

## General Instructions

- (i) This question paper contains 50 questions. All questions are compulsory.
- (ii) It comprises 50 single-correct multiple-choice questions.
- (iii) These questions follow the CUET (UG) examination pattern.
- (iv) Each correct answer is awarded +5 marks, with -1 for an incorrect answer.
- (v) The time allotted for this paper is 60 minutes.
- (vi) Attempt every question; detailed solutions are provided in the companion solutions booklet.

1. In 1973, the Supreme Court held that the "*Fundamental Rights can be amended but the basic structure of the Constitution cannot be destroyed*".

Identify the case.

- (A) Golaknath vs. State of Punjab
- (B) Keshavananda Bharati vs. State of Kerala
- (C) Romesh Thappar vs. State of Madras
- (D) Umed Ram Sharma vs. State of Himachal Pradesh

2. The Hindustan Times Business daily *Mint* was published in partnership with-----?

- (A) Washington Post
- (B) New York Times
- (C) The Courier
- (D) Wall Street Journal

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**3. Match the LIST-I with LIST-II**

**LIST-I (Social Media platform)**

- A. Snapchat
- B. X(Twitter)
- C. LinkedIn
- D. WhatsApp

**LIST-II (Features)**

- I. Chatting platform
- II. Photo Sharing Application
- III. Microblogging site
- IV. Professional networking site

Choose the **correct** answer from the options given below:

- (A) A-I, B-II, C-III, D-IV
  - (B) A-II, B-III, C-IV, D-I
  - (C) A-I, B-II, C-IV, D-III
  - (D) A-III, B-IV, C-II, D-I
- 

**4. Sir Richard Attenborough is associated with which of the following films?**

- (A) Shaheed Bhagat Singh
  - (B) Gandhi
  - (C) Malgudi Days
  - (D) To Live
-

5. Arrange the following in correct sequence beginning from the first:

- A. Constitution of the First Press Council of India
- B. First Press Commission set up in India
- C. The Advertising Standards Council of India
- D. Adams Act

Choose the **correct** answer from the options given below:

- (A) A, B, C, D
  - (B) D, B, A, C
  - (C) B, A, D, C
  - (D) D, A, C, B
- 

6. Which of the following statements are correct about the First Media Age?

- A. It influences individual experience of space and time.
- B. Pre-disposed to state control.
- C. It is centered where few speak to many.
- D. An instrument of regimes of stratification and inequality.

Choose the **correct** answer from the options given below:

- (A) A, B and D only
  - (B) A and D only
  - (C) A, C and D only
  - (D) B, C and D only
-

7. Who said, "One of the objectives of a newspaper is to identify the popular feeling and give expression to it; another is to arouse among people certain desirable sentiments; third is to fearlessly expose popular defects."?

- (A) Mahatma Gandhi
- (B) Jawaharlal Nehru
- (C) Sardar Vallabhai Patel
- (D) Raja Ram Mohan Roy

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8. *Areopagitica* which defended freedom of the press and inviolability of books was written and distributed by-----?

- (A) John Milton
- (B) Aristotle
- (C) Plato
- (D) Immanuel Kant

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9. Match the **LIST-I** with **LIST-II**

| <b>LIST-I</b>   | <b>LIST-II</b>                               |
|-----------------|----------------------------------------------|
| <b>Brand</b>    | <b>Tagline</b>                               |
| A. LIC          | I. Daag acche hai                            |
| B. Mountain Dew | II. I'm lovin it                             |
| C. Surf Excel   | III. Darr ke aage jeet hai                   |
| D. McDonalds'   | IV. Zindagi ke sath bhi, zindagi ke badh bhi |

Choose the **correct** answer from the options given below:

- (A) A-I, B-II, C-III, D-IV
  - (B) A-I, B-II, C-IV, D-III
  - (C) A-I, B-III, C-IV, D-II
  - (D) A-IV, B-III, C-I, D-II
- 

**10.** This is the responsibility of a PRO. Identify from the following:

- A. AD campaign design
- B. Crisis management
- C. Building brand image
- D. Expanding business with partners

Choose the **correct** answer from the options given below:

- (A) A, B and D only
  - (B) A and D only
  - (C) B and C only
  - (D) B, C and D only
- 

**11.** Identify the famous US sitcom which dealt with the issue of child abuse, pedophilia and drugs.

- (A) Diff'rent Strokes
  - (B) Taxi
  - (C) South Park
  - (D) Cheers
-

**12.** In which form of advertising the product is disguised in entertainment?

- (A) Merchandise
- (B) Covert advertising
- (C) Informational advertising
- (D) Cross Promotion

---

**13.** This form of advertising is used when a product is being first time introduced in the market.

- (A) Institutional ads
- (B) Cooperative ads
- (C) Informational ads
- (D) Cross promotion

---

**14.** Match the LIST-I with LIST-II

| LIST-I<br>(Headline) | LIST-II (Characteristic)                                  |
|----------------------|-----------------------------------------------------------|
| A. Banner            | I. secondary head that carries the story in inside pages. |
| B. Boxed             | II. stretches across many columns                         |
| C. Jumphead          | III. centred on the column                                |
| D. Cross             | IV. in a small rectangle shape                            |

Choose the **correct** answer from the options given below:

- (A) A-I, B-II, C-III, D-IV
  - (B) A-II, B-IV, C-I, D-III
  - (C) A-I, B-II, C-IV, D-III
  - (D) A-III, B-IV, C-I, D-II
- 

**15.** Which of the following statements are correct?

- A. The Voice of America was launched in 1942
- B. The headquarters of Al Jazeera is located in Riyadh
- C. Doordarshan starts color transmission in 1983
- D. The BBC started its first Television service of the world in 1936

Choose the **correct** answer from the options given below:

- (A) A and D only
  - (B) A, B and D only
  - (C) B, C and D only
  - (D) C and D only
- 

**16.** Arrange the following in order of their appearance in a typical daily newspaper.

- A. Sports page
- B. City page
- C. National/Regional page
- D. Editorial page

Choose the **correct** answer from the options given below:

- (A) D, A, B, C
  - (B) A, B, C, D
  - (C) B, A, D, C
  - (D) B, C, D, A
- 

**17.** Which department is regarded as the creative organ of a Newspaper organization?

- (A) Marketing
  - (B) Distribution
  - (C) Editorial
  - (D) Technical
- 

**18.** Who arbitrates complaints in a Newspaper?

- (A) Wire Editor
  - (B) Sub-Editor
  - (C) Reporter
  - (D) Ombudsman
- 

**19.** The Film "The Damned Rain" was made by \_\_\_\_\_?

- (A) Mani Ratnam
  - (B) Satyajit Ray
  - (C) Satish Kaushik
  - (D) Satish Manwar
-

**20.** Which of these is an unethical practice in Journalism?

- (A) Giving source credit
  - (B) Doing background checks
  - (C) Partisan reporting
  - (D) Facts verification
- 

**21.** Arrange in the correct order.

- A. Reciever
- B. Feedback
- C. Encoding
- D. Channel

Choose the **correct** answer from the options given below:

- (A) A, B, C, D
  - (B) D, A, B, C
  - (C) B, A, D, C
  - (D) C, D, A, B
-

**22. Match the LIST-I with LIST-II**

| <b>LIST-I (Book/Theory proposed/Characteristic, etc.)</b>    | <b>LIST-II (Author/Thinker/Name of Theory, etc.)</b> |
|--------------------------------------------------------------|------------------------------------------------------|
| A. Self communication                                        | I. Inter-personal communication                      |
| B. Communication with instant feedback                       | II. Communicology                                    |
| C. The totality of time, space, personality and circumstance | III. Mass communication                              |
| D. From a few senders to unlimited receivers                 | IV. Intra-personal communication                     |

Choose the **correct** answer from the options given below:

- (A) A-I, B-II, C-III, D-IV
  - (B) A-II, B-III, C-I, D-IV
  - (C) A-I, B-II, C-IV, D-III
  - (D) A-IV, B-I, C-II, D-III
- 

**23. According to which theory the audience is passive and the media messages can be injected into them?**

- (A) Uses & gratification theory
  - (B) Two-step flow model
  - (C) Hypodermic needle theory
  - (D) Propaganda
-

**24.** Identify the type of Barrier to Communication - "No network in mobile phone".

- (A) Psychological barrier
  - (B) Physical barrier
  - (C) Mechanical barrier
  - (D) Defensiveness & Fear
- 

**25.** Which was the first Hindi newspaper published in India?

- (A) Saraswati
  - (B) Hindustan
  - (C) Navbharat Times
  - (D) Udant Martand
- 

**26.** Rupert Murdoch is associated with-----?

- (A) General Electric
  - (B) Universal Studio
  - (C) News International
  - (D) Viacom
-

**27. Match the LIST-I with LIST-II**

**LIST-I (Laws)**

- A. Right to Information
- B. Violation of Article 19(1)(a)
- C. Right to Privacy - A Fundamental Right
- D. Sedition

**LIST-II (Cases)**

- I. Radia Tapes
- II. Praveen Togadia
- III. Aruna Roy
- IV. Bennett Coleman vs Union of India

Choose the correct answer from the options given below:

- (A) A-I, B-II, C-III, D-IV
  - (B) A-IV, B-II, C-III, D-I
  - (C) A-I, B-II, C-IV, D-III
  - (D) A-III, B-IV, C-I, D-II
- 

**28. A good Radio Jockey must ideally adapt to these rules. Identify them.**

- A. Use of jargon
- B. Conversational style
- C. Complex sentences
- D. Use of imaginary words

Choose the correct answer from the options given below:

- (A) A,B and D only
  - (B) A, B,C, D
  - (C) A, C and D only
  - (D) B and D only
-

**29.** Who is regarded as the father of Documentary films?

- (A) Lumiere Brothers
  - (B) Dada Saheb Phalke
  - (C) John Grierson
  - (D) Walter Lipmann
- 

**30.** Which lens is used for capturing establishing shots?

- (A) Tele photo lens
  - (B) Fish eye lens
  - (C) Simple lens
  - (D) Wide angle lens
- 

**31.** Which Indian film director was famous for shooting with 1:3-1:4 shooting ratio?

- (A) Yash Chopra
  - (B) Hrishikesh Mukherjee
  - (C) Ramesh Sippy
  - (D) Satyajit Ray
-

**32.** Arrange the following television serials which were telecast for the first time on Doordarshan, in correct order, beginning from the first.

- A. Udaan
- B. Nukkad
- C. Fauji
- D. Karamchand

Choose the correct answer from the options given below:

- (A) A, B, C, D
  - (B) D, B, C, A
  - (C) B, A, D, C
  - (D) C, B, D, A
- 

**33.** Which of the following films have been made by Mrinal Sen?

- A. Bhuvan Shome
- B. Garam Hawa
- C. 27 Down
- D. Calcutta 71

Choose the correct answer from the options given below:

- (A) A, B and D only
  - (B) A and D only
  - (C) A and B only
  - (D) B, C and D only
- 

**34.** Ohio's Columbus Dispatch is credited with being\_\_\_\_\_?

- (A) The first newspaper to go online.
  - (B) The first newspaper to be modeled after television.
  - (C) The first newspaper to break a major story on its website instead of its front page.
  - (D) The first newspaper to be launched as underground newspaper.
- 

**35.** Which of the following theories was postulated by George Gerbner ?

- (A) Gate Keeping Theory
  - (B) Agenda Setting Theory
  - (C) Cultivation Theory
  - (D) Uses and Gratifications Theory
- 

**36.** Distance in front of a camera within which actors and an entire scene can be shown in focus is called \_\_\_\_\_.

- (A) Depth of field
  - (B) Focal length
  - (C) Focus
  - (D) Area of focus
-

**37.** Arrange the following events in chronological order beginning from the first:

- A. Persian Gulf war
- B. Vietnam War
- C. 26/11 attack
- D. 9/11 attack

Choose the **correct** answer from the options given below:

- (A) A, B, D, C
  - (B) B, A, D, C
  - (C) B, A, C, D
  - (D) A, D, B, C
- 

**38.** Which of the following wars was a psychological warfare?

- (A) Cold war
  - (B) Kargil war
  - (C) Guerilla war
  - (D) Gulf war I
- 

**39.** The term 'yellow journalism' was coined to describe-----?

- (A) The rivalry between two television channels
  - (B) The rivalry between two newspapers for circulation
  - (C) The competition between two anchors
  - (D) The competition between two media conglomerates
-

**40.** A person who divulges information to the media about a secret event, a scandal or an issue that is of interest to the public is known as a -----  
-?

- (A) Police inspector
- (B) Arbitrator
- (C) Whistleblower
- (D) Social worker

**41.**

Stuart Hall rejected the linear model and argued that although most texts are polysemic, the producers of a message generally intend a preferred, or dominant, reading when they create a message. As a critical theorist, Hall assumed that most popular media content had a preferred reading reinforcing the status quo. But, in addition to this dominant reading, it is possible for audience members to make alternate interpretations. A student and colleague of Hall, David Morley, published one of the first detailed studies applying Hall's insights. It served as a model for subsequent reception studies. Morley brought together 29 groups of people drawn from various levels of British society. They ranged from business managers to trade unionists and apprentices. These groups were asked to view an episode from *Nationwide*, a British television news magazine show, assessing the economic consequences of the government's annual budget on three families. Morley, tape recorded the group discussions and analyzed them placing them into one of the three categories of dominant, negotiated or oppositional decoding. Once the program ended, the groups discussed what they had watched and offered their interpretations. *Nationwide* was chosen because an earlier analysis had identified it as a program that routinely offered status quo explanation for social issues. Moreover, it was produced in a way designed to appeal to lower and middle class audiences. Thus, the researchers expected that program would be able to communicate status quo perspectives to those audience.

According to Stuart Hall most texts are

- (A) Polysemic
- (B) Status quo
- (C) Dominant
- (D) Negotiated

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According to the passage David Morley's publication was based on .

- (A) Dominant Theory
- (B) Reception Theory
- (C) Development Theory
- (D) Entertainment Theory

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What was the theme of program '*Nationwide*', which David Morley studied?

- (A) Planning annual budget for families
- (B) Life challenges of three families
- (C) Government development policies on families
- (D) Economic consequences of government's annual budget on three families

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Why did David Morley choose '*Nationwide*' for the study?

- (A) The program was chosen because it was a British TV program
- (B) The program was chosen because it was a news magazine
- (C) The program was chosen because earlier analysis identified it as a program that offered status quo explanation
- (D) The program was chosen because it had discussions

45.

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According to the passage, which of the following is **not** a category of decoding under which group discussion was analyzed?

- (A) Resistance
- (B) Dominant
- (C) Negotiated
- (D) Oppositional

46.

#### People and Cultures

The Internet provides instant online access to information about other cultures and people and this should give us a better understanding of our neighbours and perhaps some motivation to co-exist peacefully. However, the evidence seems to be to the contrary. According to the Centre for Systemic Peace, while conflict between national powers has decreased, societal wars have increased. It would seem that knowledge about others—those we live closest to—does not necessarily lead to better communication. In addition, some evidence shows that we mostly access information that supports our existing views of the world.

People also have access to increasing amounts of information about what is happening in their own and other countries. This is especially important in countries where media are government controlled. For example, people in Pakistan and Afghanistan learn more about military actions in their countries by accessing CNN.com than through their local newspapers. In some ways, the Internet has democratized information, in that more people control and disseminate information than ever before. For this reason, leaders in some countries try to limit their citizens' access to information. According to some net watchers, China was the year's worst abuser of Internet freedom in 2015.

Which source provides instant online information?

- (A) People
- (B) Neighbours
- (C) Internet
- (D) Society

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According to the "Centre for Peace", what has increased over the years?

- (A) National Power
  - (B) Close Communication ties
  - (C) Societal wars
  - (D) Freedom
- 

48.

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According to the passage, what is the source of information for the people in Pakistan for seeking news about military actions in their countries?

- (A) Local newspapers
  - (B) Radio
  - (C) CNN.com
  - (D) Internet
-

49.

**People and Cultures**

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Which country was the worst abuser of Internet freedom in 2015?

- (A) Pakistan
- (B) China
- (C) Afghanistan
- (D) North Korea



50.

**People and Cultures**

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What kind of information do we usually access ?

- (A) That supports our existing views.
- (B) That supports military actions
- (C) That supports the government
- (D) That supports the media