

SAMPLE QUESTION PAPER

JOURNALISM

Class - XII



**Government of Kerala
Department of Education**

**Prepared by
State Council of Educational Research and Training (SCERT), Kerala**

2015

GUIDELINES FOR THE PREPARATION OF QUESTION PAPER FOR HIGHER SECONDARY EDUCATION - 2015

Introduction

Term evaluation is an important aspect of Continuous and Comprehensive Evaluation (CCE). It covers the **assessment of learning** aspect of the CCE. The Kerala School Curriculum 2013 postulated that the examination system should be recast so as to ensure a method of assessment that is a valid, reliable and objective measure of student development and a powerful instrument for improving the learning process. The outcome focused written tests are being used as tools for terminal assessment. Practical assessment is also considered for some subjects. The syllabus, scheme of work, textual materials, teacher texts and learning experiences may be considered while developing tools for term evaluation.

In order to make the examination system effective and objective, quality of the question paper needs to be ensured. Questions of different types considering various learning outcomes, thinking skills and of varying difficulty levels are to be included in the question paper. This makes question paper setting a significant task that has to be undertaken with the support of proper guidelines.

The guidelines for the preparation of the question paper have been divided into four heads for its effective implementation and monitoring. The areas are **i) preparatory stage, ii) nature of questions, iii) question paper setting and iv) structure of the question paper.**

I. Preparatory stage

Before starting the process of question paper setting, the question paper setter should ensure that she/he has:

- Familiarised the current syllabus and textbook of the concerned subject.
- secured the list of Los (Learning Outcomes) relating to the subject.
- acquired the list of thinking skills applicable to the subject (See appendix).
- prepared a pool of questions from each unit of the subject.
- verified the scheme of work and weight of score for each unit/lesson.
- gone through guidelines for the preparation of question paper for higher secondary education – 2014.

II Nature of questions

Questions selected from the pool to be included in the question paper should reflect the following features:

- stem of the question text should be relevant to the question posed.
- multiple choice questions should be provided with four competitive distracters.
- the possibilities of higher order thinking skills should be considered while setting MCQs
- time allotted for each question should be justified according to the thinking skills involved.
- the scope and length of the answer should be clearly indicated.
- questions should be prepared by considering the learning level of the learner.

- the question should focus on the learning outcomes.
- a wide range of thinking skills and learning outcomes from each unit/lesson should be considered.
- varied forms of questions should be covered.
- there should be a balance between the time allotted and the level of question.
- question should be very specific and free from ambiguity.
- question text should not be too lengthy and complicated.
- questions can be prepared based on a single or a cluster of learning outcomes which is scattered over one particular unit or units.
- cluster of learning outcomes from different units can be considered only for graded questions (questions with sub-divisions).
- the possibilities of graded questions reflecting different thinking skills can be explored.
- while preparing questions for language papers importance should be given to the language elements, language skills, discourses, textual content and elements of creativity.
- while preparing questions for subjects other than languages, importance should be given to content, concepts and skills.
- questions should cater the needs of differently abled learners and CWSEN (Children With Special Education Needs)
- the questions should contain varied forms such as objective type with specific focus to multiple choice test items and descriptive types (short answer and essay types).
- directions regarding the minimum word limit for essay type questions should be given.
- sufficient hints can be provided for essay type questions, if necessary.
- maximum usage of supporting items like pictures, graphs, tables and collage may be used while preparing questions.
- questions which hurt the feelings of caste, religion, gender, etc. must be completely avoided.

III. Question paper setting

During the process of question paper setting the question setter should:

- prepare a design of the question paper with due weight to content, learning outcomes, different forms of questions and thinking skills.
- prepare a blue print based on the design.
- prepare scoring key indicating value points and question based analysis along with the question paper.
- while preparing scoring key, thinking skills should also be integrated.
- 60% weight should be given to thinking skills for conceptual attainment and 40% to thinking skills for conceptual generation.
- 15 to 20% weight of total scores must be given to objective type questions and up to 20% weight of total score must be given to essay type questions.
- the highest score that can be given to a question in the question paper is limited to 10% of the total score.

- while fixing the time for answering a question, time for reading, comprehending and writing the answer must be considered.
- The total time limit of the question paper - two hours for 60 scores and 2.30 hours for 80 scores question papers with an extra cool-off time of 15 minutes.

IV. Structure of the question paper

The question paper should reflect the following features in general:

- general instructions for the question paper should be given on the top.
- instructions for specific questions can be given before the question text.
- monotony of set patterns (objective or descriptive) should be avoided.
- questions should be prepared in bilingual form.
- there should not be any mismatch between the bilingual versions of the questions.
- choice can be given for questions up to 20% of the total score.
- while giving choice, alternative questions should be from the same unit with the same level of thinking skills.
- in the case of languages, language of the questions and answers should be in the particular language concerned. Necessary directions in this regard must be given in the question paper.

THINKING SKILLS

Category/ processes	Alternative terms
1. Remember	Retrieve relevant knowledge from long-term memory
1.1. <i>Recognising</i>	identifying- (e.g. Recognize the dates of important events in Indian history)
1.2. <i>Recalling</i>	retrieving - (e.g. Recall the major exports of India)
2. Understand	Construct meaning from instructional messages, including oral, written and graphic information
2.1. <i>Interpreting</i>	clarifying, paraphrasing, representing, translating (e.g. Write an equation [using B for the number of boys and G for the number of girls] that corresponds to the statement 'There are twice as many boys as girls in this class')
2.2. <i>Exemplifying</i>	illustrating, instantiating (e.g. Locate an inorganic compound and tell why it is inorganic)
2.3. <i>Classifying</i>	categorizing, subsuming (e.g. Classify the given transactions to be recorded in Purchase returns book and Sales returns book)
2.4. <i>Summarising</i>	abstracting, generalizing (e.g. Students are asked to read an untitled passage and then write an appropriate title.)
2.5. <i>Inferring</i>	concluding, extrapolating, interpolating, predicting (e.g. a student may be given three physics problems, two involving one principle and another involving a different principle and ask to state the underlying principle or concept the student is using to arrive at the correct answer.)

2.6. <i>Comparing</i>	contrasting, mapping, matching (e.g. Compare historical events to contemporary situations)
2.7. <i>Explaining</i>	constructing models (e.g. the students who have studied Ohm's law are asked to explain what happens to the rate of the current when a second battery is added to a circuit.)
3. Apply	Carry out or use a procedure in a given situation
3.1. <i>Executing</i>	Carrying out (e.g. Prepare Trading and Profit and loss Account from the Trial Balance given and find out the net profit.)
3.2. <i>Implementing</i>	using (e.g. Select the appropriate given situation where Newton's Second Law can be used)
4. Analyse	Break material into its constituent parts and determines how the parts relate to one another and to an overall structure or purpose
4.1. <i>Differentiating</i>	discriminating, distinguishing, focusing, selecting (e.g. distinguish between relevant and irrelevant numbers in a mathematical word problem)
4.2. <i>Organising</i>	finding coherence, integrating, outlining, parsing, structuring (e.g. the students are asked to write graphic hierarchies best corresponds to the organisation of a presented passage.)
4.3. <i>Attributing</i>	deconstructing (e.g. determine the point of view of the author of an essay in terms of his or her ethical perspective)
5. Evaluate	Make judgements based on criteria and standards
5.1. <i>Checking</i>	coordinating, detecting, monitoring, testing (e.g. after reading a report of a chemistry experiment, determine whether or not the conclusion follows from the results of the experiment.)
5.2. <i>Critiquing</i>	judging (e.g. Judge which of the two methods is the best way to solve a given problem)
6. Create	Put elements together to form a coherent or functional whole; reorganize elements into a new pattern or structure
6.1. <i>Generating</i>	hypothesizing (e.g. suggest as many ways as you can to assure that everyone has adequate medical insurance)
6.2. <i>Planning</i>	designing (e.g. design social intervention programmes for overcoming excessive consumerism)
6.3. <i>Producing</i>	constructing (e.g. the students are asked to write a short story based on some specifications)

Considering the intellectual level of learners, while setting the question paper;

- 1. 60% weight may be given to thinking skills used for factual and conceptual attainment and**
- 2. 40% weight may be given to thinking skills for conceptual generation** (higher thinking skills has to be ensured in this category). Thinking skills for conceptual generation means thinking skills needed for elaborating the concepts.

Refer the range of thinking skills given above. We can include the thinking skills no.1.1 to 3.2 (11 processes) under first category and 4.1 to 6.3 (8 processes) under second category.

Subject Guideline for preparation of question papers

- All questions should be based on learning outcomes.
- Questions should be on conceptual attainment and conceptual generation.
- More than one learning outcomes can be clubbed.
- Question shall be life-related.
- Questions shall be in accordance with media awareness of the students.
- Out of syllabus questions should not be asked, but contemporary developments linked to the content of textbook and learning outcomes can be asked.
- Questions can also be in accordance with learning process or activities.
- Different types of questions should be asked.
- Different thinking skill questions should be asked.
- Total score is 60 and duration is 2 hrs.
- Design and blue print should be done in advance.
- Try to avoid asking questions from the trivia provided in the text book.
- Sufficient hints are to be provided wherever necessary
- Multiple choice questions should be based on conceptual attainment.
- Simple language and clear ideas should be provided.
- Question should reflect classroom activities provided in the text book.
- Scores should be noted for each questions and sub questions.
- Internal choices should be provided for essay type questions.
- Simple language and clear ideas should be used.
- Suitable translations into Malayalam are necessary for all questions.

WEIGHT TO CONTENT & LEARNING OUTCOMES

No.	Unit	LO No.	Weight	Percentage
1	Writing for Magazines	1.10.	6	10
2	Magazine Editing and Production	2.22.1.2.5	5	8
3	Writing and production for Radio	3.14.3.12.3.6.3.15.3.3.	7	11.6
4	TV news and Video production	4.13.4.4.4.11.	7	11.6
5	Film Appreciation	5.4.5.19.5.23.5.15.5.22.	7	11.6
6	New media Concepts and Applications	6.23.6.5.6.10.	7	11.6
7	Basics of Technical writing	7.2. 7.10.7.13.	7	11.6
8	Advertising	8.7.8.13.	7	11.6.
9	Public Relations and Corporate Communication	9.11.9.4.9.18.	7	11.6
	Total		60	100

WEIGHT TO THINKING SKILLS

No.	Thinking Skills	Score	Percentage
1	Conceptual Attainment	36	60
2	Conceptual Generation	24	40
	Total	60	100

WEIGHT TO FORM OF QUESTIONS

No.	Type	No. of Questions	Score	Percentage
1	Objective	11(1)	11	18
2	Short answer	1(3)2(5),3(4),4(2)	33	54
3	Essay	5(2),6(1)	16	28
	Total		60	100

Class : XII
Subject : Journalism

BLUE PRINT

Score : 60
Time : 2 Hrs

Unit	Thinking skills Content	Thinking skills for Conceptual Attainment			Thinking skills for Conceptual Generation			Total
		OB	SA	Essay	OB	SA	Essay	
1.	Writing for Magazine						1(6)	1(6)
2.	Magazine Editing and Production	1(1)	1(2)			1(2)		3(5)
3.	Writing and Production for Radio	1(1)1(1) 1(1)	1(2)1(2)					5(7)
4.	TV news and Video Production	1(1)				1(3) 1(3)		3(7)
5.	Film Appreciation	1(1) 1(1)	1(1)			1(1) 1(3)		5(7)
6.	New Media Concepts and Applications	1(1)	1(1)				1(5)	3(7)
7.	Basics of Technical Writing	1(1)1(1)		1(5)				3(7)
8.	Advertising		1(4)			1(3)		2(7)
9.	Public Relations and Corporate Communication	1(1)	1(2)1(4)					3(7)
	Total	11(11)	8(18)	1(5)		6(15)	2(11)	28(60)

*Question number 1, 27 and 28 contain both conceptual attainment and generation elements. So their scores can be calculated by splitting the total score.

JOURNALISM

Sample Question Paper -I

Maximum : 60 Score

Time: 2 hrs

Cool off time : 15 mts

General Instructions to candidates:

- There is 'Cool off time' of 15 minutes in addition to the writing time of 2 hrs.
- You are neither allowed to write your answers nor to discuss anything with others during the 'cool off time'.
- Use the 'cool off time' to get familiar with questions and to plan your answers.
- Read the questions carefully before answering
- All questions are compulsory and only internal choice is allowed.
- When you select a question, all the sub-questions must be answered from the same question itself.
- Calculations, figures and graphs should be shown in the answer sheet itself.
- Malayalam version of the questions is also provided.
- Give equations wherever necessary
- Only nonprogrammable calculators are allowed in the Examination Hall.

പൊതുനിർദ്ദേശങ്ങൾ

- നിർദ്ദിഷ്ട സമയത്തിന് പുറമെ 15 മിനിട്ട് 'കൂൾ ഓഫ് ടൈം' ഉണ്ടായിരിക്കും. ഈ സമയത്ത് ചോദ്യങ്ങൾക്ക് ഉത്തരം എഴുതാനോ, മറ്റുള്ളരുമായി ആശയം വിനിമയം നടത്താനോ പാടില്ല.
- ഉത്തരങ്ങൾ എഴുതുന്നതിന് മുമ്പ് ചോദ്യങ്ങൾ ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- എല്ലാ ചോദ്യങ്ങൾക്കും ഉത്തരം എഴുതണം.
- ഒരു ചോദ്യനമ്പർ ഉത്തരമെഴുതാൻ തെരഞ്ഞെടുത്ത് കഴിഞ്ഞാൽ ഉപചോദ്യങ്ങളും അതേ ചോദ്യനമ്പറിൽ നിന്ന് തന്നെ തെരഞ്ഞെടുക്കേണ്ടതാണ്.
- കണക്ക് കൂട്ടലുകൾ, ചിത്രങ്ങൾ, ഗ്രാഫുകൾ, എന്നിവ ഉത്തരപേപ്പറിൽത്തന്നെ ഉണ്ടായിരിക്കണം.
- ആവശ്യമുള്ള സ്ഥലത്ത് സമവാക്യങ്ങൾ കൊടുക്കണം
- ചോദ്യങ്ങൾ മലയാളത്തിലും നൽകിയിട്ടുണ്ട്.
- പ്രോഗ്രാമുകൾ ചെയ്യാനാകാത്ത കാൽക്കുലേറ്ററുകൾ മാത്രമേ പരീക്ഷാഹാളിൽ ഉപയോഗിക്കാൻ പാടുള്ളൂ.

1. Which of the following was a micro blogging site till recently?
a) You Tube b) Facebook
c) Twitter d) Wiki (1)
2. Identify the mismatched one from the pair of editors and magazines.
a) Mohan Sivanand - Readers Digest(India)
b) N.Ram - Frontline
c) Krishna Prasad - Outlook
d) TarunTejpal - The Week (1)

1. അടുത്തകാലം വരെ മൈക്രോബ്ലോഗിങ്ങ് സൈറ്റ് ആയിരുന്നത് ഏത്?
a) യൂട്യൂബ് b) ഫെയ്സ്ബുക്ക്
c) ട്വിറ്റർ d) വിക്കി (1)
2. എഡിറ്റർമാരുടെയും മാസികകളുടെയും ജോടിയിൽ നിന്നു തെറ്റായിരേഖപ്പെടുത്തിയിരിക്കുന്നതിനെ കണ്ടെത്തുക.
a) മോഹൻ ശിവാൻ - റീഡേർസ് ഡൈജസ്റ്റ്
b) എൻ. റാം - ഫ്രന്റ്ലൈൻ
c) കൃഷ്ണപ്രസാദ് - ഔട്ട്ലൂക്ക്
d) തരുൺ തേജ്പാൽ - ദി വീക്ക് (1)

3. Find out the Dada Saheb Phalke award winner of 2015.
 - a) ShashiKapoor
 - b) K.Balachandar
 - c) Gulzar
 - d) Soumitra Chatterrji (1)
4. Name the director of documentary Images and Reflections: A Journey into Adoor's Imagery.
 - a) Mrinal Sen
 - b) Girish Karnad
 - c) Girish Kasaravalli
 - d) Adoor Goplakrishnan (1)
5. Complete the sentence: National Public Relations day is observed on ----- every year.
 - a) April 23
 - b) May 21
 - c) January 29
 - d) April 21 (1)
6. There are several types of microphones to record sound from various directions. Which are these microphones? (1)
7. What is the purpose of radio bridge programme in broadcasting studio. (1)
8. Explain the concept of Web.2. (1)
9. Define technical writing. (1)
10. What do you mean by the term teases in TV news? (1)
11. Elucidate the expression 'grammar of cinema.' (1)
12. Comment on Indian new wave film movement. (1)
13. Present the basic rule/ style of radio news writing in single sentence. (1)
14. What are the different stages in the process of technical writing? (1)
15. Write down four important functions of the Public Relations Officer in an organization. (2)

3. 2015 ലെ ദാദാസാഹിബ് ഫാൽകെ അവാർഡ് ജേതാവ് ആര്?
 - a) ശശികപൂർ
 - b) കെ. ബാലചന്ദർ
 - c) ഗുൽസാർ
 - d) സൗമിത്ര ചാറ്റർജി (1)
4. "Images and Reflections -a Journey to Adoor's Imagery" എന്ന ഹ്രസ്വചിത്രത്തിന്റെ സംവിധായകൻ
 - a) മൃണാൾസെൻ
 - b) ഗിരിഷ് കർണാട്
 - c) ഗിരിഷ് കാസറവള്ളി
 - d) അടൂർ ഗോപാലകൃഷ്ണൻ (1)
5. വാചകം പൂർണ്ണമാക്കുക. ദേശീയ പബ്ലിക് റിലേഷൻസ് ദിനം ആചരിക്കുന്നത് ----- ലാണ്.
 - a) ഏപ്രിൽ 23
 - b) മെയ് 21
 - c) ജനുവരി 29
 - d) ഏപ്രിൽ 21 (1)
6. പല ദിശകളിൽ നിന്നുള്ള ശബ്ദം റെക്കോർഡ് ചെയ്യുന്ന വിവിധ മൈക്രോഫോണുകൾ ഉണ്ടല്ലോ. അവ ഏതെല്ലാം? (1)
7. റേഡിയോബ്രിഡ്ജ് പരിപാടികളുടെ ഉദ്ദേശം വ്യക്തമാക്കുക. (1)
8. വെബ് 2 എന്തെന്നു വിശദീകരിക്കുക. (1)
9. ടെക്നിക്കൽ റെറ്റിങ് നിർവചിക്കുക. (1)
10. ടി.വി. ന്യൂസിൽ ഉപയോഗിക്കുന്ന റ്റീസെസ് എന്ന പദം എന്താണ് അർത്ഥമാക്കുന്നത്? (1)
11. സിനിമയുടെ വ്യാകരണം എന്ന പ്രയോഗത്തിന്റെ അർത്ഥം വിശദീകരിക്കുക. (1)
12. ഇന്ത്യൻ നവതരംഗസിനിമയെക്കുറിച്ച് അഭിപ്രായം എഴുതുക. (1)
13. റേഡിയോ വാർത്താ രചനയുടെ അടിസ്ഥാന തത്വം ഒറ്റവാചകത്തിൽ എഴുതുക. (1)
14. ടെക്നിക്കൽ റെറ്റിങ്ങിന്റെ വിവിധ ഘട്ടങ്ങൾ ഏവ? (1)
15. ഒരു സ്ഥാപനത്തിൽ പി.ആർ.ഒ നിർവഹിക്കുന്ന നാല് പ്രധാന ധർമ്മങ്ങൾ എഴുതുക. (2)

16. State four principles of magazine editing. (2)
17. Which is your favourite magazine? Explain why do you read it regularly. (2)
18. Madhu is a radio news anchor and Jasmine is a radio jockey. Contrast their professional qualities. (2)
19. Differentiate Digital Radio Mondiale and Frequency Modulation. (2)
20. You are planning to produce a short film on child labour and you know that a story board is necessary for describing each scene. Sketch a story board for the opening scene. (3)
21. Prepare a TV news script from the given news story either, in English or Malayalam. (3)

16. മാഗസിൻ എഡിറ്റിങ്ങിന്റെ നാല് പ്രധാന തത്വങ്ങൾ പ്രസ്താവിക്കുക. (2)
17. നിങ്ങളുടെ ഇഷ്ടമാസിക ഏതാണ്? അത് പതിവായി വായിക്കുന്നത് എന്തുകൊണ്ടെന്ന് വിശദീകരിക്കുക. (2)
18. മധു റേഡിയോ ന്യൂസ് ആങ്കർ ആണ്. ജാസ്മിൻ റേഡിയോ ജോക്കിയും. ഇരുവരുടെയും ജോലിക്കാവശ്യമായ ഗുണഗണങ്ങൾ താരതമ്യപ്പെടുത്തുക. (2)
19. Digital Radio Mondiale ലും Frequency Modulation നും തമ്മിലുള്ള വ്യത്യാസം എന്തെല്ലാം? (2)
20. നിങ്ങൾ ബാലവേലയെപ്പറ്റി ഒരു ഹ്രസ്വചിത്രം നിർമ്മിക്കാൻ ആഗ്രഹിക്കുന്നു. ഓരോ സീനും വിവരിക്കുന്നതിനു സ്റ്റോറിബോർഡ് ആവശ്യമാണെന്ന് നിങ്ങൾക്ക് അറിയാം. പ്രാരംഭ സീനിന്റെ സ്റ്റോറിബോർഡ് വരയ്ക്കുക. (3)
21. താഴെ കൊടുത്തിരിക്കുന്ന വാർത്തയെ അടിസ്ഥാനമാക്കി ഒരു ടെലിവിഷൻ വാർത്താസ്ക്രിപ്റ്റ്, ഇംഗ്ലീഷിലോ മലയാളത്തിലോ തയ്യാറാക്കുക. (3)

A four-member delegation led by Gautham Adani's son Karan Adani, who is also the executive director of Adani Ports, will visit Chief Minister OommenChandy on Monday to discuss further steps to make Vizhinjam International Seaport Limited a reality.

The delegation will meet Mr. Chandy at the chief minister's chamber in the Assembly complex at 12 noon. The dates for signing the agreement for the port and the inaugural ceremony for the construction are likely to come up at the meeting.

The visit is a follow-up of the state government submitting the letter of award to Adani Ports. Both the chief minister and Port Minister K. Babu had earlier written to the centre seeking exemption from the cabotage law for the port. Another letter will be sent to the centre to extend the cabotage exemption to Vallarpadam port, which ends in October. Mr. Babu said in a statement on Friday.

22. The media club of your school plans to conduct a film festival this year. Discuss the need of organizing such film festivals in campus every year. (3)
23. Recently in television channels there is a boom of surrogate advertisements and infomercials. Substantiate your views. (3)

22. നിങ്ങളുടെ സ്കൂളിലെ മീഡിയ ക്ലബ്ബ് ഈ വർഷം ഒരു ചലച്ചിത്രോത്സവം നടത്താൻ ഉദ്ദേശിക്കുന്നു. എല്ലാവർഷവും ക്യാമ്പസുകളിൽ ചലച്ചിത്രോത്സവം നടത്തുന്നതിന്റെ ആവശ്യകതയെക്കുറിച്ചു ചർച്ച ചെയ്യുക. (3)
23. സരോഗേറ്റ് പരസ്യങ്ങൾ, ഇൻഫൊമെർസിയലുകൾ ഇവയുടെ ആധിക്യം അടുത്തകാലത്ത് ടി.വി. ചാനലുകളിൽ കണ്ടുവരുന്നു. നിങ്ങളുടെ കാഴ്ചപ്പാട് സാധൂകരിക്കുക. (3)

24. Identify the various types of online advertisements we see on web pages and describe them with examples. (4)
25. If you are appointed as corporate communication officer in a company, what are the new media tools you would use to promote corporate image of a company? Enlist them and explain any three. (4)
26. The user manual is an important communication tool for customers. Describe the structure of user manual with illustrations. (5)
27. While reading a newspaper and its online edition (website) you might have noticed many differences and similarities. Compare a print newspaper and its web edition in terms of important characteristics of both types of newspapers and write a report. (5)
28. Identify the personality from the given photograph and write profile not exceeding in about 500 words for your campus magazine.



(6)

Hints:

- An activist for female education in Pakistan
- The youngest-ever Nobel Prize laureate
- Known mainly for human rights advocacy

24. വെബ്‌പേജുകളിൽ സാധാരണയായി കണ്ടുവരുന്ന ഓൺലൈൻ പരസ്യങ്ങൾ ഏവ? ഉദാഹരണസഹിതം വിവരിക്കുക. (4)
25. ഒരു കമ്പനിയിലെ കോർപ്പറേറ്റ് കമ്മ്യൂണിക്കേഷൻ ഓഫീസറായി നിങ്ങൾ നിയമിക്കപ്പെടുന്നു. വെബ്സൈറ്റിൽ ഏതെല്ലാം നവമാധ്യമ ഉപാധികളാണ് കമ്പനിയുടെ കോർപ്പറേറ്റ് ഇമേജ് വർദ്ധിപ്പിക്കാനായി നിങ്ങൾ ഉപയോഗിക്കുക? അവയുടെ ലിസ്റ്റ് തയ്യാറാക്കി, ഏതെങ്കിലും മൂന്ന് ഉപാധികളെക്കുറിച്ച് വിശദീകരിക്കുക. (4)
26. യൂസർ മാനുവലുകൾ, കസ്റ്റമറിനുള്ള ആശയവിനിമയോപാധികളാണ്. ഒരു യൂസർ മാനുവലിന്റെ ഘടന ചിത്രീകരിച്ച് വിവരിക്കുക. (5)
27. ഒരു പത്രവും അതിന്റെ ഓൺലൈൻ എഡിഷനും വായിക്കുമ്പോൾ സാദൃശ്യങ്ങളും വൈജാത്യങ്ങളും നിങ്ങൾ കണ്ടെത്തുന്നു. ഒരു പ്രിന്റ് ന്യൂസ്‌പേപ്പറും ഓൺലൈൻ, ന്യൂസ്‌പേപ്പറും സ്വഭാവസവിശേഷതകളുടെ അടിസ്ഥാനത്തിൽ താരതമ്യം ചെയ്ത് റിപ്പോർട്ട് എഴുതുക. (5)
28. ഫോട്ടോയിലുള്ള വ്യക്തിയെ തിരിച്ചറിഞ്ഞ് പ്രൊഫൈൽ (വ്യക്തിചിത്രം) ക്യാമ്പസ് മാസികയ്ക്കുവേണ്ടി തയ്യാറാക്കുക. (ഏകദേശം 500 വാക്കുകളിൽ)



(6)

സൂചകങ്ങൾ

- പാകിസ്താനിലെ സ്ത്രീ വിദ്യാഭ്യാസ പ്രവർത്തക
- ഏറ്റവും പ്രായം കുറഞ്ഞ നൊബേൽ സമ്മാന ജേതാവ്
- മനുഷ്യാവകാശ പ്രവർത്തക

SCORING Key

Qn. No.	Sub Qns	Answer Key /Value Points	Score	Total
1		c) Twitter	1	1
2		d)TharunTejpal- The Week	1	1
3		a)ShashiKapoor	1	1
4		c)GirishKasaravalli	1	1
5		d)April 21	1	1
6		Uni-directional,bi-directional and omni- directional microphones.	1	1
7		It is used for connecting different radio stations for a programme or interaction with participants.	1	1
8		Web.2. is the user generated part of the internet consisting of blogs, social media and other user generated content.	1	1
9		Technical writing is defined as writing technical information for someone who doesn't have technical background or know-how.	1	1
10		Teases are short sentences used in a television news script to hold the audience attention just before a commercial break.	1	1
11		The inner meaning of the expression grammar of cinema means the composition of a visual language	1	1
12		The Indian new wave or parallel cinema movement began in 1950s. Satyajit Ray, Ritwik Ghatak, Mani Kaul and Mrinal Sen were the pioneers of this movement.	1	1
13		The basic rule in radio news writing is to keep the sentences short, avoid complex sentences and use common words.	1	1
14		Planning,Drafting and Revising.	1	1
15		Media, community, industry and governmental relations, campaigns, interest group representation, conflict mediation, investor and employee relations etc.	2	2
16		Editorial policy, content, balance, comprehensiveness, accuracy, house style.(short note on any four)	2	2
17		Any magazine, reasons for selection:good design and lay out.	2	2
18		A radio news anchor is the reader of radio news bulletin. They have solid training in reporting, editing and news reading in addition to the oral communication skills. A radio jockey work in FM stations and presents film songs in entertainment way. They have pleasing voice, knowledge of music and software skills.	2	2

Qn. No.	Sub Qns	Answer Key /Value Points	Score	Total
19		The frequency of FM radio is between 88 to 108 MHz Digital radio mondaile is digital broadcasting,	2	2
20		Illustration and description of opening scene	3	3
21		Prepare script in split- page format.(Refer page no.94 of the text book)	3	3
22		Discussion points; film literacy and education; promoting good cinema; developing a film culture etc.	3	3
23		Definitions of surrogate advertisement and infomercial. Recent examples from television channel. Reasons for increasing rate of such advertisements such as ban of advertisements on certain products such as liquor, TV advantages as a visual medium etc..	3	3
24		Definition of online advertising. Types- floating advertisements, expanding ads, wallpaper ads etc.	4	4
25		New media tools such as social media release, blogs social media and other user generated content.	4	4
26		Cover, precautions,ToC, introduction, abbreviations, technical specifications,warranty and accessories.	5	5
27		Definition and examples of online newspapers and details of characteristics such as immediacy, hypertextuality, interactivity, multimediality and archiving.	5	5
28		MalalaYousafzai.Profile should be evaluated by the knowledge about the personality and articulation skills.	6	6
		Total Marks	60	60

QUESTION BASED ANALYSIS

Sl. No.	Content/Units	LO	Specific thinking Skills	Form of Questions	Score	Time
1	Unit -6	6.23	CA	OB (MCQ)	1	90seconds
2	Unit -2	2.2	CA	OB (MCQ)	1	90seconds
3	Unit -5	5.4	CA	OB (MCQ)	1	90seconds
4	Unit -5	5.19.	CA	OB (MCQ)	1	90seconds
5	Unit -9	9.11	CA	OB (MCQ)	1	90seconds
6	Unit -3	3.14	CA	OBJECTIVE	1	90seconds
7	Unit -3	3.12	CA	OBJECTIVE	1	90seconds
8	Unit -6	6.5	CA	OBJECTIVE	1	90seconds
9	Unit -7	7.2.	CA	OBJECTIVE	1	90seconds
10	Unit -7	4.13	CA	OBJECTIVE	1	90seconds
11	Unit -5	5.23	CA+CG	OBJECTIVE	1	90seconds
12	Unit -5	5.15.	CA+CG	VSA	1	90seconds
13	Unit -3	3.6.	CA	VSA	1	90seconds
14	Unit -7	7.10	CA	VSA	1	90seconds
15	Unit -9	9.4.	CA	OB	2	3 minutes
16	Unit -2	2.1.	CA	SA	2	3 minutes
17	Unit 2	2.5.	CG+CA	SA	2	3 minutes
18	Unit -3	3.15.	CA	SA	2	3 minutes
19	Unit -3	3.3.	CA	SA	2	3 minutes
20	Unit -4	4.4	CG	SA	3	5 minutes
21	Unit -4	4.11.	CG	SA	3	5 minutes
22	Unit -5	5.22.	CG	SA	3	5 minutes
23	Unit -8	8.7.	CA	SA	3	5 minutes
24	Unit -8	8.13.	CA	SA	4	10 minutes
25	Unit -9	9.18.	CA	SA	4	10 minutes
26	Unit -7	7.13.	CA	Essay	5	14minutes
27	Unit -6	6.10.	CG=CA	Essay	5	14 minutes
28	Unit -1	1.10.	CA + CG	Essay	6	16 minutes
	TOTAL					120 minutes