

SECOND YEAR HIGHER SECONDARY EXAMINATION MARCH 2019

SUBJECT : JOURNALISM

CODE. NO: SY 47

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
<u>Section - A</u>				
1.		b - Edward Cave	1	1
2.		d - Bhashaposhini	1	1
3.		a / b / c / d (Any of the four options can be given full score)	1	1
4.		- corporate communication tool - reach out to the public for business purposes - promotes marketing / brand loyalty / public relations (Any one valid answer can be given full score)	1	1
5.		b - Lionnel Fielden	1	1
6.		d - Joseph D. Chaplin	1	1
7.		Advertisements placed inside or outside the moving vehicles	1	1
8.		d - Dada Saheb Phalke Award	1	1
<u>Section - B</u>				
9.		Folio consist of several elements namely Page number / Publication logo / date / month / section title / web page (Any two correct elements can be given full score)	1x2	2

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10.		The Indian People's Theatre Association Mother India / Pyaasa (Any one)	1 1	2
11.		- technical document - assists or leads the end users to operate the product - a small booklet or leaflet attached with the package of a product. (Any valid definition can be given full score)	2	2
<u>Section - C</u>				
12.		- To catch the reader's eye - To introduce a feature - To illuminate and amplify the content - To keep the reader on the hook - To express the magazine's character (Any three of the above functions can be given full score)	1x3	3
13.		Panning - Camera head is moved from side to side on a horizontal plane Tilting - the movement of the camera head up or down in a vertical plane	1 1/2 1 1/2	3

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14.		Internal public - comprise the employees in an organisation Eg:- In the case of a school, the principal, teachers, office staff & students (Any one valid example can be given score) External public - not directly connected with the organisation but interested in the well-being and well-functioning Eg:- Parents, former students, former teachers, local bodies of governments etc. (Any one valid example can be given score)	1 1/2 1 1/2	3
<u>Section - D</u>				
15.		- Tell a story - The beginning - The middle - The ending - Extra Credit (Any four of the above points can be given full score)	1x4	4
16		Identification of the three principal lights as Key light, Fill light and Back light	1	

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		- Proper explanation for Key light, Fill light and Back light	1x3=3	4
17		<u>German expressionism</u> slanted camera angles / distorted bodies and shapes / use of light and shadows rather than realism eg:- The Cabinet of Dr. Caligari. (Any two valid points can be given full score) <u>French New Wave</u> low budget / questioned conventional values of the society during 1950s / fragmented discontinuous editing / long takes / more establishing shots / fast editing achieved by jump cuts. eg:- The Handsome Serge / Breathless / Paris Belongs to Us / My Night at Maud's. (Any two valid points can be given full score)	2	4
18		Language Skills / Quick adaptation to different roles / Technical Skills / Updating of knowledge / Teaching Skills / Interpersonal skills / Open to Criticism / Professionalism (Any 4 of the above qualities can be given full score)	1x4	4

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19.		Proper definition for Event Management Listing any two advantages of Event Management.	2 $1 \times 2 = 2$	4
20.		- senior level journalist - responsible for the planning and execution of all issues of a magazine - choose the exact content including photos - supervise lower-level editors - give story ideas. (Any 4 valid suggestions can be given full score)	1×4	4
21.		Image Headline Sub-headline Body copy Logo Slogan	$3/4 \times 6$	4
<u>Section - E</u>				
22.		- Identification of 5 types of radio broadcasting as Public Service Broadcasting, Commercial radio, Community radio, Ham radio, Internet radio - Proper explanation for 5 types of radio broadcasting - Overall presentation	$\frac{1}{2} \times 5 = 2\frac{1}{2}$ $\frac{1}{2} \times 5 = 2\frac{1}{2}$ 1	6

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23		- Identification of characteristics of online journalism as immediacy, hypertextuality, interactivity, multimediality, archiving. (Any four) - Explanation of characteristics (Any four)	$\frac{1}{2} \times 4 = 2$ $1 \times 4 = 4$	6
24		Identification and explanation of any four functions of advertising namely, informs, educates, creates demand, enhances competition, establishes brand identity, promotes action, improves customer base	$1\frac{1}{2} \times 4$	6
25		Identification and explanation of any four differences between Newspapers and Magazines such as - Size and appearance - Content - Style - Design and layout - Target audience - Readability - Display ads - Visual strength - Shelf life.	$1\frac{1}{2} \times 4$	6