

ICSE SEMESTER 1 EXAMINATION
SPECIMEN QUESTION PAPER
MASS MEDIA & COMMUNICATION

Maximum Marks: 50

Time allowed: One hour (inclusive of reading time)

ALL QUESTIONS ARE COMPULSORY.

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

Select the correct option for each of the following questions.

Section A

(Each question in this section carries 1 mark)

Question 1

Communication is considered to be _____, as once given out, cannot be retracted or changed.

- a) Punctuated
- b) Irreversible
- c) Transactional
- d) Semantic

Question 2

A barrier to communication based on factors such as distance, visibility and direct obstructions.

- a) Psychological
- b) Organizational
- c) Cultural
- d) Physical

Question 3

A reply after receiving information, as proof that the message was understood.

- a) Feedback
- b) Feed forward
- c) Echo
- d) Media

Question 4

Communication which is presented in a manner that is brief, to the point and meaningful.

- a) Coherent
- b) Concise
- c) Concrete
- d) Courtesy

Question 5

The title or description mentioned at the bottom of a photograph in a newspaper.

- a) Caption
- b) Feature
- c) Lead
- d) Banner

Question 6

Images in a newspaper showcasing specific products/services in an attractive manner. Logos and name are clearly visible.

- a) Photo feature
- b) Column
- c) Advertisement
- d) Typography

Question 7

Line of writing at the top of each news story. Introduces the news story in a small number of words.

- a) Headline
- b) Caption
- c) Banner
- d) Masthead

Question 8

The act of repeating information in a continuous manner for the purpose of making it memorable.

- a) Emphasis
- b) Unity
- c) Repetition
- d) Variety

Question 9

The art or procedure of arranging type or processing data and printing from it.

- a) Colour
- b) Font
- c) Literacy
- d) Typography

Question 10

The process of removing sections of an image, leaving only what is required.

- a) Rotation
- b) Contrast adjustment
- c) Typography
- d) Cropping

Question 11

BMP, TIFF and JPEG are all examples of _____.

- a) News reports
- b) Image file formats
- c) Captions
- d) Audio formats

Question 12

The process of balancing all elements on a page so that articles and images are equally spread throughout the paper.

- a) Use of space
- b) Typography
- c) Page weighing
- d) Rule of thirds

Question 13

Communication is considered to be _____ due to it requiring an exchange of information between sender and receiver.

- a) Transactional
- b) Punctuated
- c) Multi-purpose
- d) Irreversible

Question 14

Includes barriers to communication that might be experienced in the workplace.

- a) Organisational
- b) Cultural
- c) Psychological
- d) Semantic

Question 15

Includes politeness and framing of statements in a respectful manner, during communication.

- a) Coherence
- b) Completeness
- c) Concreteness
- d) Courtesy

Question 16

A front-page box placed over or below the newspaper masthead. It lists the important stories run on inside pages or boxes announcing a paper's inside contents.

- a) Teaser
- b) Banner
- c) Caption
- d) Headline

Question 17

The following of one element after another, in a particular order.

- a) Sequence
- b) Variety
- c) Repetition
- d) Emphasis

Question 18

An important element in newspapers and magazines revolving around the visual representation of an event, captured in time.

- a) Photography
- b) Filler
- c) News story
- d) Headline

Question 19

_____ refers to the differences between the different tones present in an image.

- a) Brightness
- b) Cropping
- c) Contrast
- d) Hue

Question 20

What does TIFF stand for?

- a) Tagged Image File Format
- b) Televised Image File Format
- c) Technicolour Image File Format
- d) Telegraph Image File Format

Section B

(Each question in this section carries 2 marks)

Question 21

What do we mean by cultural barrier to communication?

- a) this occurs due to the presence of physical obstructions or noise.
- b) this barrier might arise due to differences in religion, behaviour of people within a certain region or what native people consider unacceptable.
- c) this barrier might occur due to miscommunication in the workplace or bad relationship with other employees.
- d) this occurs due to not understanding the meaning of phrases used in the process of communication.

Question 22

How do semantic barriers to communication arise?

- a) this occurs due to the presence of physical obstructions or noise.
- b) arises due to the inability to understand, or misunderstanding of information due to the differences of languages and symbols, specifically the different meanings of words in the various languages.
- c) this barrier might occur due to miscommunication in the workplace or bad relationship with other employees.
- d) this occurs due to not understanding the meaning of phrases used in the process of communication.

Question 23

Why should messages be coherently structured?

- a) a message that consists of too many points will be confusing to a reader.
- b) a message with grammatical errors and spelling mistakes will not be easily understood by readers or listeners.
- c) communication cannot be understood without a certain level of context.
- d) a message that does not flow logically and consists of too many ideas will result in ineffective communication.

Question 24

What do we mean by feedforward?

- a) the act of providing a reply to a statement given.
- b) the provision of visual representation of data to accompany a story.
- c) information taken from one listener to another.
- d) the provision of context of what one wants to communicate prior to that communication.

Question 25

What is the role of clarity in effective communication?

- a) the message should include and elaborate upon all points in focus.
- b) the message should provide comprehensive explanation and leave no room for misinterpretation.
- c) The message should be clear and easily understandable to the recipient. The purpose of the communication should be clear to sender then only the receiver will be sure about it.
- d) the message should be as short and precise as possible.

Question 26

In what way is empathy important for a journalist?

- a) it allows the journalist to communicate effectively to both educated as well as uneducated masses.
- b) it allows the journalist to build images in the minds of the general public.
- c) it allows the Journalist to understand the emotional state of people and how they will react to certain pieces of news
- d) it allows the journalist to build trust between themselves and news sources.

Question 27

What is the main purpose of a headline?

- a) it is a banner that precedes or is written above a particular news article, to introduce it.
- b) it is a caption placed beneath a photograph to explain what is happening.
- c) it is the first line of a new story providing context.
- d) it is the first line of a newspaper containing the name, date and any other important information.

Question 28

Explain the term 'Byline'.

- a) a line found under photographs are explains the events that are occurring.
- b) a line that provides the name of the writer and is sometimes found at the bottom of the page.
- c) a line above a news story providing insight to events that have occurred.
- d) a line that acts as a heading for a new story.

Question 29

How is JPEG a useful image file format?

- a) files can be highly compressed in a lossy format.
- b) the file is stored in a format without any compression.
- c) files can be stored in a low-resolution format that saves space.
- d) files can be stored in high quality with a lossless compression.

Question 30

What is meant by emphasis in principles of design?

- a) it refers to the focal point and supportive furnishings that creates the centre of attention.
- b) this is the end result achieved when all design elements interrelate and work together to enhance appeal.
- c) the relationship of one object to another in terms of size and proximity to the camera.
- d) A tool for leading the eye across the page by continuously repeating information.

Question 31

What does proportion focus on in principles of design?

- a) it refers to the focal point and supportive furnishings that creates the centre of attention.
- b) this is the end result achieved when all design elements interrelate and work together to enhance appeal.
- c) the relationship of one object to another in terms of size and proximity to the camera.
- d) A tool for leading the eye across the page by continuously repeating information.

Question 32

Explain the importance of white space in print media.

- a) It improves comprehension and legibility, making the paper more attractive and appealing.
- b) it allows for variety in typeface design.
- c) it creates harmony and continuity between different news articles.
- d) it ensures that the subject of images is highlighted.

Question 33

How do we select the appropriate channel for communication?

- a) We must understand the nature and kind of message being sent, where the formal or informal, urgent or sensitive.
- b) the channel for communication is based on total word limit an actual number of words used.
- c) we decide a channel of communication based on the language of communication used.
- d) channels for communication are chosen solely based on whether the communication is in oral or written form.

Question 34

What does rule of thirds in photography involve?

- a) It involves removal of one third of an image during cropping to focus on the subject.
- b) it involves changing the hue of an image buy a degree of $1/3$ at a time.
- c) it involves mentally dividing up your image using two horizontal and to vertical lines.
- d) it involves ensuring that the perspective of different subjects in relation to each other is based on values of 3.

Question 35

Images arouse emotions. how is this useful for magazines?

- a) this creates a feeling of excitement and also allows viewers to connect with events in the image.
- b) this allows the image to be easily shared to a vast audience.
- c) the focus is to attract as much attention as possible.
- d) it allows a connection between the viewer and the various advertisements spread across the multiple pages of the magazine.