

**Marking Scheme**  
**Strictly Confidential**  
**(For Internal and Restricted use only)**  
**Senior School Certificate Examination, 2025**  
**SUBJECT NAME MASS MEDIA STUDIES (Q.P. CODE 359)**

**General Instructions: -**

<b>1</b>	You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. A small mistake in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully.
<b>2</b>	<b>“Evaluation policy is a confidential policy as it is related to the confidentiality of the examinations conducted, Evaluation done and several other aspects. Its’ leakage to public in any manner could lead to derailment of the examination system and affect the life and future of millions of candidates. Sharing this policy/document to anyone, publishing in any magazine and printing in News Paper/Website etc may invite action under various rules of the Board and IPC.”</b>
<b>3</b>	Evaluation is to be done as per instructions provided in the Marking Scheme. It should not be done according to one’s own interpretation or any other consideration. Marking Scheme should be strictly adhered to and religiously followed. <b>However, while evaluating, answers which are based on latest information or knowledge and/or are innovative, they may be assessed for their correctness otherwise and due marks be awarded to them. In class-X, while evaluating two competency-based questions, please try to understand given answer and even if reply is not from marking scheme but correct competency is enumerated by the candidate, due marks should be awarded.</b>
<b>4</b>	The Marking scheme carries only suggested value points for the answers These are in the nature of Guidelines only and do not constitute the complete answer. The students can have their own expression and if the expression is correct, the due marks should be awarded accordingly.
<b>5</b>	The Head-Examiner must go through the first five answer books evaluated by each evaluator on the first day, to ensure that evaluation has been carried out as per the instructions given in the Marking Scheme. If there is any variation, the same should be zero after deliberation and discussion. The remaining answer books meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
<b>6</b>	Evaluators will mark( √ ) wherever answer is correct. For wrong answer CROSS ‘X’ be marked. Evaluators will not put right (✓) while evaluating which gives an impression that answer is correct and no marks are awarded. <b>This is most common mistake which evaluators are committing.</b>
<b>7</b>	If a question has parts, please award marks on the right-hand side for each part. Marks awarded for different parts of the question should then be totaled up and written in the left-hand margin and encircled. This may be followed strictly.
<b>8</b>	If a question does not have any parts, marks must be awarded in the left-hand margin and encircled. This may also be followed strictly.
<b>9</b>	If a student has attempted an extra question, answer of the question deserving more marks should be retained and the other answer scored out with a note <b>“Extra Question”</b> .

10	No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
11	A full scale of marks _____(example 0 to 80/70/60/50/40/30 marks as given in Question Paper) has to be used. Please do not hesitate to award full marks if the answer deserves it.
12	Every examiner has to necessarily do evaluation work for full working hours i.e., 8 hours every day and evaluate 20 answer books per day in main subjects and 25 answer books per day in other subjects (Details are given in Spot Guidelines).This is in view of the reduced syllabus and number of questions in question paper.
13	<p>Ensure that you do not make the following common types of errors committed by the Examiner in the past:-</p> <ul style="list-style-type: none"> <li>• Leaving answer or part thereof unassessed in an answer book.</li> <li>• Giving more marks for an answer than assigned to it.</li> <li>• Wrong totaling of marks awarded on an answer.</li> <li>• Wrong transfer of marks from the inside pages of the answer book to the title page.</li> <li>• Wrong question wise totaling on the title page.</li> <li>• Wrong totaling of marks of the two columns on the title page.</li> <li>• Wrong grand total.</li> <li>• Marks in words and figures not tallying/not same.</li> <li>• Wrong transfer of marks from the answer book to online award list.</li> <li>• Answers marked as correct, but marks not awarded. (Ensure that the right tick mark is correctly and clearly indicated. It should merely be a line. Same is with the X for incorrect answer.)</li> <li>• Half or a part of answer marked correct and the rest as wrong, but no marks awarded.</li> </ul>
14	While evaluating the answer books if the answer is found to be totally incorrect, it should be marked as cross (X) and awarded zero (0)Marks.
15	Any unassessed portion, non-carrying over of marks to the title page, or totaling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also of the Board. Hence, in order to uphold the prestige of all concerned, it is again reiterated that the instructions be followed meticulously and judiciously.
16	The Examiners should acquaint themselves with the guidelines given in the “ <b>Guidelines for Spot Evaluation</b> ” before starting the actual evaluation.
17	Every Examiner shall also ensure that all the answers are evaluated, marks carried over to the title page, correctly totaled and written in figures and words.
18	The candidates are entitled to obtain photocopy of the Answer Book on request on payment of the prescribed processing fee. All Examiners/Additional Head Examiners/Head Examiners are once again reminded that they must ensure that evaluation is carried out strictly as per value points for each answer as given in the Marking Scheme.

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## MARKING SCHEME MASS MEDIA STUDIES

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### SECTION A

(Objective Type Questions)

(30 marks)

1. Answer any **4** out of the given **6** questions on Employability Skills. *4×1=4*
  - (i) (A) CNG *1*
  - (ii) (B) Easily *1*
  - (iii) (C) Stress *1*
  - (iv) (C) Microsoft Word *1*
  - (v) (C) Self-doubt *1*
  - (vi) (B) Anxiety to take risks *1*
  
2. Answer any **5** out of the given **7** questions. *5×1=5*
  - (i) (B) Jargons *1*
  - (ii) (A) Demographic *1*
  - (iii) (C) Amartya Sen *1*
  - (iv) (A) Mc Donalds *1*
  - (v) (A) Foley Artist *1*
  - (vi) FCP and Avid (Students can write any other example also) *1*
  - (vii) (B) Advertising *1*
  
3. Answer any **6** out of the given **7** questions. *6×1=6*
  - (i) (C) AVM *1*
  - (ii) (A) Dream Weaver *1*
  - (iii) (C) News Reels *1*
  - (iv) (B) Soap Operas *1*
  - (v) (D) Director *1*

- (vi) (B) Photograph 1
- (vii) Amitabh Bachchan in Raymonds and Salman Khan in Thums Up  
(Students can write any other example also) 1
4. Answer any **5** out of the given **6** questions. **5×1=5**
- (i) (A) C, A, D, B 1
- (ii) (C) 1922 1
- (iii) (D) Fliers/Banners 1
- (iv) (C) Need + Income 1
- (v) (B) Movie Trailers 1
- (vi) (B) Jump Head 1
5. Answer any **5** out of the given **6** questions. **5×1=5**
- (i) (C) URL 1
- (ii) (C) Surf Excel 1
- (iii) (A) City Lights 1
- (iv) (C) AD agency 1
- (v) (D) UNI 1
- (vi) (A) Editor 1
6. Answer any **5** out of the given **6** questions. **5×1=5**
- (i) Democracy is the right to vote and select your government freely.  
(subjective answer, students can write in any other words also) 1
- (ii) (B) Kersari 1
- (iii) (A) C, B, D, A 1
- (iv) (C) Specialty 1
- (v) (A) Rigid 1
- (vi) (B) Jump Head 1

**SECTION B**  
**(Subjective Type Questions)**

**(30 Marks)**

*Answer any 3 out of the given 5 questions on Employability Skills. Answer each question in 20 – 30 words.* *3×2=6*

7. Communication is a two-way process through which information or message is exchanged between individuals using language, symbols, signs or behaviour. Speaking, listening, reading and writing are the parts of communication, which help us to understand others. 2
8. **Avoidant personality disorder :**
- People with this type of disorder are socially inept, unappealing or inferior, and constantly fear being embarrassed, criticised or rejected. They avoid meeting others and often experience feelings of inadequacy, inferiority or unattractiveness. 2
9. Information and Communication Technology, called ICT in short, has become an integral part of our life. One must develop the ability to use digital technology and communication tools to access, manage, integrate, evaluate, create and communicate. 2
10. First generation entrepreneurs are those who do not have any entrepreneurship background. They can be of different age groups and backgrounds. An individual, who starts at the age of 50 years without any entrepreneurship background, is also a first generation entrepreneur and someone else, who starts at the age of 17 years, is also a first generation entrepreneur. 2
11. A green collar worker is one who is employed in the environmental sectors of the economy. Green collar workers include professionals, such as green building architects, environmental consultants, waste management or recycling managers, environmental or biological systems engineers, landscape architects, solar and wind energy engineers and installers, green vehicle engineers, organic farmers, environmental lawyers and business personnel dealing with green services or products. 2

12. Three megatrends characterize our own era and perhaps the rest of the 21<sup>st</sup> century — Globalization, Regionalization, and Democratization. 2

13. The web designer is the person who controls the look and “feel” of a website, using website coding/mark up languages (such as HTML, PHP, JavaScript, etc.), and/or web design software (such as Cold Fusion, Dream Weaver, etc.). Web designer is the one who keeps the other web site’s issues in mind, such as multiple browser-support, support for those with minor accessibility issues (such as poor eyesight), and more.

When designing for the web, a designer has to think about all the different aspects and elements that go into a site in order for it to be successful. 2

14. Institutional advertising is substantially different than the ‘hard sell’ that is involved in selling a product. The basic purpose here is to promote the image of the company. Often some progressive causes like support to community-based programmes, environment, gender issues are taken up as a part of the values of the company. Sometimes it may promote a novel business idea that would benefit many businesses. Any alignment with a positive cause helps create a good image of the company in the public’s mind.

In case, any company has received some negative publicity for whatever reasons, this kind of image promotion through advertising helps reduce the impact of it. It may also help in improving the image of the company once again. 2

15. Copyright is important in advertising because it protects creative works, brands, and the integrity of advertising campaigns. How copyright protects advertising

Protects creative works- Copyright protects advertisements, logos, slogans, jingles, and other creative works.

Protects brands - Copyright protects brand identity by preventing others from using creative works without permission.

Protects campaigns - Copyright protects the integrity of advertising campaigns by ensuring that creative concepts are recognized and legally safeguarded 2

16. Every campaign 'pitches' itself at a level depending upon its purpose. If it is the introducing a new product in a competitive market, then it will be an aggressive campaign, one that is aimed at catching everyone's attention by creating a buzz in the market about the new product. If it is an already well-established product then it may take less aggressive tone and may be will seek to appeal in a familiar way to the consumer. It will seek to renew the already established bond in an innovative way. 2

*Answer any 2 out of the given 3 questions in 30 – 50 words each. 2×3=6*

17. Public Service Advertising typically involves generating and transmitting short and precise messages regarding a cause or a problem. The messages have to be dramatic to seek immediate attention and for impact-creation on the viewer/reader. It usually will have a strong appeal to discontinue wrong practices and/or inculcate new ones. The stress is always on positive communication that believes in a better tomorrow. While planning the advertisement, a thorough understanding of the target group must be the starting point.

Product advertising is the art of establishing a relationship between a product and its potential consumers. It creates the need in the consumers, gets them interested in its features and directly or indirectly informs them as to how the product is better than those of its competitors.

This kind of advertisements concentrate on building up the personality or individuality of the products through attractive associations with in the mind of the consumers. It can use celebrities to form glamorous and credible associations with the products. An eminent sportsperson advocating a sports gear or sportswear or an energy drink will form an instant and appropriate equation. A mature person with high status endorsing a product like suiting will lend dignity to it. 3

18. In Radio production, each sound can be manipulated by the producer to change its loudness or tone at any time during the production, and these changes can be remembered by the software and repeated every time the production is played, a process called automation. A complex production

is created adding one sound at a time, adjusting the starting and finishing time of each part and its loudness and tone until all the sounds are assembled.

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## 19. Location

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Where and when to shoot are good starting points when drafting your schedule. You are expected to go and hunt for locations to shoot your script which is called doing a RECCE. But for initial plans, you divide your scenes in the two broad locations. The best place to shoot is obviously a television studio where you have complete control of space, lighting and sound.

Your choices for shooting locations can be broken down into two basic categories :

1. Interior locations
2. Exterior locations

If you are trying to shoot interior, you are presented with two more basic shooting options of available locations:

1. Private residence
2. Public location

Shooting in a private residence offers some distinct advantages over shooting in public location: More control of sound, lighting and people.

*Answer any 3 out of the given 5 questions in 50 – 80 words each.*

*3×4=12*

20. WWW – World Wide Web. (it does not have a structure given in the book, students can write anything subjectively here now.)

21. Sync Sound — Earlier, when most of the films used to be shot in studio, the dialogues that were recorded at the time of shooting were the ones finally used in the film. This is called ‘Sync sound’.

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Shooting Ratio — It is the ratio of the finally finished length of the film to the length of the film that is actually shot. Normally, a film would have



anything between 1:10 to 1:20 as the shooting ratio, depending upon the scale of production.

**Rushes** — At the end of each day's shooting, the film is developed and the takes the director has selected are printed and screened for the director and production team. This material is known as the "dailies," or "rushes," and is used to evaluate the film's progress. It also reveals mistakes overlooked during the day's filming and directs attention to scenes that must be re-shot, while actors are still available and sets still standing.

**Call Sheet** — While shooting each member of the crew is provided with a call sheet, indicating when and why he/she is required on the set.

22. Market segmentation is the process of breaking down a larger target market into smaller segments with specific characteristics. It helps to customize a product/service and also evolve the advertising strategy to reach the target group.

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### **Psychographic:**

There are certain products that have different considerations to some people than the feeling of necessity. The desire for a feeling of elevated status, enhanced appearance and feeling rich are some considerations that go into the purchase examples. These factors are the psychographic variables that influence buying decision. This applies especially to luxury items. Owning a particular brand of a car, or gadget or wearing a costume of a particular brand and style may be a status symbol for some.

### **Demographic:**

Customers are individuals and there are many factors that go into the making of an individual personality such as age, race, religion, gender, income level, family size, occupation, education level and marital status.

23. The Sound Recordist [Audiographer]

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Audiography ("writing sound") in the context of filmmaking is a term commonly used in India to mean the sound recording, editing and mixing

performed by the sound department of a film production. This includes sound design but excludes music, song and choreography. An audiographer meaning the chief recordist in India is responsible for the overall sound quality of the film. Sound recording has become such a specialized field today that in any completed film, the sound-track is worked upon by many people at many stages. Take a typical Indian film for example — it has dialogues, sound effects, music in the form of songs and background score. All these components of the sound-track are individually composed at various stages. Dialogues are mostly dubbed in the sound studio in the post-production stage. Similarly, the effects are also recorded in the sound studio in the post-production stage. Songs are recorded before the shooting begins and the background score is recorded in the sound studio in the post-production stage.

24. Subjective answer : Students to refer unit 1

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