

CUET PG 2026 Mass Communication Question Paper with Solutions(Memory Based)

Time Allowed :1 Hours 30 min | Maximum Marks :300 | Total Questions :75

General Instructions

1. The exam lasts 90 minutes (1 hour 30 minutes).
2. There are 75 Multiple Choice Questions (MCQs) to be answered.
3. +4 marks for every correct answer. -1 mark (negative marking) for every incorrect answer. 0 marks for unanswered or un-attempted questions.
4. For any discrepancy in questions, the English version is considered final (except for language-specific papers).
5. Click one of the four options to choose an answer.
6. You must click "Save & Next" to confirm your response. Only saved answers are considered for evaluation.
7. Use "Mark for Review & Next" to flag a question for later. You can unselect or change your answer using the "Clear Response" button.
8. All calculations must be done on the Rough Sheets provided at the centre. These must be returned to the invigilator after the exam.

1. Who is known as the "Father of Indian Journalism"?

- (A) Raja Ram Mohan Roy
- (B) Bal Gangadhar Tilak
- (C) Mahatma Gandhi
- (D) James Augustus Hicky

Correct Answer: (4) James Augustus Hicky

Solution:

Concept: The title "Father of Indian Journalism" is attributed to the pioneer who started the first newspaper in India.

Step 1: Identifying the pioneer.

James Augustus Hicky started the first Indian newspaper, **Hicky's Bengal Gazette** in 1780.

Step 2: Understanding significance.

His contribution laid the foundation for modern journalism in India.

Step 3: Eliminating other options.

- Raja Ram Mohan Roy – Social reformer and journalist.
- Bal Gangadhar Tilak – Freedom fighter and editor.
- Mahatma Gandhi – Prominent journalist but not the first.

Quick Tip

Hicky's Bengal Gazette is also known as the first printed newspaper in India.

2. Which communication model is characterized by the concept of "noise" for the first time?

- (A) Lasswell Model
- (B) Shannon-Weaver Model
- (C) Berlo's SMCR Model
- (D) Osgood-Schramm Model

Correct Answer: (2) Shannon-Weaver Model

Solution:

Concept: Communication models explain how messages are transmitted and received. The concept of interference or disturbance in communication is termed as "noise".

Step 1: Understanding "noise".

Noise refers to any disturbance that affects the clarity or accuracy of a message during transmission.

Step 2: Identifying the model.

The Shannon-Weaver Model (1949) was the first to introduce the concept of noise in communication systems.

Step 3: Eliminating other options.

- Lasswell Model – Focuses on "Who says what in which channel".
- Berlo's Model – Focuses on sender-message-channel-receiver.
- Osgood-Schramm Model – Circular model without explicit noise concept initially.

Quick Tip

The Shannon-Weaver Model is also known as the Mathematical Model of Communication.

3. The term "Global Village" was coined by which media scholar?

- (A) Harold Lasswell
- (B) Marshall McLuhan
- (C) Noam Chomsky
- (D) Wilbur Schramm

Correct Answer: (2) Marshall McLuhan

Solution:

Concept: The term "Global Village" describes how electronic media connects people around the world, making it function like a small village.

Step 1: Understanding the concept.

Global Village refers to the shrinking of the world due to instant communication technologies.

Step 2: Identifying the scholar.

Marshall McLuhan, a Canadian media theorist, coined this term to describe the impact of media on society.

Step 3: Eliminating other options.

- Harold Lasswell – Known for communication model.
- Noam Chomsky – Linguist and critic.
- Wilbur Schramm – Communication theorist.

Quick Tip

McLuhan also popularized the phrase "The medium is the message".

4. Which body in India is responsible for the regulation of print media content?

- (A) Press Council of India
- (B) TRAI
- (C) Ministry of Information and Broadcasting
- (D) PIB

Correct Answer: (1) Press Council of India

Solution:

Concept: Print media in India is regulated by a statutory body that ensures ethical standards and freedom of the press.

Step 1: Identifying the regulatory body.

The Press Council of India is responsible for maintaining and improving the standards of newspapers and news agencies in India.

Step 2: Understanding its role.

It acts as a watchdog to preserve the freedom of the press and ensure responsible journalism.

Step 3: Eliminating other options.

- TRAI – Regulates telecom sector.
- Ministry of Information and Broadcasting – Governs policies, not direct regulation.
- PIB – Provides government information to media.

Quick Tip

Press Council of India is a quasi-judicial body that addresses complaints against the press.

5. What is the primary difference between "Interpersonal" and "Intrapersonal" communication?

- (A) Interpersonal is within oneself, Intrapersonal is between people
- (B) Interpersonal is between people, Intrapersonal is within oneself
- (C) Both are the same
- (D) Both involve mass communication

Correct Answer: (2) Interpersonal is between people, Intrapersonal is within oneself

Solution:

Concept: Communication can occur either within an individual or between individuals.

Step 1: Understanding interpersonal communication.

Interpersonal communication refers to communication between two or more people.

Step 2: Understanding intrapersonal communication.

Intrapersonal communication occurs within an individual, such as thinking or self-talk.

Step 3: Key distinction.

The primary difference lies in the number of participants: interpersonal involves multiple people, whereas intrapersonal involves only oneself.

Quick Tip

"Intra" means within, and "Inter" means between — a simple way to remember the difference.

6. Which theory suggests that media has a direct, immediate, and powerful effect on its audience?

- (A) Uses and Gratifications Theory
- (B) Agenda Setting Theory
- (C) Hypodermic Needle Theory
- (D) Cultivation Theory

Correct Answer: (3) Hypodermic Needle Theory

Solution:

Concept: Media effect theories explain how media influences audiences. Some theories suggest strong and immediate impacts.

Step 1: Understanding the theory.

The Hypodermic Needle Theory proposes that media messages are directly "injected" into the audience, leading to immediate and uniform effects.

Step 2: Nature of impact.

It assumes audiences are passive and easily influenced.

Step 3: Eliminating other options.

- Uses and Gratifications – Audience is active.
- Agenda Setting – Media influences what people think about.
- Cultivation Theory – Long-term gradual effects.

Quick Tip

Hypodermic Needle Theory is also known as the "Magic Bullet Theory".

7. In film studies, what does the term "Mise-en-scène" refer to?

- (A) Camera movement
- (B) Editing techniques
- (C) Arrangement of everything in the frame
- (D) Sound design

Correct Answer: (3) Arrangement of everything in the frame

Solution:

Concept: Mise-en-scène is a fundamental concept in film studies that deals with visual composition.

Step 1: Understanding the term.

Mise-en-scène refers to everything that appears within the frame of a shot.

Step 2: Components involved.

It includes elements such as setting, lighting, costume, makeup, actors, and their positioning.

Step 3: Eliminating other options.

- Camera movement – Refers to cinematography.
- Editing techniques – Concern post-production.
- Sound design – Related to audio elements.

Quick Tip

Mise-en-scène literally means "placing on stage" and focuses on visual storytelling.

8. Which committee recommended the conversion of AIR and Doordarshan into autonomous bodies?

- (A) Verghese Committee
- (B) Sarkaria Commission
- (C) Kothari Commission
- (D) Mandal Commission

Correct Answer: (1) Verghese Committee

Solution:

Concept: Committees have been formed in India to recommend reforms in media and broadcasting systems.

Step 1: Identifying the committee.

The Verghese Committee (1978) recommended granting autonomy to All India Radio (AIR) and Doordarshan.

Step 2: Purpose of recommendation.

The aim was to ensure independence from government control and promote unbiased broadcasting.

Step 3: Eliminating other options.

- Sarkaria Commission – Centre-state relations.
- Kothari Commission – Education reforms.
- Mandal Commission – Reservation policy.

Quick Tip

The Prasar Bharati Act later implemented the idea of autonomy for AIR and Doordarshan.

9. What is the standard aspect ratio of a high-definition (HD) television screen?

- (A) 4:3
- (B) 16:9
- (C) 21:9
- (D) 1:1

Correct Answer: (2) 16:9

Solution:

Concept: Aspect ratio refers to the proportional relationship between the width and height of a screen.

Step 1: Understanding HD format.

High-definition television (HDTV) uses a widescreen format for better viewing experience.

Step 2: Identifying the ratio.

The standard aspect ratio for HD screens is 16:9.

Step 3: Eliminating other options.

- 4:3 – Used in older television formats.
- 21:9 – Ultra-wide cinematic format.
- 1:1 – Square format.

Quick Tip

16:9 is the global standard for modern televisions, monitors, and video content.

10. The "Right to Information Act" was enacted in India in which year?

- (A) 2002
- (B) 2005
- (C) 2010
- (D) 1995

Correct Answer: (2) 2005

Solution:

Concept: The Right to Information (RTI) Act empowers citizens to access information from public authorities to promote transparency and accountability.

Step 1: Identifying the year.

The RTI Act was enacted by the Government of India in 2005.

Step 2: Purpose of the Act.

It enables citizens to request information from government bodies, strengthening democracy.

Step 3: Eliminating other options.

- 2002 – Earlier freedom of information attempts.
- 2010 – Not related to RTI enactment.
- 1995 – No such Act passed.

Quick Tip

The RTI Act came into full force on 12 October 2005.

11. Which Indian news agency is the oldest and largest in the country?

- (A) UNI
- (B) PTI
- (C) ANI
- (D) IANS

Correct Answer: (2) PTI

Solution:

Concept: News agencies collect, write, and distribute news to media organizations across the country.

Step 1: Identifying the agency.

Press Trust of India (PTI) is the oldest and largest news agency in India.

Step 2: Understanding its role.

PTI provides news services to newspapers, television channels, and digital platforms nationwide.

Step 3: Eliminating other options.

- UNI – Another news agency but smaller.
- ANI – Focuses on video news.
- IANS – Private news agency.

Quick Tip

PTI was established in 1947 and has a vast network of correspondents across India.

12. Who developed the "Spiral of Silence" theory of communication?

- (A) Elisabeth Noelle-Neumann
- (B) Marshall McLuhan
- (C) Harold Lasswell
- (D) Paul Lazarsfeld

Correct Answer: (1) Elisabeth Noelle-Neumann

Solution:

Concept: The Spiral of Silence theory explains how public opinion is formed and why individuals may withhold their views.

Step 1: Understanding the theory.

It suggests that individuals are less likely to express opinions they perceive as being in the minority due to fear of isolation.

Step 2: Identifying the scholar.

The theory was proposed by Elisabeth Noelle-Neumann, a German political scientist.

Step 3: Eliminating other options.

- Marshall McLuhan – Known for Global Village.
- Harold Lasswell – Communication model.
- Paul Lazarsfeld – Two-step flow theory.

Quick Tip

Spiral of Silence highlights the role of perceived majority opinion in shaping public expression.

13. What is the main objective of the "SITE" (Satellite Instructional Television Experiment) project in India?

- (A) Entertainment broadcasting
- (B) Educational and developmental communication
- (C) Military communication
- (D) Commercial advertising

Correct Answer: (2) Educational and developmental communication

Solution:

Concept: SITE (Satellite Instructional Television Experiment) was a major initiative in India using satellite technology for mass communication.

Step 1: Understanding SITE.

SITE was conducted in 1975–76 with the help of NASA to broadcast television programs via satellite.

Step 2: Identifying the objective.

The main goal was to provide educational content and promote rural development, especially in areas like agriculture, health, and education.

Step 3: Eliminating other options.

- Entertainment broadcasting – Not the primary goal.
- Military communication – Not related.
- Commercial advertising – Not intended purpose.

Quick Tip

SITE is often called the largest sociological experiment in mass communication.

14. In journalism, what does the "Inverted Pyramid" style of writing signify?

- (A) Writing from least important to most important
- (B) Writing in chronological order
- (C) Presenting most important information first
- (D) Writing only opinions

Correct Answer: (3) Presenting most important information first

Solution:

Concept: The inverted pyramid is a widely used structure in news writing.

Step 1: Understanding the structure.

In this style, the most important information is presented at the beginning of the article.

Step 2: Arrangement of content.

Details are arranged in decreasing order of importance, with less critical information appearing later.

Step 3: Eliminating other options.

- Least to most important – Opposite of this style.
- Chronological order – Not necessarily followed.
- Opinions – News writing focuses on facts.

Quick Tip

The inverted pyramid allows editors to trim articles from the bottom without losing key information.

15. Which schedule of the Indian Constitution contains the list of official languages?

- (A) Seventh Schedule
- (B) Eighth Schedule
- (C) Ninth Schedule
- (D) Tenth Schedule

Correct Answer: (2) Eighth Schedule

Solution:

Concept: The Indian Constitution includes various schedules that list specific provisions and details.

Step 1: Understanding schedules.

Each schedule deals with different administrative and constitutional matters.

Step 2: Identifying the correct schedule.

The Eighth Schedule contains the list of officially recognized languages of India.

Step 3: Eliminating other options.

- Seventh Schedule – Union, State, and Concurrent Lists.
- Ninth Schedule – Laws protected from judicial review.
- Tenth Schedule – Anti-defection law.

Quick Tip

The Eighth Schedule currently includes 22 languages recognized by the Constitution.

