
*Candidates are allowed **additional 15 minutes** for **only** reading the paper.
They must **NOT** start writing during this time.*

*Answer all questions in **Section A**, **Section B** and **Section C**.*

***Section A** consists of **objective/ very short answer** questions.*

***Section B** consists of **short** answer questions.*

***Section C** consists of **long** answer questions.*

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

SECTION A - 14 MARKS

Question 1

- (i) ----- is the process whereby information is transmitted from a sender to a receiver. [1]
(a) Interaction
(b) Communication
(c) Internalization
(d) Contact
- (ii) One who encodes by selecting words, symbols or gestures are called ----- [1]
(a) Sender
(b) Receiver
(c) Mediator
(d) Decoder
- (iii) Which is not a function of mass media? [1]
(a) Interpretation
(b) Socialization
(c) Entertainment
(d) Education
- (iv) The media which disseminate creative information through cultural and performance arts: [1]
(a) Folk media
(b) Facebook
(c) Blog
(d) Internet
- (v) ----- is the space where individuals can interact & exchange ideas, using a global network? [1]
(a) Cyber space

- (b) Political space
- (c) Social space
- (d) None of the above

- (vi) ----- is a discussion or informational site published on the world wide web. [1]
- (a) Whatsapp
 - (b) Facebook
 - (c) Blog
 - (d) Skype
- (vii) Assertion (A): Social media has become a major source of news for many people. [1]
Reason (R): Social media platforms are more trustworthy than traditional news sources.
- (a) Both (A) and (R) are correct and (R) is the correct explanation of (A)
 - (b) Both (A) and (R) are correct, but (R) is not the correct explanation of (A)
 - (c) (A) is correct but (R) is incorrect
 - (d) (A) is incorrect but (R) is correct
- (viii) Assertion (A): Internet has democratized the media landscape. [1]
Reason (R): Anyone can create and disseminate content on the internet.
- (a) Both (A) and (R) are correct and (R) is the correct explanation of (A)
 - (b) Both (A) and (R) are correct but (R) is not the correct explanation of (A)
 - (c) (A) is correct but (R) is incorrect
 - (d) (A) is incorrect but (R) is correct
- (ix) State the following statements are TRUE or FALSE: [4]
- (a) The internet has led to a decline in the popularity of traditional news sources.
 - (b) PR is a form of mass communication that focuses on building positive relationships between organisations and their audiences.
 - (c) Journalists should always express their personal opinions in their reporting.
 - (d) Sensationalism is a key principle of good journalism.
- (x) Name any one social media platform? [1]
- (xi) Define new media. [1]

SECTION B - 28 MARKS

Question 2

Writing a news report would be an easy task if one is interested in the news and are constantly updated with the latest events. A report is a brief story of an event that is happening or has already happened. Being a report writer, one must aim to write the report in an understandable way and

ensure the message is conveyed to the readers. It must, therefore, be written in simple language. The subject of the news report has to be presented clearly, and the style of writing must be precise.

Define nutgraph in a news story. Briefly explain the purpose of nutgraph in news writing. [4]

Question 3

(i) Discuss the role of newspapers in shaping public opinion. [4]

OR

(ii) Explain the statement 'Communication is an art of sharing information and entertainment.' [4]

Question 4

(i) Define mass media. Write any two importance of mass media in modern society. [2]

(ii) Differentiate between hard news and soft news. [2]

Question 5

Briefly explain the role of educational groups in imparting culture and values among youth. [4]

Question 6

(i) Prepare notes on the following with examples: [4]

(a) Intrapersonal communication

(b) Interpersonal communication

OR

(ii) Describe the impact of social media on traditional forms of media. [4]

Question 7

Analyse the effectiveness of the Inverted Pyramid style of reporting in modern journalism. [4]

Question 8

Briefly explain the key characteristics of an effective headline. [4]

SECTION C - 28 MARKS

Question 9

Define new media. Discuss any three characteristics of new media. [7]

Question 10

(i) Write and explain any three roles of PRO. [3]

(ii) Analyze the role of Public Relations in shaping public opinion and reputation building. [4]

Question 11

Prepare a note on any one of the following communication models.

- (i) Aristotle's Model of communication. [7]

OR

- (ii) Shannon and Weaver's Mathematical model. [7]

Question 12

Read the passage and answer the following questions:

Public Relations (PR) is a strategic communication practice focused on managing an organization's image and reputation by building positive relationships with its various stakeholders, including the media, customers, employees, and the general public, through the dissemination of information and proactive engagement, aiming to influence public perception and achieve specific organizational goals; essentially, it involves crafting compelling narratives, leveraging media channels, organizing events, and actively managing crises to foster trust and credibility with key audiences.

- (i) Name any four tools of Public Relations. [2]
- (ii) Explain the purpose of a press release as a tool of Public Relations. [2]
- (iii) Discuss how media kits can be used to promote an organization or event, and provide examples. [3]
