

CUET-UG Mass Media & Communication Sample Paper - 12

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 Shannon-Weaver model of communication, the component that is responsible for converting the message into signals suitable for transmission is known as:

- (A) Receiver
- (B) Encoder/Transmitter
- (C) Noise
- (D) Information Source

Q2. In the context of communication for social change, which type of communication is primarily used to empower marginalized communities by giving them a platform to voice their concerns?

- (A) Top-down communication
- (B) Horizontal/Participatory communication
- (C) Authoritarian communication
- (D) Mass-mediated advertising

Q3. The 'Golden Age' of Radio in India is often associated with the period when it was the primary source of news and entertainment. Identify the decade in which the Vividh Bharati service was launched to counter the popularity of Radio Ceylon.



- (A) 1940s
- (B) 1950s
- (C) 1970s
- (D) 1990s

Q4. Which concept in communication suggests that the media doesn't tell people what to think, but rather what to think about?

- (A) Magic Bullet Theory
- (B) Agenda Setting Theory
- (C) Uses and Gratifications Theory
- (D) Cultivation Theory

Q5. The transition of television in India from a developmental tool (SITE experiment) to a commercial medium occurred significantly after which major event?

- (A) The 1982 Asian Games
- (B) The launch of DD News
- (C) The Emergency of 1975
- (D) The First Five-Year Plan

Q6. In the 'Inverted Pyramid' style of news writing, the most critical information is placed in the:

- (A) Conclusion
- (B) Second paragraph
- (C) Lead (Opening paragraph)
- (D) Nut graph

Q7. A journalist writes an article that contains false statements about a public figure, causing serious damage to their reputation. Under Indian law, this falls under:

- (A) Sedition



- (B) Defamation
- (C) Copyright Infringement
- (D) Contempt of Court

Q8. In journalism ethics, the practice of a news organization accepting money to publish a positive story about a politician without labeling it as an advertisement is known as:

- (A) Yellow Journalism
- (B) Investigative Journalism
- (C) Paid News
- (D) Citizen Journalism

Q9. Which of the following is NOT one of the 5Ws and 1H used in news reporting?

- (A) Where
- (B) Why
- (C) Which
- (D) How

Q10. The 'Right to Privacy' for a journalist is often in conflict with the public's:

- (A) Right to Bear Arms
- (B) Right to Information/Right to Know
- (C) Right to Property
- (D) Right to Vote

Q11. A subtle form of advertising where a specific brand's product is featured within the storyline of a movie or a TV show is called:

- (A) Direct Mail Advertising
- (B) Covert Advertising/Product Placement
- (C) Surrogate Advertising



(D) Public Service Announcement

Q12. The primary goal of a Public Relations Officer (PRO) during a corporate 'Crisis Management' phase is to:

- (A) Increase product sales by 50%
- (B) Hide all negative information from the press
- (C) Maintain and restore the organization's reputation
- (D) Design new logos for the company

Q13. In brand building, the set of human characteristics associated with a brand name is referred to as:

- (A) Brand Loyalty
- (B) Brand Equity
- (C) Brand Personality
- (D) Brand Awareness

Q14. Which stage of the consumer buying process is most influenced by 'Reminder Advertising'?

- (A) Problem Recognition
- (B) Information Search
- (C) Post-purchase evaluation
- (D) Evaluation of Alternatives

Q15. A 'Press Release' is a tool used by PR professionals primarily to:

- (A) Pay for a front-page story
- (B) Communicate newsworthy information to the media
- (C) Threaten journalists
- (D) Advertise job openings

Q16. The acronym 'USP' in advertising stands for:



- (A) Universal Service Provider
- (B) Unique Selling Proposition
- (C) Under-priced Sales Product
- (D) Unified Social Platform

Q17. The stage of TV production where the script is finalized, the budget is approved, and the crew is hired is:

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

Q18. A 'Storyboard' is essentially:

- (A) A list of all actors' salaries
- (B) A visual representation of the script using sketches
- (C) The final edited version of the film
- (D) The broadcast schedule of a channel

Q19. Which TV program format involves a host interviewing guests in a studio, often with a live audience?

- (A) Documentary
- (B) Soap Opera
- (C) Talk Show
- (D) Reality Show

Q20. The process of selecting, arranging, and timing shots to create a continuous film sequence is called:

- (A) Cinematography



- (B) Sound Mixing
- (C) Editing
- (D) Color Grading

Q21. In TV production, the 'Chroma Key' (Green Screen) technique is primarily used during:

- (A) Scriptwriting
- (B) Location Scouting
- (C) Compositing/Post-production
- (D) Auditioning

Q22. When writing for Radio, scripts must be 'written for the ear'. This means:

- (A) Using complex vocabulary and long sentences
- (B) Using simple, conversational language and short sentences
- (C) Including detailed visual descriptions of the actors
- (D) Writing in a very formal, academic tone

Q23. Which type of microphone is best suited for a radio interview where two people are sitting across from each other?

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

Q24. The device used in a radio studio to combine various audio inputs like microphones, music, and phone lines into a single output is the:

- (A) Amplifier
- (B) Audio Mixer/Console
- (C) Transmitter



(D) Equalizer

Q25. Radio is often called a 'blind medium' because:

- (A) It is only for the visually impaired
- (B) It relies solely on sound to stimulate the listener's imagination
- (C) The broadcasters cannot see their audience
- (D) It uses low-frequency waves

Q26. Dadasaheb Phalke is honored as the Father of Indian Cinema because he produced the first indigenous silent feature film titled:

- (A) Alam Ara
- (B) Raja Harishchandra
- (C) Kisan Kanya
- (D) Mughal-e-Azam

Q27. The film 'Manthan' (1976), directed by Shyam Benegal, is a landmark in Parallel Cinema because it was:

- (A) The first 3D film in India
- (B) Crowdfunded by 500,000 farmers
- (C) A silent film released after the advent of sound
- (D) Shot entirely in Hollywood

Q28. The Lumiere Brothers are credited with the first public screening of projected motion pictures. Which year did this historic event take place?

- (A) 1885
- (B) 1895
- (C) 1905
- (D) 1913



- Q29.** Which genre of cinema is characterized by stylized visuals, dark themes, and a sense of moral ambiguity, often featuring detectives?
- (A) Slapstick Comedy
 - (B) Film Noir
 - (C) Musical
 - (D) Sci-Fi
- Q30.** The use of social media platforms to organize and promote political or social causes is known as:
- (A) Cyberbullying
 - (B) Cyber Activism
 - (C) Phishing
 - (D) Clickbait
- Q31.** On social media, 'Netiquettes' refer to:
- (A) The speed of the internet connection
 - (B) A set of rules for acceptable online behavior
 - (C) The number of followers a person has
 - (D) The algorithm that suggests friends
- Q32.** The democratic role of social media is best demonstrated when:
- (A) It is used only for celebrity gossip
 - (B) It allows citizens to directly hold officials accountable and share diverse views
 - (C) It is censored by the state
 - (D) It limits the number of characters in a post
- Q33.** A person who intentionally starts arguments or upsets people on the internet by posting inflammatory messages is called a/an:



- (A) Influencer
- (B) Troll
- (C) Moderator
- (D) Blogger

Q34. The 'Echo Chamber' effect on social media occurs when:

- (A) Users are exposed only to information that reinforces their existing beliefs
- (B) Users hear a literal echo when recording videos
- (C) Everyone on the platform agrees on everything
- (D) The server is overloaded

Q35. Media Convergence refers to the:

- (A) Closing down of traditional newspapers
- (B) Merging of different media platforms (text, audio, video) into a single digital environment
- (C) Increase in the price of television sets
- (D) Competition between radio and print

Q36. The 'Internet Paradigm Shift' has changed the role of the audience from passive consumers to:

- (A) Professional actors
- (B) Prosumers (Producers + Consumers)
- (C) Luddites
- (D) Government censors

Q37. The rapidity of opinion formation in the digital age is primarily driven by:

- (A) Real-time updates and instant sharing on New Media
- (B) Weekly magazines
- (C) Monthly radio talk shows



(D) Door-to-door surveys

Q38. Which of the following is a characteristic of 'New Media'?

(A) One-way communication

(B) Interactivity

(C) High cost of entry for consumers

(D) Dependence on physical delivery (like paper)

Q39. The term 'Digital Divide' refers to:

(A) The math used in computer programming

(B) The gap between those who have access to modern ICT and those who do not

(C) The distance between two cell towers

(D) The time spent on social media vs. real life

Q40. Citizen Journalism is made possible mainly by:

(A) High-end satellite trucks

(B) The ubiquity of smartphones and the internet

(C) Government grants for news agencies

(D) The decline of the internet



Passage I

Read the passage below carefully. The questions that follow (Questions 41 to 45) are based on the information provided in this text. Choose the one best answer for each question.

“The journey of broadcasting in India began in the 1920s with private radio clubs. By 1936, the Indian State Broadcasting Service became All India Radio (AIR). AIR played a pivotal role during the struggle for independence and later in nation-building. Television followed in 1959 as a part of AIR but was separated in 1976 as Doordarshan. The 1970s also saw the Satellite Instructional Television Experiment (SITE), which used satellite technology to beam educational programs to rural India. In 1997, Prasar Bharati was established as an autonomous body to oversee both AIR and Doordarshan, ensuring they serve the public interest rather than political agendas. Today, public broadcasters face intense competition from private satellite channels and digital streaming platforms, forcing a shift towards digital transformation while maintaining their core mandate of 'Bahujan Hitaya, Bahujan Sukhaya.'”

- Q41.** Based on the passage, the primary reason for establishing Prasar Bharati was to:
- (A) Increase the subscription fees for television
 - (B) Shut down All India Radio
 - (C) Ensure autonomy and service to the public interest
 - (D) Launch more private channels
- Q42.** What was the significance of the SITE experiment mentioned in the passage?
- (A) It was the first commercial movie theater in India
 - (B) It used satellites for educational broadcasting in rural areas
 - (C) It introduced the first smartphone to India
 - (D) It was a project to build more radio towers in cities



- Q43.** According to the passage, when did Doordarshan become a separate entity from All India Radio?
- (A) 1936
 - (B) 1959
 - (C) 1976
 - (D) 1997
- Q44.** The motto 'Bahujan Hitaya, Bahujan Sukhaya' is associated with:
- (A) Private FM stations
 - (B) The Public Broadcaster
 - (C) Social Media influencers
 - (D) Hollywood Studios
- Q45.** The passage suggests that the current challenge for public broadcasters is:
- (A) A lack of technology in the 1920s
 - (B) Competition from private and digital platforms
 - (C) The separation of AIR and Doordarshan
 - (D) The struggle for independence

Passage II

Read the passage below carefully. The questions that follow (Questions 46 to 50) are based on the information provided in this text. Choose the one best answer for each question.

“Media convergence is not just a technological shift; it is a cultural transformation that alters how we create and consume content. In the past, newspapers, radio, and television were distinct industries with separate production pipelines. Today, a single newsroom produces content for print, websites, podcasts, and social media. This convergence has led to the 'blurring of boundaries' between different media forms.



For consumers, it means 'on-demand' access to information and entertainment across multiple devices. However, this rapidity and abundance of information also raise concerns about the quality of journalism. The pressure to be the first to report often leads to errors and a lack of depth. Furthermore, the internet paradigm shift has enabled 'participatory culture', where audiences are no longer just receivers but active creators. This democratic potential of new media is significant, yet it is often hampered by issues like misinformation and the digital divide."

- Q46.** According to the passage, 'Media Convergence' is best described as:
- (A) The separation of radio and television industries
 - (B) A cultural and technological merging of media platforms
 - (C) The decline of the internet
 - (D) A shift back to traditional print journalism
- Q47.** What is a negative consequence of the 'pressure to be first' in the digital age, according to the passage?
- (A) Increased depth in reporting
 - (B) Lower costs for newspapers
 - (C) Errors and a lack of depth in journalism
 - (D) Better work-life balance for journalists
- Q48.** The term 'Participatory Culture' in the passage refers to:
- (A) People only watching television
 - (B) Audiences acting as both consumers and creators
 - (C) Governments controlling all media content
 - (D) The use of radios in the 1920s
- Q49.** What does 'on-demand' access mean for the consumer?
- (A) Waiting for a specific broadcast time



- (B) Accessing content whenever and wherever they choose
- (C) Having to buy a new device every year
- (D) Only being able to read newspapers in the morning

Q50. Which of the following is mentioned as a hurdle to the 'democratic potential' of new media?

- (A) The lack of social media platforms
- (B) Misinformation and the digital divide
- (C) The high speed of internet
- (D) The merging of newsrooms



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

The Shannon-Weaver Model of Communication, formulated in 1949, is often described as the "Mother of all models." It represents communication as a linear, one-way process. The model identifies several key components: the information source, the transmitter (encoder), the channel, the noise source, the receiver (decoder), and the destination. In a mass media context, this model helps identify where technical failures or "noise" might occur. The transmitter's specific role is to take the message from the source and translate it into a physical signal that can travel through space or wires.

Solution:

1. The Information Source is the person or machine that creates the message (e.g., a speaker in a studio).
2. The Encoder/Transmitter is the mechanism that converts the message into a signal. In broadcasting, this refers to the equipment that turns voice or video into electromagnetic waves.
3. The Channel is the medium used to carry the signal, such as a radio frequency or a copper wire.
4. Noise represents any interference (static, signal drop) that occurs during transmission in the channel.
5. The Receiver decodes the signal back into a message for the user, and the Destination is the final intended audience.
6. The question focuses on the "conversion" aspect, which is the defining technical function of the Transmitter/Encoder.

Final Answer: The correct component is the Encoder/Transmitter.

Answer: (B)



Q2.

Solution**Concept:**

Communication for Social Change (CFSC) has shifted from modernization-based "Top-Down" models (where experts provide information to the masses) to "Participatory" models. This shift emphasizes that social change is most effective when it comes from within a community. Participatory communication is defined as a dynamic, two-way process where stakeholders interact as equals to share information and reach a consensus. It is used to empower marginalized groups by allowing them to control the narrative of their own development.

Solution:

1. Top-down communication often ignores local culture and treats the audience as passive "targets."
2. Horizontal/Participatory communication focuses on dialogue rather than monologue. It treats the audience as "subjects" of change rather than "objects."
3. This method is crucial for giving a "voice" to marginalized communities, as it provides them with the tools and platforms to express their unique needs and challenges.
4. Authoritarian models rely on control, which is the opposite of empowerment.
5. Mass-mediated advertising is primarily focused on consumerism and selling products, not on the empowerment or social transformation of the underprivileged.
6. Thus, horizontal communication is the only option that facilitates true empowerment and social equity.

Final Answer: The primary type is Horizontal/Participatory communication.

Answer: (B)



Q3.

Solution**Concept:**

The history of All India Radio (AIR) involves a constant struggle between maintaining "high cultural standards" and meeting "popular audience demands." In the early 1950s, the Indian government's policy was to promote classical music and minimize film music. This created a vacuum that was filled by Radio Ceylon, a commercial station based in Sri Lanka. Radio Ceylon became the most popular station in India because it played Bollywood songs. To win back the Indian audience, AIR had to introduce a new, entertainment-oriented service.

Solution:

1. Radio Ceylon's "Binaca Geetmala" became so popular in the early 1950s that All India Radio saw a massive decline in listenership.
2. To compete, All India Radio launched Vividh Bharati on October 3, 1957.
3. Vividh Bharati was designed as a commercial service featuring film music, comedy, and variety programs.
4. This historical event falls squarely within the 1950s decade, representing a major policy shift in Indian public broadcasting.
5. The 1940s were pre-independence and early AIR years, while the 1970s and 1990s were eras of TV dominance and private FM respectively.

Final Answer: Vividh Bharati was launched in the 1950s.

Answer: (B)



Q4.

Solution**Concept:**

Agenda Setting Theory, developed by McCombs and Shaw, posits that the news media has a powerful influence on the public's perception of what is important. By choosing to cover some stories extensively while ignoring others, the media "sets the agenda" for public debate. The theory distinguishes between "what to think" (the media's inability to dictate opinions) and "what to think about" (the media's ability to dictate the topics of discussion).

Solution:

1. The Magic Bullet Theory suggests that the audience is a passive target hit directly by a message's influence.
2. Agenda Setting Theory suggests a more subtle effect: the media transfers the "salience" (importance) of an issue from its own newsroom to the public mind.
3. If news channels lead with stories about the economy every night, the public will eventually rate the economy as the nation's most pressing problem.
4. Uses and Gratifications Theory argues that people actively choose media to satisfy specific psychological needs.
5. Cultivation Theory explores how heavy TV viewing "cultivates" a long-term perception of a dangerous world.
6. The specific phrase "what to think about" is the classic academic definition of Agenda Setting.

Final Answer: The concept is the Agenda Setting Theory.

Answer: (B)



Q5.

Solution**Concept:**

For over two decades after its launch in 1959, television in India (Doordarshan) remained a small-scale operation focused on social education. The government viewed TV as a luxury and limited its scope to rural development programs like the SITE experiment (1975). However, a specific geopolitical and sporting event in the early 1980s forced a radical change in technology, coverage, and the overall commercial nature of the medium.

Solution:

1. The 1982 Asian Games held in New Delhi required India to broadcast the event in color to meet international standards.
2. This event led to the introduction of color television sets and a massive expansion of TV transmitters across the country to ensure the games reached a national audience.
3. This infrastructure allowed for the emergence of popular entertainment like "Hum Log" and "Buniyaad," attracting private advertisers for the first time.
4. Before this event, TV was largely a black-and-white medium for agricultural education.
5. While the launch of DD News or the Emergency were significant, they did not lead to the structural shift toward a "commercial entertainment" model seen after the 1982 games.

Final Answer: The transition happened after the 1982 Asian Games.

Answer: (A)



Q6.

Solution**Concept:**

The Inverted Pyramid is the most widely used structure for news writing in journalism. This format organizes information by importance, placing the most vital facts at the beginning (the base of the pyramid) and tapering down to the least important details. This structure serves two main purposes: it allows readers to understand the core of a story quickly, and it enables editors to cut the story from the bottom to fit available space without losing essential information. The opening section that contains these key facts is known as the "Lead."

Solution:

1. The Lead (or Leade) is the first paragraph of a news story. Its primary job is to summarize the most important aspects of the event, usually answering the 5Ws and 1H.
2. The second paragraph and the nut graph provide context and supporting evidence but are slightly less critical than the lead.
3. The conclusion or the end of the story in the inverted pyramid typically contains background information or minor details that could be omitted if necessary.
4. Since the question asks for the location of the "most critical information," the answer must be the Lead.
5. This style contrasts with feature writing or creative writing, where the most important information or the "climax" is often saved for the end.

Final Answer: The most critical information is placed in the Lead.

Answer: (C)



Q7.

Solution**Concept:**

Defamation is a legal concept that falls under both civil and criminal law in India. It refers to the act of making a false statement about an individual that causes harm to their reputation. For a statement to be considered defamatory, it must be false, it must be communicated to a third party (published), and it must clearly refer to the person whose reputation is being attacked. In the context of journalism, writers must balance the "Right to Freedom of Speech" with the "Right to Reputation" of others.

Solution:

1. Sedition (Section 124A of the IPC) involves speech or writing that brings hatred or contempt toward the government; it is not about personal reputation.
2. Copyright Infringement is the unauthorized use of someone else's intellectual property and has no relation to the truth or falsity of statements regarding a person's character.
3. Contempt of Court refers to actions that lower the dignity or authority of the judicial system.
4. Defamation is the specific legal term for attacking someone's character with false information.
5. In the scenario provided, the journalist wrote false statements that damaged a public figure's reputation, which is the textbook definition of defamation.

Final Answer: The issue falls under Defamation.

Answer: (B)



Q8.

Solution**Concept:**

Paid News is a serious ethical violation in journalism where content that appears to be unbiased news is actually paid for by a political candidate or corporation. Unlike traditional advertisements, which are clearly labeled as "Advt." or "Sponsored Content," Paid News is deceptive because it masquerades as objective editorial content. This practice undermines the credibility of the press and prevents the public from making informed, independent decisions, particularly during election cycles.

Solution:

1. Yellow Journalism refers to the use of lurid features and sensationalized news to attract readers, but it is not necessarily "paid for" by the subjects of the stories.
2. Investigative Journalism is a high-standard practice where reporters deeply research a single topic, often uncovering corruption.
3. Citizen Journalism refers to news reported by ordinary people using digital tools, rather than professional journalists.
4. Paid News is specifically the practice where a news organization receives money to publish a positive story without disclosing the commercial nature of the agreement.
5. The prompt describes exactly this scenario: accepting money for a positive story without labeling it as an advertisement.

Final Answer: The practice is known as Paid News.

Answer: (C)

Q9.

Solution**Concept:**

The 5Ws and 1H (Who, What, When, Where, Why, and How) constitute the "Golden Rule" of news reporting. They are the essential questions that every journalist must answer to provide a complete and accurate account of an event. These elements ensure that the audience receives all the basic facts needed to understand the story. This formula is primarily used in the Lead of a news article to deliver information rapidly and effectively.

Solution:

1. "Where" indicates the location of the incident.
2. "Why" explains the reason or cause behind the event.
3. "How" provides the details regarding the manner in which the event occurred.
4. "Which" is not considered one of the standard six pillars of news reporting. While it might be used in a sentence, it is not a fundamental category of the reporting formula.
5. The 5Ws are: Who, What, When, Where, Why. The 1H is: How.
6. Therefore, "Which" is the odd one out in this journalistic framework.

Final Answer: The term that is NOT part of the formula is Which.

Answer: (C)



Q10.

Solution**Concept:**

Journalistic ethics often center on the tension between competing rights. The "Right to Privacy" is the idea that individuals should be protected from unwarranted intrusion into their personal lives. However, this often clashes with the "Right to Information" (also known as the "Right to Know"), which asserts that the public has a legitimate interest in knowing facts that might affect them, especially when those facts concern public officials or matters of public safety.

Solution:

1. The Right to Bear Arms is a constitutional right in some countries but has no direct relation to journalistic privacy issues.
2. The Right to Property is a legal right regarding ownership but is not the primary counter-point to privacy in a news context.
3. The Right to Vote is a political right for citizens in a democracy.
4. The Right to Information/Right to Know is the standard justification used by journalists to justify investigative reporting that might otherwise be seen as an intrusion into someone's private life.
5. In mass media studies, the ethical boundary is usually drawn where private behavior intersects with public duty or public interest.

Final Answer: The conflict is with the Right to Information/Right to Know.

Answer: (B)



Q11.

Solution**Concept:**

Covert advertising, also known as product placement, is a promotional tactic where a brand's products or services are featured within the content of a non-advertising medium, such as a movie, television show, or video game. Unlike traditional commercials, which are separate from the content, covert ads are "woven" into the narrative. This makes the advertisement feel more natural and less intrusive, often leading to a stronger emotional connection between the viewer and the brand, as the product is associated with their favorite characters or settings.

Solution:

1. Direct Mail Advertising refers to physical marketing materials sent to a consumer's home, which is a highly visible and traditional method.
2. Covert Advertising/Product Placement is the specific technique where a product is "featured within the storyline."
3. Surrogate Advertising is a strategy used for products whose direct advertising is prohibited (like tobacco or alcohol), where a different product is promoted under the same brand name.
4. Public Service Announcements (PSAs) are messages created for the public interest, not for commercial brand promotion.
5. Since the question describes a brand being integrated into a fictional story, it perfectly matches the definition of product placement.

Final Answer: The technique is known as Covert Advertising/Product Placement.

Answer: (B)



Q12.

Solution**Concept:**

Crisis Management is a specialized area of Public Relations (PR) that deals with protecting an organization's reputation when it is threatened by an unexpected negative event. A crisis can be anything from a product defect to a legal scandal or a natural disaster. The role of the Public Relations Officer (PRO) during this time is to act as the official spokesperson, manage the flow of information to the media, and communicate effectively with stakeholders to ensure that trust is not permanently lost.

Solution:

1. Increasing product sales is the primary goal of Marketing, not the immediate focus of PR during a crisis.
2. Hiding negative information is generally considered a poor PR strategy in the age of digital transparency, as it often leads to even more damage when the truth is revealed.
3. The PRO's most vital duty during a crisis is to Maintain and restore the organization's reputation. This is achieved through honest, timely, and consistent communication.
4. Designing new logos is a brand identity task that belongs to the design team and is usually not an immediate crisis response.
5. Therefore, protecting the "image" or "goodwill" of the company is the central logic behind PR crisis management.

Final Answer: The goal is to Maintain and restore the organization's reputation.

Answer: (C)



Q13.

Solution**Concept:**

Brand Personality refers to the set of human characteristics that are attributed to a brand. Just as humans can be described as adventurous, reliable, or sophisticated, brands are given "personalities" to help consumers relate to them on a personal level. This concept helps in differentiating a product from its competitors and building an emotional bond with the target audience. For example, a brand like Harley-Davidson has a "rugged" and "rebellious" personality, whereas a brand like Dove might have a "sincere" and "nurturing" personality.

Solution:

1. Brand Loyalty is the tendency of consumers to continuously buy products from the same brand.
2. Brand Equity is the value of the brand based on consumer perception and recognition.
3. Brand Personality is the correct term for "human characteristics associated with a brand name," which is what the question specifically asks for.
4. Brand Awareness is simply how well-known a brand is within its market.
5. Because the question uses the logic of personification (assigning human traits), Brand Personality is the only appropriate academic term.

Final Answer: The term is Brand Personality.

Answer: (C)



Q14.

Solution**Concept:**

The Consumer Buying Process is a model used to describe the journey a customer takes before, during, and after making a purchase. The stages include: Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-purchase Evaluation. Reminder Advertising is a strategy used for well-established brands that are already in the "maturity" stage of their life cycle. Its goal is not to inform the user for the first time, but to keep the brand at the "top of mind" so that the user continues to choose it in the future.

Solution:

1. Problem Recognition and Information Search are usually influenced by informative advertising that introduces a solution.
2. Evaluation of Alternatives is influenced by persuasive advertising that highlights competitive advantages.
3. Post-purchase evaluation is the stage where a consumer reflects on their choice. Reminder advertising helps reinforce that they made the right decision and prevents "brand switching" for the next purchase.
4. By reminding the customer of the brand's presence after a purchase has already been made, the company ensures customer retention.
5. Therefore, this specific type of ad is most logically linked to the post-purchase phase.

Final Answer: It influences the Post-purchase evaluation stage.

Answer: (C)



Q15.

Solution**Concept:**

A Press Release is a formal, written communication directed at members of the news media for the purpose of announcing something newsworthy. It is one of the most common tools used in Public Relations to generate "earned media" coverage. A press release follows a specific format (similar to a news story) and includes a headline, a lead, a body, and a "boilerplate" (a short description of the company). Its effectiveness depends on how relevant and interesting the information is to the journalists who receive it.

Solution:

1. A press release is not a paid advertisement. If a company pays for the space, it is called an "advertorial."
2. The core function of a press release is to Communicate newsworthy information to the media in hopes that they will turn it into a news story.
3. Threatening journalists is a violation of PR ethics and would result in negative publicity.
4. While some companies use releases for major corporate appointments, their primary role is not simply to "advertise job openings."
5. Thus, its function as a bridge between the organization and the media for news dissemination is its defining characteristic.

Final Answer: It is used to Communicate newsworthy information to the media.

Answer: (B)

Q16.

Solution**Concept:**

In the field of advertising and marketing, a Unique Selling Proposition (USP), also known as a unique selling point, is the marketing strategy of informing customers about how one's own brand or product is superior to its competitors. It highlights a specific benefit or feature that the competition does not or cannot offer. A strong USP helps a brand stand out in a cluttered market and gives the consumer a compelling reason to choose that specific product over others.

Solution:

1. The term USP was pioneered by Rosser Reeves of Ted Bates & Company in the 1940s.
2. It is not about "Universal Service" or "Under-priced" products, although a low price could theoretically be a USP if no one else offers it.
3. The acronym stands for Unique Selling Proposition.
4. "Unique" refers to the specific claim or benefit; "Selling" refers to the persuasive intent; and "Proposition" refers to the offer made to the consumer.
5. In modern branding, the USP is the foundation of the brand's positioning and messaging strategy.

Final Answer: The acronym stands for Unique Selling Proposition.

Answer: (B)



Q17.

Solution**Concept:**

Television and film production are generally divided into three main stages: Pre-production, Production, and Post-production. Pre-production is the planning phase where all the groundwork is laid before the actual filming begins. This is arguably the most critical stage, as poor planning here often leads to expensive delays during the actual shoot. Key tasks include scriptwriting, casting, budgeting, location scouting, and hiring the production crew.

Solution:

1. Production is the "principal photography" phase where the actual filming takes place.
2. Post-production is the phase after filming, involving editing, sound mixing, and visual effects.
3. Pre-production is the correct term for the "planning" stage mentioned in the question, where scripts are finalized and budgets are approved.
4. Distribution is the final stage where the finished product is shared with the audience through channels or theaters.
5. Since the question focuses on the preparatory tasks like hiring and budgeting, Pre-production is the only logical choice.

Final Answer: The stage is Pre-production.

Answer: (C)

Q18.

Solution**Concept:**

A storyboard is a graphic organizer that consists of a series of illustrations or images displayed in sequence for the purpose of pre-visualizing a motion picture, animation, or interactive media sequence. It acts as a bridge between the written script and the final visual output. Storyboarding helps the director and cinematographer plan the camera angles, lighting, and movement before the actual production starts, thereby saving time and resources.

Solution:

1. A storyboard is not a financial document, so it does not list salaries.
2. It is not the "final edited version," which belongs to the post-production phase.
3. It is a visual representation of the script using sketches or images. Each "frame" of the storyboard represents a shot in the film.
4. It is not a broadcast schedule, which is managed by the programming department of a channel.
5. The logic of a storyboard is to "see" the movie on paper before a single frame is actually shot.

Final Answer: It is a visual representation of the script using sketches.

Answer: (B)



Q19.

Solution**Concept:**

TV program formats are specific structures or "templates" used to create television content. Each format has its own set of rules and characteristics. A Talk Show is a genre of television programming or radio programming that is structured around the act of spontaneous conversation. A host interviews one or more guests, often celebrities or experts, in a studio environment. While some talk shows are serious and journalistic, others are purely for entertainment.

Solution:

1. A Documentary is a non-fictional motion picture intended to document some aspect of reality.
2. A Soap Opera is an ongoing, episodic work of dramatic fiction characterized by a focus on family life and personal relationships.
3. A Talk Show perfectly matches the description of a host interviewing guests in a studio, often with a live audience (e.g., "The Kapil Sharma Show").
4. A Reality Show follows real people in real situations, often in a competition format, but is not defined solely by studio interviews.
5. Therefore, the presence of a host and the interview format defines the Talk Show genre.

Final Answer: The format is a Talk Show.

Answer: (C)

Q20.

Solution**Concept:**

Editing is the process of selecting and preparing written, visual, audible, and film media used to convey information. In the context of television and film, it is the art and technique of assembling shots into a coherent whole. An editor does not just "cut" film; they manage the "rhythm" and "flow" of the story. Proper editing can make a mediocre performance look great or build intense suspense through the timing of transitions.

Solution:

1. Cinematography refers to the art of capturing the images on film or digital media (the camera work).
2. Sound Mixing is the process of balancing different audio tracks (dialogue, music, sound effects) in post-production.
3. Editing is the correct term for "selecting, arranging, and timing shots" to create a continuous sequence.
4. Color Grading is a technical process used to enhance or alter the color of a motion picture.
5. The logic of the question relates to the "construction" of the final sequence from individual shots, which is the core definition of editing.

Final Answer: The process is called Editing.

Answer: (C)



Q21.

Solution**Concept:**

Chroma Key, commonly known as "Green Screen" or "Blue Screen" processing, is a visual-effects and post-production technique for compositing two images or video streams together based on color hues. This technique allows production teams to film actors in a controlled studio environment and later replace the solid-colored background with any digital environment, such as a fictional landscape, a newsroom, or a weather map. It is a cornerstone of modern television production, particularly in news, weather reporting, and high-budget fiction.

Solution:

1. Scriptwriting and Location Scouting are part of the Pre-production phase and do not involve technical visual effects.
2. Auditioning is part of the casting process in Pre-production.
3. Compositing/Post-production is the correct phase where the "keying" actually happens. While the green screen is physically used during the shoot (Production), the process of replacing the color with another image is a post-production compositing task.
4. The technique relies on the fact that the chosen color (usually bright green) is not present in human skin tones, making it easy to isolate the subject from the background.
5. Therefore, the removal of the background and the layering of the final image are post-production processes.

Final Answer: The technique is primarily used during Compositing/Post-production.

Answer: (C)



Q22.

Solution**Concept:**

Writing for Radio is fundamentally different from writing for print or film because it is a purely aural medium. The listener cannot "re-read" a sentence if they miss it, nor can they rely on visual cues to understand the context. Therefore, the script must be "written for the ear," prioritizing clarity, simplicity, and rhythm. The goal is to create "theatre of the mind," where the audience can easily visualize the scene based solely on the words and sounds they hear.

Solution:

1. Using complex vocabulary and long sentences makes the content difficult to follow in a one-way audio broadcast.
2. Using simple, conversational language and short sentences is the golden rule of radio scripting. It helps the listener digest information instantly.
3. Detailed visual descriptions of the actors are unnecessary because the audience cannot see them; instead, the writer uses "word pictures" to describe the setting.
4. Formal academic tones usually alienate radio audiences, who prefer a more personal and direct connection with the host.
5. The logic of "writing for the ear" is about making the message accessible through sound alone.

Final Answer: It means using simple, conversational language and short sentences.

Answer: (B)



Q23.

Solution**Concept:**

Microphones are classified by their "polar patterns," which describe how they pick up sound from different directions. Choosing the right microphone is essential for high-quality audio recording. In a radio studio, the choice depends on the number of people speaking and the environment. A microphone that picks up sound from both the front and the back is ideal for two people sitting across from each other at a single table.

Solution:

1. Unidirectional (Cardioid) microphones pick up sound primarily from the front and are best for a single host.
2. Bidirectional (Figure-of-Eight) microphones pick up sound from the front and the back while rejecting sound from the sides. This is perfect for an interview between two people sitting opposite each other.
3. Omnidirectional microphones pick up sound from all directions (360°), which often captures too much background noise for a focused interview.
4. Shotgun Mics are highly directional and are typically used on film sets to capture sound from a distance, not in a radio studio setup.
5. Therefore, the "bidirectional" pattern is the most efficient choice for the specific scenario described.

Final Answer: The best suited mic is the Bidirectional microphone.

Answer: (B)



Q24.

Solution**Concept:**

The Audio Mixer, also known as a sound board, console, or mixing desk, is the heart of any radio or recording studio. It is an electronic device for combining, routing, and changing the volume level, timbre (tone), and other dynamics of many different audio signals. A radio producer uses the mixer to ensure that the music is not too loud over the presenter's voice and that the transition between different audio sources (like a phone caller and a pre-recorded ad) is smooth and professional.

Solution:

1. An Amplifier increases the power of a signal to drive speakers, but it does not "combine" different inputs.
2. The Audio Mixer/Console is the correct device for "combining various audio inputs into a single output."
3. A Transmitter is the equipment that sends the final mixed signal out into the airwaves via an antenna.
4. An Equalizer is a specific tool (often found inside a mixer) used to adjust the balance between frequency components.
5. The logic of the question focuses on the "aggregation" of multiple sources, which is the defining role of the mixer.

Final Answer: The device is the Audio Mixer/Console.

Answer: (B)



Q25.

Solution**Concept:**

The phrase "Radio is a blind medium" is a classic concept in media studies. It highlights the unique limitation and strength of radio: it lacks a visual component. However, this "blindness" is what makes radio a powerful creative tool. Because the audience cannot see the setting or the characters, their minds are forced to fill in the gaps, a process often referred to as "theatre of the mind." This allows radio to be a deeply personal and imaginative experience.

Solution:

1. Radio is accessible to everyone, not just the visually impaired.
2. It is called a blind medium because it relies solely on sound to stimulate the listener's imagination. The listener "sees" the story through the sound effects, music, and voice.
3. Whether the broadcaster can see the audience is a matter of physical presence, not a defining characteristic of the medium's nature.
4. While radio uses waves, the term "blind medium" refers to the sensory experience of the consumer, not the physics of transmission.
5. Therefore, the lack of visual information is the core reason for this nomenclature.

Final Answer: It is called a blind medium because it relies solely on sound to stimulate the listener's imagination.

Answer: (B)

Q26.

Solution**Concept:**

Dadasaheb Phalke is universally acknowledged as the Father of Indian Cinema. His contribution was foundational because he moved beyond short films and "moving pictures" to create the first full-length indigenous feature film in India. This was a monumental achievement considering the lack of technical resources and the social taboos associated with performing arts at the time. His work laid the groundwork for the massive film industry we see today, established the mythological genre, and proved that Indians could master the craft of filmmaking.

Solution:

1. Alam Ara (1931) was the first "talkie" (sound film) in India, produced by Ardeshir Irani.
2. Raja Harishchandra (1913) is the correct answer. It was a silent film based on the legend of a righteous king, and it is officially recognized as the first Indian feature film.
3. Kisan Kanya (1937) was the first indigenously made color film in India.
4. Mughal-e-Azam (1960) is a legendary historical epic, but it came decades after the foundational silent era.
5. Phalke's "Raja Harishchandra" is the reason he is credited as the father of the industry.

Final Answer: The film is Raja Harishchandra.

Answer: (B)



Q27.

Solution**Concept:**

Parallel Cinema, also known as the New Indian Cinema, emerged in the late 1940s and peaked in the 1970s. It focused on social realism, authentic rural settings, and serious themes, contrasting with the escapist nature of mainstream Bollywood. Shyam Benegal was a leading figure in this movement. The film "Manthan" is historically unique not just for its content (the White Revolution and milk cooperatives), but for its innovative production model that demonstrated the power of collective action.

Solution:

1. While there have been 3D films in India (like Chhota Chetan), Manthan is not one of them.
2. Manthan was famously crowdfunded by 500,000 farmers who were members of the Gujarat Co-operative Milk Marketing Federation. Each farmer contributed ₹ 2 to the production budget.
3. This made the film a "people's project," perfectly aligning with its theme of rural empowerment and the cooperative movement led by Verghese Kurien.
4. The film was neither a silent film nor shot in Hollywood; it was a gritty, realistic portrayal of Indian village life.
5. The logic of Manthan's significance lies in this unique "cooperative" funding model.

Final Answer: It was crowdfunded by 500,000 farmers.

Answer: (B)

Q28.

Solution**Concept:**

Auguste and Louis Lumière were French inventors who played a pivotal role in the birth of cinema. While others like Thomas Edison had created viewing devices for single individuals (Kinetoscope), the Lumières invented the "Cinématographe," which could both record and project motion pictures onto a screen for a large audience. Their first public screening marked the transition of cinema from a laboratory curiosity to a mass medium of entertainment and social experience.

Solution:

1. The 1880s were too early for projected motion pictures; inventors were still working on chronophotography.
2. The year 1895 is the correct date. On December 28, 1895, the Lumière Brothers held their first commercial public screening at the Grand Café in Paris.
3. The year 1905 was the era of "Nickelodeons" in the USA, where cinema was already becoming a widespread business.
4. The year 1913 is significant for Indian cinema (Raja Harishchandra), but by then, international cinema had already progressed to narrative storytelling.
5. Therefore, the late 19th-century date of 1895 is the historical milestone for the Lumière brothers.

Final Answer: The year was 1895.

Answer: (B)



Q29.

Solution**Concept:**

Film Noir is a cinematic term (French for "Black Film") used to describe stylish Hollywood crime dramas, particularly those that emphasize cynical attitudes and sexual motivations. This genre flourished in the 1940s and 50s. Visually, it is characterized by low-key lighting, stark shadows (chiaroscuro), and urban settings. Narratively, it often involves a "hard-boiled" detective, a "femme fatale," and a complex, often non-linear plot that reflects the anxieties of the post-war era.

Solution:

1. Slapstick Comedy relies on physical humor and is generally bright and energetic, the opposite of the Noir mood.
2. Film Noir is the correct answer. The description of "moral ambiguity," "dark themes," and "detectives" are the defining tropes of this genre.
3. Musicals are defined by song and dance sequences and usually have a more optimistic or theatrical tone.
4. Sci-Fi focuses on futuristic concepts and technology, though "Neo-Noir" (like Blade Runner) can combine the two.
5. The specific focus on "stylized visuals and detectives" points directly to Film Noir.

Final Answer: The genre is Film Noir.

Answer: (B)



Q30.

Solution**Concept:**

Cyber Activism, also known as digital activism or online activism, is the use of Internet-based communication technologies for various forms of activism to enable faster and more effective communication by citizen movements. It allows for the rapid dissemination of information to a large audience, which is crucial for organizing protests, raising funds for a cause, or pressuring governments and corporations. It has democratized the ability of individuals to initiate social change without relying on traditional media gatekeepers.

Solution:

1. Cyberbullying is the use of digital platforms to harass or threaten individuals, which is a criminal act and not a form of activism.
2. Cyber Activism is the correct term for organizing and promoting social or political causes via social media (e.g., the MeToo movement or the Arab Spring).
3. Phishing is a fraudulent attempt to obtain sensitive information like passwords by disguising as a trustworthy entity.
4. Clickbait refers to sensationalized headlines designed to encourage users to click a link, usually for advertising revenue.
5. Because the question identifies "organizing political or social causes," it aligns with the definition of activism in the digital sphere.

Final Answer: The term is Cyber Activism.

Answer: (B)



Q31.

Solution**Concept:**

Netiquette, a portmanteau of "network" and "etiquette," refers to the informal code of conduct for respectful and appropriate communication on the internet. Since digital communication lacks non-verbal cues like tone of voice and body language, netiquette helps prevent misunderstandings and fosters a healthy online environment. It covers a wide range of behaviors, from avoiding "shouting" in all caps to respecting others' privacy and intellectual property.

Solution:

1. Netiquette has nothing to do with the physical hardware or the speed of an internet connection.
2. It is strictly a "set of rules for acceptable online behavior." These rules include being polite, avoiding flame wars, and not spamming.
3. The number of followers or the underlying algorithms of a platform are technical or social metrics, not behavioral rules.
4. Common examples of netiquette include double-checking facts before sharing (to prevent misinformation) and acknowledging the source of content.
5. Understanding netiquette is vital in Mass Communication as it defines the ethics of the digital "public sphere."

Final Answer: Netiquettes refer to a set of rules for acceptable online behavior.

Answer: (B)

Q32.

Solution**Concept:**

The democratic role of media is to act as a "watchdog," provide a forum for public debate, and ensure the free flow of information. Social media has expanded this role by lowering the barrier to entry, allowing ordinary citizens to participate in political discourse. This decentralization of power is a core aspect of digital democracy. It enables "participatory culture" where the distinction between the producer (journalist) and consumer (audience) is blurred.

Solution:

1. Using social media for celebrity gossip is an entertainment function, not a democratic one.
2. The democratic potential is fulfilled when the platform "allows citizens to directly hold officials accountable and share diverse views." This bypasses traditional gatekeepers.
3. State censorship is the opposite of a democratic role; it is a tool of authoritarianism.
4. Technical limitations, like character counts, are platform features and do not inherently define the democratic nature of the medium.
5. Therefore, the ability to engage in civic discourse and accountability is the primary democratic strength of social media.

Final Answer: It is demonstrated when it allows citizens to hold officials accountable.

Answer: (B)



Q33.

Solution**Concept:**

In internet slang, a troll is a person who starts quarrels or upsets people on the internet by posting inflammatory, extraneous, or off-topic messages in an online community. The intent of a troll is typically to provoke readers into an emotional response or to disrupt a normal on-topic discussion. This behavior is a significant challenge in modern social media management and digital journalism, as it can lead to toxic environments and the suppression of legitimate discourse.

Solution:

1. An Influencer is someone with a large following who can influence the purchasing or behavior patterns of their audience.
2. A Troll is the correct term for someone who "intentionally starts arguments" or posts inflammatory messages to upset others.
3. A Moderator is someone responsible for maintaining order and enforcing rules within an online community.
4. A Blogger is a person who regularly writes for or maintains an online journal or website.
5. The logic of the question identifies a specific negative, disruptive behavior, which defines the term "Troll."

Final Answer: Such a person is called a Troll.

Answer: (B)

Q34.

Solution**Concept:**

The "Echo Chamber" effect is a metaphor used to describe a situation where certain ideas, beliefs, or data are reinforced through repetition within a closed system. In the context of social media, algorithms are often designed to show users content that aligns with their previous likes and behaviors. This creates a feedback loop where users are rarely exposed to opposing viewpoints, leading to increased polarization and a narrow perspective on complex social issues.

Solution:

1. The effect is not a literal sound echo; it is a metaphorical information echo.
2. It occurs when "users are exposed only to information that reinforces their existing beliefs." This happens through both user choice (following like-minded people) and algorithmic filtering.
3. While it may look like everyone agrees, it is actually just a filtered view of the world within that specific "chamber."
4. Server overloads or technical glitches are hardware issues, not related to the sociology of information flow.
5. Understanding echo chambers is critical for journalists to ensure they are reaching diverse audiences and not just preaching to the choir.

Final Answer: It occurs when users see only information that reinforces existing beliefs.

Answer: (A)



Q35.

Solution**Concept:**

Media Convergence is the process by which various forms of media (print, video, audio, etc.) come together into a single digital platform. It is driven by the digitalization of content and the ubiquity of the internet. For example, a modern smartphone is a converged device because it functions as a camera, a radio, a television, and a newspaper. For media houses, convergence means that a journalist must be a "multimedia" professional, capable of writing a story, recording a podcast, and filming a video for the same news event.

Solution:

1. Media convergence does not necessarily mean the "closing down" of traditional media, though it does force them to change.
2. It is the "merging of different media platforms into a single digital environment." This is the standard academic definition.
3. Changes in hardware prices or competition between old media (like radio vs. print) are economic or historical factors, but they do not define convergence.
4. Convergence allows for a more integrated and interactive user experience.
5. Thus, the unification of diverse media types under the digital umbrella is the core logic.

Final Answer: It refers to the merging of different media platforms into a digital environment.

Answer: (B)



Q36.

Solution**Concept:**

The Internet Paradigm Shift transformed communication from a one-way system into a participatory and interactive model. In traditional media, audiences only consumed information produced by media organizations. However, with the rise of the internet, social media, blogs, and digital platforms, users can now both consume and create content. Such users are known as “Prosumers,” a combination of the words “Producer” and “Consumer.” This is one of the defining characteristics of New Media communication systems.

Solution:

1. In traditional communication systems such as newspapers, radio, and television, the audience mainly received information passively.
2. There was very little opportunity for ordinary people to participate in content creation or public discussion.
3. The development of the internet and digital media platforms changed this structure completely.
4. Today, users can upload videos, write blogs, share opinions, create podcasts, and interact with global audiences instantly.
5. Therefore, modern audiences are no longer only consumers of media content. They also act as producers of information and communication material.
6. Such active participants are called “Prosumers.”
7. Hence, the correct answer is Option (B).

Final Answer: The audience has changed into “Prosumers (Producers + Consumers).”

Answer: (B)



Q37.

Solution**Concept:**

Opinion formation in the digital age happens very quickly because New Media platforms provide real-time communication and instant sharing facilities. Social networking sites, news portals, live streaming platforms, and messaging applications allow information to spread globally within seconds. This rapid flow of communication strongly influences public opinion and social reactions.

Solution:

1. Earlier, public opinion developed slowly because information depended mainly on newspapers, magazines, and scheduled broadcasts.
2. Traditional media had fixed publication or transmission times, which delayed communication.
3. In contrast, digital media platforms operate continuously and provide updates instantly.
4. Social media users can share posts, videos, opinions, and breaking news immediately after events occur.
5. Features such as live updates, instant notifications, comments, and reposting accelerate the spread of information.
6. As millions of people interact simultaneously, opinions are formed very rapidly in society.
7. Weekly magazines and monthly radio shows cannot match this speed of communication.
8. Therefore, the major driving force behind rapid opinion formation is real-time updates and instant sharing on New Media platforms.

Final Answer: The rapidity of opinion formation is driven by real-time updates and instant sharing on New Media.

Answer: (A)



Q38.

Solution**Concept:**

“New Media” refers to digital forms of communication such as social media, websites, streaming platforms, blogs, and online applications. One of its most important features is “Interactivity.” Unlike traditional media, New Media allows users to communicate, respond, participate, and share information actively.

Solution:

1. Traditional media systems like newspapers and television mainly functioned through one-way communication.
2. Audiences could only receive information without participating directly in the communication process.
3. New Media changed this structure by introducing digital interaction between users and content creators.
4. People can now comment on posts, share videos, react to news, participate in discussions, and create their own content.
5. This two-way communication system is known as “Interactivity.”
6. New Media also reduces entry barriers because many digital platforms are free or low-cost.
7. It does not depend on physical delivery systems such as printed paper distribution.
8. Therefore, the defining characteristic among the given options is “Interactivity.”

Final Answer: A major characteristic of New Media is “Interactivity.”

Answer: (B)



Q39.

Solution**Concept:**

The term “Digital Divide” refers to inequality in access to information and communication technologies (ICT). It highlights the gap between people who can access digital resources such as the internet, computers, and smartphones and those who cannot due to economic, social, or geographical reasons.

Solution:

1. Modern societies increasingly depend on digital technology for education, communication, healthcare, and employment opportunities.
2. However, not everyone has equal access to these technologies.
3. Many rural regions, economically weaker sections, and underdeveloped communities lack internet connectivity or digital devices.
4. This creates inequality in opportunities and access to information.
5. People with modern ICT access can learn, communicate, and work more efficiently compared to those without such access.
6. This difference between digitally connected and digitally excluded groups is called the “Digital Divide.”
7. The term does not refer to programming mathematics, tower distance, or social media habits.
8. Therefore, Option (B) correctly defines the Digital Divide.

Final Answer: The Digital Divide is the gap between those who have access to modern ICT and those who do not.

Answer: (B)



Q40.

Solution**Concept:**

Citizen Journalism refers to news reporting and content creation by ordinary individuals instead of professional journalists. The widespread availability of smartphones, internet access, and social media platforms has enabled common people to capture events and share information instantly with global audiences.

Solution:

1. Earlier, journalism required expensive infrastructure such as printing presses, television studios, and satellite broadcasting systems.
2. Ordinary citizens had very limited ability to report events independently.
3. The development of smartphones equipped with cameras and internet connectivity changed this situation completely.
4. Today, people can record videos, take photographs, write reports, and upload content instantly through digital platforms.
5. Social media applications further increase the speed and reach of such information sharing.
6. During emergencies, protests, natural disasters, or important public events, citizens often provide immediate updates before professional media organizations arrive.
7. This active public participation in news reporting is known as Citizen Journalism.
8. Therefore, the main reason behind Citizen Journalism is the widespread availability of smartphones and internet services.

Final Answer: Citizen Journalism is mainly made possible by the ubiquity of smartphones and the internet.

Answer: (B)



Q41.

Solution**Concept:**

Prasar Bharati was established to ensure that public broadcasting in India functions independently and serves the interests of society rather than political authorities. Public broadcasters such as All India Radio (AIR) and Doordarshan are expected to provide educational, cultural, and informative content for the welfare of the public. Autonomy is important so that media organizations can maintain neutrality, credibility, and public trust.

Solution:

1. The passage explains that Prasar Bharati was established in the year 1997.
2. It was created as an autonomous body to supervise both All India Radio and Doordarshan.
3. The word “autonomous” means independent from direct political or governmental control.
4. Before this arrangement, concerns existed that broadcasting services could be influenced by political agendas.
5. Therefore, the main purpose of establishing Prasar Bharati was to protect the independence of public broadcasting.
6. The passage clearly states that it was formed to ensure that AIR and Doordarshan serve the “public interest.”
7. It was not created to increase subscription fees, close AIR, or promote private television channels.
8. Hence, the correct option is Option (C).

Final Answer: Prasar Bharati was established to ensure autonomy and service to the public interest.

Answer: (C)



Q42.

Solution**Concept:**

The Satellite Instructional Television Experiment (SITE) was an important educational broadcasting project in India during the 1970s. It demonstrated how satellite communication technology could be used for social development, especially in rural and remote areas lacking educational resources.

Solution:

1. The passage mentions that SITE was conducted during the 1970s.
2. The experiment used satellite technology for broadcasting purposes.
3. Its main objective was to deliver educational programs to rural populations in India.
4. Rural areas at that time had limited access to schools, educational materials, and communication infrastructure.
5. Through satellite broadcasting, information related to health, agriculture, education, and social awareness could reach remote villages effectively.
6. This experiment proved that television and satellite communication could play an important role in national development.
7. The passage does not mention movie theaters, smartphones, or urban radio tower construction as purposes of SITE.
8. Therefore, the correct option is Option (B).

Final Answer: The SITE experiment used satellites for educational broadcasting in rural areas.

Answer: (B)



Q43.

Solution**Concept:**

Doordarshan originally functioned as a part of All India Radio (AIR). Over time, television broadcasting expanded rapidly and required a separate organizational structure. Therefore, Doordarshan was separated from AIR and became an independent entity.

Solution:

1. According to the passage, television broadcasting in India began in the year 1959.
2. Initially, television services operated under All India Radio.
3. As television became more important and widespread, the need for an independent television organization increased.
4. The passage clearly states that Doordarshan was separated from AIR in the year 1976.
5. This separation allowed television broadcasting to develop independently with specialized management and programming.
6. The other years mentioned in the options correspond to different developments:
 - 1936: AIR was established.
 - 1959: Television broadcasting started.
 - 1997: Prasar Bharati was formed.
7. Hence, the correct year of separation is 1976.

Final Answer: Doordarshan became a separate entity from AIR in 1976.

Answer: (C)



Q44.

Solution**Concept:**

“Bahujan Hitaya, Bahujan Sukhaya” is a Sanskrit phrase that means “for the welfare of the masses and for the happiness of the masses.” This motto reflects the philosophy and responsibility of public broadcasting institutions to work for social welfare, education, and public service rather than purely commercial profit.

Solution:

1. The passage mentions that public broadcasters continue to maintain their core mandate of “Bahujan Hitaya, Bahujan Sukhaya.”
2. Public broadcasters in India mainly include All India Radio and Doordarshan under Prasar Bharati.
3. Their objective is to provide balanced, educational, cultural, and socially useful content to citizens.
4. The motto emphasizes public welfare and collective benefit instead of entertainment alone.
5. Private FM stations and commercial entertainment industries mainly focus on profit and audience ratings.
6. Social media influencers and Hollywood studios are also not associated with this public-service philosophy.
7. Therefore, the phrase is directly connected with the Public Broadcaster system in India.
8. Hence, Option (B) is the correct answer.

Final Answer: The motto “Bahujan Hitaya, Bahujan Sukhaya” is associated with the Public Broadcaster.

Answer: (B)



Q45.

Solution**Concept:**

Public broadcasters today face major challenges due to the rapid growth of private television channels, online streaming services, and digital media platforms. Competition for audience attention has increased significantly in the digital era.

Solution:

1. The passage states that public broadcasters now compete with private satellite channels and digital streaming platforms.
2. Earlier, organizations like AIR and Doordarshan had limited competition because broadcasting options were fewer.
3. With technological advancements, viewers now have access to numerous private channels, websites, mobile applications, and streaming services.
4. These platforms provide entertainment and information instantly and often attract larger audiences.
5. As a result, public broadcasters must modernize and adopt digital transformation strategies.
6. At the same time, they must continue fulfilling their social responsibility and public-service mandate.
7. The passage does not identify the 1920s technology shortage, AIR-Doordarshan separation, or the independence struggle as present-day challenges.
8. Therefore, the main challenge mentioned is competition from private and digital platforms.

Final Answer: The present challenge for public broadcasters is competition from private and digital platforms.

Answer: (B)



Q46.

Solution**Concept:**

Media convergence refers to the merging of different media platforms such as print, television, radio, and digital media into a unified communication system. It is both a technological and cultural transformation that changes how content is produced, distributed, and consumed. Instead of separate industries, modern media operates through integrated digital platforms.

Solution:

1. Earlier, newspapers, radio, and television functioned as separate industries with independent production systems.
2. Each medium had its own method of content creation and distribution.
3. With technological advancement, these boundaries have merged.
4. Today, a single newsroom creates content for multiple platforms such as print, websites, podcasts, and social media.
5. This integration of different media forms is known as media convergence.
6. It is not a return to traditional journalism nor a decline of the internet.
7. It represents a combination of technological innovation and cultural change.
8. Therefore, Option (B) is correct.

Final Answer: Media convergence is a cultural and technological merging of media platforms.

Answer: (B)

Q47.

Solution**Concept:**

In the digital age, news organizations face intense pressure to report events quickly due to competition and audience demand for instant updates. However, this urgency often compromises the quality of journalism, leading to errors and insufficient depth in reporting.

Solution:

1. Digital platforms allow news to be published instantly and reach global audiences within seconds.
2. Because multiple media outlets compete for attention, being the first to report becomes a priority.
3. This competitive environment creates pressure on journalists and news organizations.
4. In many cases, verification of facts is rushed or incomplete.
5. As a result, mistakes and inaccuracies may appear in news reports.
6. Additionally, reports may lack detailed analysis or depth due to time constraints.
7. This reduces the overall quality and reliability of journalism.
8. Therefore, the correct consequence is errors and lack of depth in journalism.

Final Answer: The pressure leads to errors and a lack of depth in journalism.

Answer: (C)



Q48.

Solution**Concept:**

Participatory culture refers to a media environment where audiences are not just passive consumers but active contributors. With digital platforms, users can create, share, and modify content, contributing to the overall media ecosystem.

Solution:

1. In traditional media systems, audiences only consumed content created by professionals.
2. They had limited or no role in content creation or distribution.
3. The internet and digital technologies changed this structure completely.
4. Social media platforms, blogs, and video-sharing sites allow users to create their own content.
5. Users can also comment, share, remix, and interact with existing content.
6. This transformation makes audiences active participants in communication.
7. Such involvement of users in both consumption and creation is called participatory culture.
8. Therefore, Option (B) is correct.

Final Answer: Participatory culture means audiences acting as both consumers and creators.

Answer: (B)

Q49.

Solution**Concept:**

On-demand access in digital media refers to the ability of users to access content whenever they want, without being restricted by fixed broadcasting schedules. This is one of the key features of modern digital communication systems.

Solution:

1. Traditional media such as television and radio followed fixed schedules for broadcasting programs.
2. Viewers had to tune in at specific times to access content.
3. In contrast, digital platforms such as streaming services and online websites provide flexible access.
4. Users can choose what they want to watch, read, or listen to at any time.
5. This flexibility allows access from any location using internet-enabled devices.
6. It removes dependence on scheduled programming and physical limitations.
7. Therefore, on-demand access means content is available anytime and anywhere according to user preference.
8. Hence, Option (B) is correct.

Final Answer: On-demand access means accessing content whenever and wherever users choose.

Answer: (B)



Q50.

Solution**Concept:**

Although new media has democratic potential by allowing free expression and participation, it also faces major challenges. Two of the most significant issues are misinformation and the digital divide, both of which limit the effectiveness and fairness of digital communication systems.

Solution:

1. Digital platforms allow users to freely create and share information.
2. However, not all information shared online is accurate or verified.
3. The spread of false or misleading content is known as misinformation.
4. This can influence public opinion negatively and create confusion.
5. Another major issue is the digital divide, which refers to unequal access to digital technologies.
6. People without internet access or digital literacy cannot fully participate in online communication.
7. These two factors reduce the democratic potential of new media.
8. Therefore, the correct answer is misinformation and the digital divide.

Final Answer: The hurdle is misinformation and the digital divide.

Answer: (B)



Answer Key

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

