

ANSWER KEY

SAY/IMP? June

II YEAR HIGHER SECONDARY EXAMINATION ~~March~~ 2023

PART-I/II/III

SUBJECT: JournalismCODE NO: S-2247VERSION:     60 SCORES2 HOURS

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		<u>Section A</u>		
I	1.	Radio Maska	1	9
	2.	Voice Over	1	
	3.	Thomas ALVA Edison	1	
	4.	Goa	1	
	5.	Deepika	1	
	6.	User manual is a Small booklet or leaflet attached with the package of a product and assists end users to operate the product	1	
	7.	Advertisement for national integration, de-addiction, blood donation, cleaning public places etc	1	
	8.	IPRD	1	
	9	blogs, intranets, micro blogging, Podcasts etc. any one point can be given 1 score	1	
II		<u>Section B</u>		
	10	Any two women's magazine can be given 2 score	2	2
	11	Housestyle is the set of rules collected together in a book or a computer file	1	
		To give each magazine a specific look	1	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		and lay out. Any two valid points		
12		- PSB is financed and controlled by the public and for the public - PSB is neither commercial nor state owned and free from political interference	1 1	2
13		- Zoom in - The images can be closer from the subject without moving the camera - Zoom out - The images can be farther away from the subject	1 1	2
14		- Bicycle thieves, The leopard	2	
15		- streaming is live and produced directly from the source and a visitor reads the text and listens or watches streaming audio or video files. - Non streaming is not live but the user could download the audio or video file	1 1	2
16		- Name of the product, Serial/model number, the logo, slogan of the product. Any two elements can be given 2 score	2	
17		- Internal :- Teachers, students, office staff External :- PTA, old students Association, Neighbouring institutions Any two valid answer	1 1	2
		<u>Section C</u>		
III	18	- He works with business, marketing and sales department - He is a person with great vision and his decisions are crucial for the success	1	

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		<p>of a magazine</p> <ul style="list-style-type: none"> <li>- Responsible for creating attractive quality content</li> <li>- Helping to plan editorial calendars.</li> <li>- works with the business executives to create an editorial vision or brand that creates an audience attraction to advertisements.</li> <li>- He has to be great leader guiding the entire team on a tough and uncertain path</li> <li>- He has to be in constant contact with the art director and must also work closely with other members of the team.</li> </ul> <p>Any three points</p>	<p>1</p> <p>1</p>	<p>3</p>
19		<ul style="list-style-type: none"> <li>- Uni-directional microphone:- This microphone picks up sound from one direction</li> <li>- Bi-directional microphone:- the voice or sound is picked up from two directions.</li> <li>- Omni-directional microphone:- it pick up sound from all directions.</li> </ul>	<p>1</p> <p>1</p> <p>1</p>	<p>3</p>
20		<p>Prominent film personality in: The Silent era.</p> <ul style="list-style-type: none"> <li>- merged humor with life</li> <li>- wit and charm was the main highlight in his films</li> <li>- His films are combination of comedy and social tragedy</li> <li>- He combined political engagement and an increasing tendency towards Pathos and Sentimentality.</li> <li>- His films favoured social criticism</li> <li>- Some of his films are The Tramp, The Kid, The Gold Rush, The Circus, Modern times, Great Dictator etc.</li> </ul>	<p>1</p> <p>1</p> <p>1</p>	<p>3</p>

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
	21	<ul style="list-style-type: none"> <li>- An independent business organisation that develops, prepares and distributes advertisements in the media</li> <li>- making an advertisement after obtaining a client brief</li> <li>- Marketing and creative wing professionals decide and execute ad campaigns</li> <li>- various departments in an advertising agency are accounts department, media department, creative department and production department. (Three valid points)</li> </ul>	<p style="text-align: center;">1 1 1</p>	3
	22	<ul style="list-style-type: none"> <li>- Amplitude modulation - a mode of broadcasting radio waves by varying the amplitude of carrier signal in response to the amplitude of the signal to be transmitted</li> <li>- Frequency modulation - overcome noise interference in AM broadcast and sound level is three times better than AM</li> <li>- Digital radio mondiale - DRM can deliver FM-comparable sound quality on frequencies below 30 MHz with allow for very long distance signal propagation.</li> </ul>	<p style="text-align: center;">1 1 1</p>	3
IV	23	<p style="text-align: center;"><u>Section D</u></p> <ul style="list-style-type: none"> <li>- News bulletin - it presents hourly or half-hourly news summaries</li> <li>- most important story first, least important story last and consider balance and pace</li> <li>- Radio news reel - A news magazine programme in audio covering major</li> </ul>	<p style="text-align: center;">2  2</p>	4

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		<p>current news issues, broadcast once or twice a week</p> <p>- it is a combination of relevant sound cuts on current affairs with brief introduction and conclusion by the narrator</p>		
	24	<p>- language skills, quick adaptation to different roles, Technical skills, updating of knowledge, Teaching skills, interpersonal skills, open to criticism, professionalism (Any four points)</p>	4	
	25	<p>Attention, Interest, Desire and Action in details can be give 4 score</p>	4	
	26	<p>Spoken word, written communication, media relations, photographs, exhibitions and fairs, Audio visual media, Research, media releases, media conference, Brochures, News letters, House Journals (Any four points)</p>	4	
	27	<p>1 - A score from a distance 2 - waist shot 3 - viewed from close range 4 - Camera head movement</p>	1 1 1 1	4
V	28	<p style="text-align: center;"><u>Section E</u></p> <p>Size and appearance, Content, style, Design and layout, Target audience, readability, Display ads, Visual</p>		

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
	29	<p>Strengths, shelf life (Any Six valid points)</p> <p>Online Journalism is the art of writing and presentation of news and views on the world wide web.</p> <p>Immediacy, Hypertextuality, Interactivity, Multimediaality, Archiving</p>	6 1 5	6