

CUET-UG Mass Media & Communication Sample Paper-11

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. The Shannon-Weaver model of communication is often criticized for its linear nature; however, in a modern digital context, which specific element represents the 'entropy' or uncertainty that a transmitter must overcome to ensure the destination receives an accurate signal?

- (A) Redundancy
- (B) Channel Capacity
- (C) Bit Rate
- (D) Feedback Latency

Q2. In the context of the evolution of broadcasting in India, identify the correct chronological sequence of the following milestones in the history of Radio and Television:

- I. The launch of the Satellite Instructional Television Experiment (SITE).
- II. The commencement of the first regular radio broadcast by the Radio Club of Bombay.
- III. The separation of Doordarshan from All India Radio (AIR) as an independent entity.
- IV. The establishment of the Indian State Broadcasting Service (ISBS).

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



(D) I, II, IV, III

Q3. Arrange the following journalistic workflow steps in the correct order as they occur within a modern digital newsroom following the 'Inverted Pyramid' and 'Digital-First' approach:

- I. Fact-checking and Verification of sources.
- II. Drafting the 'Lede' containing the 5Ws and 1H.
- III. Monitoring social media trends and wire services for 'Breaking News'.
- IV. Multi-platform distribution (Social Media, Web, and Print).

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

Q4. Match List I (Communication Theories/Models) with List II (Core Proposition/Propounder):

List-I	List-II
(A) Cultivation Theory	(I) Media tells people 'what to think about'
(B) Agenda Setting	(II) Mean World Syndrome
(C) Two-Step Flow	(III) The medium is the message
(D) Technological Determinism	(IV) Role of Opinion Leaders in influence

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

Q5. While practicing 'Ethics in Journalism', a reporter must navigate the thin line between the public's 'Right to Know' and an individual's 'Right to Privacy'. In which of the following scenarios is a breach of privacy generally considered ethically justifiable by the Press Council of India?

- (A) Reporting on the private medical records of a celebrity for entertainment.



- (B) Disclosing the identity of a juvenile involved in a minor traffic violation.
- (C) Exposing a public official's misuse of taxpayer funds through investigative means.
- (D) Publishing private family photographs of a person who is not a public figure.

Q6. In Television Production, the transition from 'Pre-production' to 'Production' is marked by the 'Floor Plan'. Which of the following best describes the primary utility of a Floor Plan for the Director and the Camera Crew?

- (A) It is a document used only by the account department to calculate the set budget.
- (B) It is a bird's-eye view diagram showing the placement of sets, lights, and camera movements.
- (C) It is the final version of the script used for voice-over recording in post-production.
- (D) It is a legal contract signed by the actors before the commencement of the shoot.

Q7. Radio is often termed as the 'Medium of the Mind' because of its heavy reliance on 'Theatre of the Mind'. Which technical element is most crucial for a Radio Producer to create a sense of 'depth' and 'environment' for the listener?

- (A) Using only high-pitched voices for all characters.
- (B) The strategic use of Sound Effects (SFX) and Ambient Sound (Ambiance).
- (C) Ensuring there is zero silence or 'dead air' throughout the broadcast.
- (D) Reading the script as fast as possible to keep the listener engaged.

Q8. The 'Parallel Cinema' movement in India was a stark departure from the 'Masala' films of Mumbai. Which of the following characteristics is NOT typically associated with the films of directors like Satyajit Ray or Shyam Benegal?

- (A) Focus on socio-economic realities and the struggles of the common man.
- (B) Use of non-professional actors and shooting on real locations.



- (C) Inclusion of elaborate dream sequences and high-budget musical numbers.
- (D) Narrative styles that are often slow-paced and character-driven.

Q9. In the digital era, the term 'Media Convergence' has led to the rise of the 'Prosumer'. How does this shift affect the traditional 'Gatekeeping' role of legacy media organizations like national newspapers?

- (A) It strengthens the gatekeeping role as newspapers now control all digital content.
- (B) It bypasses traditional gatekeepers by allowing users to publish and verify content directly.
- (C) It makes gatekeeping irrelevant because audiences no longer care about the truth.
- (D) It ensures that only government-approved news reaches the public through social media.

Q10. A Public Relations Officer (PRO) is preparing a 'Crisis Communication Plan' for a company facing a product recall. What should be the first priority of the PRO to maintain the organization's 'Brand Image'?

- (A) Denying any responsibility until the legal department confirms the fault.
- (B) Providing transparent, timely, and honest information to the stakeholders and media.
- (C) Buying expensive advertisement slots to distract the public from the issue.
- (D) Deleting all social media comments that criticize the company's products.

Q11. In Radio Broadcasting, the 'Mixer' console allows the technician to adjust the 'Gain'. What is the specific technical purpose of adjusting the 'Gain' for a guest's microphone during a live talk show?

- (A) To change the guest's voice to sound like a professional singer.
- (B) To set the initial input level of the audio signal to prevent distortion or clipping.



- (C) To record the guest's voice on a separate physical hard drive for later use.
- (D) To broadcast the signal to a wider geographic area than originally planned.
- (E)

Q12. Social Media has played a 'Democratic Role' in modern movements. However, the phenomenon of 'Trolling' often threatens this role by creating a hostile environment. Which of the following is an example of 'Netiquette' aimed at reducing such hostility?

- (A) Using 'Clickbait' headlines to attract more viewers to a serious social cause.
- (B) Engaging in 'Flaming' to silence people with opposing political views.
- (C) Attributing sources correctly and maintaining a polite tone in online debates.
- (D) Sharing unverified 'Viral' news to increase public awareness quickly.

Q13. The 'New Media' paradigm shift is defined by 'Interactivity'. Which of the following features of a modern news portal best exemplifies this 'Hypertextuality' and interactivity compared to a traditional print newspaper?

- (A) The use of black and white photographs to save digital storage space.
- (B) Embedded links within an article that allow readers to access related documents or videos.
- (C) A fixed editorial page that cannot be changed once it is uploaded.
- (D) The delivery of the news via a physical courier to the subscriber's home.

Q14. In Journalism, the term 'Yellow Journalism' is historically associated with the circulation wars between Joseph Pulitzer and William Randolph Hearst. What was the primary characteristic of this style of reporting?

- (A) Deeply researched investigative reports on government corruption.
- (B) Sensationalism, exaggerated headlines, and a focus on scandals to increase sales.
- (C) Objective reporting of international war events without any bias.
- (D) A focus on agricultural news and the welfare of farmers in rural areas.



Q15. The 'Cinematograph Act, 1952' provides the legal framework for the 'Central Board of Film Certification' (CBFC) in India. If a film is granted a 'U/A' certificate, what does it imply regarding the exhibition of the film?

- (A) The film is restricted to adults only (above 18 years of age).
- (B) The film is for unrestricted public exhibition, but parental guidance is required for children under 12.
- (C) The film is only for exhibition to specialized audiences like doctors or scientists.
- (D) The film is banned from being shown in any public cinema hall in India.

Q16. The transition from Analog to Digital signals in broadcasting has fundamentally changed 'Channel Capacity'. In the context of New Media, which of the following technical processes allows multiple digital signals to be combined and transmitted over a single medium simultaneously?

- (A) Modulation
- (B) Multiplexing
- (C) Digitization
- (D) Compression

Q17. Match List I (Types of Media Laws/Ethics) with List II (Specific Descriptions):

List-I	List-II
(A) Defamation	(I) Protecting the original work of creators
(B) Contempt of Court	(II) Spoken/written words that lower person's reputation
(C) Intellectual Property	(III) Maintaining the dignity and authority of the judiciary
(D) Right to Information	(IV) Promoting transparency in government functioning

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



- Q18.** In Public Relations, a 'Crisis' is an event that can damage the reputation of an organization. Fill in the blank with the most appropriate term: When an organization proactively communicates its side of the story before the media or competitors can frame the narrative, it is practicing _____ management.
- (A) Passive
 - (B) Reactive
 - (C) Pre-emptive
 - (D) Covert
- Q19.** In Television News Production, the 'Teleprompter' is an essential tool for the News Anchor. What is the primary psychological and technical advantage of using a teleprompter during a live broadcast?
- (A) It allows the anchor to memorize the entire script before the show starts.
 - (B) It enables the anchor to maintain direct eye contact with the camera/audience while reading.
 - (C) It automatically corrects the anchor's grammar and pronunciation in real-time.
 - (D) It replaces the need for a Director or Producer in the control room.
- Q20.** Radio scripting requires writing for the 'Ear' rather than the 'Eye'. Which of the following is a fundamental rule of radio writing that distinguishes it from newspaper reporting?
- (A) Using long, complex sentences with multiple sub-clauses for detail.
 - (B) Frequent use of visual descriptions of colors and physical textures.
 - (C) Using short, simple sentences and repeating key information for clarity.
 - (D) Avoiding all sound effects so as not to distract the listener.
- Q21.** The 'Auteur Theory' in Cinema suggests that the Director is the primary 'author' of a film. Which of the following Indian filmmakers is most widely recognized as an 'Auteur' due to his distinct visual style and recurring themes in the 'Apu Trilogy'?



- (A) Guru Dutt
- (B) Satyajit Ray
- (C) Raj Kapoor
- (D) Yash Chopra

Q22. In the context of 'Cyber Activism', social media platforms are used to mobilize public opinion. Which term describes the phenomenon where people support a cause through simple online actions (like 'Liking' or 'Sharing') without taking any significant offline action?

- (A) Digital Democracy
- (B) Clicktivism (or Slacktivism)
- (C) Netiquette
- (D) Media Convergence

Q23. Advertising often uses 'Covert Advertising' or 'Product Placement'. Which of the following is the best example of this technique in modern media?

- (A) A 30-second commercial break during a cricket match.
- (B) A brand of soft drink being prominently used by the lead actor in a movie scene.
- (C) A full-page print advertisement in a national daily newspaper.
- (D) A radio jingle that plays at the start of every hour.

Q24. The 'Lumiere Brothers' are credited with the first public screening of moving pictures in 1895. What was the name of the device they invented that could both record and project motion pictures?

- (A) Kinetoscope
- (B) Cinematograph
- (C) Daguerreotype
- (D) Zoetrope



- Q25.** In a Radio Studio, the 'Condenser Microphone' is preferred over the 'Dynamic Microphone' for voice recording. What is the primary technical reason for this preference in a controlled studio environment?
- (A) It is much cheaper and more durable for outdoor reporting.
 - (B) It has higher sensitivity and a better frequency response for capturing vocal nuances.
 - (C) It does not require any power source (Phantom Power) to function.
 - (D) It is specifically designed to be waterproof for rainy conditions.
- Q26.** Media Convergence has led to the 'Internet Paradigm Shift'. How has the 'Rapidity of Opinion' on digital platforms affected the traditional 24-hour news cycle?
- (A) It has slowed down the cycle as journalists take more time to verify facts.
 - (B) It has eliminated the cycle, creating a 'continuous' and 'instant' news environment.
 - (C) It has forced audiences to wait for the morning newspaper to form an opinion.
 - (D) It has made the role of the editor more powerful than ever before.
- Q27.** The 'Prasar Bharati' Act governs the public service broadcaster in India. Which two entities come under the umbrella of Prasar Bharati?
- (A) Press Council of India and CBFC
 - (B) All India Radio (Akashvani) and Doordarshan
 - (C) Ministry of IB and PTI
 - (D) Social Media and Community Radio
- Q28.** In Journalism, 'Ethics' prohibit 'Plagiarism'. Which of the following acts constitutes plagiarism in a newsroom?
- (A) Using a quote from a government official with proper attribution.
 - (B) Copying another reporter's work and presenting it as one's own without credit.



- (C) Conducting an original interview with a witness at a crime scene.
- (D) Translating a foreign news report while clearly mentioning the original source.

Q29. What is the primary role of a 'Brand Manager' in the integrated marketing communication process?

- (A) To write the legal contracts for all employees in the company.
- (B) To ensure a consistent identity and message for the product across all media platforms.
- (C) To physically manufacture the product in the factory.
- (D) To act as the personal lawyer for the company's CEO.

Q30. The 'Global Village' concept, which predicted that media would connect the world into a single community, was proposed by which media scholar?

- (A) Wilbur Schramm
- (B) Marshall McLuhan
- (C) Harold Lasswell
- (D) George Gerbner

Q31. The term 'Media Convergence' does not just refer to the technological merging of different media platforms, but also to the cultural shift where consumers are encouraged to seek out new information and make connections among dispersed media content. This phenomenon is most closely linked to which concept?

- (A) Digital Divide
- (B) Participatory Culture
- (C) Linear Communication
- (D) Cultural Imperialism

Q32. In the context of the Indian Cinematograph Act, the FCAT (Film Certification Appellate Tribunal) was a statutory body that heard appeals against CBFC decisions. What has been the recent legislative change regarding this body?



- (A) Its powers have been doubled to include OTT platforms.
- (B) It has been abolished, and appeals now go directly to the High Courts.
- (C) It has been renamed as the Digital Media Ethics Tribunal.
- (D) It has been merged with the Press Council of India.

Q33. Which specific stage in the 'Post-production' of a television documentary involves the alignment of the final voice-over, background score, and foley sounds to ensure technical broadcast standards?

- (A) Offline Editing
- (B) Color Grading
- (C) Sound Dubbing and Mixing
- (D) Storyboarding

Q34. The 'Right to Information Act, 2005' replaced which earlier, more restrictive legislation in India that was often criticized for maintaining excessive government secrecy?

- (A) The Official Secrets Act, 1923
- (B) The Freedom of Information Act, 2002
- (C) The Prasar Bharati Act
- (D) The Press Registration Act

Q35. In Advertising, the 'AIDA' model is a classic framework used to track the consumer's journey. What does the 'D' in AIDA stand for, and what is its primary objective?

- (A) Decision; to force the customer to buy.
- (B) Desire; to create a specific want for the product in the consumer's mind.
- (C) Demand; to measure market size.
- (D) Discount; to offer a price reduction.



- Q36.** Which of the following is a key characteristic of 'Community Radio' that distinguishes it from Commercial and Public Service Broadcasting?
- (A) It is run for profit through high-priced commercial advertisements.
 - (B) It is owned and managed by the local community for non-profit developmental goals.
 - (C) It has a global reach using high-power satellite transmitters.
 - (D) It only broadcasts Bollywood music and international news.
- Q37.** In the history of Indian Cinema, the film 'Manthan' (1976) directed by Shyam Benegal is significant not just for its content but for its unique 'crowdfunding' model. Who were the actual 'producers' of this film?
- (A) The Government of India
 - (B) Five lakh farmers of the Gujarat Milk Co-operative
 - (C) A group of international NRIs
 - (D) The leading actors of the film
- Q38.** The concept of 'Net Neutrality' is a major debate in New Media. Which of the following best defines the core principle of Net Neutrality?
- (A) Governments should tax all internet users equally.
 - (B) ISPs must treat all data on the internet equally, without discriminating by user, content, or website.
 - (C) High-speed internet should only be available to educational institutions.
 - (D) Every citizen must have a social media account by law.
- Q39.** In Journalism, the 'Five Ws and one H' are the foundation of news gathering. Which of these elements is usually the focus of a 'Feature' story compared to a 'Hard News' story?
- (A) When (The time)
 - (B) Who (The person)



- (C) Why and How (The depth and process)
- (D) Where (The location)

Q40. The 'Press Council of India' (PCI) is often described as a 'Watchdog without teeth'. What is the primary reason for this description?

- (A) It has no power to impose fines or prison sentences on erring journalists.
- (B) It is a private organization with no legal status.
- (C) It only monitors international news and ignores domestic issues.
- (D) It is run entirely by the police department.

Read the following passage and answer Questions 41–45:

The evolution of Social Media has transformed the 'Internet Paradigm Shift' from a read-only web (Web 1.0) to a participatory web (Web 2.0). Cyber Activism has become a powerful tool for social change, allowing marginalized voices to reach global audiences instantly. However, this rapidity of opinion often leads to 'Echo Chambers' where users are only exposed to information that reinforces their existing beliefs. This polarization is exacerbated by algorithms that prioritize engagement over accuracy.

Q41. According to the passage, what is the defining difference between Web 1.0 and Web 2.0?

- (A) Web 1.0 was faster than Web 2.0.
- (B) Web 2.0 is participatory, while Web 1.0 was primarily read-only.
- (C) Web 1.0 was only available in India.
- (D) Web 2.0 has eliminated the need for computers.

Q42. How does the passage define the negative impact of 'Echo Chambers' on social media users?

- (A) They make the internet slower for everyone.
- (B) They limit exposure to diverse viewpoints, reinforcing existing biases.
- (C) They prevent users from creating social media profiles.



(D) They charge users for accessing news.

Q43. What role do algorithms play in the polarization of public opinion as mentioned in the passage?

(A) They prioritize engagement over the accuracy of information.

(B) They delete all political content from the internet.

(C) They ensure that every user sees the same information.

(D) They encourage users to spend less time online.

Q44. Which term in the passage describes the use of digital tools for social and political change?

(A) Echo Chambers

(B) Cyber Activism

(C) Internet Paradigm

(D) Web 1.0

Q45. Based on the passage, the 'rapidity of opinion' on social media is most likely to lead to:

(A) Better fact-checking by traditional newspapers.

(B) Increased polarization of beliefs.

(C) A decrease in the number of internet users.

(D) The end of all traditional media.

Read the following passage and answer Questions 46–50:

Public Relations (PR) is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. Unlike advertising, which is a 'paid' medium, PR relies on 'earned' media. A Public Relations Officer (PRO) uses tools like Press Releases, Press Conferences, and Crisis Management to maintain a positive brand image. In the era of digital media, PR also involves 'Influencer Marketing' and maintaining social media ethics to handle 'trolls' and 'fake news'.



- Q46.** According to the passage, what is the fundamental difference between Advertising and Public Relations?
- (A) Advertising is free, while PR is expensive.
 - (B) Advertising is a 'paid' medium, whereas PR relies on 'earned' media.
 - (C) PR is only used by the government, and advertising is for private companies.
 - (D) There is no difference between the two.
- Q47.** Which of the following is NOT mentioned in the passage as a tool used by a PRO?
- (A) Press Releases
 - (B) Press Conferences
 - (C) Radio Jingle Production
 - (D) Crisis Management
- Q48.** How has digital media changed the role of PR according to the text?
- (A) It has made PR completely irrelevant.
 - (B) It now includes Influencer Marketing and managing digital ethics.
 - (C) It has forced PROs to stop using newspapers entirely.
 - (D) It has made crisis management unnecessary.
- Q49.** What is the primary goal of the strategic communication process in PR as stated in the passage?
- (A) To increase the price of the company's products.
 - (B) To build mutually beneficial relationships between organizations and their publics.
 - (C) To buy all the advertising slots in a newspaper.
 - (D) To replace the CEO of a company.
- Q50.** The term 'Earned Media' in the context of PR implies:



- (A) Coverage gained through news value and persuasion rather than payment.
- (B) Media space bought through a middleman.
- (C) Advertisements shown on social media.
- (D) A salary earned by the PR officer.



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

The Shannon-Weaver Model (1949) is a foundational linear model of communication consisting of a source, transmitter, channel, receiver, and destination. While 'Noise' is the most discussed barrier, the concept of 'Entropy' is central to Information Theory. Entropy refers to the degree of randomness or uncertainty in a message. In technical communication, if entropy is high, the destination may not accurately decode the intended signal. Redundancy is the technical 'antidote' to entropy, where extra information (like repeating a word) is added to ensure the message survives the noise.

Solution:

- (a) The question focuses on the technical challenge of ensuring accuracy in a digital signal.
- (b) 'Entropy' in communication science represents the uncertainty of the information being transmitted.
- (c) 'Redundancy' (Option A) is the method used to combat entropy by providing predictable patterns that help the receiver fill in gaps caused by noise.
- (d) 'Channel Capacity' refers to the maximum limit of data transmission, not the uncertainty itself.
- (e) 'Feedback' is a later addition to the model (by DeFleur and others) and not the technical uncertainty Shannon was addressing.
- (f) Therefore, Redundancy is the correct term for the element that overcomes uncertainty/entropy.

Final Answer: The function is Redundancy.

Answer: (A)



Q2.

Solution**Concept:**

The history of Indian broadcasting is a series of evolutions from private clubs to state-controlled entities. Radio started in 1923 with private clubs. The government took over in 1930 forming the Indian State Broadcasting Service (ISBS), which was renamed All India Radio (AIR) in 1936. Television began much later (1959), with the landmark SITE project occurring in 1975-76 to use satellite technology for rural education. Finally, Doordarshan, which was originally a wing of AIR, was separated into its own department in 1976.

Solution:

- (a) Let us analyze the years for each milestone:
- (b) II. Radio Club of Bombay broadcast: June 1923.
- (c) IV. Establishment of ISBS: April 1930.
- (d) I. SITE Project: August 1975 to July 1976.
- (e) III. Separation of Doordarshan from AIR: April 1976.
- (f) The correct chronological flow is II (1923) → IV (1930) → I (1975) → III (1976).
- (g) This matches the sequence in Option A.

Final Answer: The sequence is II, IV, I, III.

Answer: (A)



Q3.

Solution**Concept:**

Modern digital journalism operates in a 'Digital-First' environment where the speed of reporting must be balanced with accuracy. The 'Inverted Pyramid' style remains relevant, placing the most vital information (The Lede) at the beginning. The workflow begins with identifying a story (Monitoring), ensuring its truth (Verification), writing the structure (Drafting the Lede), and finally pushing it out to various platforms (Distribution).

Solution:

- (a) The process must start with the identification of a news event. Therefore, III (Monitoring trends) is the first step.
- (b) Once a potential story is identified, it cannot be published without I (Fact-checking and Verification) to avoid misinformation.
- (c) After the facts are verified, the journalist proceeds to II (Drafting the Lede), following the 5Ws and 1H structure of the Inverted Pyramid.
- (d) The final stage is IV (Multi-platform distribution), where the story goes live on the web, social media, and eventually print.
- (e) The logical order is III → I → II → IV.

Final Answer: The sequence is III, I, II, IV.

Answer: (A)



Q4.

Solution**Concept:**

Mass Communication theories explain how media affects society. Cultivation Theory (George Gerbner) suggests that heavy TV viewers develop a skewed perception of reality known as 'Mean World Syndrome'. Agenda Setting (McCombs and Shaw) posits that media influences what topics the public deems important. The Two-Step Flow (Lazarsfeld) highlights the role of 'Opinion Leaders'. Technological Determinism (Marshall McLuhan) argues that the technology (the medium) itself, rather than the content, shapes human association and perception.

Solution:

- (a) (A) Cultivation Theory matches with (II) Mean World Syndrome.
- (b) (B) Agenda Setting matches with (I) Media tells people what to think about.
- (c) (C) Two-Step Flow matches with (IV) Role of Opinion Leaders.
- (d) (D) Technological Determinism matches with (III) The medium is the message.
- (e) Combining these: (A)-(II), (B)-(I), (C)-(IV), (D)-(III).
- (f) This corresponds to Option A.

Final Answer: The correct matching is (A)-(II), (B)-(I), (C)-(IV), (D)-(III).

Answer: (A)



Q5.

Solution**Concept:**

Journalism ethics require a balance between the right to privacy and the public interest. According to guidelines by bodies like the Press Council of India (PCI), the privacy of an individual is generally protected unless the disclosure serves a 'greater public good' or involves 'public interest'—such as exposing crime, corruption, or public deception by people in power.

Solution:

- (a) Option A (Celebrity medical records) is a violation of privacy for mere curiosity/entertainment, which is unethical.
- (b) Option B (Juvenile identity) is legally and ethically prohibited to protect the minor's future.
- (c) Option C (Exposing misuse of taxpayer funds) directly serves the public interest and is the core of 'Investigative Journalism'. Even if it involves private data, it is ethically justifiable.
- (d) Option D (Private citizen photos) is a clear breach of privacy without any public interest justification.
- (e) Therefore, Option C is the correct answer.

Final Answer: Exposing a public official's misuse of taxpayer funds through investigative means.

Answer: (C)



Q6.

Solution**Concept:**

Television production is a highly structured process divided into three main phases: Pre-production, Production, and Post-production. Pre-production involves scripting, casting, and logistics. Production is the actual capture of footage. Post-production involves editing and adding effects. A critical document used during the transition to the production stage is the 'Floor Plan.' It is a scale technical drawing that serves as a blueprint for the physical space of the studio.

Solution:

- (a) The question asks for the utility of a 'Floor Plan' for the Director and Camera Crew.
- (b) A Floor Plan is essentially a bird's-eye view (top-down view) of the studio floor.
- (c) It indicates exactly where the sets are built, where the lights are hung from the grid, and most importantly, the marked positions and "travel" paths for the cameras.
- (d) Without a floor plan, the camera crew would not know their shooting angles, and the director could not block the actors' movements effectively.
- (e) Unlike a script (which tells the story) or a budget (which manages money), the floor plan manages 'space' and 'movement.'
- (f) Therefore, Option B is the only technically accurate description of its purpose.

Final Answer: It is a bird's-eye view diagram showing the placement of sets, lights, and camera movements.

Answer: (B)



Q7.

Solution**Concept:**

Radio is unique because it lacks a visual component, forcing the audience to create images in their own minds. This is famously called "Theatre of the Mind." To succeed in this, a producer must use audio elements that act as "visual substitutes." These include the human voice (inflection and tone), Music (to set mood), and Sound Effects (SFX) or Ambiance (to establish location).

Solution:

- (a) The question explores how 'depth' and 'environment' are created on radio.
- (b) If a listener hears the sound of birds chirping and a gentle stream, they immediately visualize a forest without being told. This is the use of 'Ambient Sound.'
- (c) Sound Effects (SFX), like a door creaking or footsteps, provide the "action" in the mental image.
- (d) High-pitched voices (Option A) or fast reading (Option D) do not establish environment; they only affect characterization or pacing.
- (e) Avoiding silence (Option C) is a rule to prevent 'Dead Air,' but it doesn't create 'depth.'
- (f) Thus, strategic use of SFX and Ambiance (Option B) is the correct technical answer.

Final Answer: The strategic use of Sound Effects (SFX) and Ambient Sound (Ambiance).

Answer: (B)



Q8.

Solution**Concept:**

The Parallel Cinema movement (or New Indian Cinema) emerged in the late 1940s and 1950s as an alternative to the mainstream commercial cinema. Influenced by Italian Neorealism, filmmakers like Satyajit Ray, Mrinal Sen, and Ritwik Ghatak rejected the "escapist" nature of mainstream films, which usually featured song-and-dance routines, melodrama, and grand sets.

Solution:

- (a) The question asks for the characteristic NOT associated with Parallel Cinema.
- (b) Option A (socio-economic realities) is the cornerstone of this movement (e.g., 'Pathar Panchali').
- (c) Option B (non-professional actors/real locations) was a technique used to maintain authenticity and realism.
- (d) Option D (slow-paced/character-driven) describes the narrative style of most art-house films of that era.
- (e) Option C (musical numbers/dream sequences) is the defining feature of 'Commercial' or 'Masala' cinema, which Parallel Cinema sought to avoid.
- (f) Therefore, Option C is the correct "exception."

Final Answer: Inclusion of elaborate dream sequences and high-budget musical numbers.

Answer: (C)



Q9.

Solution**Concept:**

'Gatekeeping' is a concept introduced by Kurt Lewin and later applied to media by David Manning White. It refers to the process by which information is filtered for dissemination, whether for publication, broadcasting, or the Internet. In traditional media (Newspapers/TV), editors act as powerful gatekeepers. However, 'Media Convergence' and the rise of the 'Prosumer' (Producer + Consumer) have decentralized this power.

Solution:

- (a) The question looks at how the gatekeeping role has shifted.
- (b) In the digital era, any individual with a smartphone can record a video and publish it on social media. This bypasses the traditional editorial desk of a newspaper.
- (c) While newspapers still exist, they no longer have a 'monopoly' over what news reaches the public.
- (d) This shift allows for more democratic participation but also increases the risk of unverified information.
- (e) Option B correctly identifies that traditional gatekeepers are bypassed because users can now publish content directly.

Final Answer: It bypasses traditional gatekeepers by allowing users to publish and verify content directly.

Answer: (B)



Q10.

Solution**Concept:**

Crisis Management in Public Relations (PR) involves protecting and defending an individual, company, or organization facing a public challenge to its reputation. The most effective PR strategy in a crisis is "Proactive Communication." By being the first to speak, an organization can control the "frame" of the story. If they wait, the media or competitors will define the crisis for them, leading to a much harder "Reactive" battle.

Solution:

- (a) The question asks for the first priority of a PRO during a product recall crisis.
- (b) Denial (Option A) is often disastrous if the company is later found at fault (e.g., the Tylenol case vs. the Ford-Firestone case).
- (c) Buying distractors (Option C) or censoring comments (Option D) are ethically wrong and usually backfire due to the "Streisand Effect."
- (d) Providing transparent and honest information (Option B) builds long-term trust and is the gold standard of Crisis PR.
- (e) Transparency helps stakeholders feel informed and reduces panic/speculation.

Final Answer: Providing transparent, timely, and honest information to the stakeholders and media.

Answer: (B)



Q11.

Solution**Concept:**

In the signal chain of a radio broadcast, the Mixer (or Audio Console) acts as the central hub where all audio inputs (microphones, music players, computer audio) are controlled before being sent to the transmitter. 'Gain' is the first control point on any input channel. It differs from 'Volume' (Fader). While Volume controls how loud the sound is in the final mix, Gain controls the sensitivity of the input.

Solution:

- (a) When a guest speaks into a microphone, their voice is converted into a weak electrical signal.
- (b) Different guests have different vocal strengths; some whisper, while others shout.
- (c) The 'Gain' control is used to amplify the signal to a 'Line Level' so that the console can process it.
- (d) If the gain is too low, the signal will be buried in background electronic noise (Hiss).
- (e) If the gain is too high, the audio will 'clip' or distort, resulting in poor sound quality that is unpleasant for the listener.
- (f) Therefore, setting the initial input level to prevent distortion is the primary technical purpose.

Final Answer: To set the initial input level of the audio signal to prevent distortion or clipping.

Answer: (B)



Q12.

Solution**Concept:**

Social Media has enabled a 'Participatory Culture' but has also introduced new challenges like 'Trolling' (deliberate provocation) and 'Flaming' (online arguments). 'Netiquette'—a portmanteau of 'Network' and 'Etiquette'—refers to the informal code of conduct for respectful and efficient online communication. It is vital for maintaining the 'Democratic Role' of social media, where diverse opinions can be exchanged without fear of harassment.

Solution:

- (a) Trolling and Flaming (Options B and D) are anti-social behaviors that violate netiquette.
- (b) Clickbait (Option A) is a marketing tactic that often misleads users and is considered poor digital practice.
- (c) Option C (Attributing sources and maintaining a polite tone) is a core principle of Netiquette.
- (d) Proper attribution ensures that intellectual property is respected and misinformation is reduced.
- (e) A polite tone ensures that the platform remains a space for constructive debate rather than a 'hostile environment.'

Final Answer: Attributing sources correctly and maintaining a polite tone in online debates.

Answer: (C)



Q13.

Solution**Concept:**

New Media is characterized by five main traits: Digitality, Interactivity, Hypertextuality, Virtuality, and Simulatability. 'Hypertextuality' refers to the use of 'Hyperlinks' that connect various pieces of information. Unlike a traditional newspaper, which is 'Linear' (you read from start to finish), a news portal is 'Non-linear.'

Solution:

- (a) The question asks for an example of interactivity and hypertextuality.
- (b) In a digital news article, a highlighted word or link (Hyperlink) allows the reader to jump to a different page, a primary source document, or a related video.
- (c) This gives the 'user' (no longer just a 'reader') control over how they consume the information.
- (d) Option B (Embedded links) is the perfect technical example of this.
- (e) Options A, C, and D describe limitations or old-media characteristics that do not involve digital interactivity.

Final Answer: Embedded links within an article that allow readers to access related documents or videos.

Answer: (B)



Q14.

Solution**Concept:**

The term 'Yellow Journalism' originated in the 1890s in New York. It refers to a type of journalism that presents little or no legitimate well-researched news and instead uses eye-catching headlines to sell more newspapers. Techniques include exaggerations of news events, scandal-mongering, or sensationalism. The term came from a popular comic strip called 'The Yellow Kid,' which both Hearst and Pulitzer published during their circulation war.

Solution:

- (a) The question identifies the historical context (Pulitzer vs. Hearst) and asks for the style's characteristics.
- (b) Yellow Journalism is the opposite of objective, investigative reporting (Option A).
- (c) It prioritizes profit and circulation over truth and social responsibility.
- (d) Exaggerated headlines and a focus on scandals (Option B) define this style.
- (e) This history is crucial in Mass Media studies because it led to the development of modern 'Ethical Codes' to prevent such irresponsible reporting.

Final Answer: Sensationalism, exaggerated headlines, and a focus on scandals to increase sales.

Answer: (B)



Q15.

Solution**Concept:**

The Central Board of Film Certification (CBFC) is a statutory body under the Ministry of Information and Broadcasting. It regulates the public exhibition of films under the provisions of the Cinematograph Act, 1952. There are four main categories of certificates: U (Unrestricted), U/A (Unrestricted but with Adult caution), A (Adults only), and S (Specialized audiences).

Solution:

- (a) The 'U/A' certificate is an intermediate category.
- (b) It stands for 'Unrestricted Public Exhibition' with a 'Parental Guidance' caveat.
- (c) Specifically, the law suggests that children below the age of 12 should watch such films under the supervision of a parent or guardian because the content might contain themes or imagery that require explanation.
- (d) Option B accurately reflects this legal definition.
- (e) Option A describes the 'A' certificate, and Option C describes the 'S' certificate.

Final Answer: The film is for unrestricted public exhibition, but parental guidance is required for children under 12.

Answer: (B)



Q16.

Solution**Concept:**

In the domain of Digital Media and Telecommunications, the efficiency of a channel is determined by how much data it can carry. Analog signals were limited because one frequency typically carried one service. However, Digital Signal Processing (DSP) allows for the optimization of bandwidth. Multiplexing is the technical process that enables this efficiency by allowing multiple independent signals to be combined into a single complex signal over a shared medium, which is then separated at the receiving end.

Solution:

- (a) The question focuses on the technical method used in modern 'New Media' to transmit multiple signals simultaneously.
- (b) Digitization (Option C) is the conversion of analog data to digital but doesn't handle the 'combination' of signals.
- (c) Modulation (Option A) is the process of varying a carrier wave to encode information, which applies to both analog and digital but isn't the primary method for 'merging' multiple streams.
- (d) Compression (Option D) reduces file size but doesn't necessarily transmit multiple signals at once.
- (e) Multiplexing (Option B) is the specific technique where various streams (like multiple TV channels) are 'mused' into one digital transport stream.
- (f) This process is what allowed the transition from a few analog channels to hundreds of digital channels in the same frequency spectrum.

Final Answer: The function is Multiplexing.

Answer: (B)



Q17.

Solution**Concept:**

Legal and ethical frameworks are the pillars of responsible journalism and media operations. In India, these are governed by both constitutional provisions (Article 19) and specific statutes. Defamation protects personal reputation; Contempt of Court ensures judicial dignity is not compromised; Intellectual Property Rights (IPR) safeguard the creative and financial interests of content creators; and the Right to Information (RTI) is a tool for civic oversight of the government.

Solution:

- (a) (A) Defamation is a legal concept where a person's reputation is harmed by false statements. This matches with (II).
- (b) (B) Contempt of Court refers to actions that interfere with the administration of justice or show disrespect to the court. This matches with (III).
- (c) (C) Intellectual Property (Copyright/Patents) is about protecting the ownership of original creations. This matches with (I).
- (d) (D) Right to Information (RTI) is the legislative tool that allows citizens to demand transparency from public authorities. This matches with (IV).
- (e) Aligning these pairs results in the sequence: (A)-(II), (B)-(III), (C)-(I), (D)-(IV).
- (f) This corresponds exactly to Option A in the list provided.

Final Answer: The correct matching is (A)-(II), (B)-(III), (C)-(I), (D)-(IV).

Answer: (A)



Q18.

Solution**Concept:**

Public Relations management is often categorized by the timing and nature of the communication. In a high-stakes digital world, the first version of a story that reaches the public often becomes the 'anchored' truth. If an organization waits for a scandal to break before explaining itself, it is being 'Reactive.' However, if it anticipates a problem and releases information first, it is taking control of the narrative through 'Pre-emptive' actions.

Solution:

- (a) The question asks for the term describing proactive communication to frame a narrative early.
- (b) Passive management (Option A) involves doing nothing, which is dangerous during a crisis.
- (c) Reactive management (Option B) is responding only after the damage or the news has already spread.
- (d) Covert management (Option D) implies hidden or unethical strategies, which do not align with professional PR standards of framing a narrative.
- (e) Pre-emptive management (Option C) is the strategic choice to 'strike first' with the facts to prevent misinformation or hostile framing by others.
- (f) This approach is highly effective in maintaining brand integrity during potential product failures or legal disputes.

Final Answer: The function is Pre-emptive.

Answer: (C)



Q19.

Solution**Concept:**

A teleprompter (or autocue) is a display device that prompts the person speaking with an electronic visual text of a speech or script. Using a teleprompter is a core skill in Television News Production. Without it, anchors would have to look down at paper scripts or 'run-down' sheets, which would break the visual connection with the audience. In TV, eye contact is equated with authority, truthfulness, and direct communication.

Solution:

- (a) The primary purpose is to help the anchor deliver the news naturally while looking into the lens.
- (b) The teleprompter is mounted in front of the camera lens using a one-way mirror, so the anchor sees the text while the camera 'sees' the anchor.
- (c) This allows the anchor to maintain 'Direct Eye Contact' (Option B) with the viewer at home, creating a sense of personal engagement.
- (d) Memorization (Option A) is inefficient for daily news which changes by the minute.
- (e) Grammar correction (Option C) is the job of the sub-editor or producer during the scripting phase, not the teleprompter.
- (f) It does not replace the Director (Option D); in fact, the Director must coordinate the speed of the prompter with the anchor's reading speed.

Final Answer: It enables the anchor to maintain direct eye contact with the camera/audience while reading.

Answer: (B)



Q20.

Solution**Concept:**

Radio is a transient medium, meaning once a word is spoken, it is gone forever unless recorded. Unlike a newspaper reader who can re-read a sentence, a radio listener has no such luxury. Therefore, radio writing must be 'conversational,' 'simple,' and 'repetitive.' Producers follow the 'Keep It Simple and Short' (KISS) principle to ensure that even a distracted listener can follow the main point of the story.

Solution:

- (a) The question identifies the core distinction between writing for the ear and writing for the eye.
- (b) Complex sentences (Option A) are difficult for the ear to decode in real-time and should be avoided.
- (c) Visual descriptions (Option B) are helpful but not as fundamental as the structural rule of simplicity.
- (d) Avoiding sound effects (Option D) is incorrect, as SFX are essential for creating the 'Theatre of the Mind.'
- (e) Using short, simple sentences and repeating key information (Option C) ensures that if a listener misses the first few seconds, the repetition helps them catch the context.
- (f) This makes information 'digestible' in a single pass, which is the hallmark of professional radio journalism.

Final Answer: Using short, simple sentences and repeating key information for clarity.

Answer: (C)



Q21.

Solution**Concept:**

The Auteur Theory, popularized by French film critics in the mid-1950s (notably through the journal *Cahiers du Cinéma*), posits that a director should be considered the primary 'author' of a film, possessing a unique creative vision that remains consistent across their body of work. In the Indian context, this theory is most famously applied to the pioneers of the 'Parallel Cinema' movement. These directors moved away from the collaborative, studio-driven formula of commercial cinema to produce films that were deeply personal and stylistically distinct.

Solution:

- (a) The question asks to identify a prominent Indian 'Auteur' known for the 'Apu Trilogy' and a distinct visual style.
- (b) The Apu Trilogy, consisting of *Pather Panchali* (1955), *Aparajito* (1956), and *Apur Sansar* (1959), is the magnum opus of Satyajit Ray.
- (c) Ray's work is characterized by humanism, a slow narrative pace, and a meticulous attention to detail in cinematography and music (which he often composed himself).
- (d) Guru Dutt (Option A) was also an auteur but was known for his lyrical tragedies like *Pyaasa*.
- (e) Raj Kapoor (Option C) and Yash Chopra (Option D) were masters of the 'Mainstream' or 'Commercial' format, which generally falls outside the traditional definition of Art-house Auteurism.
- (f) Therefore, Satyajit Ray is the correct representative of this theory in the given context.

Final Answer: The filmmaker is Satyajit Ray.

Answer: (B)



Q22.

Solution**Concept:**

Cyber Activism (or Digital Activism) refers to the use of social media and digital technologies for various forms of activism to enable faster communication by citizen movements and the delivery of local information to a large audience. However, the ease of digital interaction has led to the rise of 'Clicktivism.' This term describes a type of digital engagement where individuals perform low-effort tasks on social media to support a cause, often as a way to satisfy their conscience without committing to more demanding or physical forms of protest or activism.

Solution:

- (a) The question defines a specific behavior: supporting a cause through simple online actions without significant offline commitment.
- (b) 'Slacktivism' (a portmanteau of slacker and activism) or 'Clicktivism' perfectly captures this phenomenon.
- (c) Digital Democracy (Option A) is a broader term for the use of technology in political processes.
- (d) Netiquette (Option C) refers to online conduct and manners, which is irrelevant to the level of activist commitment.
- (e) Media Convergence (Option D) is a technological and structural trend in media industries.
- (f) Hence, Clicktivism (Option B) is the technically correct term for this specific sociological phenomenon in the digital age.

Final Answer: The term is Clicktivism (or Slacktivism).

Answer: (B)



Q23.

Solution**Concept:**

In the advertising industry, 'Covert Advertising' (also known as stealth advertising or product placement) is a strategy where a brand or product is integrated into entertainment content rather than being presented as a traditional commercial break. The goal is to influence the audience subconsciously. Because the product appears within the natural setting of a movie, television show, or video game, the audience's 'guard' is down, making the advertisement more persuasive than a standard 30-second spot.

Solution:

- (a) The question asks for an example of product placement or covert advertising.
- (b) Option A (30-second commercial) is the definition of 'Overt' or traditional advertising.
- (c) Option C (Full-page print ad) and Option D (Radio jingle) are also clear, labeled advertisements.
- (d) Option B (Soft drink used by an actor in a scene) is the classic example of product placement.
- (e) In this case, the brand pays for the item to be a part of the narrative world of the film.
- (f) This method is highly effective because it bypasses 'ad-avoidance' behaviors common among modern viewers.

Final Answer: A brand of soft drink being prominently used by the lead actor in a movie scene.

Answer: (B)



Q24.

Solution**Concept:**

The invention of cinema was not the work of a single person but a series of technological advancements. Auguste and Louis Lumière, however, are credited with the most significant breakthrough. In 1895, they patented the 'Cinematographe.' This was a portable, hand-cranked device that was revolutionary because it performed three distinct functions: it was a camera for recording films, a printer for developing them, and a projector for screening them to a large audience. This portability allowed them to take the camera out of the studio and into the streets, birthing the 'Documentary' style.

Solution:

- (a) The question asks for the name of the Lumiere Brothers' device.
- (b) The Kinetoscope (Option A) was invented by Thomas Edison, but it was a 'peep-show' device intended for only one viewer at a time.
- (c) The Daguerreotype (Option C) was an early photographic process for still images, not motion pictures.
- (d) The Zoetrope (Option D) was a pre-cinema toy that created the illusion of motion but could not record reality.
- (e) The Cinematographe (Option B) was the specific device that allowed for the birth of 'Cinema' as a collective public experience.

Final Answer: The device is the Cinematograph.

Answer: (B)



Q25.

Solution**Concept:**

Microphones are classified based on their 'transducer' type, which determines how they convert sound waves into electrical signals. In a radio or recording studio environment, two main types are used: Dynamic and Condenser. Dynamic microphones are rugged and handle high volume well (perfect for live stages), but they lack detail. Condenser microphones use a thin, gold-sputtered diaphragm and an electrostatic charge. This makes them much more sensitive to fast-moving sound waves, allowing them to capture the high-frequency 'crispness' and subtle nuances of a human voice.

Solution:

- (a) The question asks why Condenser mics are preferred in controlled studio environments.
- (b) Option A is incorrect; Condensers are fragile and usually more expensive than dynamic mics.
- (c) Option C is technically false; Condenser mics *require* a power source, usually 48V 'Phantom Power,' to charge the capacitor.
- (d) Option D is incorrect; they are highly sensitive to moisture and are rarely used in rainy conditions.
- (e) Option B is the correct technical justification: their high sensitivity and superior frequency response allow for the high-fidelity vocal capture required in professional broadcasting.

Final Answer: It has higher sensitivity and a better frequency response for capturing vocal nuances.

Answer: (B)



Q26.

Solution**Concept:**

In the digital age, the 'Internet Paradigm Shift' refers to the movement from a traditional, static 24-hour news cycle to a dynamic, real-time information flow. Traditionally, the news cycle was determined by the physical production constraints of newspapers (morning delivery) or television (scheduled bulletins). The advent of broadband and social media has created a 'Continuous News Cycle.' This shift is characterized by the 'Rapidity of Opinion,' where the time between an event occurring and the public forming a collective opinion has shrunk from days to seconds.

Solution:

- (a) The question explores how digital platforms have impacted the traditional news timeline.
- (b) In the past, editors had 'breathing room' to verify facts before the next morning's print.
- (c) Today, the constant flow of tweets, live streams, and instant updates has effectively eliminated the 'end' of a news cycle.
- (d) Option B is the most accurate; the cycle is no longer a cycle but a 'continuous' and 'instant' environment.
- (e) This has led to the 'Breaking News' culture where speed often competes with accuracy.
- (f) Consequently, traditional media roles like the 'Gatekeeper' have been forced to adapt to a world where the audience reacts in real-time.

Final Answer: It has eliminated the cycle, creating a 'continuous' and 'instant' news environment.

Answer: (B)



Q27.

Solution**Concept:**

Public service broadcasting in India is mandated to inform, educate, and entertain the public while remaining free from commercial or purely political pressures. Prasar Bharati was established as a statutory autonomous body by an Act of Parliament in 1990 (coming into force in 1997) to safeguard this autonomy. It acts as an umbrella organization that manages the country's national public broadcasters. This structure was designed to ensure that the state-run media could function with a degree of independence similar to that of the BBC in the United Kingdom.

Solution:

- (a) The question asks for the two primary entities governed by the Prasar Bharati Act.
- (b) The two pillars of Indian public broadcasting are terrestrial radio and terrestrial television.
- (c) All India Radio (AIR), also known as Akashvani, handles the audio broadcasting wing.
- (d) Doordarshan (DD) handles the television broadcasting wing.
- (e) While the Ministry of Information and Broadcasting (Option C) oversees policy, it is not 'under' Prasar Bharati; rather, Prasar Bharati is an autonomous body reporting to the Ministry.
- (f) Therefore, Option B is the correct answer as it identifies the two specific service providers.

Final Answer: All India Radio (Akashvani) and Doordarshan.

Answer: (B)



Q28.

Solution**Concept:**

Ethics in journalism are centered around the principles of truth, accuracy, and original work. Plagiarism is one of the most serious ethical and professional violations in the media industry. It is defined as the act of taking someone else's words, ideas, or research and passing them off as one's own without proper acknowledgement. In a newsroom, this undermines the credibility of the journalist and the organization, and in many cases, it can lead to legal consequences related to copyright infringement.

Solution:

- (a) The question asks which specific act constitutes plagiarism among the given options.
- (b) Option A (Using a quote with attribution) is standard, ethical journalistic practice.
- (c) Option C (Original interview) is the definition of primary reporting and is the opposite of plagiarism.
- (d) Option D (Translation with source mention) is ethical as long as the original creator is credited.
- (e) Option B (Copying work and presenting as one's own) is the literal definition of plagiarism.
- (f) Journalism relies on the 'Intellectual Property' of the reporter; stealing that property without credit is a violation of the professional code of conduct.

Final Answer: Copying another reporter's work and presenting it as one's own without credit.

Answer: (B)



Q29.

Solution**Concept:**

Integrated Marketing Communication (IMC) ensures that all forms of communications and messages are carefully linked together. At the heart of this process is 'Brand Management.' A brand is not just a logo or a name; it is the sum of all perceptions, emotions, and experiences a consumer associates with a product. The Brand Manager is the custodian of this identity. They ensure that whether a consumer sees a TV ad, a social media post, or a physical billboard, the 'voice' and 'image' of the brand remain uniform and recognizable.

Solution:

- (a) The question seeks the primary role of a Brand Manager in the communication process.
- (b) Option A (Legal contracts) is the role of a Legal Officer or HR.
- (c) Option C (Manufacturing) is the role of the Operations or Production department.
- (d) Option D (Personal lawyer) is irrelevant to marketing communication.
- (e) Option B correctly identifies the core function: maintaining a 'consistent identity.'
- (f) Consistency builds trust; if the brand's message is fragmented across different platforms, the consumer becomes confused and the brand equity is diluted.

Final Answer: To ensure a consistent identity and message for the product across all media platforms.

Answer: (B)



Q30.

Solution**Concept:**

Marshall McLuhan, a Canadian philosopher and communication theorist, is often considered the 'prophet' of the digital age. In the 1960s, long before the commercial internet, he proposed the concept of the 'Global Village.' He argued that electronic media (then primarily radio and television) would collapse the barriers of space and time, allowing people across the planet to communicate and experience events simultaneously. He famously stated that 'the medium is the message,' suggesting that the form of the medium embeds itself in any message it would transmit, creating a symbiotic relationship by which the medium influences how the message is perceived.

Solution:

- (a) The question asks which media scholar proposed the 'Global Village' concept.
- (b) Wilbur Schramm (Option A) is known for the 'Schramm Model' of circular communication.
- (c) Harold Lasswell (Option C) is famous for the '5Ws' linear model (Who says what...).
- (d) George Gerbner (Option D) developed the 'Cultivation Theory' regarding TV's effects.
- (e) Marshall McLuhan (Option B) is the specific theorist associated with the 'Global Village' and the shift toward an electronic, interconnected world.
- (f) His predictions are now seen as the theoretical foundation for understanding the internet and social media.

Final Answer: The scholar is Marshall McLuhan.

Answer: (B)



Q31.

Solution**Concept:**

Henry Jenkins, a prominent media scholar, defines 'Media Convergence' as more than just a technological shift. While it involves the merging of various media functions into single devices, its most significant impact is cultural. This shift is characterized by 'Participatory Culture,' where the boundary between the producer and the consumer becomes blurred. In this new environment, the audience is no longer a passive recipient of information but an active participant who archives, annotates, appropriates, and recirculates media content. This cultural shift encourages consumers to seek out connections across different media platforms, leading to a more engaged and networked society.

Solution:

- (a) The question asks for the concept most closely linked to the cultural shift of seeking and connecting dispersed media content.
- (b) Digital Divide (Option A) refers to the gap between those who have access to technology and those who do not, which is a structural issue.
- (c) Linear Communication (Option C) is the old model of one-way transmission, which convergence explicitly replaces.
- (d) Cultural Imperialism (Option D) refers to the dominance of one culture over others through media, which is a different sociological debate.
- (e) Participatory Culture (Option B) describes the active role of the consumer in the convergence era, matching the description of seeking and making connections.
- (f) Thus, Participatory Culture is the defining cultural framework for this specific phenomenon in modern media studies.

Final Answer: The concept is Participatory Culture.

Answer: (B)



Q32.

Solution**Concept:**

The legal landscape for film exhibition in India has recently undergone significant structural changes. For decades, the Film Certification Appellate Tribunal (FCAT) served as a vital intermediary body. Established under the Cinematograph Act of 1952, it allowed filmmakers to challenge the cuts, modifications, or rejections imposed by the Central Board of Film Certification (CBFC) without the immediate need for expensive and time-consuming litigation in the higher courts. However, as part of a broader move to rationalize tribunals, the Ministry of Law and Justice introduced the Tribunals Reforms (Rationalisation and Conditions of Service) Ordinance in 2021.

Solution:

- (a) The question focuses on the recent legislative change regarding the FCAT.
- (b) In April 2021, the FCAT was officially abolished by the Union Government.
- (c) This means that if a filmmaker is aggrieved by a CBFC decision, they no longer have a specialized tribunal to turn to.
- (d) Instead, filmmakers must now approach the High Court directly to seek redressal.
- (e) This change was met with significant criticism from the film fraternity, who argued it would make the grievance process more cumbersome.
- (f) Option B correctly identifies that the body has been abolished and appeals have been redirected to the High Courts.

Final Answer: It has been abolished, and appeals now go directly to the High Courts.

Answer: (B)



Q33.

Solution**Concept:**

Post-production is the final stage of television and film production where the 'story' is truly assembled. While 'Offline Editing' focuses on the narrative structure and 'Color Grading' focuses on the visual aesthetics, the auditory experience is handled in the sound department. This stage involves layering multiple tracks, including sync sound (recorded on set), dubbing (recorded in a booth), foley (reproduced everyday sound effects), and the musical score. To ensure the final product meets the technical 'Loudness' and 'Peak' standards required by broadcasters, a final mix must be performed.

Solution:

- (a) The question asks for the specific stage involving the alignment of voice-over, background score, and foley for technical standards.
- (b) Offline Editing (Option A) is the preliminary stage of cutting the video for story flow, often using low-resolution footage.
- (c) Color Grading (Option B) is purely a visual process for enhancing the look of the film.
- (d) Storyboarding (Option D) is a pre-production activity involving sketches of planned shots.
- (e) Sound Dubbing and Mixing (Option C) is the correct technical term. Dubbing provides the clean vocal track, and Mixing is the process of balancing all audio elements into a cohesive final master.
- (f) This ensures the dialogue is never drowned out by the music and the levels remain consistent for the viewer.

Final Answer: The stage is Sound Dubbing and Mixing.

Answer: (C)



Q34.

Solution**Concept:**

The Right to Information (RTI) Act of 2005 is considered a landmark piece of legislation that transformed Indian democracy by empowering citizens to question the government. Before RTI, the culture of governance in India was largely defined by secrecy, inherited from the British colonial era. The most prominent obstacle to transparency was the 'Official Secrets Act' of 1923, which was frequently used to deny public access to even basic administrative data. While the 'Freedom of Information Act, 2002' was an attempt at reform, it was never officially notified and was seen as too weak, eventually leading to its replacement by the more robust RTI Act.

Solution:

- (a) The question asks which restrictive legislation was replaced by the RTI Act of 2005.
- (b) The Freedom of Information Act, 2002 (Option B) was the direct predecessor that was repealed to make way for RTI.
- (c) The Official Secrets Act (Option A) still exists alongside RTI, although RTI generally takes precedence in cases of public interest.
- (d) The Prasar Bharati Act (Option C) and Press Registration Act (Option D) deal with broadcasting and print media management, respectively, not general information access.
- (e) The RTI Act provided a much stricter framework for timelines and penalties, which the 2002 Act lacked.
- (f) Therefore, Option B is the legally accurate answer regarding the legislation that was officially replaced.

Final Answer: The Freedom of Information Act, 2002.

Answer: (B)



Q35.

Solution**Concept:**

The AIDA model is one of the oldest and most effective cognitive stage models used in advertising and marketing. Developed by E. St. Elmo Lewis in 1898, it describes the sequence of events that occurs when a consumer engages with an advertisement. The model consists of four stages: Attention (securing the consumer's focus), Interest (providing enough information to engage the consumer), Desire (moving the consumer from 'liking' a product to 'wanting' it), and Action (the final purchase or conversion). Understanding each stage helps advertisers tailor their message to move the consumer toward the final goal.

Solution:

- (a) The question asks for the definition and objective of the 'D' in the AIDA acronym.
- (b) Decision (Option A) is often confused with the final step, but it is not the standard term for the 'D' in AIDA.
- (c) Demand (Option C) is an economic term and not a stage in the cognitive response model.
- (d) Discount (Option D) is a promotional tactic, not a psychological stage.
- (e) Desire (Option B) is the correct term. Its objective is to create a powerful psychological connection or a 'want' for the product.
- (f) This stage is crucial because while many consumers might be 'interested' in a product, they only move to 'Action' once they have developed a 'Desire' for it.

Final Answer: Desire; to create a specific want for the product in the consumer's mind.

Answer: (B)

Detailed Solutions (Questions 36–40)



Q36.

Solution**Concept:**

Community Radio (CR) is a unique broadcasting model that prioritizes social development over profit. It is often referred to as the 'third tier' of broadcasting, alongside public service and commercial radio. Unlike commercial stations that target large audiences to generate advertising revenue, or public broadcasters that cater to the entire nation, Community Radio is rooted in a specific geographic area or a 'community of interest.' It serves as a tool for marginalized groups to express their local identity, culture, and linguistic diversity while addressing specific local issues such as health, agriculture, and local governance.

Solution:

- (a) The question asks for the key characteristic that distinguishes Community Radio from other forms of broadcasting.
- (b) Option A is incorrect because CR is explicitly non-profit; while it can carry limited local ads for sustainability, its purpose is not commercial.
- (c) Option C is incorrect as CR usually operates on low-power transmitters (typically covers a radius of 5-10 km) and is intended for localized impact rather than global reach.
- (d) Option D is incorrect as the content is localized and developmental, not restricted to Bollywood or international news.
- (e) Option B is the correct answer. The defining feature of Community Radio is that it is 'by the community, for the community, and of the community.'
- (f) This ownership and management structure ensures that the programming remains relevant to the needs and aspirations of the local inhabitants.

Final Answer: It is owned and managed by the local community for non-profit developmental goals.

Answer: (B)



Q37.

Solution**Concept:**

The film 'Manthan' (The Churning) is a landmark in Indian cinema history, representing the successful intersection of the Parallel Cinema movement and developmental communication. Directed by Shyam Benegal and co-written by the legendary milk revolution leader Verghese Kurien, the film tells the story of the birth of the dairy cooperative movement in Gujarat. Its most revolutionary aspect was not just its realistic portrayal of rural caste dynamics and economic empowerment, but its financial structure. It was perhaps India's first large-scale experiment with 'Crowdfunding' long before the term existed in the digital world.

Solution:

- (a) The question focuses on the unique production model of the 1976 film 'Manthan.'
- (b) To fund the film, Verghese Kurien organized the farmers of the Gujarat Co-operative Milk Marketing Federation (GCMMF).
- (c) Each of the five lakh (500,000) farmer-members contributed a small sum of ₹ 2 from their daily milk earnings toward the production budget.
- (d) This made the farmers the collective 'producers' of the film, ensuring it was a project truly belonging to the people whose story it told.
- (e) Consequently, when the film was released, these farmers traveled in truckloads to see 'their' movie, making it a box-office success.
- (f) Option B is the only accurate description of this historic cooperative funding model.

Final Answer: Five lakh farmers of the Gujarat Milk Co-operative.

Answer: (B)



Q38.

Solution**Concept:**

Net Neutrality is the principle that Internet Service Providers (ISPs) should treat all data on the internet the same and not discriminate or charge differently by user, content, website, platform, application, type of attached equipment, or method of communication. In the absence of Net Neutrality, ISPs could create 'fast lanes' for companies that pay more, while slowing down or blocking traffic for smaller competitors. This is a critical issue in 'New Media' because it affects the democratic nature of the internet, ensuring that a small blog has the same technical 'reachability' as a multi-billion dollar corporation.

Solution:

- (a) The question asks for the core principle of Net Neutrality within the digital media landscape.
- (b) Option A is incorrect as it deals with taxation, which is a fiscal policy rather than a technical neutrality principle.
- (c) Option C and D are incorrect as they suggest discriminatory or mandatory practices which contradict the 'neutral' essence of the concept.
- (d) Option B correctly identifies the core tenet: non-discrimination of data.
- (e) Without Net Neutrality, the internet would transform into a 'walled garden' where ISPs act as gatekeepers, determining which information is easily accessible.
- (f) In India, the Telecom Regulatory Authority of India (TRAI) has issued strong regulations in favor of Net Neutrality to keep the internet open and fair.

Final Answer: ISPs must treat all data on the internet equally, without discriminating by user, content, or website.

Answer: (B)



Q39.

Solution**Concept:**

The 'Five Ws and one H' (Who, What, When, Where, Why, and How) are the building blocks of all journalistic writing. However, the application of these elements varies significantly between 'Hard News' and 'Feature' writing. Hard News typically follows the Inverted Pyramid, focusing on 'What' happened and 'Who' was involved at the very beginning to provide immediate facts. Feature stories, on the other hand, are 'Soft News' that delve deeper into the narrative. They look beyond the surface level of the event to explore the human experience, the underlying causes, and the intricate processes involved.

Solution:

- (a) The question asks which of the 5Ws and 1H is usually the focus of a Feature story.
- (b) When (Time) and Where (Location) are basic factual markers essential for Hard News to establish the 'currency' of a story (Options A and D).
- (c) Who (The person) is important, but often serves as the subject for a profile, which is only one type of feature (Option B).
- (d) Why and How (Option C) provide the 'Depth' and 'Context' that define a feature.
- (e) A feature writer spends more time investigating the 'Why' behind a trend or the 'How' of a person's struggle, making the story more analytical and descriptive.
- (f) Therefore, while Hard News tells you *that* something happened, a Feature tells you *why* and *how* it happened in great detail.

Final Answer: Why and How (The depth and process).

Answer: (C)



Q40.

Solution**Concept:**

The Press Council of India (PCI) was established under the Press Council Act of 1978 with the objective of preserving the freedom of the press and maintaining and improving the standards of newspapers and news agencies in India. It is a statutory, quasi-judicial body. However, in the academic and professional study of media law, it is frequently criticized for its limited punitive powers. While it can summon witnesses and warn, admonish, or censure a newspaper or a journalist for professional misconduct, it lacks the legal authority to enforce its decisions through tangible punishments.

Solution:

- (a) The question asks for the reason behind the description of the PCI as a 'Watchdog without teeth.'
- (b) Option B is incorrect because the PCI is a statutory body created by an Act of Parliament, not a private entity.
- (c) Option C is incorrect as the PCI primarily focuses on domestic news agencies and newspapers.
- (d) Option D is incorrect as the council is headed by a retired Supreme Court Judge and includes members from the press and Parliament, not the police.
- (e) Option A is the correct answer. Because the PCI cannot impose fines, cancel licenses, or award imprisonment, its 'bite' is purely moral and reputational.
- (f) This lack of 'teeth' means that erring organizations often ignore the PCI's censure without facing any material consequences.

Final Answer: It has no power to impose fines or prison sentences on erring journalists.

Answer: (A)



Q41.

Solution**Concept:**

The transition from Web 1.0 to Web 2.0 represents a shift in how users interact with digital content. Web 1.0 was a static environment where users mostly consumed information (read-only), whereas Web 2.0 introduced interactivity and user-generated content (participatory).

Solution:

1. The passage explicitly states that the evolution of Social Media transformed the internet from a "read-only web (Web 1.0) to a participatory web (Web 2.0)." 2. Option (B) directly reflects this distinction by highlighting the participatory nature of the modern web. 3. Other options are incorrect as they mention speed, geographical limitations, or the elimination of hardware, none of which are mentioned in the text.

Final Answer: Web 2.0 is participatory, while Web 1.0 was primarily read-only.

Answer: (B)

Q42.

Solution**Concept:**

An 'Echo Chamber' refers to an environment where a person only encounters information or opinions that reflect and reinforce their own. This lack of cognitive friction leads to increased bias and a narrower worldview.

Solution:

1. According to the text, the "rapidity of opinion often leads to 'Echo Chambers' where users are only exposed to information that reinforces their existing beliefs." 2. This environment prevents the introduction of opposing or diverse viewpoints, thereby deepening existing biases. 3. Option (B) accurately summarizes this effect, while other options incorrectly suggest technical issues like speed or profile creation.

Final Answer: They limit exposure to diverse viewpoints, reinforcing existing biases.

Answer: (B)



Q43.

Solution**Concept:**

Social media algorithms are designed to maximize user retention. To do this, they prioritize content that elicits strong reactions (engagement), often regardless of whether the content is factually correct or socially beneficial.

Solution:

1. The passage notes that polarization is "exacerbated by algorithms that prioritize engagement over accuracy." 2. By focusing on engagement, algorithms often push provocative or extreme content that keeps users clicking, which fuels social division. 3. This matches Option (A). The other options suggest actions like deleting content or encouraging less screen time, which contradicts the actual behavior of engagement-driven algorithms.

Final Answer: They prioritize engagement over the accuracy of information.

Answer: (A)

Q44.

Solution**Concept:**

Cyber Activism (also known as digital activism) involves using the internet and social media to organize, mobilize, and spread awareness for social or political causes.

Solution:

1. The passage defines "Cyber Activism" as a powerful tool for social change that allows marginalized voices to reach global audiences instantly. 2. It specifically links the use of digital tools to the goal of achieving "social change," which aligns with the question's focus on digital tools for political or social change. 3. Therefore, Option (B) is the correct term.

Final Answer: Cyber Activism

Answer: (B)



Q45.

Solution**Concept:**

The speed at which opinions are shared on social media often bypasses traditional gatekeeping and fact-checking, leading to emotional responses and the formation of polarized groups.

Solution:

1. The text connects the "rapidity of opinion" to the formation of "Echo Chambers" and subsequent polarization. 2. When opinions move quickly without the friction of verification, users tend to gravitate toward views they already agree with, leading to an "increased polarization of beliefs." 3. This makes Option (B) the most logical outcome based on the passage's narrative regarding engagement and reinforced beliefs.

Final Answer: Increased polarization of beliefs.

Answer: (B)

Q46.

Solution**Concept:**

The primary distinction between advertising and public relations lies in the method of acquisition. Advertising involves purchasing space or time to control the message, while PR focuses on building credibility through third-party validation, often described as earned media.

Solution:

1. The passage explicitly differentiates the two by stating that advertising is a "paid" medium. 2. In contrast, it defines Public Relations as relying on "earned" media, which implies gaining coverage through merit or news value rather than financial transaction. 3. Option (B) accurately captures this distinction as described in the text. Other options suggesting cost differences or sector-specific usage (government vs. private) are not supported by the provided passage.

Final Answer: Advertising is a 'paid' medium, whereas PR relies on 'earned' media.

Answer: (B)



Q47.

Solution**Concept:**

A Public Relations Officer (PRO) utilizes various communication channels and strategies to manage the reputation of an organization. These tools are designed to disseminate information and handle public perception during both normal operations and emergencies.

Solution:

1. The passage lists specific tools used by a PRO: "Press Releases, Press Conferences, and Crisis Management." 2. Examining the options, (A), (B), and (D) are all explicitly mentioned in the third sentence of the text. 3. Option (C), "Radio Jingle Production," is typically a function of the creative department in an advertising agency rather than a core PR tool, and it is not mentioned in the passage.

Final Answer: Radio Jingle Production

Answer: (C)

Q48.

Solution**Concept:**

The digital revolution has expanded the scope of Public Relations. While traditional methods remain, PROs must now navigate the complexities of social media, digital influencers, and the rapid spread of misinformation.

Solution:

1. The text states that in the digital era, PR "involves 'Influencer Marketing' and maintaining social media ethics." 2. It further specifies that these modern roles are necessary to handle contemporary issues like "trolls" and "fake news." 3. Option (B) perfectly summarizes these additions to the PR role. Other options suggesting that PR has become irrelevant or that traditional tools like newspapers are abandoned are incorrect.

Final Answer: It now includes Influencer Marketing and managing digital ethics.

Answer: (B)



Q49.

Solution**Concept:**

Public Relations is not just about one-way communication; it is a strategic function intended to create a sustainable environment where both the organization and its stakeholders (the public) find value.

Solution:

1. The very first sentence of the passage defines PR as a process that "builds mutually beneficial relationships between organizations and their publics." 2. This indicates that the goal is relationship management and harmony rather than direct sales (pricing) or internal corporate restructuring (replacing a CEO). 3. Option (B) matches the definition provided in the text verbatim.

Final Answer: To build mutually beneficial relationships between organizations and their publics.

Answer: (B)

Q50.

Solution**Concept:**

Media is often categorized into Paid, Owned, and Earned (the POE model). 'Earned' media is the most credible form because it represents organic interest from the press or the public that cannot be bought.

Solution:

1. The passage contrasts "earned" media with the "paid" nature of advertising. 2. In the context of PR, "earned" refers to the visibility an organization gets through press releases or news coverage that journalists deem worthy of reporting. 3. This implies persuasion and news value rather than a commercial transaction. Option (A) correctly identifies this as coverage gained through news value. Options (B), (C), and (D) confuse the term with paid ads or personal income.

Final Answer: Coverage gained through news value and persuasion rather than payment.

Answer: (A)



Answer Key

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

