

## CUET-UG Mass Media & Communication Sample Paper - 10

Duration: 1 Hour

Maximum Marks: 250

### Instructions

- This paper contains a total of 50 Multiple Choice Questions.
- Each correct answer carries **+5 marks**.
- Each incorrect answer carries **-1 mark**.
- No negative marking for unattempted questions.

**Q1.** According to the evolution of Communication models, which of the following specifically differentiates David Berlo's SMCR model from the Shannon-Weaver model?

- (A) The inclusion of 'Noise' as a physical barrier.
- (B) The emphasis on the psychological and social attributes of both source and receiver.
- (C) The introduction of a mathematical formula for signal transmission.
- (D) The total absence of a channel in the communication process.

**Q2.** In the context of 'Media for Social Change', which concept refers to the use of entertainment programs like soap operas to subtly educate the audience about social issues?

- (A) Agenda Setting
- (B) Edutainment (Enter-educate)
- (C) Gatekeeping
- (D) Priming

**Q3.** Assertion (A): The 'Inverted Pyramid' style is often criticized for being repetitive and lacking a narrative climax.



Reason (R): It prioritizes the 'Lead' containing the 5Ws and 1H to cater to readers with limited time.

- (A) Both (A) and (R) are true and (R) is the correct explanation of (A).
- (B) Both (A) and (R) are true but (R) is NOT the correct explanation of (A).
- (C) (A) is true but (R) is false.
- (D) (A) is false but (R) is true.

**Q4.** Which media law in India provides the state with the power to restrict freedom of speech in the interest of 'Sovereignty and Integrity of India'?

- (A) Article 19(1)(a)
- (B) Article 19(2)
- (C) Section 499 of IPC
- (D) The Press Council Act

**Q5.** Match the following Advertising/PR terms in List-I with their functions in List-II:

List-I (Term)	List-II (Function)
(A) Crisis Management	(I) Creating a distinct identity for a product
(B) Brand Building	(II) Maintaining image during a scandal
(C) Role of PRO	(III) Deliberate exposure to a brand in a film
(D) Covert Advertising	(IV) Liaison between organization and public

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

**Q6.** In Television production, what is the specific role of the 'Floor Manager'?

- (A) To edit the final footage in the post-production suite.
- (B) To act as the Director's representative on the studio floor and cue the talent.



- (C) To write the script for the news bulletin.
- (D) To manage the advertising revenue of the channel.

**Q7.** For a Radio interview featuring two people sitting opposite each other, which microphone polar pattern is technically most efficient to capture both voices while minimizing side noise?

- (A) Unidirectional
- (B) Bidirectional
- (C) Omnidirectional
- (D) Cardioid

**Q8.** Which pioneer of Indian Cinema is credited with making 'Alam Ara', the first Indian sound film (talkie), in 1931?

- (A) Dadasaheb Phalke
- (B) Ardeshir Irani
- (C) V. Shantaram
- (D) Satyajit Ray

**Q9.** In Cinema studies, the term 'Genre' refers to:

- (A) The total budget of a film.
- (B) The classification of films based on shared narrative and stylistic conventions.
- (C) The process of distributing films to theaters.
- (D) The use of computer-generated imagery (CGI).

**Q10.** Which of the following best describes the 'Internet Paradigm Shift' in New Media?

- (A) The transition from analog signals to digital signals.



- (B) The shift from one-to-many communication to many-to-many interactive communication.
- (C) The total replacement of newspapers by television.
- (D) The ban on traditional advertising on the internet.

**Q11.** The term 'Trolling' in social media context is defined as:

- (A) Promoting a product using influencers.
- (B) Deliberately posting offensive or provocative content to disrupt online discussion.
- (C) Checking the facts of a news story before sharing.
- (D) Encrypting personal data for security.

**Q12.** What is 'Media Convergence' in the context of modern communication?

- (A) The legal separation of print and digital media.
- (B) The merging of multiple media platforms (text, audio, video) into a single digital device.
- (C) The decrease in the number of people using social media.
- (D) The process of printing newspapers in multiple languages.

**Q13.** Which of the following is an example of a 'Netiquette'?

- (A) Using all capital letters to emphasize a point.
- (B) Respecting the privacy of others and avoiding spamming.
- (C) Sharing unverified news to get more likes.
- (D) Using someone else's password without permission.

**Q14.** In Radio, 'Scripting for the Ear' requires the writer to:

- (A) Use long, complex sentences and heavy jargon.



- (B) Write in a way that sounds natural and helps the listener visualize the scene.
- (C) Focus only on visual descriptions for the screen.
- (D) Avoid using any sound effects or music cues.

**Q15.** The 1895 screening at the Grand Cafe in Paris by the Lumiere Brothers used which device?

- (A) Kinetoscope
- (B) Cinematograph
- (C) Vitaphone
- (D) Phonograph

**Q16.** In the context of Development Communication, which of the following is the primary limitation of the 'Top-Down' approach compared to the 'Participatory' approach?

- (A) It is too expensive for developing nations to implement.
- (B) It often ignores the local cultural context and the specific needs of the grassroots community.
- (C) It relies too heavily on social media platforms that are unavailable in rural areas.
- (D) It completely removes the government's role in social change.

**Q17.** The term 'Yellow Journalism', which emerged during the circulation wars of the late 19th century, is most closely associated with which characteristic?

- (A) In-depth investigative reporting on government corruption.
- (B) Sensationalism, exaggerated headlines, and a lack of well-researched facts.
- (C) The use of high-quality yellow-tinted paper for luxury magazines.
- (D) Strictly adhering to the Inverted Pyramid style for objective reporting.



**Q18.** Under the Press Council Act, 1978, the Press Council of India (PCI) primarily functions as a:

- (A) Law enforcement agency that can imprison journalists for fake news.
- (B) Statutory, quasi-judicial body acting as a 'watchdog' for press freedom and ethics.
- (C) Private organization funded by advertising agencies to rank TV channels.
- (D) Government department that issues licenses to new news portals.

**Q19.** Which specific stage of TV Production involves 'Location Scouting', 'Casting', and 'Storyboarding'?

- (A) Post-production
- (B) Production
- (C) Pre-production
- (D) Distribution

**Q20.** Match the Cinema Pioneers in List-I with their significant contribution in List-II:

List-I (Pioneer)	List-II (Contribution)
(A) Dadasaheb Phalke	(I) *Manthan* (Parallel Cinema)
(B) Shyam Benegal	(II) *Raja Harishchandra* (Indigenous Feature)
(C) Lumiere Brothers	(III) *The Great Train Robbery* (Narrative editing)
(D) Edwin S. Porter	(IV) *Arrival of a Train* (Early Documentary style)

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

**Q21.** In Radio production, what is the technical difference between an 'Amplifier' and a 'Mixer'?



- (A) A mixer records audio, while an amplifier plays it back to the audience.
- (B) An amplifier increases signal strength, while a mixer combines multiple audio sources into one output.
- (C) A mixer is used only for music, while an amplifier is used only for voice.
- (D) There is no technical difference; both terms are used interchangeably in radio.

**Q22.** The concept of 'Democratic Role' of Social Media is most accurately demonstrated when digital tools are used to:

- (A) Restrict the flow of information to ensure national security.
- (B) Provide a platform for marginalized voices to bypass traditional media gatekeepers.
- (C) Allow corporations to monitor the private lives of consumers for targeted ads.
- (D) Centralize all news production within a single government-controlled portal.

**Q23.** Assertion (A): 'Crisis Management' in PR is essentially a reactive strategy rather than a proactive one.

Reason (R): It is triggered specifically when an organization's reputation is threatened by a sudden negative event.

- (A) Both (A) and (R) are true and (R) is the correct explanation of (A).
- (B) Both (A) and (R) are true but (R) is NOT the correct explanation of (A).
- (C) (A) is true but (R) is false.
- (D) (A) is false but (R) is true.

**Q24.** Which of the following is a direct result of the 'Rapidity of Opinion' in New Media?

- (A) Improved accuracy in breaking news due to slower verification processes.



- (B) The emergence of 'Viral' trends and the immediate public scrutiny of policy decisions.
- (C) A total decline in the use of smartphones for news consumption.
- (D) The requirement of a 24-hour waiting period before any tweet is published.

**Q25.** In Cinema, which 'Genre' is defined by a narrative focusing on futuristic settings, advanced technology, and space exploration?

- (A) Film Noir
- (B) Science Fiction (Sci-Fi)
- (C) Parallel Cinema
- (D) Slapstick Comedy

**Q26.** For a field reporter covering a loud protest, which microphone type is best to isolate their voice and minimize the surrounding environmental noise?

- (A) Omnidirectional
- (B) Unidirectional (Cardioid/Shotgun)
- (C) Bidirectional
- (D) Condenser Microphone with 360-degree pickup

**Q27.** The 'Lumiere Brothers' 1895 screening is considered a turning point in history because:

- (A) It was the first time a film was shown on a handheld mobile device.
- (B) It transitioned motion pictures from an individual 'peep-show' to a collective public screening.
- (C) It featured the first use of CGI and 3D effects in cinema.
- (D) It was the first time sound was synchronized perfectly with the visuals.

**Q28.** Which of the following describes 'Cyber Activism'?



- (A) Posting holiday photos on Instagram to gain followers.
- (B) Using social media and hashtags to organize movements like MeToo or BlackLivesMatter.
- (C) Hacking into bank accounts for personal financial gain.
- (D) Buying likes and comments to promote a commercial product.

**Q29.** What is 'Netiquette' in the digital world?

- (A) A high-speed internet protocol for video streaming.
- (B) The technical code used to build websites (HTML).
- (C) A set of social and behavioral rules for polite interaction online.
- (D) A law that allows the government to read private emails.

**Q30.** In TV Production, what is the function of the 'Production Switcher' (Vision Mixer)?

- (A) To adjust the volume of the news anchor's microphone.
- (B) To select and cut between different camera feeds and video sources during a live broadcast.
- (C) To write the scripts for the evening news bulletin.
- (D) To physically move the heavy studio cameras across the floor.

**Q31.** The 'Internet Paradigm Shift' is characterized by a move away from 'Passive Consumption' toward which of the following?

- (A) Linear Broadcasting
- (B) User-Generated Content and Interactivity
- (C) One-way communication from experts to the public
- (D) Total reliance on printed encyclopedias for facts

**Q32.** A 'Public Relations Officer' (PRO) must ensure a 'Crisis Management' plan includes which of the following to be effective?



- (A) Absolute silence until the crisis is over.
- (B) Transparent, consistent, and timely communication with all stakeholders.
- (C) Blaming employees publicly to protect the CEO's reputation.
- (D) Deleting all negative comments from social media to hide the issue.

**Q33.** Match the Media Laws in List-I with their primary subject in List-II:

List-I (Law)	List-II (Subject)
(A) Section 499 IPC	(I) Copyright protection for creators
(B) Article 19(2)	(II) Reasonable restrictions on free speech
(C) Copyright Act 1957	(III) Official secrecy and state security
(D) Official Secrets Act	(IV) Criminal Defamation

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

**Q34.** The 'Official Secrets Act' (OSA), originally enacted in 1923, is primarily used by the state to:

- (A) Protect the copyright of independent filmmakers.
- (B) Prevent the publication of information that could be detrimental to national security or foreign relations.
- (C) Ensure that all journalists are registered with the central government.
- (D) Regulate the amount of advertising allowed in a news broadcast.

**Q35.** In the history of Indian Cinema, the 'Prabhat Film Company' and creators like V. Shantaram are best known for:

- (A) Producing the first color film in India.
- (B) Introducing 'Socially Conscious' films that addressed issues like the caste system and women's rights.



- (C) Making high-budget action films for international distribution only.
- (D) Developing the first digital projection system in Mumbai.

**Q36.** Which of the following describes the legal concept of 'Defamation' under Section 499 of the Indian Penal Code?

- (A) The act of stealing a journalist's research for personal gain.
- (B) Making or publishing a false statement about an individual with the intent to harm their reputation.
- (C) Criticizing a government policy in a public forum without a license.
- (D) Reporting on a live court proceeding with full transparency.

**Q37.** The 'Kinetoscope', an early motion picture exhibition device where images were viewed through a peephole, was developed by:

- (A) The Lumiere Brothers
- (B) Thomas Edison
- (C) Dadasaheb Phalke
- (D) Satyajit Ray

**Q38.** Which of the following is an ethical violation in Journalism?

- (A) Verifying a source's claim before publishing.
- (B) Protecting the identity of a confidential whistleblower.
- (C) 'Plagiarism' (copying someone else's work without credit).
- (D) Using the Inverted Pyramid structure for a hard news story.

**Q39.** In Radio production, 'Scripting for the Ear' means using:

- (A) Complex jargon to sound more professional.
- (B) Long, elaborate paragraphs similar to academic essays.



- (C) Conversational language and sound cues to help the listener 'see' the story.
- (D) No pauses or breaths between sentences to save time.

**Q40.** Which of the following is a characteristic of 'Parallel Cinema' in India?

- (A) High-budget dance sequences and escapist fantasies.
- (B) Realistic portrayals of social issues and rejection of mainstream commercial tropes.
- (C) Use of black-and-white film only for aesthetic reasons.
- (D) A focus on purely international themes with no local relevance.

### Case Study 1

**Read the following passage and answer the questions 41 to 45:**

The emergence of 'Social Media' has redefined the democratic landscape. Unlike traditional media, which operates on a 'Gatekeeping' model where editors decide what becomes news, social media allows for 'Cyber Activism'. Movements can be mobilized in real-time through hashtags and viral content. However, this 'Internet Paradigm Shift' also brings challenges. The 'Rapidly of Opinion' often outpaces fact-checking, leading to the spread of misinformation. Furthermore, the lack of 'Netiquettes' has given rise to 'Trolling', where individuals disrupt healthy discourse. Despite these flaws, social media remains a powerful tool for global connectivity and social change.

**Q41.** Which of the following models is bypassed by social media according to the passage?

- (A) The Participatory Model
- (B) The Gatekeeping Model
- (C) The Convergence Model
- (D) The Entertainment-Education Model



- Q42.** What is the primary driver of 'Cyber Activism' mentioned in the text?
- (A) Government-controlled news portals
  - (B) Real-time mobilization via hashtags and viral content
  - (C) The use of high-budget television advertisements
  - (D) Strict adherence to traditional editorial policies
- Q43.** According to the passage, why does misinformation spread quickly on New Media?
- (A) Because editors verify every post before it goes live.
  - (B) Because the 'Rapidity of Opinion' outpaces the fact-checking process.
  - (C) Because internet users are required to use fake identities.
  - (D) Because social media platforms do not allow the use of images.
- Q44.** The term 'Trolling' is described in the text as an outcome of:
- (A) Effective crisis management.
  - (B) A lack of 'Netiquettes' and disruption of discourse.
  - (C) Advanced technological encryption.
  - (D) High-quality investigative journalism.
- Q45.** What does the 'Internet Paradigm Shift' fundamentally represent in this context?
- (A) A return to analog communication methods.
  - (B) A shift from editor-controlled news to user-driven global connectivity.
  - (C) The complete disappearance of the Public Relations industry.
  - (D) The requirement of a license to post opinions online.



**Case Study 2**

**Read the following passage and answer the questions 46 to 50:**

Television production is a complex process divided into three distinct stages: Pre-production, Production, and Post-production. In the 'Pre-production' stage, scripts are finalized and 'Location Scouting' is conducted. During 'Production', the 'Floor Manager' ensures the director's cues are followed while the 'Vision Mixer' selects camera angles. Finally, in 'Post-production', the editor assembles the footage. This workflow is essential for various 'Program Formats', ranging from news bulletins to 'Parallel Cinema' style documentaries. Accuracy in 'Technical Formatting' and coordination between the PCR and the studio floor determine the final quality.

- Q46.** 'Location Scouting' is a key activity of which stage?
- (A) Post-production
  - (B) Production
  - (C) Pre-production
  - (D) Transmission
- Q47.** Who is responsible for communicating the Director's instructions to the talent on the studio floor?
- (A) The Scriptwriter
  - (B) The Floor Manager
  - (C) The Vision Mixer
  - (D) The Video Editor
- Q48.** Which technical role involves selecting and switching between different camera angles during a live recording?



- (A) Boom Operator
- (B) Vision Mixer
- (C) Production Solicitor
- (D) Lighting Technician

**Q49.** What happens during the 'Post-production' stage according to the passage?

- (A) The script is written from scratch.
- (B) The editor assembles the footage into a final program.
- (C) The actors are cast for their respective roles.
- (D) The cameras are set up in the studio for the first time.

**Q50.** The passage suggests that the quality of a TV program depends heavily on:

- (A) The number of advertisements shown during the break.
- (B) Coordination between the PCR (Control Room) and the studio floor.
- (C) Using only one camera for the entire production.
- (D) Avoiding the use of any scripted material.



**Detailed Solutions****Q1.****Solution****Concept:**

The Shannon-Weaver model (1949) is a mathematical/linear model focused on technical transmission. David Berlo's SMCR (Source, Message, Channel, Receiver) model (1960) expanded this by introducing human and psychological variables into the communication process.

**Solution:**

1. While Shannon-Weaver focuses on the 'signal' and 'noise' in a technical sense, Berlo argued that communication is influenced by the encoder's and decoder's internal states. 2. In the SMCR model, the 'Source' and 'Receiver' are analyzed based on four specific factors: Communication Skills, Attitude, Knowledge, and Social-Cultural System. 3. This shift moved communication theory from a purely engineering perspective to a behavioral science perspective. 4. Therefore, the key difference is Berlo's emphasis on the psychological and social attributes of the participants involved in the communication.

**Final Answer:** The correct option is B.

**Answer: (B)**

**Q2.****Solution****Concept:**

Development Communication uses various strategies to foster social change. 'Edutainment' or 'Enter-educate' is a strategy where educational messages are embedded within popular entertainment formats to reach a mass audience effectively.

**Solution:**

1. Traditional lectures or news reports on social issues may often be ignored by the general public. 2. By using a soap opera (a highly engaging format), communicators can show characters modeling positive social behaviors (e.g., family planning, hygiene, or girls' education). 3. The audience forms emotional bonds with these characters, making the social message more persuasive and less "preachy." 4. Agenda Setting and Priming are media effects theories, while Gatekeeping is a news filtering process. Edutainment is the specific term for this hybrid educational-entertainment approach.

**Final Answer:** The term is Edutainment.

**Answer: (B)**



Q3.

**Solution****Concept:**

The Inverted Pyramid is the most common structure for hard news. It places the most important facts at the top. While efficient, it is often criticized for its rigid structure and lack of "storytelling" flow.

**Solution:**

1. The Assertion (A) is true because critics often find the Inverted Pyramid "boring" as it gives away the ending immediately, preventing any narrative tension or climax. 2. The Reason (R) is also true because the primary purpose of this format is to serve a hurried audience; if they only read the first paragraph (the Lead), they still get the 5Ws and 1H. 3. Since the desire to prioritize the Lead (R) is exactly what causes the loss of narrative climax and the repetitive nature described in (A), the Reason correctly explains the Assertion.

**Final Answer:** Both (A) and (R) are true and (R) is the correct explanation of (A).

**Answer: (A)**

Q4.

**Solution****Concept:**

While Article 19(1)(a) of the Indian Constitution grants the Right to Freedom of Speech and Expression, this right is not absolute. Article 19(2) provides the "Reasonable Restrictions" that the government can impose.

**Solution:**

1. Freedom of speech must be balanced with the safety and integrity of the nation. 2. Article 19(2) lists several grounds for restriction, including the sovereignty and integrity of India, security of the state, friendly relations with foreign states, and public order. 3. Section 499 of the IPC deals with criminal defamation, not state sovereignty. 4. Therefore, Article 19(2) is the specific constitutional provision that empowers the state to limit free speech for national interests.

**Final Answer:** The provision is Article 19(2).

**Answer: (B)**



Q5.

**Solution****Concept:**

Public Relations (PR) and Advertising involve various specialized functions to manage how an organization is perceived by the public and its stakeholders.

**Solution:**

1. Crisis Management is specifically triggered during scandals or negative events to maintain a positive brand image (A-II). 2. Brand Building is the long-term process of creating a unique and recognizable identity for a product (B-I). 3. The Public Relations Officer (PRO) acts as the bridge or liaison between the organization and the media/public (C-IV). 4. Covert Advertising is the "hidden" placement of brands within movies or TV shows so they don't look like traditional ads (D-III). 5. Matching these pairs leads to the sequence (A)-(II), (B)-(I), (C)-(IV), (D)-(III).

**Final Answer:** The correct match is option A.

**Answer: (A)**

Q6.

**Solution****Concept:**

The production of a television program is a highly coordinated effort involving various technical and creative roles. The Floor Manager (also known as the Floor Director) serves as the primary link between the Control Room (PCR) and the Studio Floor.

**Solution:**

1. While the Director stays in the Production Control Room (PCR) to switch cameras and manage the technical broadcast, they cannot physically be on the studio floor to guide the presenters. 2. The Floor Manager wears a headset to hear the Director's instructions and translates them into silent hand signals for the anchors or actors (the "talent"). 3. Their responsibilities include cueing the talent to start speaking, signaling time remaining (e.g., 30 seconds left), and ensuring the floor is clear of any obstructions or safety hazards. 4. Without a Floor Manager, the talent would not know which camera is "live" or when to transition to a commercial break, as they cannot hear the Director directly.

**Final Answer:** The Floor Manager acts as the Director's representative on the floor to cue the talent.

**Answer: (B)**



Q7.

**Solution****Concept:**

Microphone "polar patterns" describe the sensitivity of a microphone to sound coming from different directions. Choosing the right pattern is critical for audio clarity in radio production.

**Solution:**

1. A **Bidirectional** microphone (also known as "Figure-8") is sensitive to sound from the front and the back, but rejects sound from the sides. 2. In a radio interview where two people sit directly opposite each other, a single bidirectional mic placed between them can capture both voices with equal quality. 3. An **Omnidirectional** mic would capture sound from everywhere, including unwanted room noise or equipment hum. 4. A **Cardioid** (unidirectional) mic is only good for one person, and using two might lead to phase issues if not placed correctly. Therefore, for a face-to-face setup, a bidirectional pattern is the most technically efficient.

**Final Answer:** The Bidirectional pattern is most efficient for two people sitting opposite each other.

**Answer: (B)**

Q8.

**Solution****Concept:**

The transition from silent films to "talkies" was a major milestone in Indian cinematic history. This change occurred in the early 1930s, roughly two decades after the first Indian feature film.

**Solution:**

1. Dadasaheb Phalke is known as the "Father of Indian Cinema" for making *Raja Harishchandra* (1913), but that was a silent film. 2. **Ardeshir Irani**, under his banner Imperial Movietone, produced and directed *Alam Ara*, which premiered at the Majestic Cinema in Mumbai on March 14, 1931. 3. The film used a "tanar" sound system to record dialogue on the film strip itself. 4. The success of *Alam Ara* ended the silent era and paved the way for the song-and-dance format that defines much of Indian cinema today.

**Final Answer:** Ardeshir Irani made 'Alam Ara', the first Indian sound film.

**Answer: (B)**



Q9.

**Solution****Concept:**

In film theory and media studies, the concept of 'Genre' provides a framework for categorizing films so that audiences and critics can identify what to expect from a narrative.

**Solution:**

1. A genre is established when a group of films shares similar "codes and conventions." These include narrative structures (e.g., a "whodunit" in mysteries), character types (e.g., the "tough cowboy" in Westerns), and visual settings (e.g., dark shadows in Film Noir). 2. Genres help the industry in marketing films to specific target audiences who enjoy certain types of stories. 3. It is not related to the budget, the distribution method, or the technology (CGI) used, but rather the thematic and stylistic DNA of the movie. 4. Common examples include Horror, Comedy, Sci-Fi, and Documentary.

**Final Answer:** Genre refers to the classification of films based on shared narrative and stylistic conventions.

**Answer: (B)**

Q10.

**Solution****Concept:**

The 'Internet Paradigm Shift' refers to the fundamental change in how information is produced, distributed, and consumed in the digital age compared to traditional mass media.

**Solution:**

1. Traditional media (Newspapers, Radio, TV) followed a "One-to-Many" model, where a central gatekeeper sent information to a passive audience. 2. The internet introduced a "Many-to-Many" model. Now, any individual can be both a consumer and a producer (Prosumer). 3. This shift is characterized by **interactivity**, where the feedback loop is instantaneous and the audience can engage directly with the content or the source. 4. While digitization (A) is the technical cause, the "Paradigm Shift" specifically describes the change in the communication flow and the democratic power given to the user.

**Final Answer:** It is the shift from one-to-many to many-to-many interactive communication.

**Answer: (B)**



Q11.

**Solution****Concept:**

The digital age has introduced new forms of social behavior and disruption. 'Trolling' is a specific term used in computer-mediated communication (CMC) to describe antisocial behavior in online communities.

**Solution:**

1. Trolling involves the deliberate act of posting inflammatory, insincere, or off-topic messages in an online community (such as a forum, chat room, or social media thread). 2. The primary intent of a 'troll' is to provoke an emotional response from other users or to disrupt the normal flow of on-topic discussion for their own amusement or a specific agenda. 3. It is different from 'Cyber Activism' (which seeks social change) or 'Cyber Bullying' (which is often a targeted personal attack), although there can be overlaps. 4. Netiquettes (network etiquettes) are designed specifically to discourage such behavior to maintain a healthy democratic discourse online.

**Final Answer:** Trolling is the act of deliberately posting provocative content to disrupt online discussion.

**Answer: (B)**

Q12.

**Solution****Concept:**

Media Convergence is a structural and technological phenomenon where previously distinct media forms and industries (such as print, broadcast, and computing) integrate into a unified digital environment.

**Solution:**

1. In the past, if a person wanted to read news, watch a movie, and talk to a friend, they needed three different devices: a newspaper, a television, and a telephone. 2. Digitalization has allowed all these types of content (text, audio, video) to be converted into bits and bytes. 3. Because of this, a single device—like a smartphone—now functions as a camera, a newspaper, a television, and a communication hub. 4. Convergence also happens at the corporate level, where a single media house owns newspapers, TV channels, and web portals, allowing them to share content across platforms.

**Final Answer:** It is the merging of multiple media platforms into a single digital device.

**Answer: (B)**



Q13.

**Solution****Concept:**

The term 'Netiquette' is a portmanteau of "Network" and "Etiquette." It refers to the set of professional and social rules for acceptable behavior while communicating on the internet.

**Solution:**

1. Just as there are social norms in the physical world, the digital world requires rules to prevent conflict and protect user rights. 2. Using all capital letters is considered "shouting" in digital communication and is generally discouraged. 3. Respecting the privacy of others (e.g., not sharing personal emails or photos without consent) and avoiding the distribution of spam (unsolicited bulk messages) are core pillars of good netiquette. 4. Following netiquettes helps in maintaining the "Democratic Role" of social media by ensuring that the digital space remains inclusive and respectful for all users.

**Final Answer:** Respecting privacy and avoiding spamming is an example of a Netiquette.

**Answer: (B)**

Q14.

**Solution****Concept:**

Unlike television or film, radio is a non-visual medium. The writer must compensate for the lack of visuals by using words and sounds to create "pictures" in the listener's mind, a concept known as the "Theatre of the Mind."

**Solution:**

1. 'Scripting for the Ear' involves using short, punchy sentences and a conversational tone because the listener cannot "re-read" a sentence if they miss it the first time. 2. The language must be evocative. Instead of just saying "it was a busy street," the script might use sounds of honking and footsteps combined with descriptive adjectives. 3. It requires the effective use of SFX (Sound Effects) and Music to set the mood and establish the setting. 4. The goal is to make the listener "see" the story through their auditory imagination.

**Final Answer:** It requires writing naturally to help the listener visualize the scene.

**Answer: (B)**



Q15.

**Solution****Concept:**

The birth of cinema as a public experience is widely attributed to the Lumiere Brothers, who moved beyond the individual viewing experience of earlier inventions.

**Solution:**

1. Thomas Edison's 'Kinetoscope' allowed only one person at a time to view a film through a peep-hole. 2. Louis and Auguste Lumiere developed the **Cinematograph**, which was a unique device that could serve as a camera, a printer, and—most importantly—a projector. 3. On December 28, 1895, they held the first commercial public screening at the Grand Cafe in Paris. 4. This event marked the beginning of "cinema" as a collective social experience, as it allowed a whole audience to watch the same moving image on a large screen simultaneously.

**Final Answer:** The device used was the Cinematograph.

**Answer: (B)**

Q16.

**Solution****Concept:**

Development Communication focuses on using media for social progress. Two main paradigms exist: the 'Top-Down' (Diffusion) model and the 'Participatory' model. The former is often criticized for its rigid, one-way flow of information.

**Solution:**

1. The Top-Down approach assumes that experts or government bodies know what is best for the people and "diffuse" information to them. 2. However, this often leads to a "disconnect" because it fails to consider the unique socio-cultural realities, languages, and specific local problems of the grassroots community. 3. For example, a national hygiene campaign might fail if it doesn't account for a local village's lack of water infrastructure or cultural beliefs. 4. The Participatory approach, by contrast, involves the community in identifying their own problems and solutions, ensuring the message is relevant and sustainable.

**Final Answer:** The limitation is that it often ignores local cultural context and grassroots needs.

**Answer: (B)**



Q17.

**Solution****Concept:**

'Yellow Journalism' is a historical term that defines a period of fierce competition between Joseph Pulitzer and William Randolph Hearst in the 1890s. It represents a low point in journalistic ethics.

**Solution:**

1. The term originated from a comic strip called "The Yellow Kid," which both newspapers used to attract readers. 2. Yellow Journalism is characterized by sensationalism—using shocking headlines and "scandal-mongering" to sell papers rather than objective facts. 3. It often involved fake interviews, misleading headlines, and a heavy emphasis on crime, gore, and emotional appeal. 4. This style is the antithesis of the Inverted Pyramid or investigative reporting, as it prioritizes profit and circulation over truth and public service.

**Final Answer:** Yellow Journalism is associated with sensationalism and exaggerated headlines.

**Answer: (B)**

Q18.

**Solution****Concept:**

The Press Council of India (PCI) was established to preserve the freedom of the press and to maintain and improve the standards of newspapers and news agencies in India.

**Solution:**

1. The PCI is a \*\*statutory, quasi-judicial body\*\*, meaning it was created by an Act of Parliament and has some powers similar to a court, but it is not a part of the police or the executive government. 2. It acts as a "Watchdog" by adjudicating complaints against the press for ethical violations or against the government for infringing on press freedom. 3. Crucially, the PCI has "moral authority"; it can warn, admonish, or censure newspapers, but it cannot impose fines or jail sentences. 4. It focuses on self-regulation and upholding the 'Code of Ethics' within the print media industry.

**Final Answer:** It is a statutory, quasi-judicial body acting as a watchdog for press freedom.

**Answer: (B)**



Q19.

**Solution****Concept:**

Television production is a multi-stage process. The Pre-production phase is the most critical planning period where the blueprint of the program is created before any filming begins.

**Solution:**

1. **Location Scouting** involves finding the perfect physical setting for a shoot to match the script's requirements. 2. **Casting** is the process of selecting actors or presenters who fit the roles defined in the program. 3. **Storyboarding** is creating a visual map (sketch) of every shot to guide the director during the shoot. 4. All these tasks happen before the cameras start rolling (Production) and well before the editing begins (Post-production). Proper pre-production saves time and money during the later stages.

**Final Answer:** These activities occur during the Pre-production stage.

**Answer: (C)**

Q20.

**Solution****Concept:**

Understanding the history of cinema involves identifying the key pioneers who introduced technological and narrative innovations that shaped the modern film industry.

**Solution:**

1. **Dadasaheb Phalke** produced **Raja Harishchandra** (1913), the first indigenous silent feature film in India (A-II). 2. **Shyam Benegal** is a prominent figure in the Parallel Cinema movement, and his film **Manthan** (1976) is a prime example of its realism (B-I). 3. The **Lumiere Brothers** are famous for **Arrival of a Train** (1895), one of the earliest examples of capturing real-life events (C-IV). 4. **Edwin S. Porter** was an American pioneer whose film **The Great Train Robbery** (1903) introduced advanced narrative editing and cross-cutting (D-III). 5. Matching these results in: (A)-(II), (B)-(I), (C)-(IV), (D)-(III).

**Final Answer:** The correct sequence is option A.

**Answer: (A)**



Q21.

**Solution****Concept:**

Radio hardware is designed to handle audio signals in two primary ways: combining them and strengthening them. The Mixer and the Amplifier serve these two distinct purposes in a broadcast studio.

**Solution:**

1. A **Mixer** (also known as a console or desk) is the "brain" of the studio. It takes multiple inputs—such as the host's microphone, a guest's microphone, a CD player, and a phone line—and allows the producer to adjust their levels and blend them into a single coherent output. 2. An **Amplifier** takes a low-power electronic signal (like the output from the mixer) and increases its power/amplitude so it can drive speakers or be sent to a transmitter. 3. Therefore, the Mixer is for "managing and combining" sounds, while the Amplifier is for "increasing the signal strength" for playback or transmission. 4. They are not interchangeable; the mixer happens at the beginning of the signal chain, and amplification usually happens toward the end.

**Final Answer:** An amplifier increases signal strength, while a mixer combines multiple sources.

**Answer: (B)**

Q22.

**Solution****Concept:**

The "Democratic Role" of media refers to its ability to act as a Fourth Estate, facilitating free speech, providing diverse perspectives, and holding power to account.

**Solution:**

1. Traditional media (TV/Newspapers) often has high entry barriers; not everyone can own a news channel. This creates "Gatekeeping" where certain voices might be excluded. 2. Social media removes these barriers, allowing marginalized communities, activists, and ordinary citizens to share their stories directly with the world. 3. By bypassing traditional gatekeepers, social media democratizes information flow, making it harder for a single entity to control the narrative. 4. While social media can be used for surveillance (C) or restriction (A), its \*democratic\* role is specifically tied to its ability to empower the voiceless and ensure a plurality of opinions.

**Final Answer:** Providing a platform for marginalized voices to bypass gatekeepers.

**Answer: (B)**



Q23.

**Solution****Concept:**

Public Relations (PR) strategies are classified as proactive (building reputation over time) or reactive (responding to events). Crisis Management is a specialized reactive branch of PR.

**Solution:**

1. The Assertion (A) is true because Crisis Management is not something a company does every day; it is a "reaction" to a specific problem like a product recall, a legal scandal, or a PR disaster. 2. The Reason (R) is also true and provides the logic for (A). Because the strategy is only "triggered" by a sudden threat to reputation, it is inherently reactive in nature. 3. Effective PR departments do "Crisis Planning" (proactive), but the actual "Management" of a crisis happens only after the event occurs. 4. Since R explains why A is considered reactive, option A is the correct choice.

**Final Answer:** Both (A) and (R) are true and (R) is the correct explanation of (A).

**Answer: (A)**

Q24.

**Solution****Concept:**

New Media operates at a speed that traditional daily newspapers or monthly magazines cannot match. This "Rapidity of Opinion" describes how quickly the public reacts to information.

**Solution:**

1. In the digital age, a news event or a government decision can go "Viral" within minutes. 2. This speed allows for immediate public scrutiny. For instance, if a politician makes a controversial statement, the public's reaction is visible instantly on social media, often before the 9 PM news. 3. While this promotes transparency, it also creates pressure on journalists to publish quickly, sometimes sacrificing accuracy for speed. 4. It does not lead to a decline in smartphone use (C); in fact, it is the primary reason smartphone news consumption has increased.

**Final Answer:** The emergence of 'Viral' trends and immediate public scrutiny of decisions.

**Answer: (B)**



Q25.

**Solution****Concept:**

Film genres are categories based on narrative similarities. Science Fiction (Sci-Fi) is a genre that uses speculative, fictional science-based phenomena.

**Solution:**

1. Sci-Fi films often explore "what if" scenarios related to technology and the future. Common themes include space travel, time travel, robots, and alien life. 2. Film Noir is characterized by cynical heroes and dark, shadowy visual styles (detective stories). 3. Slapstick is a form of physical comedy. 4. Parallel Cinema (New Indian Cinema) is a film movement known for its realism and social commentary, not futuristic technology. 5. Therefore, Science Fiction is the only genre that fits the description of futuristic settings and space exploration.

**Final Answer:** The genre is Science Fiction (Sci-Fi).

**Answer: (B)**

Q26.

**Solution****Concept:**

Microphone selection in field reporting is determined by the "Polar Pattern" (pickup pattern). In high-noise environments, the goal is to capture the source directly in front of the mic while rejecting peripheral sounds.

**Solution:**

1. An **Omnidirectional** mic picks up sound from all directions equally, which would drown the reporter's voice in the noise of a protest. 2. A **Unidirectional** (Cardioid or Shotgun) microphone is designed to be sensitive only to sounds coming from one specific direction (the front). 3. Shotgun microphones, in particular, use an interference tube to achieve high directivity, making them ideal for "isolating" a voice in a crowded or loud environment. 4. This ensures that the broadcast audio remains clear and the reporter's updates are intelligible despite the background chaos.

**Final Answer:** The correct choice is a Unidirectional (Cardioid/Shotgun) microphone.

**Answer: (B)**



Q27.

**Solution****Concept:**

The screening by the Lumiere Brothers on December 28, 1895, at the Grand Café in Paris, is widely considered the "birth" of commercial cinema due to its shift in the viewing experience.

**Solution:**

1. Before the Lumiere Brothers, devices like Edison's Kinetoscope were "peep-shows"—only one person could watch the film at a time through a small hole. 2. The Lumieres' **Cinematograph** functioned as a projector, allowing a group of people to watch the moving images together on a large screen. 3. This changed the medium from a private, individual curiosity into a collective, social event. 4. This collective viewing experience became the foundation of the global film industry and theater culture as we know it today.

**Final Answer:** It transitioned motion pictures from an individual peep-show to a collective public screening.

**Answer: (B)**

Q28.

**Solution****Concept:**

New Media has facilitated 'Cyber Activism' (also known as Digital Activism), which refers to the use of digital communication technologies for various forms of activism to enable faster and more effective communication.

**Solution:**

1. Cyber activism leverages the "Many-to-Many" communication model of the internet to bypass traditional media gatekeepers who might not cover certain social issues. 2. It involves using social media platforms, hashtags (e.g., JusticeFor...), and online petitions to raise awareness and coordinate real-world protests or policy demands. 3. Unlike traditional activism, it can cross geographic borders instantly, allowing for global solidarity. 4. Promoting a product (D) or hacking for gain (C) are commercial and criminal activities, respectively, and do not fall under activism.

**Final Answer:** Using social media and hashtags to organize movements.

**Answer: (B)**

Q29.

**Solution****Concept:**

As digital interaction became the primary mode of social and professional communication, a code of conduct became necessary to ensure that online spaces remain productive and respectful.

**Solution:**

1. **Netiquette** stands for "Network Etiquette." It is an informal set of guidelines that dictates how a user should behave in the digital world. 2. Key rules include avoiding "flaming" (online arguments), not using all capital letters (which implies shouting), and respecting the bandwidth and privacy of others. 3. It is not a law enforced by the government (D), nor is it a technical programming code (B). 4. Following netiquettes is essential for maintaining a healthy democratic discourse and preventing the rise of 'Trolling' or cyber-harassment.

**Final Answer:** It is a set of social and behavioral rules for polite interaction online.

**Answer: (C)**

Q30.

**Solution****Concept:**

The 'Production Switcher' (or Vision Mixer) is the technical heart of a live television studio, located in the Production Control Room (PCR).

**Solution:**

1. During a live broadcast (like a news bulletin), multiple cameras are recording the same scene from different angles. 2. The Director decides which camera should be "on air." The operator of the Production Switcher executes this by pressing buttons to "cut" or "dissolve" between feeds. 3. This role allows the production to be dynamic, switching from a wide shot of the studio to a close-up of the anchor or a pre-recorded video clip (VTR). 4. It is a real-time editing process that determines exactly what the home audience sees on their screens.

**Final Answer:** To select and cut between different camera feeds and video sources during a live broadcast.

**Answer: (B)**



Q31.

**Solution****Concept:**

The 'Internet Paradigm Shift' describes the fundamental change in the architecture of information flow. In traditional media, the audience was a passive consumer; in the digital age, this role has evolved into that of a 'Prosumer'.

**Solution:**

1. Traditional media models like broadcasting are linear and one-way. The "Paradigm Shift" refers to the move toward a multi-directional flow of information. 2. User-Generated Content (UGC) is the cornerstone of this shift. Platforms like YouTube, blogs, and social media allow any individual to create and share content globally without needing a traditional publisher. 3. Interactivity is the second major component. Unlike watching a TV show, New Media allows the user to comment, share, remix, and influence the content in real-time. 4. This shift has decentralized power, moving it away from large media corporations and into the hands of the individual user, fostering a more democratic (though often more chaotic) information ecosystem.

**Final Answer:** The shift is characterized by User-Generated Content and Interactivity.

**Answer: (B)**

Q32.

**Solution****Concept:**

Public Relations (PR) is not just about positive publicity; it is about maintaining a relationship of trust between an organization and its public. During a crisis, this relationship is under extreme pressure.

**Solution:**

1. Crisis Management requires a strategic communication response. The first rule for a PRO is to avoid absolute silence, as silence is often interpreted by the public as a "guilty" admission or a lack of control. 2. Effective management relies on transparency and consistency. Providing accurate information quickly helps prevent the spread of rumors and "fake news." 3. Timely communication ensures that the organization remains the primary source of information about the event, rather than allowing external critics to define the narrative. 4. Attempting to hide negative comments (D) or shift blame (C) usually results in a "backlash" that causes further damage to the brand's long-term reputation.

**Final Answer:** It requires transparent, consistent, and timely communication with stakeholders.

**Answer: (B)**



Q33.

**Solution****Concept:**

The legal framework governing media in India consists of constitutional provisions, colonial-era statutes, and modern acts designed to balance free speech with social order and individual rights.

**Solution:**

1. **Section 499 of the IPC** defines 'Criminal Defamation', which protects individuals from false statements that harm their reputation (A-IV). 2. **Article 19(2)** of the Constitution lists the 'Reasonable Restrictions' that the state can impose on the right to free speech, such as public order or morality (B-II). 3. **The Copyright Act 1957** is the primary legislation protecting the original works of creators, including writers, musicians, and filmmakers (C-I). 4. **The Official Secrets Act** (1923) is a colonial-era law used to protect state secrets and maintain national security (D-III). 5. Matching these gives: (A)-(IV), (B)-(II), (C)-(I), (D)-(III).

**Final Answer:** The correct match is option A.

**Answer: (A)**

Q34.

**Solution****Concept:**

The Official Secrets Act (OSA) is a piece of legislation designed to prevent espionage and the unauthorized disclosure of sensitive government information.

**Solution:**

1. Enacted during the British era and continued post-independence, the OSA provides the government with the power to classify certain information as "secret." 2. It is primarily concerned with two aspects: spying (espionage) and the wrongful communication of secret information. 3. In the context of journalism, the state can use this act to prevent reporters from publishing documents or details that it deems "detrimental to national security" or "foreign relations." 4. While it is often criticized by press freedom advocates for being too broad, its primary legal function remains the protection of the state's strategic interests.

**Final Answer:** It is used to prevent the publication of information detrimental to national security.

**Answer: (B)**



Q35.

**Solution****Concept:**

The Prabhat Film Company (established in 1929) played a pivotal role in the "Golden Age" of Indian cinema, moving away from purely mythological stories to "Socials."

**Solution:**

1. Under the leadership of pioneers like V. Shantaram, Prabhat became famous for high production values and socially relevant themes. 2. These 'Socially Conscious' films tackled contemporary Indian problems such as the plight of women, the rigidity of the caste system, and religious hypocrisy. 3. Notable examples include \*Duniya Na Mane\* (addressing forced marriages) and \*Padosi\* (addressing Hindu-Muslim unity). 4. These filmmakers proved that cinema could be a tool for social reform, bridging the gap between mainstream entertainment and the realistic Parallel Cinema movement that would follow decades later.

**Final Answer:** They are best known for introducing 'Socially Conscious' films.

**Answer: (B)**

Q36.

**Solution****Concept:**

Defamation is a legal concept aimed at balancing the right to free speech with an individual's right to protect their reputation. In India, it is treated as both a civil wrong and a criminal offense under the Indian Penal Code.

**Solution:**

1. Section 499 of the IPC defines defamation as making or publishing any imputation concerning any person, intending to harm, or knowing that such imputation will harm, the reputation of such person. 2. The imputation can be made through spoken or written words, signs, or visible representations. 3. For a statement to be defamatory, it must be false. Truth is a defense, but only if the statement was made for the "public good." 4. Intent is a crucial factor; the law seeks to punish those who maliciously spread falsehoods to lower an individual's standing in the eyes of society. 5. In journalism, this law serves as a boundary, ensuring that "freedom of the press" does not translate into a license to character assassinate.

**Final Answer:** Defamation is making/publishing a false statement with the intent to harm an individual's reputation.

**Answer: (B)**



Q37.

**Solution****Concept:**

The Kinetoscope was a foundational technology in the history of moving images, representing the transition from still photography to cinema, although it was limited by its viewing method.

**Solution:**

1. Developed by **Thomas Edison** and his assistant W.K.L. Dickson in the early 1890s, the Kinetoscope was not a projector but a "peephole" viewer. 2. A continuous strip of film was moved over a light source and a high-speed shutter, creating the illusion of movement. 3. It was designed for individual viewing; a person would look through a hole at the top of a wooden cabinet to see the short film. 4. While it was a commercial success in "Kinetoscope Parlors," it was eventually replaced by the Lumiere Brothers' Cinematograph, which allowed for mass projection. 5. Edison's work with the Kinetoscope established the standard 35mm film width that the industry used for over a century.

**Final Answer:** The Kinetoscope was developed by Thomas Edison.

**Answer: (B)**

Q38.

**Solution****Concept:**

Ethical journalism is built on a foundation of truth, accuracy, and integrity. Plagiarism is considered one of the most serious ethical violations in the media profession.

**Solution:**

1. **Plagiarism** involves taking the words, ideas, or research of another person and passing them off as one's own without proper attribution or credit. 2. In the digital age, where "copy-pasting" is easy, plagiarism undermines the credibility of the news organization and the trust of the audience. 3. Other violations include "fabrication" (making up stories) and "conflict of interest" (accepting bribes to write a story). 4. Verifying sources (A), protecting whistleblowers (B), and using standard structures like the Inverted Pyramid (D) are actually considered "Best Practices" and are essential for high-quality journalism. 5. Therefore, copying work without credit is a clear ethical breach.

**Final Answer:** Plagiarism (copying someone else's work without credit) is an ethical violation.

**Answer: (C)**



Q39.

**Solution****Concept:**

Radio is an auditory medium that relies on the "Theatre of the Mind." Because there are no visuals, the script must be written specifically to be heard and processed in real-time.

**Solution:**

1. 'Scripting for the Ear' differs from writing for print. In print, a reader can re-read a sentence; in radio, if the listener doesn't understand the sentence the first time, the meaning is lost. 2. Writers use conversational language, active verbs, and short sentences to mirror natural speech. 3. The script often includes "Sound Cues" (SFX) and music bridges to transition between scenes or topics, helping the listener mentally map the environment. 4. Jargon and complex sentence structures are avoided to ensure the message is accessible to a wide audience. 5. The goal is to be "descriptive" enough that the listener can visualize the story being told.

**Final Answer:** It means using conversational language and sound cues to help the listener 'see' the story.

**Answer: (C)**

Q40.

**Solution****Concept:**

Parallel Cinema (also known as the Indian New Wave) emerged in the 1950s and 60s as an alternative to the mainstream, song-and-dance oriented Bollywood films.

**Solution:**

1. Parallel Cinema is characterized by its **\*\*social realism\*\***. It focuses on the everyday lives of common people, often highlighting poverty, corruption, and societal injustices. 2. Unlike mainstream cinema, which relies on escapism, high budgets, and stars, Parallel Cinema often uses natural locations, non-professional actors, and subtle narrative techniques. 3. It was heavily influenced by Italian Neorealism and French New Wave. 4. Directors like Satyajit Ray, Mrinal Sen, and Shyam Benegal were pioneers of this movement, creating films that were artistically significant and socially relevant. 5. It is the rejection of commercial tropes and the focus on "real" issues that defines this genre.

**Final Answer:** It is characterized by realistic portrayals of social issues and rejection of commercial tropes.

**Answer: (B)**

Q41.

**Solution****Concept:**

Gatekeeping is a traditional media theory where "gatekeepers" (editors, news directors, owners) decide which information is "newsworthy" and which is filtered out. Social media has fundamentally disrupted this hierarchical structure.

**Solution:**

1. According to the passage, traditional media operates on a 'Gatekeeping' model where editors decide what becomes news. 2. The text explicitly states that "unlike traditional media... social media allows for 'Cyber Activism'." 3. This implies that in the digital space, the "gates" are open; users can post information directly to the public without waiting for an editor's approval. 4. Therefore, the Gatekeeping Model is the one bypassed by the decentralized nature of social media platforms.

**Final Answer:** The Gatekeeping Model is bypassed.

**Answer: (B)**

Q42.

**Solution****Concept:**

Cyber Activism refers to the use of digital tools to advance social or political causes. Its effectiveness lies in the speed and scale at which information can be shared.

**Solution:**

1. The passage identifies the ability to mobilize movements in "real-time" as a core feature of the new media landscape. 2. It specifically mentions "hashtags and viral content" as the tools used for this mobilization. 3. This real-time capability allows activists to bypass traditional, slower methods of coordination (like television ads or printed flyers). 4. Consequently, the primary driver of digital activism according to the text is the rapid, viral nature of the internet.

**Final Answer:** Real-time mobilization via hashtags and viral content.

**Answer: (B)**



Q43.

**Solution****Concept:**

The "Rapidity of Opinion" is a technical and social phenomenon where the speed of content generation exceeds the speed of traditional editorial verification.

**Solution:**

1. The passage notes that while social media is powerful, it brings challenges like the spread of misinformation. 2. It attributes this spread to the fact that the 'Rapidity of Opinion' outpaces 'fact-checking'. 3. In traditional journalism, a story is checked before it is published. In new media, stories are published first and checked (or debunked) later. 4. This time-gap between a viral post and its verification is what allows false information to circulate widely before it can be corrected.

**Final Answer:** Because the 'Rapidity of Opinion' outpaces the fact-checking process.

**Answer: (B)**

Q44.

**Solution****Concept:**

Trolling is a negative byproduct of online anonymity and the lack of social norms (Netiquettes) in certain digital spaces.

**Solution:**

1. The passage explicitly links 'Trolling' to the "lack of 'Netiquettes'." 2. It describes trolling as a behavior where individuals "disrupt healthy discourse." 3. Unlike 'Cyber Activism' which aims for social change, 'Trolling' is presented as a flaw or challenge of the new media environment. 4. Therefore, the text identifies the absence of behavioral rules (Netiquettes) as the root cause of this disruptive online behavior.

**Final Answer:** A lack of 'Netiquettes' and disruption of discourse.

**Answer: (B)**



Q45.

**Solution****Concept:**

A 'Paradigm Shift' in communication refers to a fundamental change in the way a society communicates. The internet shift moves power from the few to the many.

**Solution:**

1. In the context of the passage, the shift is defined by the move away from the traditional 'Gatekeeping' model. 2. This shift transforms how news is made: it is no longer just editor-controlled, but rather "user-driven." 3. It creates a landscape of "global connectivity" where information flows freely in multiple directions. 4. Thus, the shift represents the transition from a top-down, central control of information to a horizontal, user-centric connectivity model.

**Final Answer:** A shift from editor-controlled news to user-driven global connectivity.

**Answer: (B)**

Q46.

**Solution****Concept:**

The television production workflow is divided into logical phases to ensure efficiency. 'Pre-production' is the planning phase where all logistics are finalized before the actual shoot.

**Solution:**

1. According to the passage, the 'Pre-production' stage is where "scripts are finalized and 'Location Scouting' is conducted." 2. Location Scouting is the process of finding and certifying a place to film that meets the creative and technical needs of the script. 3. Since this involves searching for and booking a site \*before\* the cameras and talent arrive, it is inherently a preparatory or "pre" activity. 4. The passage explicitly groups it with script finalization, confirming it belongs to the first stage of production.

**Final Answer:** 'Location Scouting' is a key activity of the Pre-production stage.

**Answer: (C)**



Q47.

**Solution****Concept:**

Communication in a TV studio is hierarchical. While the Director is the creative lead, they are often physically separated from the set, necessitating a liaison.

**Solution:**

1. The passage states that during the 'Production' stage, "the 'Floor Manager' ensures the director's cues are followed." 2. The Director usually sits in the Production Control Room (PCR) looking at monitors. The "talent" (actors or anchors) are on the studio floor. 3. The Floor Manager wears a headset to hear the Director and uses hand signals or verbal cues to instruct the talent on when to start, which camera to look at, or when to wrap up. 4. This role is crucial for maintaining the flow of a live or recorded program without the Director having to leave the control desk.

**Final Answer:** The Floor Manager is responsible for communicating instructions to the talent.

**Answer: (B)**

Q48.

**Solution****Concept:**

Modern TV production uses multiple cameras to provide a variety of shots (Close-ups, Wide shots, etc.). The process of choosing which shot is broadcast at any given second is called "Vision Mixing."

**Solution:**

1. The passage mentions that the 'Vision Mixer' (also the name of the machine they operate) "selects camera angles" during the Production stage. 2. In a live environment, the Director will call out "Camera 1" or "Camera 2," and the Vision Mixer operator will press the corresponding button on the console to switch the feed instantly. 3. This creates a professional look by allowing the audience to see the speaker from different perspectives seamlessly. 4. Other roles like Lighting or Audio (Boom operator) do not handle the visual switching of camera feeds.

**Final Answer:** The Vision Mixer selects and switches between camera angles.

**Answer: (B)**



Q49.

**Solution****Concept:**

'Post-production' is the final stage where raw footage is refined into a finished product. It is primarily centered around the editing process.

**Solution:**

1. The passage specifies that "in 'Post-production', the editor assembles the footage." 2. This involves taking the best "takes" from the production phase, cutting them to the correct length, and adding titles, music, or special effects. 3. Writing the script (A) and casting (C) are Pre-production tasks, while setting up cameras (D) is part of the Production/technical setup phase. 4. Therefore, the assembly of the final program from raw materials is the defining characteristic of this stage.

**Final Answer:** The editor assembles the footage into a final program.

**Answer: (B)**

Q50.

**Solution****Concept:**

A television program is a collaborative effort. Success depends on the technical and creative teams working in sync across different physical locations.

**Solution:**

1. The final sentence of the passage states: "Accuracy in 'Technical Formatting' and coordination between the PCR and the studio floor determine the final quality." 2. The PCR (Production Control Room) contains the Director and Vision Mixer, while the studio floor contains the cameras and talent. 3. If the communication between these two areas breaks down (e.g., a talent doesn't receive a cue or a camera isn't in position), the broadcast quality suffers. 4. The passage highlights this specific coordination as the determinant of a successful production.

**Final Answer:** Quality depends on coordination between the PCR and the studio floor.

**Answer: (B)**



**Answer Key**

Q	Ans	Q	Ans	Q	Ans	Q	Ans	Q	Ans
1	B	2	B	3	A	4	B	5	A
6	B	7	B	8	B	9	B	10	B
11	B	12	B	13	B	14	B	15	B
16	B	17	B	18	B	19	C	20	A
21	B	22	B	23	A	24	B	25	B
26	B	27	B	28	B	29	C	30	B
31	B	32	B	33	A	34	B	35	B
36	B	37	B	38	C	39	C	40	B
41	B	42	B	43	B	44	B	45	B
46	C	47	B	48	B	49	B	50	B

