

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	The CBSE has decided to introduce On Screen Marking (OSM) for the evaluation of Class XII answer Book with the 2026 Examination.
2	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.
3	“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.”
4	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.
5	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.
6	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.
7	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.
8	If a question has parts, please award marks on the right-hand side for each part in the OSM Portal. Marks awarded for different parts of the question will be totaled up by the OSM System.
9	If a question does not have any parts, marks must be awarded in the left-hand margin in the OSM Portal. This may also be followed strictly.

10	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” .
11	No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
12	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.
13	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.
14	<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"> • 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.
15	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.
16	The Examiners should acquaint themselves with the guidelines given in the “Guidelines for Spot Evaluation” before starting the actual evaluation.
17	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.
18	If a candidate attempts both alternatives/options in a question where only one option/ alternative is required to be attempted, the Evaluator shall award marks in both the options. The system will take the higher of two scores and disregard the other response.
19	In a question having two options/alternatives, if a candidate has attempted only one, then the evaluator shall mark “NA” (Not attempted) against the option that has not been attempted by the candidate.

MARKING SCHEME
MASS MEDIA STUDIES (Subject Code-835)
(PAPER CODE : 359) (P3590835)

Max. Time : 3 Hours

Max. Marks : 60

	SECTION-A Objective Type Questions		
1.	Answer any 4 questions out of given 6 questions. (1x4=4 marks)		
i.	(D) entreprendre, to understand		1
ii.	(B) 1, 3, 4		1
iii.	(C) Personality disorder		1
iv.	(A) Both I and II		1
v.	(B) A group of words that communicates a complete thought		1
vi.	(D) EESL		1
2.	Answer any 5 out of the given 7 questions. (1x5=5 marks)		
i.	Increased Product/Brand Awareness, Sell etc. (Or Any Relevant Content)	1	1
ii.	Closed circuit Television	1	1
iii.	Snapchat is a social media app for sending temporary snaps and sharing content with camera effects, stories, and more.	1	1
iv.	A. Posters, Banners, Brochures, Prize Schemes	1	1
v.	(C) Ford Coppola	1	1
vi.	Writer, Director, Producer, Actor, Cinematographer, Audiographer, Editor, Art Director, Music composer are the key contributors to the long drawn filmmaking process. (Any Two)	$\frac{1}{2} \square \frac{1}{2}$	1
vii.	Social media marketing is a type of digital marketing that uses social media platforms to promote your brand and offerings to your ideal customers.	1	1
3.	Answer any 6 out of the given 7 questions. (1x 6 = 6 marks)		
i.	Dancing, Acting (Or any Relevant content)	$\frac{1}{2} \square \frac{1}{2}$	1
ii.	Direct mail is a form of advertising in which physical mail pieces (letters, postcards, brochures, catalogues, etc.) are sent directly to potential customers.	1	1
iii.	(B) - Performers	1	1
iv.	Beauty Products & Home appliance Products (Or Any Relevant Content)	$\frac{1}{2} \square \frac{1}{2}$	1
v.	B - Above the line cost	1	1
vi.	Thinking concept - Tata Tea, Red level Tea (Or Any relevant)	1/2+1/2	1

vii.	Social concepts, information (Or Any Relevant Content)	$\frac{1}{2} \square \frac{1}{2}$	1
4.	Answer any 5 out of the given 6 questions. (1x5=5 marks)		
i.	B - Psychographic	1	1
ii.	(A) Recorded sound	1	1
iii.	<ul style="list-style-type: none"> Spoken Words Program Musical Program 	$\frac{1}{2} \square \frac{1}{2}$	1
iv.	A jingle is a short song or tune used in advertising and for other commercial uses. Jingles are a form of sound branding.	1	1
v.	(B) Quantitative Research	1	1
vi.	(B) Dry Run	1	1
5.	Answer any 5 out of the given 6 questions. (1x 5 = 5 marks)		
i.	(C) Film editing	1	1
ii.	(C) Editorial	1	1
iii.	(D) Amartya Sen	1	1
iv.	T.V, Radio	$1/2+1/2$	1
v.	(C) Television	1	1
vi.	Bournvita, Coca-cola's, Dove's, (Any other two with correct examples)	$\frac{1}{2} \square \frac{1}{2}$	1
6.	Answer any 5 out of the given 6 questions. (1x 5 = 5 marks)		
i	(A) Colour, Logo, Design	1	1
ii.	(D) LCD, Window Display, Floor Stand	1	1
iii.	Sub Editor	1	1
iv.	Majid Tehranian	1	1
v.	(B) Metro Goldwyn Mayer	1	1
vi.	Newspaper (Any Relevant option)	1	1
	SECTION - B (Subjective Type Questions) Answer any 3 out of the given 5 questions on Employability Skills. (3 x 2 = 6 marks)		
7.	The various Factors that affect active listening are as follows :		
i.	Eye contact - It is a form of body language. It is one of the most important aspects in the communication process.		
ii.	Gestures - These indicate to the speaker if you are listening or not.		
iii.	Avoiding distractions - Need to identify things that distract you in order to listen attentively.		
iv.	Giving feedback - Can be both positive and negative but in both the cases should not offend the other person. (Any 2 correct points) (Unit-1, Page No. : 4)	1+1	2

8.	Solid waste management system includes collection, segregation, transportation, processing and disposal of waste. Green jobs related to waste management are in areas like e-waste recycling, solid waste management, waste reduction, waste auditing, waste control, etc.(Unit I, page 117)		(2)
9.	Self-management, which is also referred to as 'self-control' or 'self-regulation', is the ability to regulate one's emotions, thoughts, and behaviour effectively in different situations. (Unit I, page 5)		
10.	Three types of data in spreadsheet: Text (enter names or string or characters) Number (enter number) Date (enter date) (Any 2 with explanation)	1+1	2
11.	Steps to Identify Opportunities: community concerns Personal experience Research work (Any 2 relevant points with explanation)	1+1	2
	Answer any 3 out of the given 5 questions in 20 – 30 words each. (2 x 3 = 6 marks)		
12.	List of characteristics common to the users such as : <ul style="list-style-type: none"> • Audience Characteristics • Preferences Information • Computer Specifications • Web Experience (Any Two with Brief) 	1 + 1	2
13.	Critical Thinking Concept : The circulation spiral is that having more readers means having more ad revenue, which in turn allows a newspaper to attain higher and higher quality, which makes it more and more attractive to its readers compared with the rivals' newspapers. (Or Relevant Content)	2	2

14.	Technology can be a powerful tool for delivering a dynamic presentation and improving communication. In today's digital world, the effective use of technology can have a significant impact on the success of a presentation. Whether you are presenting online or in person, using technology wisely can help you engage your audience, convey your message, and enhance the overall effectiveness of your presentation.	2	2
15.	General Creative concept : Location serves as the canvas on which directors paint their masterpieces, setting the mood, creating authenticity, and immersing the audience into the film's universe. By carefully selecting the right locations, filmmakers can transport viewers to another place and time, making them feel like they are part of the story. (Or relevant Content)	2	2
16.	We all know that targeting the right people is at the core of a successful ad campaign. But to precisely target that group of ideal people, marketers first need to focus on segmentation, or breaking a large group of people into smaller sub-groups. Geographic segmentation is the practice of grouping members of an audience based on location, including where they live, work, and shop. These groupings can be as broad or narrow as necessary, from country to postal code or even more specific.	2	2
	Answer any 2 out of the given 3 questions in 30–50 words each. (3 x 2 = 6 marks)		
17.	The radio changed society in more ways than one. Those not using radios may not realize it, but it has a crucial role in our daily lives, especially during their heydays. The invention of the radio paved the way for many changes, mainly for the betterment of the society. Usage of the radio- <ul style="list-style-type: none"> • Information • Education • Entertainment 	1+1+1	3

	• Awareness (Or Relevant Content)		
18.	Creative Concepts Points to be considered- All work process to pre shooting stage to post shooting stage	1+1+1	3
19.	Model of mass communication had following features - <ul style="list-style-type: none"> • It was a process of Broadcasting • Messages created and transmitted by a few to a vast number of receivers. Gigantic organization/corporations • Huge technical infra-structure • Large-scale investment and revenue model 	1+1+1	3

	Answer any 3 out of the given 5 questions in 60 - 90 words each. (4 x 3 = 12 marks)		
20.	Transforming Literature into Cinematic Narratives Film adaptation in cinema is the process where a story or work, such as a novel, play, comic book, or even another film, is reimagined and crafted into a screenplay suitable for filmmaking. Successful adaptations honour the essence of their source while transforming it into something that resonates on screen-sometimes even achieving iconic status in their own right. A film adaptation is the process of reimagining a source material from another medium into a movie.	4	4
21.	Points to be considered : 1. Interactive capability 2. Accessibility 3. Audience Engagement 4. Different usage of technology 5. Immediate delivery (Or Any Relevant content with brief)	1 +1+1+1	4
22.	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. A cinematographer is often called as director of photography [DOP]. In some case, he/she has a camera operator, who actually operates the camera during the shooting. An art director, works very closely with director in the pre-production stage. It is always an important decision taken in the pre-shooting stage regarding how much of the film would be shot on location and how much on the sets. The script and budget quite often dictate these decisions. The art director may, therefore have to work within these given conditions and give off the best results. He/she has a background in arts, is aware of the needs of the motion picture medium and sets up an appropriate environment for the scenes. Art director conceives the design of the set, gets it constructed. In case of locations, he/she is involved in the selection of the location, making the necessary changes to make it suitable for the scenes.	2+2	4
23.	Thinking Concept about the programming of Television production. Any National Channel (Answer in atleast 80 words)	4	4

24.	<p>Competency Based - Points to be considered.</p> <ul style="list-style-type: none"> • Effective channel of communication • Highest response rate • Attractive option • Easy to measure • Message durability is long • Cheap medium (Any Four Or Relevant with explanation) <p>Time saving</p>	<p>1 +1+1+1</p>	<p>4</p>
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