

Marking Scheme
Strictly Confidential
(For Internal and Restricted use only)
Senior Secondary School Examination, 2026 (XIIth)
SUBJECT NAME: - Mass Media Studies (Q.P. CODE 835/359)

General Instructions: -

1	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.
2	“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 Newspaper/Website, etc. may invite action under various rules of the Board and IPC.”
3	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. 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-XII, 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.
4	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.
5	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.
6	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. This is most common mistake which evaluators are committing.
7	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 totalled up and written in the left hand margin and encircled. This may be followed strictly.
8	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.

9	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 " Extra Question "
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	Ensure that you do not make the following common types of errors committed by the Examiner in the past :- • Leaving answer or part thereof unassessed in an answer book. • Giving more marks for an answer than assigned to it. • Wrong totalling or marks awarded on an answer. • Wrong transfer of marks from the inside pages of the answer book to the title page. • Wrong question wise totalling on the title page. • Wrong totalling of marks of the two columns on the title page. • Wrong grand total. • Marks in words and figures not tallying/not same. • Wrong transfer of marks from the answer book to online award list. • 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.) • Half or a part of answer marked correct and the rest as wrong, but no marks awarded.
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 totalling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also as the Board. Hence, in order to upload 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 " Guidelines for Spot Evaluation " 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 totalled 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.

MARKING SCHEME
Mass Media Studies (Subject Code - 835)
(PAPER CODE: 359) (P3590835)

Q.No.	EXPECTED OUTCOMES/VALUE POINTS	UNIT/PAGE NO.	Marks	Marks
	SECTION – A (OBJECTIVE TYPE QUESTIONS)			
1.	Answer any 4 out of the given 6 questions on Employability Skills. (1x4=4 marks)			
	(i) (B) A group of words that communicates a complete thought or meaning.	U-1 Pg-9	1	1
	(ii) Stress is a state of feeling upset, annoyed and hopeless.	U-2 Pg-26	1	1
	(iii) (A) Suspicious	U-2 Pg-34	1	1
	(iv) (B) Information and Communication Technology.	U-3 Pg-39	1	1
	(v) (D) Work area	U-4 Pg-42	1	1
	(vi) 'Start up India'		1	1
2.	Answer any 5 out of given 7 questions. (1x5=5 marks)			
	(i) (B) Product Advertising	Pg-16	1	1
	(ii) Market segmentation is the process of breaking down a larger target market into smaller segments with specific characteristics.	Pg-06	1	1
	(iii) Adobe Dreamweaver, WordPress (Or Any Relevant)	Pg-97	$\frac{1}{2}+\frac{1}{2}$	1
	(iv) Mario Puzo	Pg-23	1	1
	(v) A set interior is a replica of an interior space such as room.	Pg-37	1	1
	(vi) Federal Trade Commission	Pg-17	1	1
	(vii) (C) Director	Pg-74	1	1
3.	Answer any 6 out of the given 7 questions. (1x6=6 marks)			
	(i) Product buzz is term used for marketing to describe the excitement that consumers have around product/service.	Pg-03	1	1
	(ii) Media editor edits the content in terms of Writing, Audio, Audio-Visuals.	Pg-30	1	1
	(iii) (C) Ad Campaign	Pg-149	1	1
	(iv) (A) Mass Communication	Pg-70	1	1
	(v) (B) 1:10 and 1:20	Pg-27	1	1
	(vi) Posters, Billboards (OR any Relevant)	Pg-10	$\frac{1}{2}+\frac{1}{2}$	1
	(vii) True	Pg-90	1	1

4.	Answer any 5 out of the given 6 questions. (1x5=5 marks)			
	(i) (C) Negative Publicity (ii) (B) 1920 (iii) (A) Both I & II (iv) A brand identity is composed of various branding elements, like a company's name, logo, visual elements, language and tone of voice. (v) (D) Lionel Fielden (vi) Hanging Mike, Stand Mike	Pg-16 Pg-24 Pg-70 Pg-09 Pg-48 Pg-82	1 1 1 1 1 $\frac{1}{2}+\frac{1}{2}$	1 1 1 1 1 1
5.	Answer any 5 out of the given 6 questions. (1x5=5 marks)			
	(i) Local News, Ads etc. (Or Relevant) (ii) (C) Unique Selling Point (iii) (C) Digital Media (iv) (B) Tim Berners Lee (v) News Papers, Radio, T.V or Local channels etc. (Or Relevant) (vi) Analogue, Digital systems, optical cable etc. (Or Relevant)	Pg-84 Pg-03 Pg-10 Pg-54 Pg-10 Pg-99	$\frac{1}{2}+\frac{1}{2}$ 1 1 1 $\frac{1}{2}+\frac{1}{2}$ $\frac{1}{2}+\frac{1}{2}$	1 1 1 1 1 1
6.	Answer any 5 out of the given 6 questions. (1x5=5 marks)			
	(i) Cut, Wipe, Fade-in/Out (Or Relevant) (ii) It helps to understand the message in clear with attractiveness. (iii) (B) Comprehensive information approach of product. (iv) False (v) Anupamaa, KBC (Or Relevant) (vi) (A) Freelancer	Pg-98 Pg-09 Pg-09 Pg-11 Pg-34 Pg-85	$\frac{1}{2}+\frac{1}{2}$ 1 1 1 $\frac{1}{2}+\frac{1}{2}$ 1	1 1 1 1 1 1
	SECTION-B (SUBJECTIVE TYPE QUESTIONS)			
	Answer any 3 out of the given 5 questions on Employability Skills. (2x3=6 marks) Answer each question in 20-30 words.			
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.	U-1 Pg-1	2	2
8.	(1) Openness – Individuals are creative, curious, active, flexible and adventurous (2) Consciousness – Self disciplined, work on time, take care of others (3) Extraversion – love to interact with people	U-2 Pg-33	$\frac{1}{2}+\frac{1}{2}$ $+\frac{1}{2}+\frac{1}{2}$	2

	(4) Agreeableness – kind, sympathetic, cooperative, considerate and warm. (5) Neuroticism – tendency towards anxiety, self doubt, depression, shyness. (any four)			
9.	(1) Sorting Data in IT refers to the process of arranging data elements in a specific order such as ascending or descending based on pre-defined criterion. It helps in data organization, making it easier to search, analyze and process information efficiently.	U-3 Pg-58	2	2
10.	Environmental barriers :- (1) Lack of adequate resources or raw material (2) Non-availability of skilled labour (3) Lack of requisite machinery and infrastructure (4) Unavailability of monetary resources on time. (any two)	U-4 Pg-30	1+1	2
11.	According to UNEP – United Nations Environment Program, green jobs or green collar jobs are works in agricultural, administrative, research and development, manufacturing and service activities that contribute substantially to preserving or restoring environment quality.	U-5 Pg-112	2	2
	Answer any 3 out of the given 5 questions in 20-30 words each. (2x3=6 marks)			
12.	To give fame and influence to brand To build more audience/customers (Or any Relevant with brief)	Pg-10	1+1	2
13.	(1) Collecting News Reports as per the value of News. (2) Research Skills to collect the Data. (3) Problem Solving Skills (Any Two Or Relevant with brief explanation)	Pg-44	1+1	2
14.	(1) Misguide and manipulation (2) Security and privacy (Any Two Or Relevant with brief explanation)	Pg-70	1+1	2
15.	(1) To know the market (2) To know the customers (3) To reduce the risk (Any Two Or Relevant with brief explanation)	Pg-03	2	2
16.	To plan a successful and smooth group activity, it is essential that your group knows and feels comfortable with the plan. It also allows members of the group to help find gaps you may have missed when planning. Even if you plan everything out, production can still be a stressful experience.	Pg-24	2	2

	Answer any 2 out of the given 3 questions in 30-50 words each. (3x2=6 marks)			
17.	Cooperative advertising is when two business-- usually one very large business and one small business cost of advertising by advertising together. Point of purchase advertising is precisely designed to induce us into such buying. Various window displays, floor stands, banners are strategically placed like near the payment point in a shop. The most commonly concept is – this forms of advertising is in case of local grocery stores. Example A large manufacture of cold drinks will book large and exclusive space under the control of the grocery shop to advertise its product with some consideration to the shop owner. The advertisements would be prepared by the big company in its standard format and placed by the local retailer, using the store's name. Both are using the same ways to sell the products.	Pg-73	3	3
18.	Creative Concept Points to considered Any Website – AYZ Name, Design, Content, Pictorials, Other links etc. (Other relevant and in brief)	Pg-18	3	3
19.	A cinematographer is the artist-technician, who realizes on screen what the director wants to see. His work is a combination of technical competence and artistic sensibilities. Before the shooting, he shall be involved in selecting the locations or taking decisions regarding the studio shooting/locations. After conferring with the director, he would keep in mind as to what are the requirements of the script and accordingly will evolve his style.	Pg-37	1+2	3
	Answer any 3 out of the given 5 questions in 50-80 words each. (4x3=12 marks)			
20.	• General Creative-considered points • Concept/theme/story of films • Situations • Title music • Background • Songs • Technicalities of films (With Explanation or Relevant content)	Pg-37	1+1+1+1	4
21.	Competency Based-considered Points (1) Select Your Target Audience. When making an ad, you'll first need to decide the audience you're making the ad for.	Pg-10	1+1+1+1	4

	(2) Conduct Marketing Research. Market research is an essential part of campaign promotion. (3) Select Broadcasting media tools (4) Prepare Budget (5) Ad Designing (With Explanation or Relevant content)			
22.	Opening and closing : The way you introduce a programme is very important, as it will provide the basis upon which a listener may decide to go on listening or not. Slogans-themes-logos : Radio programmes can include certain slogans or recurrent themes as a distinctive mark, as people are likely to associate the slogans with programme. Jingles : These are similar to the ones above, only that they are usually musical slogans that can be easily sung by everybody. Jingles serve to identify a certain programme, message, product to promote and reinforce a certain idea or message; Humour : According to the format you have selected humour can play an important part. But you should not abuse it, as humour in certain instances may be offensive to people and counterproductive to the objectives of the programme. Simplicity of presentation : This is especially true in the development context. Avoid jargon and complicated treatment of concepts and messages. Always keep in mind the KISS formula - Keep It Simple and Straight Forward; Accuracy : Make sure that the content you are presenting is accurate, and simple to understand. Once broadcast, any inadequacy may have a negative impact on many aspects of the programme; Repetitions and summaries : It is usually a good practice to repeat more than once the crucial points your programme wants to get across. Try to repeat the same points without duplicating them. (Any Four)	Pg-50	1+1+1+1	4
23.	Information has been a privilege denied to the masses till the early part of the Twentieth century. To know about the society in general and the world at a large, one had to have the privilege of being highly educated and with means and opportunities at one's disposal for travel. This was given to the very few, be it in the rich European nations or in the colonized world.	Pg-69	4	4
24.	News reports present brief write-up son events, issues and people, features present detailed analyses of the same, often in the form of discussions, narratives of critiques. Further, while news reports are written mostly in the inverted pyramid formal structure and style, features	Pg-86	2+2	4

	follow the structure of essays and discussions and present a distinct point of view. News reports are written by staff reporters, stringers or correspondents but features are usually contributed by senior reporters, assistant editors, editors, but also by outside experts who may be academics, free-lancers, researchers and others.			
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