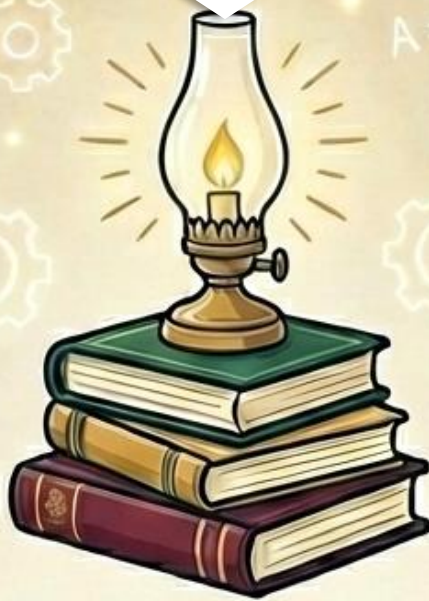




NIOS PYQ's SOLUTIONS

PREVIOUS YEARS' QUESTIONS & ANSWERS



APRIL-2025

Your Path to Success

SECTION - A

A. ☐
B. ☒
C. ☐



1. Which of the following promotes community involvement in development communication?

- (A) Public information
- (B) Food security
- (C) Horticulture
- (D) None of these

Ans - (B) Food security

2. What transforms information into news?

- (A) Song
- (B) Numbers
- (C) News value
- (D) None of these

Ans - (C) News value

3. NEWS stands for

- (A) New, East, Watch, Standard
- (B) News, Eager, Watch, Standard
- (C) North, East, West, South
- (D) New, Eager, Wide, Standard

Ans - (C) North, East, West, South

4. Which of the following is a factor that led to the growth of newspapers in India?

- (A) Rise in language media
- (B) Multiple editions
- (C) Boom in advertising
- (D) All of these



Ans - (D) All of these

5. Which radio format connects different stations throughout the length and breadth of the country?

- (A) Radio on Internet
- (B) Podcast
- (C) Radio bridge
- (D) None of these

Ans - (C) Radio bridge

6. Which of the following is not correct about the Station Director of a radio station?

- (A) He/She is in-charge of the radio station.
- (B) He/She is the head of the programme wing.
- (C) In some stations, the Station Director is called manager.
- (D) He/She presents the programme on radio.

Ans - (D) He/She presents the programme on radio.

7. Which of the following DD channels is used for educational purpose?

- (A) Gyandarshan
- (B) Gyanvani
- (C) DD Sports
- (D) None of these

Ans - (A) Gyandarshan

8. Television informs and raises _____ about social issues such as climate change, environmental pollution, and more.

- (A) awareness
- (B) entertainment
- (C) distraction
- (D) None of these



Ans - (A) awareness

9. Which of the following is not a part of public relation practices meant for political campaigning?

- (A) Public meetings
- (B) Posters
- (C) Hoardings
- (D) Discount on goods and services

Ans - (D) Discount on goods and services

10. Which of the following activities does a visualizer perform?

- (A) Slogan designing
- (B) Marketing
- (C) Media planning
- (D) Media research

Ans - (A) Slogan designing

11. Which is the method used in product public relations?

- (A) Exhibitions
- (B) Window display
- (C) Organizing special events
- (D) All of these

Ans - (D) All of these

OPTIONAL MODULE-A (Traditional Media)

12. Which of the following is correct about traditional media?

- (A) Traditional media can be the most effective in rural areas
- (B) Traditional media is expensive
- (C) It needs high-end technological devices
- (D) The audiences of traditional media are heterogeneous



Ans - (A) Traditional media can be the most effective in rural areas

13. Which traditional media form can be utilized to create an awareness on such health issues where face-to-face communication is not easy?

- (A) Puppet show
- (B) Fair
- (C) Demonstrations
- (D) None of these

Ans - (A) Puppet show

14. Fill in the blank:

While using traditional media for social awareness, the _____ form of media should not be changed.

Ans - originality

15. The traditional art form called Tamasha belongs to which Indian State?

- (A) Maharashtra
- (B) Kerala
- (C) Haryana
- (D) Delhi

Ans - (A) Maharashtra

16. Which government body works for the revival and survival of traditional media?

- (A) MeitY
- (B) Department for Promotion of Industry and Internal Trade
- (C) Bureau of Immigration
- (D) Sangeet Natak Akademi

Ans - (D) Sangeet Natak Akademi



OPTIONAL MODULE-B (Photojournalism)

12. What is the desirable of a photojournalist?

- (A) Alertness
- (B) Positioned at the best place with camera
- (C) Neither (A) nor (B)
- (D) Both (A) and (B)

Ans - (D) Both (A) and (B)

13. While taking photographs of people, it is important for a photojournalist to

- (A) win the trust of the people
- (B) be a creative writer
- (C) be a singer
- (D) None of these

Ans - (A) win the trust of the people

14. Fill in the blank:

'The rule of thirds' is the most common form of _____.

Ans - composition

15. Who was Homai Vyrawalla?

- (A) The first woman photojournalist in India
- (B) A writer
- (C) A singer
- (D) The first woman filmmaker in India

Ans - (A) The first woman photojournalist in India

16. Who is the photographer among the following to travel India in 1940s?

- (A) Prashant Panjiar
- (B) Sunil Janah
- (C) Raja Deen Dayal
- (D) Henri Cartier-Bresson

Ans - (D) Henri Cartier-Bresson



SECTION - B



17. Fill in the blanks with appropriate words from the options given in brackets:

Ram Lila, the story of _____, is celebrated and performed all over India.

(Ramayana/Mahabharata/Jatak Katha) _____ (North/East/West/South) 18. Choose the correct answer of the following:

Ans – Ramayana, North

Who are the social reformers to utilize journalism during the Freedom Movement?

(A) Raja Ram Mohan Roy, Bal Gangadhar Tilak

(B) Bipin Chandra Pal, Tantia Tope

(C) Both (A) and (B)

(D) None of them

Ans - (C) Both (A) and (B)

19. Fill in the blanks with appropriate words from the options given below:

Mahatma Gandhi was associated with the newspapers, _____ and _____ during the Freedom Movement.

(a) Harijan, Young India

(b) Hindustan Samachar, Rajasthan Patrika

(c) Dainik Jagran, Times of India

(d) Hindustan Times, Punjab Kesari

Ans - (a) Harijan, Young India

20. Fill in the blanks with appropriate words from the options given below:

_____ and _____ are the tools required by sub-editor.

(a) Dictionary, reference books

(b) Computer, iPad

(c) Mobile, magazines



(d) None of the above

Ans - (a) Dictionary, reference books

21. State whether True or False:

(a) The Chief Editor takes care of the overall supervision in a newspaper organization.

(b) The reporter's job is to write the story as quickly as possible with all the facts and figures.

Ans -

(a) **True**

(b) **True**

22. Match the following radio formats given in Column-I with the given duration in Column-II:

Column-I	Column-II
(a) Radio talk	(i) 10-15 minutes
(b) Radio discussion	(ii) 15-30 minutes

Ans -

Column-I

Column-II

(a) Radio talk

(i) 10-15 minutes

(b) Radio discussion

(ii) 15-30 minutes

23. Fill in the blanks with the correct pair of words given in the options below:

_____ and _____ are nature and science related channels.

(a) National Geographic, Discovery

(b) Zee TV, Star Plus

(c) MTV, Channel V

(d) Pogo, CNN

Ans - (a) National Geographic, Discovery

24. State whether True or False:

(a) Customization of news means whatever kind of news interests you will be sent to you.

(b) News stories done for new media are kept very short and crisp.

Ans - (a) **True**

(b) **True**



OPTIONAL MODULE-A (Traditional Media)

25. Match Column-I with Column-II:

Column-I	Column-II
(a) Demonstration	(i) Encourages farmers to try new ideas
(b) Puppetry	(ii) Combines entertainment with education
	(iii) Provides an opportunity to interact with experts

Ans -

Column-I

Column-II

(a) Demonstration

(i) Encourages farmers to try new ideas

(b) Puppetry

(ii) Combines entertainment with education

26. Fill in the blanks:

Various governmental bodies like _____ and _____ division use traditional media for creating awareness.

Ans - Sangeet Natak Akademi and the Field Publicity

27. State whether True or False:

(a) Traditional media is very useful to deal with sensitive issues of health.

(b) A market, festival, ritual, village fair or a celebration are all situations where traditional communication takes place.

Ans -

(a) **True**

(b) **True**

28. Use appropriate words from the given options in the brackets to fill in the blanks:

There is always a risk of _____ the forms of traditional media while using them for conveying messages on _____ issues.

(distorting/creating/merging) (social/emotional/intellectual)



Ans – distorting, social

OPTIONAL MODULE-B (Photojournalism)

25. State whether True or False:

(a) A photo editor is the overall in-charge of the photo section in a newspaper.

(b) A photo feature is also called a photo essay.

Ans -

(a) **True**

(b) **True**

26. Fill in the blanks :

Travel photographs taken by _____ are shared online through _____ websites.

Ans - photographers, internet/website

27. Fill in the blanks :

The glamour photojournalists are also called _____ which is an _____ word.

Ans - paparazzi, Italian

28. Match the following camera angle given in Column-I with the generated effect given in Column-II:

Column-I	Column-II
(a) High angle/above the eye level	(i) The person/object shall appear the same
(b) Low angle/below the eye level	(ii) The person/object shall appear smaller
	(iii) The person/object shall appear larger

Ans -

(a) High angle/above the eye level (i) The person/object shall appear the same

(b) Low angle/below the eye level (ii) The person/object shall appear smaller



SECTION - C



29. What is meant by interpretative reporting?

Ans - Interpretative reporting is a type of reporting in which the reporter not only provides information about an event but also explains the reasons behind the event and its impact in detail.

30. List any two functionaries of a radio station with their function.

Ans - Two Officials of a Radio Station and Their Functions:

- 1. Station Director :** The Station Director is the head of the radio station. They supervise the programme department and are responsible for planning, coordinating, and managing all radio programmes.
- 2. Station Engineer :** The Station Engineer heads the engineering department. They maintain broadcasting equipment and ensure the technical quality of radio transmission.

31. List any two emerging trends in television transmission.

Ans - Two Emerging Trends in Television Broadcasting:

- 1. Internet Protocol Television (IPTV) :** This technology allows television programmes to be viewed on computers, smart TVs, and mobile phones through the Internet.
- 2. Mobile TV Broadcasting :** This service enables viewers to watch television programmes anytime and anywhere on their mobile phones.

32. List any two types of equipment and their functions that are used in studio recording.

Ans - Two Major Studio Recording Equipment and Their Functions:

- 1. Camera :** A camera records videos and visual scenes. It captures clear and high-quality images for television programmes.
- 2. Microphone :** A microphone records the voice of presenters or performers clearly, ensuring good sound quality.

33. Name any two units that work under the creative department in an ad agency.

Ans - Two Major Units of the Creative Department :

- 1. Copywriter :** A copywriter prepares slogans, taglines, jingles, and written content for advertisements.
- 2. Visualizer :** A visualizer designs the graphics, illustrations, and layout of advertisements to make them more attractive and effective.



34. List any two examples of new media platforms where people can connect and interact with others.

Ans - Two Major Examples of New Media Platforms:

- 1. Social Networking Websites :** These platforms allow people to make new friends, share ideas, and communicate online.
- 2. Blogs :** Blogs allow people to publish their thoughts, experiences, and information. Readers can also comment and participate in discussions.

OPTIONAL MODULE-A (Traditional Media)

35. (a) What should be done while integrating traditional media with electronic media for development purposes? Write any two points of consideration.

Ans - Two Points to Consider :

- 1. Respect Local Language and Culture :** Traditional media should be presented according to the local language, culture, and customs so that people can easily understand and accept the message.
- 2. Use Both Media Together :** Traditional media such as street plays, puppet shows, and folk songs should be combined with electronic media like radio, television, and the Internet to spread development messages more effectively.

OR

(b) Identify any two uses of traditional media in society. Give suitable examples.

Ans - Two Uses of Traditional Media:

- 1. Creating Public Awareness :** Traditional media are used to spread awareness about health, hygiene, education, and social reforms. Example: A street play promoting cleanliness.
- 2. Entertainment and Cultural Preservation :** Folk songs, Ramleela, puppet shows, and folk dances entertain people while preserving Indian culture and traditions. Example: A Ramleela performance.

OPTIONAL MODULE-B (Photojournalism)

35. (a) Why is 'manipulation' considered unethical in photojournalism?

Ans - The main purpose of photojournalism is to present real events truthfully. Any alteration or manipulation of photographs changes reality, misleads the public, reduces the credibility of the news, and violates journalistic ethics. Therefore, photo manipulation is considered unethical.



OR

(b) Discuss any two qualities of a photojournalist.

Ans - Two Qualities of a Good Photojournalist:

- 1. Alertness and Right Timing :** A photojournalist should be able to capture important events at the right moment.
- 2. Honesty and Fairness :** They should present real photographs without manipulation to maintain the authenticity of the news.

36. Which types of news should be refrained from reporting under the ethics of reporting?

Ans - The Following Types of News Should Be Avoided:

- 1. False or Unverified News :** News should never be published or broadcast without proper verification.
- 2. News That Incites Violence :** Reports that encourage violence, crime, or social unrest should be avoided.
- 3. Obscene or Offensive Content :** News containing obscene, vulgar, or morally inappropriate material should not be published.

37. (a) Define radio documentaries and radio dramas with examples.

Ans -

- 1. Radio Documentary :** A radio documentary is a factual programme based on real events, people, or social issues. Its purpose is to provide information and spread awareness. Example: A documentary on the Swachh Bharat Mission.
- 2. Radio Drama :** A radio drama is a dramatic story presented through sound effects, music, and dialogues. Its purpose is to entertain while conveying a message. Example: A radio drama on a social issue.

OR

(b) Briefly discuss any three limitations of radio broadcast.

Ans - Three Limitations of Radio Broadcasting:

- 1. Audio Only :** Radio provides only sound; no visuals are shown, making some topics difficult to explain.
- 2. Difficult to Replay Immediately :** If listeners miss any information, they cannot hear it again instantly.
- 3. Limited Impact :** Radio depends entirely on listening. Noise, poor signal, or lack of attention may prevent the message from reaching the audience effectively.



38. Describe the community radio and its operations. Give example.

Ans - Community radio is a radio service operated by a local community, educational institution, or social organization. It provides information related to local issues, development, and community needs while promoting local language and culture.

Example : A community radio station run by an agricultural university broadcasting farming techniques, weather updates, and agricultural information for farmers.

39. List three advertising principles and briefly describe them with examples.

Ans - Three Major Principles of Advertising:

1. Understanding Consumer Needs : An effective advertisement should address the needs, desires, and emotions of consumers. Example: A moisturizer advertisement during winter.

2. Attracting Attention : An advertisement should attract people through colours, pictures, slogans, or jingles. Example: A colourful television advertisement for a soft drink.

3. Creating a Desire to Buy : An advertisement should encourage consumers to purchase the product by highlighting its benefits and quality. Example: "Buy Now and Get 20% Off" or "Limited Time Offer."

40. Explain how new media is beneficial for youth with relevant examples.

Ans - Benefits of New Media for Youth:

1. Support in Education : Young people can gain new knowledge through online classes, e-books, and educational videos.

2. Exchange of Information : Through new media, young people can share their ideas and connect with people from around the world.

3. Employment Opportunities : Youth can search for jobs online and showcase their skills on various digital platforms. Example: A student prepares for a competitive examination through online study materials and classes.

41. (a) What is a website? Write any two features of a website.

Ans - A website is a collection of web pages available on the Internet that can be accessed through a specific domain name. It provides information related to a person, organization, company, or a particular subject.

Two Features of a Website :

1. Information Repository : A website provides detailed information, images, videos, and other content on a particular subject in one place.



2. Worldwide Accessibility : A website can be accessed from anywhere in the world at any time through the Internet.

OR

(b) Discuss the impact of new media on interpersonal relations.

Ans - Effects of New Media on Interpersonal Relationships:

- 1. Easy Communication :** New media has made communication faster, easier, and more convenient.
- 2. Stronger Relationships :** Family members and friends living far away can stay connected through video calls, chats, and social media.
- 3. Exchange of Ideas :** People can instantly share their thoughts, experiences, and information with others.
- 4. Misuse of Time :** Excessive use of social media may reduce family interaction and negatively affect personal and social relationships. Therefore, new media should be used in a balanced and responsible manner.

42. Differentiate between fiction and non-fiction television programme formats with examples in each category.

Ans - Difference between Fictional and Non-fictional Television Programmes:

Fictional Programmes	Non-fictional Programmes
1. These are based on imagination or fictional stories.	These are based on real events and facts.
2. Their main purpose is to entertain the audience.	Their main purpose is to provide information, education, and create awareness.
3. Actors perform different roles in these programmes.	Real people, actual events, and real locations are presented in these programmes.
4. Example: TV serials, comedy shows, mythological dramas.	Example: News, documentaries, interviews.

43. (a) Describe the functions of any two government media units that assist in effectively Communicating their policies to the public.

Ans - Two Government Media Units and Their Functions:



1. Press Information Bureau (PIB) : The Press Information Bureau (PIB) communicates information about government policies, schemes, programmes, and achievements to the public through newspapers, television, radio, and digital media. It also issues press releases and provides accurate and authentic information to the media.

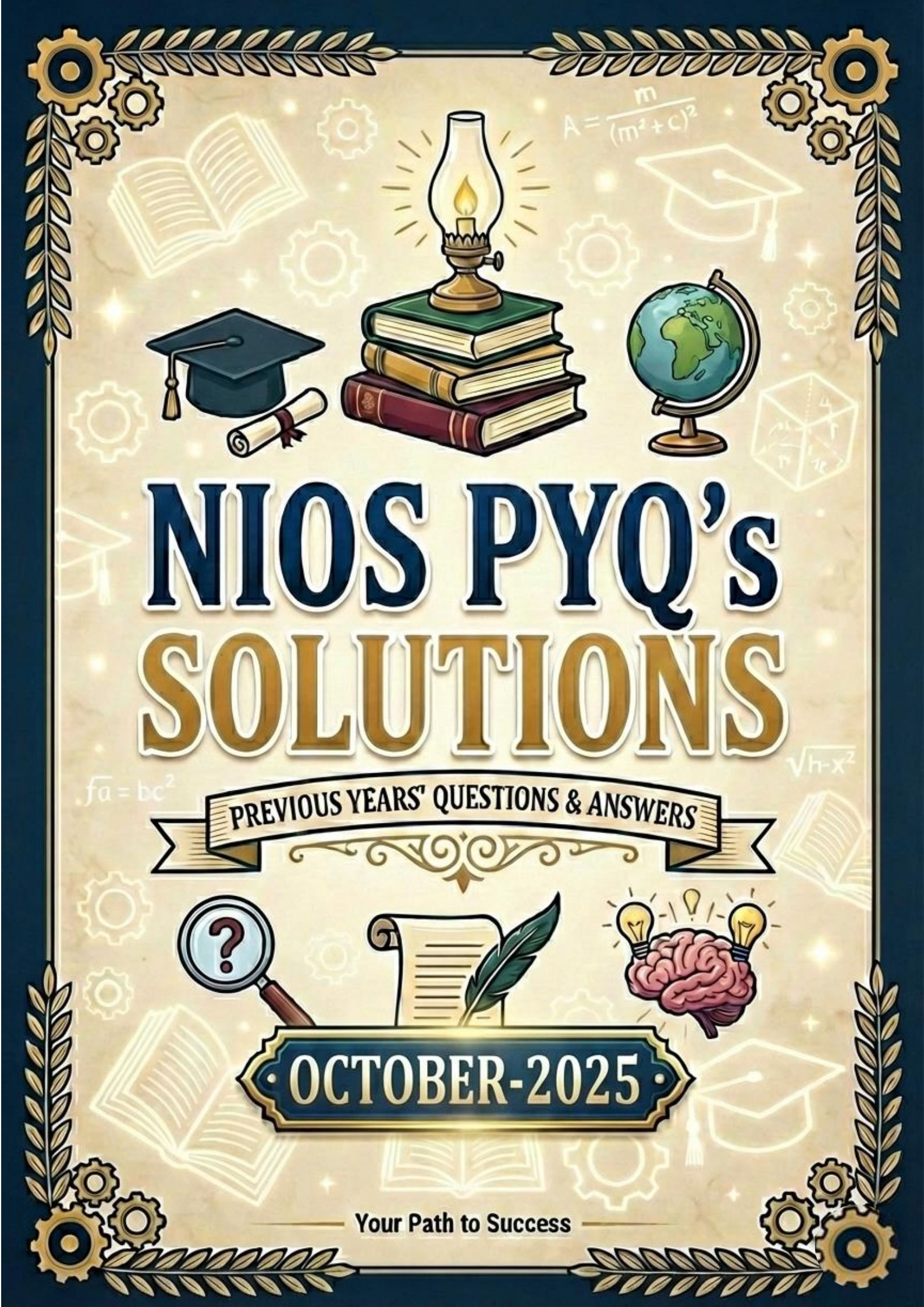
2. Publication Division : The Publication Division publishes books, magazines, journals, and other publications related to government policies, subjects of national importance, education, culture, and development. It helps in spreading government information and creating public awareness.

OR

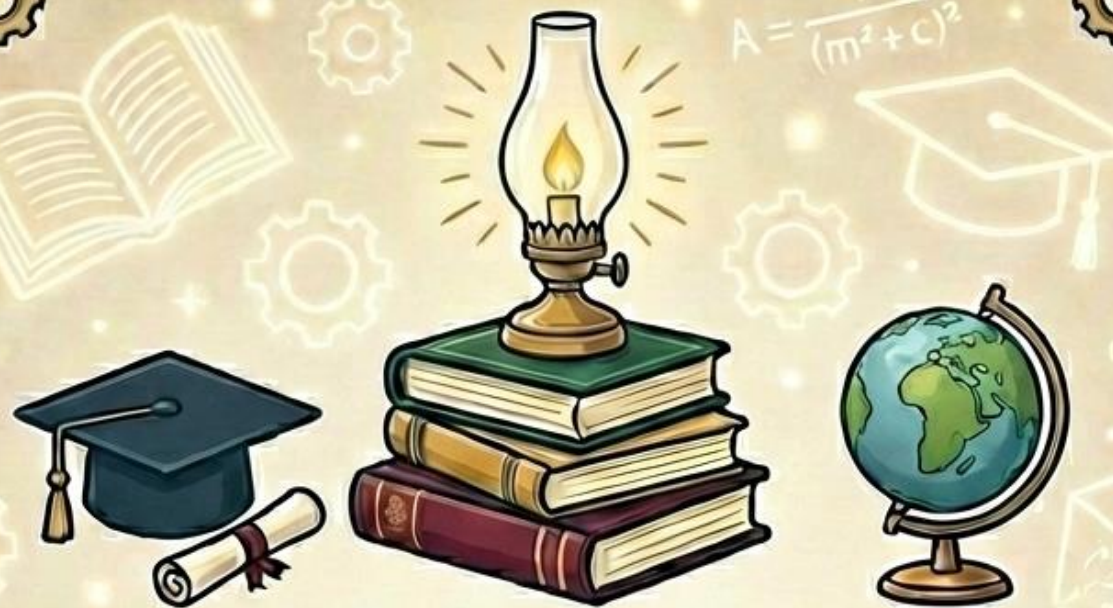
(b) Differentiate between advertisements and public relations. Give examples.

Ans - Differentiate between advertisements and public relations :

Advertising	Public Relations (PR)
1. Its purpose is to promote a product or service.	Its purpose is to build a positive image of an organization and establish good relations with the public.
2. Media space or time is paid for in advertising.	Public relations mainly relies on communication, trust, and the sharing of information.
3. It focuses on increasing sales.	It focuses on building trust and goodwill between the organization and the public.
4. Example: A television advertisement for a soap or a mobile phone.	Example: A government department organizing a press conference to provide information about a new scheme.



$A = \frac{m}{(m^2 + c)^2}$



NIOS PYQ's SOLUTIONS

$\sqrt{h-x^2}$

$fa = bc^2$

PREVIOUS YEARS' QUESTIONS & ANSWERS



OCTOBER-2025

Your Path to Success

SECTION -A



1. An oversimplified, standardized image of a person or a group created in television programmes is called:

- (A) Stereotype
- (B) Couch Potato
- (C) Both (A) & (B)
- (D) Neither
- (A) nor (B)

Ans - (A) Stereotype

2. An advertisement is which of the following forms of non-personal presentation of ideas, goods and services by an identified sponsor:

- (A) Paid
- (B) Non Paid
- (C) Publicity
- (D) None

Ans - (A) Paid

3. Who is the person that works independently for people and has no long-term contract with any organization?

- (A) Copywriter
- (B) Production-in-charge
- (C) Freelancer
- (D) Market researcher

Ans - (C) Freelancer

4. Which of the following is a purpose of employee relations in a company?

- (A) To earn the goodwill of the employees.



- (B) To sell products to the employees.
- (C) To earn the services of the employees.
- (D) To build political relations.

Ans - (A) To earn the goodwill of the employees.

5. Raising funds in case of natural disasters such as floods, earthquakes etc. is part of which of the following wings under PR conducted by various organisations?

- (A) Community relations
- (B) Political relations
- (C) Media relations
- (D) Employee relations

Ans - (A) Community relations

6. Which type of businesses started flourishing with the rise of new media technologies?

- (A) SMEs
- (B) Large Industries
- (C) Corporates
- (D) Manufacturing industries

Ans - (A) SMEs

7. Which is the writing style used in new journalism to attract and engage young audiences?

- (A) Narrative
- (B) Musical
- (C) Video
- (D) None

Ans - (A) Narrative

8. _____ websites cater specialized contents like lifestyle, health etc.

- (A) Niche



(B) Mass marketing

(C) Popular

(D) None

Ans - (A) Niche

OPTIONAL MODULE - A (Traditional Media)

9. What is an essential characteristic of communication to reach a common person?

(A) It must be free from language barriers.

(B) It must be written.

(C) It must be presented in a pictorial form.

(D) None of the above

Ans - (A) It must be free from language barriers.

10. Which of the following is not true about traditional media?

(A) Traditional media are free from advertisements.

(B) Traditional media are based in sophisticated electronic devices.

(C) Traditional media create a 'face to face situation'.

(D) Entertainment is always a part of traditional media.

Ans - (B) Traditional media are based in sophisticated electronic devices.

11. The mix of the performing arts such as songs, drama and music are found in which of the traditional media form?

(A) Street theatre

(B) Ballad

(C) Both (A) and (B)

(D) Neither (A) nor (B)

Ans - (C) Both (A) and (B)

12. What is the reason for traditional media performers to leave their creative art?



- (A) They do not like traditional art
- (B) Because of lack of financial support
- (C) Both (A) and (B)
- (D) None of the above

Ans - (B) Because of lack of financial support

13. Which of the following is a primary appeal found in traditional media?

- (A) Intellectual
- (B) Emotional
- (C) Rational
- (D) Logical

Ans - (B) Emotional

14. Traditional media is rooted in one's own culture and _____ in which it exists.

Ans - Community / Traditions

15. Which of the following is a correct statement about traditional media:

- (A) It does not require a special training
- (B) Indian Classical music is a form of traditional media
- (C) It is essentially a local and live medium
- (D) Traditional media is cost effective

Ans - (C) It is essentially a local and live medium

16. Which of the following is a requirement of traditional media?

- (A) Electricity
- (B) Technological infrastructure
- (C) Local language
- (D) Literacy

Ans - (C) Local language



OPTIONAL MODULE - B (Photojournalism)

9. Which of the following was the factor that led to the development of photojournalism in India:

- (A) The advent of smaller camera
- (B) Political developments around the freedom movement
- (C) Both (A) and (B)
- (D) Neither (A) nor (B)

Ans - (C) Both (A) and (B)

10. Which of the following is a correct statement about camera angle?

- (A) Camera angle impacts the composition.
- (B) If the camera is kept above the person's eye level, he/she shall appear much larger.
- (C) If the camera is kept below the person's eye level, he/she shall appear much smaller.
- (D) Camera angle does not impact the composition.

Ans - (A) Camera angle impacts the composition.

11. What is a photo essay?

- (A) An essay where one photograph is used.
- (B) A story on a subject told using multiple photographs.
- (C) An essay that carries the profile picture of the essay writer.
- (D) None of the above

Ans - (B) A story on a subject told using multiple photographs.

12. What is meant by photojournalism?

- (A) The use of photographs to support written news in newspapers and magazines.
- (B) Photographs taken on mobile phones.
- (C) Photographs displayed on social media.
- (D) The use of photographs in exhibitions.

Ans - (A) The use of photographs to support written news in newspapers and magazines.



13. The placement of the subject within the picture frame is called:

- (A) Composition
- (B) Lens
- (C) Photojournalism
- (D) Camera angle

Ans - (A) Composition

14. Travel photojournalism involves the documentation of an area's _____ people, cultures, customs and history.

Ans - Document / Documentation

15. Which of the following is not correct about the preparedness of photojournalists:

- (A) A photojournalist must be prepared to act fast.
- (B) A photojournalist must have his camera always at hand.
- (C) A photojournalist must always reach to the place after any event happens.
- (D) The photojournalist must try to take picture that conveys the sense of the event.

Ans - (C) A photojournalist must always reach to the place after any event happens.

16. Which of the following is considered as an ethical benchmark for photojournalists?

- (A) Truthfulness
- (B) Manipulation
- (C) Staging
- (D) None of the above

Ans - (A) Truthfulness



SECTION - B



17. Fill in the blanks with appropriate words from the options given below:

_____ and _____ are fundamental sectors of development in which specialists must utilize media to educate rural communities.

- (A) Agriculture, health
- (B) Tourism, transport
- (C) Lifestyle, business
- (D) None of the above

Ans - (A) Agriculture, health

18. Select the correct answer from options A, B, C and D.

Which of the given pairs are attributes needed to be an effective journalist?

- (i) Clarity, sincerity
- (ii) Friendly, lazy
- (iii) Talkative, friendly

- (A) Only (i) is correct
- (B) Only (ii) is correct
- (C) Both (i) and (ii) are correct
- (D) All (i), (ii) and (iii) are correct

Ans - (A) Only (i) is correct

Q19. Fill in the blanks with correct words from the options given below: _____ and _____ are the sources through which journalists collect news.

- (A) Police, Press Conference
- (B) TV Channels, Radio
- (C) Newspaper, Magazine
- (D) All of the above

Ans - (D) All of the above

Q20. Fill in the blanks:

Preparing the page of a newspaper is called _____. Earlier sub-editors used to do it on _____ pages.



Ans - 'Page making', 'Dummy pages / Dummy sheets'

Q21. State True / False:

- (i) Hindustani is a type of classical music of India.
- (ii) Carnatic music is mostly used in Bollywood films.

Ans -

- (i) **True**
- (ii) **False**

Q22. Match the words given in Option-A with the explanations given in Option-B:

- | (A) | (B) |
|-------------------|---|
| (i) Transmitter - | (a) From where the presenter makes announcements. |
| (ii) Studio - | (b) Through which we receive radio broadcast on our sets. |

Ans -

- | (A) | (B) |
|-------------------|---|
| (i) Transmitter - | (b) Through which we receive radio broadcast on our sets. |
| (ii) Studio - | (a) From where the presenter makes announcements. |

Q23. Choose the correct word pair from the options given below and fill in the blanks:

The programs broadcast under SITE included topics of _____, _____ and health.

- (A) Agriculture, Family Planning
- (B) Music, Lifestyle
- (C) Travel, Music
- (D) None of these

Ans - (A) Agriculture, Family Planning

Q24. State True / False:

- (i) Focusing on any object or person establishes the general mood of the event in television production.
- (ii) Production Assistant provides all necessary facilities for the smooth execution of television production.



Ans -

(i) **True**

(ii) **True**

Q25. Match the following:

(A)

(i) Creative Director -

(ii) Copywriter -

(B)

(a) Supervises the production of advertisements.

(b) Creates the wording of the advertisement.

(c) Creates images for the advertisement.

Ans -

(i) Creative Director -

(ii) Copywriter -

(a) Supervises the production of advertisements.

(b) Creates the wording of the advertisement.

Q26. Fill in the blanks:

For new media, a package is made by dividing stories into several _____ with _____.

(A) stories, multimedia

(B) pages, colour

(C) tables, numbers

(D) pages, numbers

Ans - (D) pages, numbers

(Optional Module-A)

Q27. State True / False:

(i) **Demonstration is a useful tool for providing education through classroom, teaching and learning in educational institutions.**

(ii) **Puppetry communicates awareness on social issues by combining entertainment and education.**

Ans -

(i) **True**

(ii) **True**



Q28.Fill in the blanks with the correct words given in brackets:

A ballad is a _____ which is usually sung with music and is often recited as a _____.

(Options: story / essay / poem / song)

Ans - Poem

(Optional Module-B) (Photojournalism)

27. Fill in the blanks:

(i) Photography arrived in India almost within _____ years of its discovery.

(ii) When the first war of Independence happened in 1857, it was one of the first incidents of _____ in the world.

Ans -

(i) 2-3

(ii) historical / photographed

28 Match the following (A) with option (B):

(A)

(B)

(i) Raja Deen Dayal

(a) A court photographer during the rule of sixth Nizam of Hyderabad

(ii) Raghu Rai

(b) A photojournalist during 1960s in Delhi

Ans -

(i) Raja Deen Dayal

(a) A court photographer during the rule of sixth Nizam of Hyderabad

(ii) Raghu Rai

(b) A photojournalist during 1960s in Delhi



SECTION - C



Q29. Mention any two social reformers who utilised journalism to combat British rule during our freedom movement.

Ans -

1. Raja Rammohan Roy, who raised his voice against social evils.
2. Mahatma Gandhi, who created public opinion for independence through 'Young India' and 'Harijan'.

Q30. Distinguish between hard news and soft news with examples.

Ans -

1. **Hard News:** These are serious and urgent news, such as '34 people died in a train accident'.
2. **Soft News:** These are light and interesting news, such as 'Finding a rare recording of Mahatma Gandhi's speech'.

Q31. Discuss any two ingredients of the radio programme formats.

Ans - Two Ingredients Of The Radio Programme Formats :

1. **Spoken Word or Human Voice :** The clear voice and dialogue of the announcer or speaker.
2. **Sound Effects :** Sounds like rain, vehicles, or ambient noise that create visuals in the listener's mind.

Q32. Discuss any two positive impacts of television in our daily lives.

Ans - Two positive effects of television in our daily life :

1. **Education:** It is a medium for learning through informative programmes.
2. **Awareness:** It makes the public aware of health and social issues.

Q33. Briefly describe the work profile of any two of the following:

(a) Art Director

(b) Costume Designer

(c) Property Manager

Ans -

(a) Art Director: The Art Director creates the set, decor, and visuals for the programme. They choose shooting locations and get the necessary graphics and designs made for the programme.



(b) Costume Designer: Their task is to design costumes for the characters of the programme according to their character, the background of the story, and the scene. Sometimes they even create the costumes themselves so that the artist looks perfectly accurate for their role on screen.

(c) Property Manager: Their main task is to maintain and manage the various objects (props) used during shooting. They ensure that all necessary materials are available in the right condition at the time of shooting according to the demands of the scene.

Q34. List any two functions of a media planner in an advertising agency.

Ans - Two main functions of a Media Planner :

1. Selecting the most suitable medium (TV, Radio, New Media, or Newspaper) according to the advertising budget.
2. Deciding the correct time and schedule for broadcasting or publishing the advertisement.

Q35. (i) Mention any two functions of a website.

Ans - Two main functions of a website :

1. To provide information about a subject, organization, or company to people around the world 24×7.
2. To provide online services such as filling forms, e-commerce (online shopping), and digital transactions.

OR

(ii) Discuss How new media technologies have opened service-based business avenues? Give examples.

Ans - New media technologies have made service-based businesses digital and global. Their major contributions are:

- **Global Reach :** The internet has removed geographical boundaries, allowing services to reach customers worldwide. **Example:** Teaching international students through online tutoring.
- **On-Demand Services :** Mobile apps have made services instantly available whenever needed. Example: Uber for cab booking or home service applications.
- **Freelancing Opportunities :** Professionals can provide independent services online from anywhere. Example: Offering graphic designing or content writing services through Upwork.

Q36. (i) Elucidate any three ethical principles that media professionals should follow.

Ans - Media professionals should follow the following ethical principles :

1. **Truthfulness :** Only accurate and verified information should be published or broadcast.
2. **Fairness (Impartiality) :** Media professionals should not be biased toward any individual, organization, or community and should provide equal opportunity to all sides.

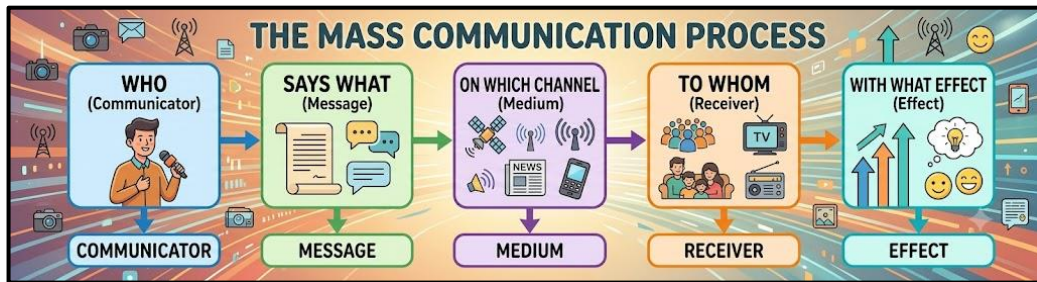


3. **Responsibility** : They should work in the interest of society and avoid publishing or broadcasting content that may create confusion, hatred, or social tension.

OR

(ii) Define mass communication and its process with 'channel of communication' using a flow diagram.

Ans - When a message is delivered to a large number of people simultaneously through media such as newspapers, radio, television, film, internet, etc., it is called mass communication.



Definition of Mass Communication Process :

1. **Who:** This refers to the person or institution that prepares and sends the message (e.g., a journalist, editor, or film producer).
2. **Says what:** The information or idea that the communicator wants to convey to the public.
3. **On which channel:** This is the medium through which the message is transmitted, such as newspapers, radio, television, or the internet.
4. **To whom:** This refers to the vast audience or readers/viewers who receive the message.
5. **With what effect:** The impact of the message on the recipient, such as an increase in knowledge, a change in perspective, or entertainment.

Q37. Explain any three spoken-word radio formats with examples.

Ans - Three 'Spoken Word' formats of radio are:

1. **Talk:** In this format, one person presents their thoughts on a topic in simple language to the listeners. Example: A radio talk on the topic "Importance of Cleanliness."
2. **Interview:** In this, one person asks questions and the other person answers. Through this, information from an expert, artist, or important person is delivered to the listeners. Example: A radio interview with a farmer scientist.



- 3. Discussion/Debate:** In this format, many people share their thoughts on a topic and discuss it among themselves. Example: A radio debate on the topic "Pros and Cons of Online Education."

Q38. Discuss three information technology-based radio formats, providing examples.

Ans - With the development of IT, many modern formats of radio have evolved. Three major formats are:

- 1. Internet Radio :** Radio programs are broadcast live via the internet. Listeners can listen to them from anywhere in the world on a mobile, computer, or smart TV. Example: Gaana Radio, Radio Garden, AIR Live Stream.
- 2. Podcast :** Podcasts are pre-recorded audio programs that listeners can listen to at any time according to their convenience. Example: Spotify Podcast, Google Podcasts, Hubhopper.
- 3. Web Radio / Online Radio :** This is a radio service available only on the internet, which broadcasts programs related to music, news, education, and entertainment. Example: Radio Mirchi Online, Big FM Online, Red FM Online.

Q39. Discuss three types of informative television programmes with examples.

Ans - Three informative TV programs are:

- 1. News Programs :** These programs provide information on current events of the country and the world, politics, sports, weather, and other important news. Example: Doordarshan News, DD News, Aaj Tak News Bulletin.
- 2. Educational Programs :** Through these programs, knowledge of education, science, health, agriculture, and various subjects is given in a simple way. Example: PM eVIDYA, SWAYAM Prabha, Gyan Darshan.
- 3. Cookery Shows, Food-related programs :** Example: Khana Khazana, Mirch Masala.

Q40. What is meant by the term Convergence? Discuss any two points of issues/debates concerning new media and convergence.

Ans - Convergence means the integration of different communication media, technologies, and services into a single digital platform. In other words, mobile phones, the Internet, television, radio, and newspapers can all be accessed through one device or platform.

Example : Today, a smartphone allows users to read news, watch TV, listen to the radio, and use social media on the same device. This is an example of convergence.



Two major issues/debates related to New Media and Convergence:

1. **Reliability of Information** : Anyone can easily share information on new media platforms. As a result, fake news and misleading information can spread quickly, making it difficult to distinguish between true and false information.
2. **Privacy and Data Security** : Digital platforms collect users' personal information. If this data is not properly protected, it may lead to privacy violations and misuse of personal data.

OPTIONAL MODULE - A (Traditional Media)**41. (i) List any three disadvantages of traditional media.**

Ans - Three disadvantages of traditional media are:

1. **Limited Reach:** Traditional media is usually limited to the area where it is performed, whereas modern media such as TV and radio can reach a much larger audience.
2. **Difficult to Preserve:** Traditional performances are mostly live, so it is difficult to store and preserve them for future use.
3. **Limited Audience:** Traditional media can reach only a small group of people at one time, while mass media can communicate with millions simultaneously.

OR

(ii) Do you think the new technology driven media limits the space for traditional media? Give examples in support of your argument.

Ans - Yes, technology-driven media (New Media) has limited the space for traditional media to a great extent. Today, people prefer the Internet, social media, mobile apps, and online platforms for news, entertainment, and information. As a result, the audience of traditional media has decreased.

Examples :

- **Digital News instead of Newspapers:** People now read breaking news instantly on their smartphones through InShorts, X (Twitter), or news websites instead of waiting for the morning newspaper.
- **OTT Platforms instead of Television:** Young people prefer watching content anytime on Netflix, YouTube, and Amazon Prime instead of following TV schedules.
- **Decline in Traditional Advertising:** Companies now prefer targeted advertisements on Instagram and Facebook instead of expensive TV or newspaper advertisements, reducing the revenue of traditional media.



OPTIONAL MODULE - B (Photojournalism)

Q41. Write a short note on the following:

- (a) Sports Journalism
- (b) Glamour photojournalism
- (c) Spot news photojournalism

Ans -

(a) Sports Journalism : Sports journalism involves reporting, reviewing, and analyzing sports events, matches, scores, strategies, and player interviews through newspapers, television, or the Internet. Example: Reporting on the Cricket World Cup, Olympics, or IPL.

(b) Glamour Photo Journalism : Glamour photo journalism involves taking and publishing photographs of film stars, models, sportspersons, and other celebrities. People enjoy knowing about their lifestyle, fashion, and activities. Photographers specializing in this field are called Paparazzi. Example: Photographs taken during a movie promotion or a fashion show.

(c) Spot News Photo Journalism : Spot news photo journalism involves taking photographs immediately at the scene of sudden or unexpected events. These photographs provide real and instant information to the public. Example: Photos of road accidents, fires, floods, or earthquakes.

Q42. (i) Write short notes on any two of the following news values:

- (a) Proximity,
- (b) Timeliness,
- (c) Impact,
- (d) Conflict

Ans -

(a) Proximity : Proximity means that news related to the readers' or viewers' own area, city, or locality is considered more important because people are naturally more interested in nearby events. Example: The launch of a new metro service in your city.

(b) Timeliness : Timeliness means that the newer and more recent a news story is, the greater its importance. Fresh news attracts more attention than old news. Example: Immediate reporting of election results or an earthquake.



(c) Impact : Impact refers to the extent to which a news story affects people's lives. News that influences a large number of people is considered more important. Example: An increase in petrol and diesel prices affects people across the country.

(d) Conflict : Conflict refers to news involving disagreement, disputes, or clashes between individuals or groups. Such stories usually attract greater public attention. Example: An election dispute between two political parties or a workers' strike.

OR

(ii) What is meant by the 'Inverted Pyramid Style' of writing? Describe in detail.

Ans - The Inverted Pyramid Style is the most basic and widely used style of news writing. In this style, the most important information is presented first, followed by less important details.

It consists of three main parts :

1. **Lead (Intro):** The first paragraph contains the most important facts of the news, answering questions like What, Where, When, and Who in one or two sentences.
2. **Body:** This section provides detailed information, background, and explanations of How and Why, arranged in decreasing order of importance.
3. **Conclusion:** The least important facts are placed at the end of the news report.

Q43. Discuss four important ethical guidelines to consider while producing an advertisement.

Ans - Advertising is a powerful medium, so it must follow ethical standards. Four important guidelines are:

1. **Truthfulness :** All claims made in the advertisement should be accurate, factual, and free from misleading information.
2. **Decency and Morality :** Advertisements should not contain obscene or offensive content and must maintain social values and decency.
3. **Respectful Representation of Women :** Women should not be portrayed in a disrespectful, offensive, or stereotypical manner. Their portrayal should be dignified.
4. **Social Harmony :** Advertisements should not promote discrimination based on religion, caste, colour, or community, and they should never encourage violence or social unrest.





Thank you!



We hope you found this material helpful. We wish you the very best for your examination.



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