

ISC SEMESTER 2 EXAMINATION
SPECIMEN QUESTION PAPER
MASS MEDIA AND COMMUNICATION

Maximum Marks: 35

Time allowed: One and a half hour

*Candidates are allowed an additional 10 minutes for **only** reading the paper.*

*They must **NOT** start writing during this time.*

*Answer all questions in **Section A**, **Section B** and **Section C**.*

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

SECTION A – 7 MARKS

Question 1

- (i) The _____ brothers were the creators of the Cinematographe. [1]
- (ii) Which of the following is a computer-based technology that facilitates the sharing of ideas and information with the help of virtual networks and communities? [1]
- (a) Social Media
 - (b) World Wide Web
 - (c) Browser
 - (d) Internet
- (iii) The focus of _____ genre in cinema is to make people laugh. [1]
- (a) action
 - (b) science fiction
 - (c) drama
 - (d) comedy
- (iv) State whether the statement given below is True or False. [1]
- Offline fraud is an example of Cyber Crime.

- (v) State whether the given statement is True or False. [1]
Cross-media content has become possible because of technological convergence and the user's understanding of various platforms.
- (vi) What is the repeated sending of the same message or consistently sending of junk mail known as? [1]
- (vii) Online newspapers are a by-product of which type of convergence? [1]

SECTION B – 12 MARKS

Question 2 [2]

State *any two* benefits of 'Cyber Activism'.

Question 3 [2]

Briefly discuss the psychological harm that trolling causes to an individual.

Question 4 [2]

Briefly explain *any two* consequences of cyber fraud.

Question 5 [2]

(i) State and briefly explain *any two* social media platforms.

OR

(ii) State and briefly explain *any two* benefits of social media convergence.

Question 6 [2]

Why is it important to respect a person's privacy online?

Question 7 [2]

The use of appropriate language and imagery is important for netiquette. Explain.

SECTION C – 16 MARKS

Question 8 [4]

Differentiate between the genres of *drama* and *romance* in cinema.

Question 9 [4]

Discuss the positive effects of political media convergence with an example.

Question 10

[4]

(i) How has low budget production processes aided India's cinema industry?

OR

(ii) How did the milk producers in India contribute to the production of the film *Manthan*?

Question 11

[4]

It is essential to enforce socially acceptable behaviour on social media as it prevents online abuse and negativity.

With reference to the above statement, explain what is meant by netiquette. Briefly discuss the significance of online identification of oneself.