

ANSWER KEY

Code No

SY 547

Second YEAR HIGHER SECONDARY EXAMINATION MARCH 2023

PART-III/III

SUBJECT : JOURNALISM60 SCORES2 HOURS

Qn. No	Sub Qns	Answer Key/Value/Points	Score	Total Score
<u>Section - A</u>				
1.		(C) Constantin Perskyi	1	1 × 8 = 8
2.		Alam Ara	1	
3.		(C) Environment	1	
4.		(b) Shot	1	
5.		(d) Page number	1	
6.		(a) Search engine is a software system designed to navigate information	1	
7.		(C) Eadweard Muybridge	1	
8.		Public Relations Society of India	1	
9.		Advertene	1	
<u>Section - B</u>				
10.		Internal public - Principal, teachers, students, office staff. (Any one correct answer can be given score)	1	2
		External public - Parents, former students, former teachers, local community, potential students, media, local bodies of governments. (Any one correct answer can be given score)	1	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
11.		<p>A jingle is a small song or music piece used for advertising, promotion or similar activities. (Any suitable answer can be given full score)</p>	2	2
12.		<p>Film appreciation is a humble attempt to make aware of the potential of cinema and enable to understand the good or bad aspects of a film and to respond to them. (Any suitable definition can be given full score)</p>	2	2
13.		<p>Zoom in Zoom out</p>	<p>1 1</p>	2
14.		<ul style="list-style-type: none"> • Newsletters are printed materials that give information regularly • It appears regularly as a periodical • The aim is to inform new developments in connection with the company. <p>(Any two valid points can be given full score)</p>	<p>1x2 = 2</p>	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
15.		<ul style="list-style-type: none"> • Lumiere brothers invented cinematographe. • They shot their first film 'Workers Leaving the Lumiere Factory'. • Their another film was 'The Arrival of a Train at the Station in La Ciotat'. <p>(Any two of the above answers can be given full score)</p>	1×2 $= 2$	2
16.		<p>PR is :</p> <ul style="list-style-type: none"> - a two way communication - a persuasive communication - deliberate - planned - management function etc. <p>(Any two valid answers can be given full score)</p>	1×2 $= 2$	2

12

(4)

(3)

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
17		Amateurs operate radio as a hobby with no monetary benefits. They provide services when regular channels are unavailable due to natural disaster or other disruptive events.	2	2
18		<p style="text-align: center;"><u>Section - C</u></p> Pleasing voice, Aptitude to speak sensibly, Good command over spoken language, knowledge of local dialects, ability to befriend the listeners, Solid knowledge of technology, Familiarity with the equipment for radio transmission (Any three valid points can be given full score)	1×3 $= 3$	3
19		It is a sequence of pictures created before actual shoot Describe each scene Director shares his vision through story boards Usually drawings in rectangles on thick paper Also be computer generated (Any three valid points can be given full score)	1×3 $= 3$	3
20		<u>Personal blog</u> - Ongoing diary or regular commentary by an individual <u>Micro blog</u> - Do not want to write more about a subject <u>Corporate blog</u> - Basically for business purposes. Promotes marketing (Identification and proper explanation of each type can be given full score.)	$\frac{1}{2} \times 2 = 1$ $\frac{1}{2} \times 2 = 1$ $\frac{1}{2} \times 2 = 1$	3

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
21.		<p>Letters - Formal communication methods between individuals or small groups of officials.</p> <p>Memos - made for internal circulation. Aim at high-tech or low-tech audience who share the same professional or business environment.</p>	<p>1 1/2</p> <p>1 1/2</p>	<p>3</p>
22.		<p>1986 - ERNET project started</p> <p>1994 - ERNET established a hub in Bangalore</p> <p>1995 - Internet gateway in India opened at Mumbai under VSNL</p> <p>1996 - Major newspapers set up websites</p> <p>1998 - a large percent of Indian newspapers, magazines and government departments began operating their own websites</p> <p>2010 - 3G spectrum, WiMax licences auctioned</p> <p>2015 - launched NOFN.</p> <p>(Any three of the above points can be given full score)</p>	<p>1 x 3</p> <p>= 3</p>	<p>3</p>
<u>Section - D</u>				
23.	23.	<p>Sergie M Eisenstien - Battleship Potemkin</p> <p>Sathyajit Rai - Pather Panchali</p> <p>Charlie Chaplin - Modern Times</p> <p>Vittorio De Sica - Bicycle Thieves</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p>	<p>4</p>
24.	24.	<p>A user manual has:</p> <p>Cover / Precautions / TOC / Introduction / Abbreviations / Technical Specifications / Warranty / Accessories.</p> <p>(Identification & explanation of any four of the above points can be given full score)</p>	<p>1 x 4</p> <p>= 4</p>	<p>4</p>

12

(6)

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
25		<ul style="list-style-type: none">- Television broadcasting in India began in Newdelhi on 15 september 1959- By 1970's television Centres and Studios were opened- In 1976 television delinked from AIR→ 1982 switching over to colour transmission <p>(Any four valid points can be given full score)</p>	1x4 =4	4
26		<ul style="list-style-type: none">To catch the readers eyeTo introduce a featureTo illuminate and amplify the contentTo keep the reader on the bookTo express the magazine's character <p>(Any four valid points can be given full score)</p>	1x4 4=4	4
27		<p>A.M - Refers to Amplitude modulation / Am is that it uses a narrower band width / Occur in the medium wave frequency range</p> <p>FM - Aim was to overcome noise interference in AM broadcast. / Sound level threetimes better than AM / Frequency modulation / invented by Edwin Armstrong.</p> <p>(Any two points from AM and FM can be given full score)</p>	1x2 =2 1x2 =2	4

16

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
28		<p style="text-align: center;"><u>Section E</u></p> <p> Informs - Share the details about the products quality Educates - Carry messages intended for consumer education Creates demand - Create demand for a product in the market Enhances Competition - Unavoidable to compete with or neutralize competitor's advertising Establishes brand identity - Brand loyalty - helps to build emotional relationship Promotes action - Persuade an audience into action Improves customer base - Company creates new products that attract existing and new customers alike (Any Valid six points can be given full score) </p>	<p>1x 6 =6</p>	6

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
29.		<p>- Feature stories are articles that have human interest and focus on particular people, places and events.</p> <p>- A feature article takes a specific format and outline</p> <p>- There will always be a title, introduction, body of the story and conclusion.</p> <p>(Any two valid characteristics relating to features can be given score)</p> <p>Identification and explanation of any four of the below given features can be given full score.</p> <p>a) Profiles or personality features</p> <p>b) Historical features</p> <p>c) News features</p> <p>d) Human Interest features</p> <p>e) Columns</p> <p>f) Reviews</p> <p>g) Photo features</p> <p>h) Essays</p>	<p>1x2 = 2</p> <p>1x4 = 4</p>	<p>6.</p>

