

ICSE SEMESTER 2 EXAMINATION
SPECIMEN QUESTION PAPER
MASS MEDIA & COMMUNICATION

Maximum Marks: 50

Time allowed: One and a half hours.

Answers to this Paper must be written on the paper provided separately.

You will not be allowed to write during the first 10 minutes.

This time is to be spent in reading the question paper.

The time given at the head of this Paper is the time allowed for writing the answers.

*Attempt **all** questions from **Section A** and **any four** questions from **Section B**.*

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

SECTION A

*(Attempt **all** questions from this Section.)*

Question 1

Choose the correct answers to the questions from the given options. (Do not copy the question, Write the correct answer only.)

[10]

- (i) Which of the following is not one of the 4P's of the marketing mix?
- (a) Price
 - (b) Promotion
 - (c) Patent
 - (d) Place
- (ii) Paul Nipkow proposed and patented the _____ in 1884.
- (a) Nipkow disk
 - (b) Nipkow signal
 - (c) Nipkow screen
 - (d) Nipkow ring

- (iii) Television program production requires the purchase of numerous assets as well as payment of salaries, making it a / an _____ medium.
- (a) Substantial
 - (b) Expensive
 - (c) Massive
 - (d) Cost effective
- (iv) 1920×1080 pixels in interlaced video mode, with an aspect ratio of 16:9 is possible with _____ format.
- (a) HDTV
 - (b) WMV
 - (c) MP3
 - (d) MP4
- (v) _____ is generally considered to be the creator of television.
- (a) Robert Flaherty
 - (b) John Grierson
 - (c) Paul Nipkow
 - (d) John Baird
- (vi) _____, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails.
- (a) Soft marketing
 - (b) Internet marketing
 - (c) Social marketing
 - (d) Broadcast marketing
- (vii) _____ advertising simply means advertisement without mentioning or specifying the content as an advertisement.
- (a) Unintentional
 - (b) Covert
 - (c) Obvious
 - (d) Neutral

- (viii) _____ is the practice of deliberately managing the spread of information between an individual or an organization and the public.
- (a) Advertising
 - (b) Sales promotion
 - (c) Public relations
 - (d) Scouting
- (ix) _____ television is a system of delivering television programming to consumers via radio frequency (RF) signals transmitted through coaxial cables, or in more recent systems, light pulses through fiber-optic cables.
- (a) Cable
 - (b) Satellite
 - (c) Digital
 - (d) Online
- (x) Advertising is a useful tool to spread knowledge about a _____.
- (a) Consumer
 - (b) Dealer
 - (c) Promotion
 - (d) Product

SECTION B

*(Attempt **any four** questions from this Section.)*

Question 2

The invention of the television revolutionized the world and brought people closer together.

- (i) How did the Nipkow disk work? [2]
- (ii) What was the impact of World War II on television sales? [2]
- (iii) Briefly explain how colour television revolutionized our viewing experience. [3]
- (iv) State three benefits of digital television. [3]

Question 3

Television is a mass medium which can be used to spread information throughout the world.

- (i) How is television an audio-visual medium? [2]
- (ii) Differentiate between SD and UHD. [2]
- (iii) How has online broadcasting given viewers more freedom and control over what they watch? [3]
- (iv) Differentiate between terrestrial broadcasting and satellite broadcasting. [3]

Question 4

The integration of communication media has allowed for smoother transactions in business.

- (i) What do we mean by integrated marketing communication? [2]
- (ii) What effect does choice of 'place' have on a marketing plan? [2]
- (iii) Provide any three benefits of IMC. [3]
- (iv) How does the marketing mix help us decide on an advertising strategy? [3]

Question 5

Promotion does not necessarily always result in a sale. The information that the target receives is what is important.

- (i) Why is interaction an important part of marketing? [2]
- (ii) State any two examples to show how the internet can be used as a marketing tool. [2]
- (iii) Explain any three disadvantages of integrated marketing communication. [3]
- (iv) How can trade oriented sales promotion be accomplished? State any two examples. [3]

Question 6

Advertisements may not always be obvious. A person may not always know when an idea is being put into his/her mind by an intelligent advertiser.

- (i) What is covert advertising? [2]
- (ii) How can printed t-shirts be used as a method of advertising? [2]
- (iii) State three points of difference between public relations and advertising. [3]
- (iv) Explain how public relations helps build brand image for a product. (Three points) [3]

Question 7

Public relations allow companies to build a good reputation with their audiences.

- (i) What is meant by the term 'crisis management'? [2]
- (ii) State four examples of media tools. [2]
- (iii) Provide a brief insight into the role of *public relations* in sales promotion. [3]
- (iv) How does 'evaluation of media tools' aid public relations? [3]