

# QUESTION PAPER DESIGN

**Subject: Mass Communication (335)**

**Level: Senior Secondary**

**Maximum Marks (Theory): 80**

**Time: 3 Hours**

## 1. Weightage by Objectives

OBJECTIVES	MARKS	% OF TOTAL MARKS
KNOWLEDGE	20	25
UNDERSTANDING	36	45
APPLICATION	24	30
<b>Total</b>	<b>80</b>	<b>100</b>

## 2. Weightage to Forms of Questions

Forms of Question	No. of Questions	Marks per Question	Total marks
Objective Type Questions 1 Marks (MCQs)	16*	1	16
1*2 = 2 marks (with 2 sub-parts of 1 mark each) [Fill in the blanks, match the column, paragraph or case-based questions, one-word questions, True False etc.]	12**	2	24
VSA	7	2	14
SA	6	3	18
LA	2	4	08
<b>Total</b>	<b>43</b>		<b>80</b>

## 3. Weightage to Content Areas

Modules	Marks
1. Introduction to Mass Communication	07
2. Print Media	12
3. Radio	12
4. Television	12
5. Advertising and Public Relations	12
6. New Media	10
<b>OPTIONAL MODULE</b>	
(7A). Traditional Media	15
(7B). Photojournalism	

## 4. Difficulty Level of Question Paper

LEVEL	PERCENTAGE	MARKS
DIFFICULT	20	16
AVERAGE	50	40
EASY	30	24
<b>Total</b>	<b>100</b>	<b>80</b>

\*-8 questions will have internal choices

\*\* - some questions will have more than 2 sub parts out of which the learner has to do any 2 sub parts, so that there are 50% additional questions with internal choices.