



**SECOND YEAR HIGHER SECONDARY  
SECOND TERMINAL EXAMINATION, DECEMBER-2024**

Part – III

Time : 2 Hours

**JOURNALISM**

Cool-off time : 15 Minutes

Maximum : 60 Scores

**General Instructions to Candidates :**

- There is a 'Cool-off time' of 15 minutes in addition to the writing time.
- Use the 'Cool-off time' to get familiar with questions and to plan your answers.
- Read questions carefully before answering.
- Read the instructions carefully.
- Calculations, figures and graphs should be shown in the answer sheet itself.
- Malayalam version of the questions is also provided.

**വിദ്യാർത്ഥികൾക്കുള്ള പൊതുനിർദ്ദേശങ്ങൾ :**

- നിർദ്ദിഷ്ട സമയത്തിന് പുറമെ 15 മിനിറ്റ് 'കൂൾ ഓഫ് ടൈം' ഉണ്ടായിരിക്കും.
- 'കൂൾ ഓഫ് ടൈം' ചോദ്യങ്ങൾ പരിചയപ്പെടാനും ഉത്തരങ്ങൾ ആസൂത്രണം ചെയ്യാനും ഉപയോഗിക്കുക.
- ഉത്തരങ്ങൾ എഴുതുന്നതിന് മുമ്പ് ചോദ്യങ്ങൾ ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- നിർദ്ദേശങ്ങൾ മുഴുവനും ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- കണക്ക് കൂട്ടലുകൾ, ചിത്രങ്ങൾ, ഗ്രാഫുകൾ, എന്നിവ ഉത്തരപേപ്പറിൽ തന്നെ ഉണ്ടായിരിക്കണം.
- ചോദ്യങ്ങൾ മലയാളത്തിലും നൽകിയിട്ടുണ്ട്.

## SECTION-A

Answer any 8 questions from 1 to 9. Each carries 1 score.

(8 × 1 = 8)

1. An example for General Interest Magazine.
2. \_\_\_\_\_ is a type of feature story that usually focuses on the personality of an individual.
3. Who is responsible for the planning and execution of all issues of a magazine ?
  - (a) Art Director
  - (b) Managing Editor
  - (c) Magazine Editor
  - (d) Editorial Assistant
4. Which is the first Malayalam private FM Station in Kerala ?
  - (a) Red FM
  - (b) Club FM
  - (c) Radio Mattoli
  - (d) Radio Mango
5. An example for radio skit.
6. Expand IFFK.
7. Who wrote the user manual for BINAC Computer ?
8. Name the first newspaper in India which carried printed advertisement.
9. In which year The Advertising Standards Council of India (ASCI) was established ?
  - (a) 1980
  - (b) 1985
  - (c) 1962
  - (d) 1970

### SECTION-B

Answer any 6 questions from 10 to 17. Each carries 2 scores.

(6 × 2 = 12)

10. What is Folio ?
11. Identify the role of Designer in a Magazine Production.
12. Explain how radio bridge works.
13. Write any two examples of Public Service Broadcasters.
14. What are the two Camera lens movements ? Explain.
15. In the grammar of Cinema we come across the term 'Sequence'. Define it.
16. Briefly describe the term 'Misc-en-Scene'.
17. What is the importance of 'Logo' in an advertisement ?

### SECTION-C

Answer any 4 questions from 18 to 22. Each carries 3 scores.

(4 × 3 = 12)

18. Explain briefly on Three-point lighting.
19. What are the contributions of Charlie Chaplin towards the growth and development of World Cinema ?
20. Explain the importance of Corporate Blog.
21. Define technical proposal and identify two types of proposals.
22. Critically evaluate any three dysfunctions of advertising.



### SECTION-D

Answer any 4 questions from 23 to 27. Each carries 4 scores.

(4 × 4 = 16)

23. Write any four differences that differentiate magazine from newspaper in terms of its size and appearance.
24. Evaluate the objectives of Community Radio.
25. Prepare short notes on the following :
  - (a) Story Board
  - (b) Dabbing
26. Define Social Media. Identify any three Social Media networks and briefly explain them.
27. What do you mean by word economy in technical writing ? Substantiate.

### SECTION-E

Answer any 2 questions from 28 to 30. Each carries 6 scores.

(2 × 6 = 12)

28. Define Online Journalism and describe the characteristics of Online Journalism.
29. What are the essential qualities and skills required to be a successful technical writer ? Explain.
30. As a designer you need to design a display advertisement. What essential components should you include to make it effective ?