

Second YEAR HIGHER SECONDARY EXAMINATION MARCH... 20.24

PART-III/III

SUBJECT: JOURNALISM.....

CODE NO: SY 547

VERSION: J...

60... SCORES

2... HOURS

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
1.	b	Vanitka.	1	} 8x1 = 8
2.		Radio DC 90.4 MHz	1	
3.		Tracking	1	
4.		Goa.	1	
5.		Search Engine.	1	
6.		Desk Top publishing.	1	
7.		Joseph D. Chaplin.	1	
8.		Bengal Gazette	1	
9.		Magic Carpet.	1	
10.		<p>Profile or personality feature is a type of story that focus^{es} on the personality of an individual.</p> <p>Exempli: Celebrity, he/she can be a film actor, singer, sports person etc.</p> <p>Reveals the individual's character and life style</p> <p>Profile is simply a word sketch drawn in a creative manner.</p>	2	2

(Any valid answer can be given full score)

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
11.		<p>Layout means selecting the content for each page, text and pictures, designing the pages for clarity, pleasing appearance and processing the pictures. [Any Valid point regarding magazine layout - Can be given full score]</p>	2	2
12.		<p>Radio bridge means connecting different stations throughout the country or even foreign country.</p> <p>In this, a person/ expert sitting in Chennai studio can interact with a person/ expert in Delhi studio.</p> <p>This format was first used by AIR during the elections [Any Valid point regarding radio bridge can be given full score]</p>	2	2
13.		<p>The sequence is a series of scenes having a common bond. It tells a major part of a story. It is similar to a chapter [Any Valid answer can be given full score]</p>	2	2
14.		<p>Web browsers are the tools that people use to access over the Internet to obtain informations that are published as part of the World Wide Web.</p> <p>(Any other Valid points can be given full score.)</p>	2	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
15		<p>The User manual is a small booklet or leaflet attached with the package of a product.</p> <p>The User manual assist or leads the end users to operate the product.</p> <p>+ (Any other Valid points can be given - full score)</p>	2	2
16		<p>A floating advertisement is a type of rich media web advertising that appears uninitiated, superimposed over a user-requested page. It disappears after a stipulated period of time [Typically 5-30 seconds]</p> <p>+ (Any other Valid points can be given - full score).</p>	2	2
17		<p>(a) spoken word (b) written Communication (c) Media Relations (d) Photographs (e) Exhibitions and fairs (f) Audio visual media (g) Research (h) Media releases (i) Media Conference (j) Brochures (k) News letters. (l) House journals.</p> <p>[Any two traditional tools can be given full score]</p>	2X1=2	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
18.		<p>It is a non-fiction writing targeted for a specific audience or group of readers.</p> <p>The first paragraph has a creative beginning which captures the reader's interest.</p> <p>The second part includes the middle of the story. It includes the main points on how the writer has approached the subject. It also includes writer's personal expertise and opinion related to the topic.</p> <p>The final paragraph should bring the article to a satisfying resolution from the reader's point of view.</p> <p>[Any three valid points can be given full score]</p>	<p>3 x 1 = 3</p>	3
19.		<p>Folio consists of several elements. Page number is mandatory This includes logo, date, month, section title, web page Folios serve bigger purpose And should be placed on almost every page. The reader should know at every moment at which page he/she is and which page he/she should go. [Any three valid points can be given full score]</p>	<p>3 x 1 = 3</p>	3

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
20.		<p>Story board is a sequence of pictures created before the actual shoot to describe each scene.</p> <p>Here, the director shares his/her visions and decisions to the team members like camera persons, art director, lighting director through the story boards.</p> <p>Story boards are usually drawings in rectangles on thick papers indicating the details of a shot.</p> <p>Today, there is Computer generated story board. [Any three valid points can be given full score]</p>	<p>1</p> <p>1</p> <p>3</p> <p>1</p>	<p>3</p>
21		<p>The term 'report' is a piece of factual writing with proofs on a topic.</p> <p>Technical reports are the precise, relevant and factual details of a technology or device. It helps in understanding a product and accordingly one can take a decision in favour or against it.</p> <p>The reports in an organizational communication setup are the authentic information sources.</p>	<p>3 X 1 = 3</p>	<p>3</p>

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
22.		<p>The management personnel need them for planning and making the decisions for future operations.</p> <p>The major types of reports are</p> <ol style="list-style-type: none"> 1. Informative report 2. Analytical report. 3. Periodic report. 4. Specific report. [Any three valid points can be given full score] <p>The digital media is a powerful communication tool. The PR should effectively use digital media to project the company by hosting a user friendly website and update the content as and when necessary. Monitoring and updating social media networks do wonders.</p> <p>(Any three valid points can be given full score)</p> 	<p>3x1 = 3</p>	3
23.		<p>A camera perspective between long shot and close up is called Medium or Mid Shot (MS).</p> <p>It usually consists of a human figures from the waist to the head.</p>	1	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
24		<p>Viewers can see the Characters faces more clearly, interaction with other people and their body language.</p> <p>Medium shot should show the back ground portion and the image size should be large. Medium shot are great for showing two people standing and talking</p> <p>MS is called by different names such as intermediate shot, medium close-up, waist shot and bust shot.</p> <p>[Any four Valid points can be given full score]</p> <p>J.C. Daniel. Father of Malayalam Cinema.</p> <p>Director, Producer, Camera man and actor in his first Film 'Vigatha Kumaran' - the first silent film. The film was exhibited in Capitol Theatre on 7th November 1928.</p> <p>Established the first film studio 'The Travancore National Pictures'</p> <p>The Government of Kerala in 1992 established Kerala State Film Award for Life time Achievement in his honour for achievement of Malayalam film Artists.</p>	<p>1 } 4 } 1 } 4x1 = 4</p>	<p>4</p> <p>4</p>

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
25.		<p>In 2013, the noted Malayalam film Director Kamal made a biographic film on Daniel titled 'Celluloid'.</p> <p style="text-align: center;">+</p> <p>(Any four valid points can be given full score.)</p> <p>A) Language skill b) Quick adaptation to different roles c) Technical skills d) Upgrading of knowledge e) Technical skills f) Interpersonal skills g) open to criticism h) Professionalism</p> <p>(Any four of the above points can be given full score)</p>	<p>4x1 = 4</p>	4
26.		<p>(a) Product proliferation (b) Inefficient manufacturing. (c) Tendency to Consume. (d) Promotes stereotypes.</p> <p style="text-align: center;">+</p> <p>(Any other answers which is valid ^{with} Proper explanations can be given full score)</p>	<p>4x1 = 4</p>	4

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
27		<p>(a) Counselling (b) Research (c) Media Relations (d) publicity (e) Employee Relations (f) Community Relations, (g) Government affairs. (h) Issues management (i) Financial relations (j) Industry relations. (k) Special events, (l) Marketing Communications.</p> <p>[Identifications and explanation of any four of the above points can be given full score]</p>	<p>4x1= 4</p>	4
28		<p>(a) Uni-directional microphones. (b) Bi-directional microphone. (c) omni-directional microphone.</p> <p>[Identifications and- Proper explanation should be taken into consideration for allotting full score].</p>	<p>3x2= 6</p>	6
29		<p>The first Malayalam film Vigathakumaran directed by Dr. J.C. Daniel in 1928 First sound film Balam in 1938.</p>		

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		<p>Malayalam cinema focused on social themes and drew heavily from literature. The films produced during the 1950's and 1960's were influenced by famous literary works in Malayalam. Social realities and progressive thinking of the people.</p> <p>Jeevithananka, Neelakuyil, Newspaper boy, Rarichan Enna Pauram, were some of the remarkable films during this period.</p> <p>The trade movements in agricultural and Industrial sectors, the social movements against the caste systems and the cultural renaissance in Kerala were the themes of many films.</p> <p>In the early 1970's social concerns and lost dreams of the youth began to emerge in Malayalam cinema.</p> <p>P.N. Menon's 'Olavum Theeravum' in 1970 heralded an era of parallel/art cinema in Malayalam. It liberated cinema from an</p>		

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		<p>Conditioned studio. The camera was taken to locations to grab the aesthetic beauty.</p> <p>In 1980's Malayalam film made its presence in National and International film festivals.</p> <p>+ (Any six valid points relating to the "Origin of Malayalam Cinema" can be given full score)</p>	<p>6x1 = 6</p>	<p>6</p>
<p>30</p>		<p>Identify and explain any three social media sites as Facebook, Instagram, Twitter, Whatsapp, Wikipaedia, YouTube, Telegram etc. Can be given full score.</p> <hr/> <p>1. Binu. K. George. Malaynad H. S. S. Kollam. Mob:- 8592002870.</p> <p>2. Ardhana S.P. G. H. S. S. Narikkuni, Kozhikode Mob:- 7306263820</p>	<p>3x2= 6</p>	<p>6</p>

Binu K

Ardha