

SECOND YEAR HIGHER SECONDARY EXAMINATION MARCH 2018

SUBJECT: JOURNALISM

CODE. NO: 9035

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
<u>Section - A</u>				
1.	b) Jnananikshepam		1	1
2.	The Jazz Singer		1	1
3.	d) Dutch Angle		1	1
4.	c) Radio Maska		1	1
5.	Twitter		1	1
6.	A small booklet or leaflet attached with the package of a product. (Any valid definition can be given full score)		1	1
7.	Public Relations Officers / Press Secretaries / Crisis Communication Specialists / Campaign Managers / Event Managers / Marketing Communication Specialists etc. (Any two valid answers can be given full score.)		$\frac{1}{2} \times 2$	1
8.	Panning and Tilting		$\frac{1}{2} \times 2$	1
9.	Parts of the text that should work with the image they relate to (Any valid answer can be given full score)		1	1

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
<u>Section - B (Any six)</u>				
10.		<ul style="list-style-type: none"> - Focuses on the personality of an individual - the person and his/her achievements is the focus of the article - reveals an individual's character and lifestyle - a worksheet drawn in a creative manner etc. <p>(Any two valid suggestions can be given full score)</p>	1x2	2
11.	a)	Transit Advertising	1	
	b)	As the vehicle moves, the advertising messages also move to different destinations covering various geographic areas	1	2
12.		<ul style="list-style-type: none"> - means of safeguarding the public image of a company and further enriching its goodwill. <p>(Any suitable definition can be given full score.)</p>	2	2
13.		Radio announcers of FM channels. (Any valid explanation can be given full score)	2	2

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14.		Short sentences used in a TV news script to hold the audience's attention just before a commercial break.	2	2
15.		- act of a citizen or group of citizens playing an active role in the process of collecting, reporting, analysing and disseminating news and information. (Any valid suggestion can be given full score)	2	2
16.		- simple and catchy phrase accompanying a logo that encapsulates the product's appeal or the mission of a firm. - makes the company name more memorable. - also known as catchline, strapline or tagline. (Any valid suggestion can be given full score) <u>Section - C (Any Five)</u>	2	2
17.		Size and appearance / Design and layout / Visual Strength / Specific		

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18.		<p>audience / Readability / Content related shelf life etc. (Any three valid suggestions with explanation can be given full score)</p> <p>- Identification of any three sounds used in TV production such as</p> <ul style="list-style-type: none"> wild sound / non sync sound direct sound / sync sound speech or spoken word music sound effects <p>- For proper explanation for those identified sound</p>	1x3	3
19.		<ul style="list-style-type: none"> - Create product information in the form of user manuals, help menus, hand-outs etc. - convert technical data into a readable piece - growth of international trade and business - Social collaboration etc <p>(Any three valid points can be given full score)</p>	$\frac{1}{2} \times 3 = 1\frac{1}{2}$	3
			$\frac{1}{2} \times 3 = 1\frac{1}{2}$	3

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20.	a)	<p>delivery of advertisements to internet users via websites, e-mail, interactive software and mobile applications. (Any valid suggestion can be given full score)</p>	2	3
	b)	<p>Floating advertisements / Expanding Ads / Wall paper Ads / Trick banner / Pop-up / Pop-under. (Any two examples can be given full score)</p>	$\frac{1}{2} \times 2 = 1$	
21.		<p>Language skills / Quick adaptation to different roles / Technical skills / Updating of knowledge / Teaching skills / Interpersonal skills / Open to criticism / Professionalism etc. - Proper explanation on these qualities of a technical writer.</p>	3	3
22.		<p>- Mise-en-scene analysis refers to what is put before the camera or everything that happens within the frame, including the frame itself - Listing of any four mise-en-scene elements such as setting, props, costume, lighting, acting, cinematography, editing, sound, characters, narrative etc.</p>	1 $\frac{1}{2} \times 4 = 2$	3

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23.		<p style="text-align: center;"><u>Section - D (Any Three)</u></p> <ul style="list-style-type: none"> - sells the general concept of the publication - reflects its design and the intellectual level of the editorial content. - it is the magazine's face - indicator of a magazine's personality. <p>(Any valid suggestions can be given full score)</p>	4	4	
24.		<p><u>Web browser</u> - tools that people use to access over the internet to obtain information that is published as part of the World-Wide Web.</p>	1/2		
		<p>Examples: Microsoft Internet Explorer / Safari / FireFox / Google Chrome (Any one)</p>	1/2		4.
		<p><u>Search Engines</u> - software systems designed to search information on the web</p>	1/2		
25.		<p>Examples: Google / Yahoo (Any one)</p> <p>Proper explanation of any four functions of advertising such as information, education,</p>	1/2		

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26.	a)	creates demand, enhances competition, establishes brand identity, promotes action, improves customer base.	1x4	4
	b)	Listing the tools of PR as Internal tools External tools Digital tools - Explanation of the above PR tools.	$\frac{1}{2} \times 2 = 1$ $\frac{1}{2} \times 3 = 1\frac{1}{2}$ $\frac{1}{2} \times 3 = 1\frac{1}{2}$	4
27.	a)	Identification and proper description of the three types of microphones used for radio recording as Uni-directional microphone Bi-directional microphone & Omni-directional microphone	1x3 = 3	

Section - E (Any Two)

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28.	b) c)	Apple Logic Pro/Cubase/Sound Forge/ Adobe's Cool Edit Pro/Adobe Audition/ Auto-Tune/Audacity etc. (Any Two) State any two advantages of digital audio editing Brief explanation on the contributions of any two film makers mentioning their important films.	$\frac{1}{2} \times 2 = 1$ $1 \times 2 = 2$ $2 \times 3 = 6$	6 6
29.		Explaining various functions of corporate communication officers such as counselling, research, media relations, publicity, employee relations, community relations, government affairs, issues management, financial relations, industry relations, special events, marketing communi- cations etc.	6	6