

CUET PG 2026 Mass Communication Question Paper (Memory Based)

Time Allowed :1 Hours 30 min	Maximum Marks :300	Total Questions :75
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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
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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
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3. The term "Global Village" was coined by which media scholar?

- (A) Harold Lasswell
- (B) Marshall McLuhan

- (C) Noam Chomsky
 - (D) Wilbur Schramm
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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
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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
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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
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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
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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

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

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

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

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

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

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

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

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

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
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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
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