



ཤེས་རིག་ལྷན་ཁག།
སུའིག་ཐང་འབྲིང་རིམ་སློབ་གྲྭ་ཤོང་མ།



MOTITHANG HIGHER SECONDARY SCHOOL
THIMPHU THROMDE

“Every child is inspired to learn and empowered with wisdom to excel in life”

Media Studies

Class: XII

Date: 10th June 2019

Writing Time: 3 hours

Full marks: 80

Name: Section:..... Roll No:.....

READ THE FOLLOWING DIRECTIONS CAREFULLY:

1. Do **not** write for the first **15 minutes**. This time is to be spent reading the questions
2. After having read the questions, you will be given **three hours** to answer all questions.
3. Read the directions to each question carefully and write **all** your answers in the answer sheets provided.
4. Attempt all questions in this section
5. Remember to write **quickly but neatly**.

Question 1:

a) The ritual that is intended to appease ghosts and hungry spirits is called.....[1]

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b) Briefly narrate the story of Acho Phento, and what messages does it convey to people

[5]

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c) The song that narrates the story of former life whose job was to slaughter yaks for non-Buddhist rituals in Gasa is called..... [1]

d) What is Mani dangrim? Briefly explain its significance in Bhutan. [3]

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Question 2:

- a) The tale that tells the story of a person’s stupidity is called..... [1]
- b) Who are the harmonious friends of Thunpa Punzhi? And what does it signify? [6]

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- c) Explain the term ‘Media Acquisition’ with its example. [3]

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Question 3:

- a) Journalism where mass communication outlets are merged together is called.....[1]
- b) Why is the Dema statue in Drukgyel Dzong known as “Dema Sung gyon”? [3]

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c) Explain why it is important for competent journalist to have News judgement? [6]

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Question 4:

a)is any form of media that is created and controlled by a community, be it a geographic community or a community of identity or interest. [1]

b) Briefly explain the second paragraph of the inverted pyramid of reporting. [3]

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c) With the help of example, differentiate among commercial media, government- owned media and public media organization. [6]

Question 5:

a) In which year did Marshall McLuhan first used the term “global village”? [1]

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b) Define Community media by providing four examples of community media in Bhutan. [3]

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c) What is Global Village? Explain why Global village is considered as one of the important component in globalized world? [6]

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Question 6:

a) The buying and selling of goods and services with the help of computer networks and Internet is called..... [1]

b) How can social networking sites be used as an out of classroom discussion place? [3]

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c) Do you think traditional media is still relevant in the 21st century? [6]

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Question 7:

a) In Bhutan started to disseminate news through the print media. [1]

b) Match the following and write the correct response to it in your answer sheet. [4]

Column A	Column B
1. Media Game	i. Online learning
2. Social networking	ii. Passive learning
3. Media convergence	iii. Traces of Hope
4. Open Educational Resource	iv. Political scandal
	v. Keep in touch with other people
	vi. Blending of various forms of media

- c) Discuss the five most important steps to maintain ethics while conducting researches, with brief explanation. [5]

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Question 8:

- a) In one second, we need to have.....frames. [1]
- b) *E-commerce is gaining popularity due to the growing member of online shoppers.* Using examples, analyze FOUR merits and demerits of using media as a platform to follow the global trend of online shopping in our society. [6]

c) Define the term Consortiums with an example.

[3]

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