

CUET UG Mass Media and Communication (318) - 2025 Question Paper with Solutions

Time Allowed :1 Hour	Maximum Marks :250	Total Questions :50
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General Instructions

Read the following instructions very carefully and strictly follow them:

1. The test is of 1 hour duration.
2. The question paper consists of 50 questions. The maximum marks are 250.
3. 5 marks are awarded for every correct answer, and 1 mark is deducted for every wrong answer.

1. Who is the author of the book, “Public Opinion”?

- (A) James Currian
- (B) Orson Welles
- (C) Walter Benjamin
- (D) Walter Lippmann

2. Early human beings expressed their feelings and experiences using:

- (A) Words
- (B) Language
- (C) Mail
- (D) Their body parts and expressions

3. Which of the following statements are correct?

- (A) Phiroj Shah founded the Bombay Chronicle
- (B) The Searchlight newspaper was first started in Bihar
- (C) The National Herald was first started in Lucknow
- (D) The Pioneer newspaper was first published under the editorship of K.M. Panikar

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

4. In which year did Printing come to India?

- (A) In 1856
- (B) In 1656
- (C) In 1556
- (D) In 1756

5. “Many Voices One World” is an UNESCO report on _____?

- (A) Flaws in the political system
- (B) Flaws in the flow of news
- (C) Flaws in the economic system
- (D) Flaws in the health sector

6. Identify the criterion which is not considered as a news value?

- (A) Timeliness
- (B) Colorfulness
- (C) Impact
- (D) Proximity

7. Which among the following is a news agency?

- (A) CPI
- (B) BCCI
- (C) UPI
- (D) RTI

8. Arrange the following newspapers in correct sequence according to their year of launch, beginning from the first.

- (A) The Tribune
- (B) Harijan
- (C) National Herald
- (D) Young India

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

- (C) (C), (A), (B), (D)
(D) (D), (C), (B), (A)
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9. Which of the following is not a feature of "Yellow journalism"?

- (A) Sensationalism
(B) Rumours and gossip
(C) Bold and screaming headlines with large photographs
(D) Serious news
-

10. 'Freedom of speech and expression' comes under which article of the constitution of India?

- (A) Article 15
(B) Article 16
(C) Article 17
(D) Article 19
-

11. Match List-I with List-II

List-I (Concepts)	List-II (Scholars)
(A) Manufacturing Consent	(I) Aristotle
(B) Encoding and Decoding	(II) Noam Chomsky
(C) Culture Industry	(III) Stuart Hall
(D) Catharsis	(IV) Max Horkheimer

Choose the correct answer from the options given below:

- (A) (A)-(II), (B)-(III), (C)-(IV), (D)-(I)
(B) (A)-(III), (B)-(II), (C)-(I), (D)-(IV)
(C) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)
(D) (A)-(II), (B)-(I), (C)-(IV), (D)-(III)
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12. "Making tomorrow brighter" is the slogan of:

- (A) ONGC (Oil and Natural Gas Corporation)
(B) Indian Oil
(C) Sarva Shiksha Abhiyan

(D) SAIL (Steel Authority of India Ltd)

13. The pre-shooting stage does not consist of_____?

- (A) Writing
 - (B) Editing for sound
 - (C) Budgeting the project
 - (D) Casting
-

14. The post-shooting stage in film-making consists of:

- (A) Finalizing the technical and production team
 - (B) Editing
 - (C) Script-writing
 - (D) Acquiring finance
-

15. 'Proxemics' is the study of_____.

- (A) Body movements
 - (B) Eye movements
 - (C) The kind of zones (distance) people maintain while interacting
 - (D) Touch
-

16. Which of the following is not a characteristic of a radio script?

- (A) Active voice
 - (B) Conversational language
 - (C) Simple sentences
 - (D) Technical jargons
-

17. The ability of the audience to resist being persuaded by a commercial or a news program if they are warned beforehand about an attempt to persuade them, is about to occur is called_____?

- (A) Cultivation effect
- (B) Inoculation effect

- (C) Limited effect
 - (D) Personal influence effect
-

18. When episodes of the same syndicated series are scheduled Monday through Friday at the same time, it is called_____?

- (A) Bridging
 - (B) Stacking
 - (C) Theming
 - (D) Stripping
-

19. Which of the following provides all the support that is required for the functioning of a radio station?

- (A) Administration Wing
 - (B) Transmission studio
 - (C) Engineering Wing
 - (D) Programme Wing
-

20. Which was the first television soap opera to be telecast on Doordarshan?

- (A) Tamas
 - (B) Buniyaad
 - (C) Karamchand
 - (D) Hum Log
-

Q21. The ability to sift through and analyse media messages that inform, entertain and sell to us every day is called _____?

- (A) Media effects
 - (B) Media literacy
 - (C) Media entertainment
 - (D) Media Culture
-

Q22. Identify the film based on the suicide of cotton farmers in Vidarbha.

- (A) Framework of Famine
 - (B) To Live
 - (C) The Damned Rain
 - (D) Ardh Satya
-

Q23. The issue of "embedding journalists with the military" first emerged as a turning point in Journalism in _____?

- (A) Kargil war
 - (B) Persian Gulf War I
 - (C) Gulf War 2003
 - (D) Vietnam war
-

Q24. Identify the scholar associated with the concept of "Public Sphere"?

- (A) Jurgen Habermas
 - (B) George Ritzer
 - (C) Manuel Castells
 - (D) James Curran
-

Q25. Who is the author of the book "Digital democracy"?

- (A) Noam Chomsky
 - (B) Marjorie Ferguson
 - (C) Jan Dijk
 - (D) Basil Bernstein
-

Q26. The systematic study of texts on the basis of their language and how people interpret texts is known as _____?

- (A) Chronemics
 - (B) Cybernetics
 - (C) Optics
 - (D) Hermeneutics
-

Q27. Which of the following films is an example of a story in a linear form?

- (A) Pather Panchali
 - (B) Sholay
 - (C) Dil Chahta Hai
 - (D) Kora Kagaz
-

Q28. What do you understand about information overload?

- (A) Web journalism
 - (B) New journalism
 - (C) Exposure to too much information
 - (D) Difficulty in using information
-

Q29. What is the correct order of the process of mass communication?

- (A) Communicator
- (B) Message
- (C) Channel
- (D) Receiver

Choose the correct answer from the options given below:

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

Q30. Arrange the following movies chronologically, according to their release year beginning from the first:

- (A) Taare Zameen Par
- (B) Swades
- (C) Gadar
- (D) Border

Choose the correct answer from the options given below:

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

31. Arrange the following sites chronologically, according to their launching year, starting from the first:

- (A) Facebook
- (B) YouTube
- (C) Snapchat
- (D) Twitter (now X)

Choose the correct answer from the options given below:

- (1) (A), (B), (C), (D)
 - (2) (A), (B), (D), (C)
 - (3) (B), (A), (D), (C)
 - (4) (C), (B), (D), (A)
-

32. Arrange the following technological developments according to their launch beginning from the first.

- (A) Google Chrome
- (B) Yahoo
- (C) Mozilla Firefox
- (D) Internet Explorer

Choose the correct answer from the options given below:

- (1) (A), (B), (C), (D)
 - (2) (B), (D), (C), (A)
 - (3) (B), (A), (D), (C)
 - (4) (C), (B), (D), (A)
-

33. A good news report should have the following qualities:

- (A) Ambiguity
- (B) Objectivity
- (C) Subjectivity
- (D) Credibility

Choose the correct answer from the options given below:

- (1) (A), (B) and (D) only
 - (2) (A), (B) and (C) only
 - (3) (B) and (D) only
 - (4) (B), (C) and (D) only
-

34. Which of the following is not an ethical practice?

- (A) Sensationalism

- (B) Plagiarism
- (C) Paid news
- (D) Fake news

Choose the correct answer from the options given below:

- (1) (A), (B) and (D) only
- (2) (A), (B) and (C) only
- (3) (A), (B), (C) and (D)
- (4) (B), (C) and (D) only

35. Advertising is a paid form of communication to inform and persuade people to buy:

- (A) An idea
- (B) A product
- (C) A service
- (D) A fantasy

Choose the correct answer from the options given below:

- (1) (A), (B) and (D) only
- (2) (A), (B) and (C) only
- (3) (A), (B), (C) and (D)
- (4) (B), (C) and (D) only

36. Identify the option which has all journalistic terms listed together.

- (A) Byline, Headline, Dateline, Beat
- (B) Cub, Sub editor, Editor, Reporter
- (C) Undermine, Byline, Headline, Masthead
- (D) Masthead, Beat, Stringer, Sub Editor

Choose the correct answer from the options given below:

- (1) (A), (B) and (D) only
- (2) (A), (C) and (D) only
- (3) (B) and (C) only
- (4) (B), (C) and (D) only

37. Match List-I with List-II

List-I Author/thinker	List-II Newspapers
(A) Raja Rammohan Roy	(I) Mooknayak
(B) Mahatma Gandhi	(II) Kesari
(C) Dr. B.R. Ambedkar	(III) Mirat-ul-Akhbar
(D) Bal Gangadhar Tilak	(IV) Navjeevan

Choose the correct answer from the options given below:

- (1) (A) - (I), (B) - (II), (C) - (III), (D) - (IV)
- (2) (A) - (I), (B) - (III), (C) - (II), (D) - (IV)
- (3) (A) - (I), (B) - (II), (C) - (IV), (D) - (III)
- (4) (A) - (III), (B) - (IV), (C) - (I), (D) - (II)

38. Match List-I with List-II

List-I Ancient civilizations	List-II Form of advertising that was used
(A) Emperor Ashoka	(I) Used signs to sell arts and crafts
(B) Harappa and Mohenjodaro	(II) Stones or pillars for making public announcements
(C) Rome	(III) Sales messages and wall posters on papyrus
(D) Egypt	(IV) Acta Diurna - a wall newspaper

Choose the correct answer from the options given below:

- (1) (A) - (I), (B) - (II), (C) - (III), (D) - (IV)
- (2) (A) - (I), (B) - (III), (C) - (II), (D) - (IV)
- (3) (A) - (II), (B) - (I), (C) - (IV), (D) - (III)
- (4) (A) - (III), (B) - (IV), (C) - (I), (D) - (II)

39. Match List-I with List-II

List-I Films	List-II Made by
(A) Charulata	(I) K. Asif
(B) Mughal-E-Azam	(II) Dada Saheb Phalke
(C) Yuva	(III) Satyajit Ray
(D) Raja Harishchandra	(IV) Mani Ratnam

Choose the correct answer from the options given below:

- (1) (A) - (I), (B) - (II), (C) - (III), (D) - (IV)
- (2) (A) - (I), (B) - (III), (C) - (II), (D) - (IV)
- (3) (A) - (III), (B) - (I), (C) - (IV), (D) - (II)
- (4) (A) - (III), (B) - (IV), (C) - (I), (D) - (II)

40. Match List-I with List-II

List-I Concepts	List-II Explanation
(A) Netiquettes	(I) Online frauds
(B) Cyber crime	(II) Cyber activism
(C) Online deliberation of issues in a democracy	(III) Rapid circulation of information/opinion on local and global scale
(D) Social media	(IV) Respect other's privacy

Choose the correct answer from the options given below:

- (1) (A) - (I), (B) - (II), (C) - (III), (D) - (IV)
- (2) (A) - (IV), (B) - (I), (C) - (II), (D) - (III)
- (3) (A) - (IV), (B) - (II), (C) - (III), (D) - (I)
- (4) (A) - (II), (B) - (I), (C) - (IV), (D) - (III)

Directions: Read the passages carefully and answer the questions that follow.

Passage 1: Social impact of social media

The social impact of social media is by far the biggest, as social media work through the formation of social networks by users in a virtual world. Its most significant impact is the formation of networks which span space and time and leads to the free-flowing of cultures and formation of new cultures which impacts the world. It has impacted how people consume information, how the consumption of media has gone from public to private and personal. However, on the flip side, social media work on algorithms. The information a user gets through social media is determined by the user preferences, which is self-declared by the user and detected by the algorithm. Hence, if one is an environmentalist, then one will get news and user-generated content on environmental activism. This selective exposure of information is harmful to the user as the user is not able to get alternate perspectives, for example, the trade-off between development and the environment. In politics, this can lead to things like political polarization, being associated with a political party or ideology which is detrimental to democracy. This is also what is called the "echo chamber" effect. Meanwhile, research has also shown evidence that social media use leads to the persuasion of political beliefs, i.e., individuals who use social media were more likely to have their political beliefs persuaded than those who did not.

41(a). According to the passage, selective exposure of information leads to _____?

- (A) Diverse information
- (B) Alternate perspective
- (C) Echo chamber effect
- (D) Development

41(b). Social media functions on:

- (A) Perspectives
 - (B) Polarisation
 - (C) Algorithms
 - (D) Equations
-

41(c). Who determines the information which a user gets through social media?

- (A) Private players
 - (B) Media houses
 - (C) Corporates
 - (D) Social media user preferences
-

41(d). Social media works through:

- (A) Free flowing of cultures
 - (B) Formation of new cultures
 - (C) Social organization
 - (D) Virtual social network
-

41(e). What is the most significant impact of social media?

- (A) Formation of political organization
 - (B) Formation of environmental activists
 - (C) Formation of networks
 - (D) Formation of economic chambers
-

Passage 2: Community Engagement on the Internet for Social Change

The arena of community media has become much broader with the addition of the Internet. The medium is a great source to increase outreach through converging technology and transforming the content into a 'multimedia' format. We find fine instances of civil society and non-governmental organizations leading community-based newspapers and participatory video practices going for their online editions. For example, the newspaper Khabar Lahariya is published by the rural communities of Bundelkhand. This newspaper is also published on a portal in a multimedia format, including YouTube videos. This is being widely appreciated for being an 'alternative voice,' sensitizing, and mainstreaming the people. All of Khabar Lahariya's reporters are women who draw from their own experiences to share stories often ignored by the mainstream media. Similarly, with the local engagement of children in the age group of 15-18 years from marginalized tribal communities of northern Chhattisgarh, a UNICEF initiative - Sangwari Khabariya uses the medium of participatory videos to bring about social change in society. These children run their YouTube channel to post short news stories.

42(a). Which of the following is not associated with 'Khabar Lahariya'?

- (A) Local engagement of children
 - (B) Alternative voice
 - (C) Bundelkhand
 - (D) Sensitising the people
-

42(b). Which of the following is incorrect about 'Sanwari Khabariya'?

- (A) Newspaper
 - (B) UNICEF initiative
 - (C) Participatory videos
 - (D) Tribal communities of Chhattisgarh
-

42(c). According to the passage, which of the following has all women reporters?

- (A) Khabar Khabariya
 - (B) Sangwari Lahariya
 - (C) Khabar Lahariya
 - (D) Sangwari Khabariya
-

42(d). The newspaper 'Khabar Lahariya' is published by:

- (A) Government organization
 - (B) UNICEF
 - (C) Rural communities
 - (D) Urban communities
-

42(e). Which of the following has helped the community media to become much broader?

- (A) Newspaper
 - (B) TV
 - (C) Radio
 - (D) Internet
-