

ICSE 2023 EXAMINATION
SPECIMEN QUESTION PAPER
MASS MEDIA & COMMUNICATION

Maximum Marks: 100

Time allowed: Two hours

Answers to this Paper must be written on the paper provided separately.

*You will **not** be allowed to write during the first 15 minutes.*

This time is to be spent in reading the question paper.

The time given at the head of this Paper is the time allowed for writing the answers.

*Attempt **all** questions from **Section A** and **any four** questions from **Section B**.*

The intended marks for questions or parts of questions are given in brackets[].

SECTION A

(Attempt all questions.)

Question 1

[20]

Choose the correct answer from the options given:

- (i) Which of the following is not one of the 4P's of the marketing mix?
- (a) Price
 - (b) Promotion
 - (c) Patent
 - (d) Place
- (ii) Paul Nipkow proposed and patented the _____ in 1884.
- (a) Nipkow disk
 - (b) Nipkow signal
 - (c) Nipkow screen
 - (d) Nipkow ring

- (iii) Television program production requires the purchase of numerous assets as well as payment of salaries, making it a/an _____ medium.
- (a) substantial
 - (b) expensive
 - (c) massive
 - (d) cost effective
- (iv) 1920×1080 pixels in interlaced video mode, with an aspect ratio of 16 : 9 is possible with _____ format.
- (a) HDTV
 - (b) WMV
 - (c) MP3
 - (d) MP4
- (v) _____ is generally considered to be the creator of television.
- (a) Robert Flaherty
 - (b) John Grierson
 - (c) Paul Nipkow
 - (d) John Baird
- (vi) _____, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails.
- (a) Soft marketing
 - (b) Internet marketing
 - (c) Social marketing
 - (d) Broadcast marketing
- (vii) _____ advertising simply means advertisement without mentioning or specifying the content as an advertisement.
- (a) Unintentional
 - (b) Covert
 - (c) Obvious
 - (d) Neutral

- (viii) _____ is the practice of deliberately managing the spread of information between an individual or an organization and the public.
- (a) Advertising
 - (b) Sales promotion
 - (c) Public relations
 - (d) Scouting
- (ix) _____ television is a system of delivering television programming to consumers via radio frequency (RF) signals transmitted through coaxial cables, or in more recent systems, light pulses through fibre-optic cables.
- (a) Cable
 - (b) Satellite
 - (c) Digital
 - (d) Online
- (x) Advertising is a useful tool to spread knowledge about a _____.
- (a) Consumer
 - (b) Dealer
 - (c) Promotion
 - (d) Product
- (xi) Communication which is presented in a manner that is brief, to the point and meaningful is said to be _____.
- (a) Concrete
 - (b) Concise
 - (c) Complete
 - (d) Competent
- (xii) _____ includes barriers to communication that might be experienced in the workplace.
- (a) Physical
 - (b) Organisational
 - (c) Semantic
 - (d) Psychological

- (xiii) The act of repeating information in a continuous manner for the purpose of making it memorable is known as _____.
- (a) Repetition
 - (b) Allowance
 - (c) Content
 - (d) Printing
- (xiv) Which of the following is not a principle of communication?
- (a) Transactional
 - (b) Interactive
 - (c) Punctuated
 - (d) Physical
- (xv) The primary source of revenue for newspapers is _____.
- (a) Subscriptions
 - (b) Donations
 - (c) Advertising
 - (d) Sales
- (xvi) The order of entries in a newspaper is based on _____.
- (a) Eye movement
 - (b) Concentration
 - (c) Logic
 - (d) Spoken language
- (xvii) Which of the following is not a component of page making?
- (a) Colour
 - (b) Thickness
 - (c) Typography
 - (d) Page weight

- (xviii) Which of the following is not an example of an image format?
- (a) JPEG
 - (b) TIFF
 - (c) MP3
 - (d) PNG
- (xix) _____ is an important role played by photography in newspapers.
- (a) Informing
 - (b) Secluding
 - (c) Deducing
 - (d) Compensating
- (xx) The process of removing unwanted sections of an image is known as _____.
- (a) Snipping
 - (b) Cropping
 - (c) Cutting
 - (d) Deleting

Question 2

Communication is a natural process whereby we maintain a constant flow of information. However, certain factors may cause disturbances in the communication process.

- (i) What is meant by the term 'irreversible' in communication? [2]
- (ii) State any two ways in which feedback is useful. [2]
- (iii) With the help of an example, explain 'Physical' barriers to communication. [3]
- (iv) Differentiate between 'Coherence' and 'Clarity' in effective communication. [3]

Question 3

The integration of communication media has allowed for smoother transactions in business.

- (i) What do we mean by integrated marketing communication? [2]
- (ii) What effect does choice of 'place' have on a marketing plan? [2]

- (iii) Write any three benefits of IMC. [3]
- (iv) How does the marketing mix help us decide on an advertising strategy? [3]

SECTION B

(Answer any four questions from this Section.)

Question 4

- (i) Briefly explain the Black and White era of television. [5]
- (ii) State and explain any five characteristics of a television. [5]
- (iii) Differentiate between any two early program types of colour television programs. [5]

Question 5

- (i) What are the five elements to be kept in mind while making a page for a magazine? [5]
- (ii) Explain any five principles of design for print media. [5]
- (iii) Explain any five components of a page of a newspaper. [5]

Question 6

- (i) Differentiate between 'balancing a page' and 'drawing attention' in photography. [5]
- (ii) Elaborate how colour correction is used to make an image look more attractive. [5]
- (iii) Explain the importance of photography in magazines. [5]

Question 7

- (i) Explain the 4 Ps of marketing. [5]
- (ii) Provide any five advantages of internet marketing. [5]
- (iii) Briefly differentiate between Advertising and Public relations. [5]

Question 8

- (i) Briefly explain any five of the 7Cs of effective communication. [5]
- (ii) Explain any five principles of communication. [5]
- (iii) How would we overcome problems faced when trying to communicate with people from a distant country? [5]

Question 9

- (i) Explain the role of Public Relations. [5]
- (ii) What are “Brand Image” and “Goodwill”? [5]
- (iii) Explain how a Public Relation Officer manages a company’s crisis. [5]