p>24. കമ്മ്യൂണിറ്റി റേഡിയോ എപ്രകാരം ഒരു പ്രത്യേക ജനസമൂഹത്തിന്റെ ആവശ്യങ്ങൾ നിറവേറ്റാൻ പ്രയോജനകരമാണെന്ന് വിശദീകരിക്കുക. (4)</p> <p>25. വീഡിയോ നിർമ്മാണത്തിന് ഉപയോഗിക്കുന്ന ത്രീ പോയിന്റ് ലൈറ്റിംഗ് എന്താണെന്ന് തിരിച്ചറിയുക. അവയെക്കുറിച്ച് വിശദീകരിക്കുക. (4)</p> <p>26. പരസ്യങ്ങൾ നമ്മുടെ നിത്യജീവിതത്തിൽ പ്രധാനപ്പെട്ട പങ്കുവഹിക്കുന്നു. പരസ്യങ്ങളുടെ പ്രധാന ചുമതലകളും അവയുടെ പ്രവർത്തന ക്ഷമല്ലാത്തതുമായ കാര്യങ്ങൾ വിശദീകരിക്കുക. (6)</p> |
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## SCORING Key

Qn. No.	Sub Qns	Answer Key/Value Points	Score	Total
1		b) Tilting	1	1
2		c) Google Chrome	1	1
3		c) National Geographic	1	1
4		Interest	1	1
5		Lionel Fielden	1	1
6		Aparajito	1	1
7		Long shot	1	1
8		A small song or music used for promotion or advertising	1	1
9	a)	International Film Festival of Kerala	1	3
	b)	All India Radio	1	
	c)	World Wide Web	1	
10		The first sound film in the world	1	1
11		Used as a pre planning material. It saves a lot of time, money and effort of the production team.	1	1
12		Small booklet or leaflet attached with a product. It helps the end users to operate a product.	1	1
13	a)	It's aim is to convince the target audience. Eg. Editorials, essays, opinion articles, etc.	2	4
	b)	These are the heart of mobile journalism. It is any small application that performs one specific task which runs within the scope of a dedicated widget engine or a larger program.	2	
14		House journals are publications from public relations department. It is just like magazines in form and content. But they are circulated internally and free of cost.	2	2
15		Organisations work meticulously to protect their corporate image. Organisations also realised that messages through various media can complement one another leading to a greater communication impact.	2	2
16		Magazines face is like a person's face. It is the primary indicator of a magazine's personality. The purpose of a well designed cover, is to sell the issue, both to your regular readers and to the new readers, who might be looking for a change. It sells the brand and hence it has to be visually appealing and different from the other cover pages	2	2

Qn. No.	Sub Qns	Answer Key/Value Points	Score	Total
17	a)	A profile is a type of feature story that usually focuses the personality of an individual person or what's important or interesting about that person.	1	
	b)	Human interest features are those that involve a reader emotionally, stimulating or depressing him, angering him, or amusing him, awakening sympathy or distaste. A human interest story may emphasise such news elements as relationships, drama, conflict, or oddity.	1	
	c)	A review provides critical assessment, factual information and also should describe the work and express an opinion about it. A review in magazines is an evaluation of an art form like film, drama, musical production or a newly published book.	1	3
18		Language appropriateness, Conciseness and flow, Maintenance of impersonal and formal language, Bias free language, Maintenance of style, Sentence variety, Word economy, Adaptability	3	3
19		Blog is an online journal or diary for self expression. The different types blogs include personal blog, corporate blog, micro blog, etc.	3	3
20		Technical writing is a challenging job as the technical communicators work with engineers, designers and specialists to learn the technical information. They then convert the technical data into a readable piece. Technical writing is the delivery of technical information to readers or listeners or viewers in a manner that is adapted to their needs, level of understanding and background.	3	3
21		Evaluate the answer on the basis of any recent media campaigns like Run Kerala Run, SwachhBharath, Pulse Polio Immunization and Palathulli	3	3
22		Any suitable title for the magazine and the type of content to be included.	3	3
23		It refers to what is put before the camera or everything that happens within the frame, including the frame itself. The elements that comprise mise-en-scène are: setting, props, costume, lighting, acting, cinematography, editing, sound, characters and narrative. The answer should also include a short description of any two mise-en-scene elements mentioned above.	4	4

Qn. No.	Sub Qns	Answer Key/Value Points	Score	Total
24		<p>Community Radio facilitates individuals, groups and communities to share their experiences and is considered as a participatory development communication initiative. These radios preserve local language and culture, traditions and social norms.</p> <p>It is a geographic-specific and audience - specific radio broadcast in FM mode. It serves populations in far flung areas, coastal areas or in some areas where people live together as a community.</p>	4	4
25		<p>Three-point lighting, also known as triangle or photographic lighting, is the most common and useful lighting approach. Here both directional and diffused lighting are used to obtain the best results. The three principal lights used in this technique are: key, fill and back lights.</p>	4	4
26		<p>Advertisement's functions include information to the public, educate the mass, create demand, enhance competition, build brand identity, promote action, improving customer base and communicate to persuade audience. The major dysfunctions of advertising are: product proliferation, inefficient manufacturing, tendency to consume more and promotion of stereotypes.</p>	6	6

## QUESTION BASED ANALYSIS

Sl. No.	Content/Units	LO	Specific thinking Skills	Form of Questions	Score	Time
1	Unit - 4	4.7	CA	OB(MCQ)	1	90 seconds
2	Unit - 6	6.7	CA	OB(MCQ)	1	90 seconds
3	Unit - 1	1.8	CA	OB(MCQ)	1	90 seconds
4	Unit - 8	8.5	CG	OB(MCQ)	1	90 seconds
5	Unit - 3	3.1	CA	OB	1	90 seconds
6	Unit - 5	5.16	CA	OB(MCQ)	1	90 seconds
7	Unit - 4	4.6	CG	OB	1	90 seconds
8	Unit - 3	3.12	CA	OB	1	90 seconds
9	a. Unit - 5 b. Unit - 3 c. Unit - 6	5.22 3.1 6.5	CA CA CA	OB OB OB	1 1 1	2 minutes
10	Unit - 5	5.12	CG	SA	1	2 minutes
11	Unit - 4	4.4	CA	OB	1	3 minutes
12	Unit - 7	7.7	CA	OB	1	3 minutes
13	a. Unit - 1 b. Unit - 6	1.5 6.27	CA CA	SA SA	2 2	6 minutes
14	Unit-9	9.16	CG	SA	2	4 minutes
15	Unit - 9	9.15	CA	SA	2	4 minutes
16	Unit - 2	2.6	CG	SA	2	5 minutes
17	Unit - 1	1.10	CA	SA	3	5 minutes
18	Unit-7	7.10	CA	SA	3	5 minutes
19	Unit - 6	6.23	CA	SA	3	5 minutes
20	Unit - 7	7.5	CG	SA	3	5 minutes
21	Unit - 9	9.20	CG	SA	3	8 minutes
22	Unit - 2	2.7	CG	SA	3	8 minutes
23	Unit - 5	5.25	CG	SA	4	8 minutes
24	Unit - 3	3.4	CG	SA	4	10minutes
25	Unit - 4	4.9	CA	SA	4	10 minutes
26	Unit - 8	8.5 & 8.6	CA	ESSAY	6	15 minutes
	<b>Total</b>				<b>60</b>	<b>120 minutes</b>

