

CUET-UG Mass Media & Communication Sample Paper - 13

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, a broadcaster who uses complex vocabulary that the audience fails to understand is introducing which specific type of 'Noise'?

- (A) Physical Noise
- (B) Semantic Noise
- (C) Channel Noise
- (D) Psychological Noise

Q2. The transition from the 'Transistor Radio' era to the 'FM Rainbow' and private 'FM Phase III' in India primarily reflects which trend in the evolution of radio?

- (A) Commercialization and Hyper-localization
- (B) Centralization of state control
- (C) Transition from digital to analog signals
- (D) Elimination of community participation

Q3. Assertion (A): Media for Social Change often utilizes the 'Participatory Model' rather than the 'Diffusion of Innovation' model. Reason (R): The Participatory Model empowers the grassroots community to define their own development goals rather than being passive receivers.



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

Q4. In Journalism, when a reporter uses the 'Inverted Pyramid' style, what is the primary purpose of the 'Nut-graph' following the Lead?

- (A) To provide a list of all sources and contact details.
- (B) To explain the context and why the story is important now.
- (C) To act as a narrative climax for the story.
- (D) To provide a chronological history of the event.

Q5. Match the Media Ethics/Laws in List-I with their corresponding definitions in List-II:

List-I (Term)	List-II (Definition)
(A) Plagiarism	(I) Publishing sensitive info during trial
(B) Libel	(II) Stealing another's intellectual work
(C) Contempt of Court	(III) Prohibiting info on state security
(D) Official Secrets Act	(IV) Written defamatory statement

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

Q6. Under the Indian Penal Code, a journalist can be protected from a 'Defamation' charge if they can prove the statement was made in:

- (A) Total secrecy without witnesses.
- (B) Good faith for the public good.
- (C) A state of emotional distress.



(D) An anonymous social media handle.

Q7. In Public Relations, which strategy involves an organization proactively identifying potential risks and addressing them before they turn into a full-blown scandal?

(A) Damage Control

(B) Issues Management

(C) Image Restoration

(D) Covert Branding

Q8. A Public Relations Officer (PRO) organizes a 'Press Junket' for a new film release. What is the primary objective of this event?

(A) To hire new production staff for the next project.

(B) To facilitate interviews between journalists and the film's cast/crew.

(C) To sell movie tickets directly to the press.

(D) To edit the final version of the film's trailer.

Q9. Which concept in Advertising refers to the psychological process where a consumer develops a long-term emotional attachment to a particular brand?

(A) Brand Equity

(B) Brand Loyalty

(C) Brand Recognition

(D) Brand Awareness

Q10. In Television Production, during which stage does the Director finalize the 'Camera Blocking' and the 'Script breakdown'?

(A) Production

(B) Pre-production



- (C) Post-production
- (D) Distribution

Q11. What is the technical function of a 'Vision Mixer' (Switcher) in a live multi-camera TV news broadcast?

- (A) To record the sound of the audience.
- (B) To switch between live camera feeds and graphics seamlessly.
- (C) To write the headlines on the teleprompter.
- (D) To adjust the focus of the remote cameras.

Q12. When scripting for Radio, why is the use of 'Signposting' considered essential?

- (A) To indicate where the physical radio tower is located.
- (B) To help the listener follow the flow of information through verbal cues.
- (C) To calculate the total cost of the radio advertisement.
- (D) To help the anchor identify the physical exits in the studio.

Q13. Which type of Radio program format focuses on a specific social issue by blending interviews, ambient sounds, and a narrative script?

- (A) Radio Jingles
- (B) Radio Documentary (Feature)
- (C) Live News Bulletin
- (D) Vox Pop

Q14. In Cinema, the 'Parallel Cinema' movement of the 1970s was a reaction against which dominant trend?

- (A) The use of black and white film.
- (B) The escapist, commercial formula of mainstream Bollywood.



- (C) The lack of sound in Indian films.
- (D) The influence of the Lumiere Brothers.

Q15. The film 'Manthan' (1976), directed by Shyam Benegal, is a landmark in Parallel Cinema primarily because it:

- (A) Was the first Indian film to use CGI.
- (B) Was financed by the collective contributions of milk cooperative farmers.
- (C) Was a silent film made in the era of talkies.
- (D) Featured Hollywood actors in lead roles.

Q16. Which type of Social Media activity involves the use of digital platforms to organize, communicate, and raise awareness for a political or social cause?

- (A) Cyber Trolling
- (B) Cyber Activism
- (C) Algorithm Manipulation
- (D) Data Mining

Q17. The term 'Netiquette' is a combination of 'Network' and 'Etiquette'. Which of the following is considered a core principle of Netiquette?

- (A) Using all capital letters to emphasize urgency in emails.
- (B) Respecting others' privacy and avoiding flame wars.
- (C) Sharing unverified news to ensure speed of information.
- (D) Tagging people in irrelevant promotional posts.

Q18. The transition from Web 1.0 (Read-only) to Web 2.0 (Read-Write) is best characterized by which of the following features?

- (A) Increased dependence on physical newspaper archives.
- (B) User-generated content and social interaction.



- (C) The elimination of the Internet Protocol (IP).
- (D) A decrease in the speed of information delivery.

Q19. In the context of 'New Media', what does 'Media Convergence' refer to?

- (A) The separation of radio, TV, and print into distinct industries.
- (B) The merging of different media platforms (text, audio, video) into a single digital exchange.
- (C) The banning of social media during national elections.
- (D) The physical meeting of journalists at a press club.

Case Study 1

Read the following passage and answer the questions 20 to 24:

'Public Sphere' is a space where individuals come together to discuss social and political problems. In the digital age, Social Media has expanded this sphere, allowing for the 'Rapidity of Opinion'. However, this has also led to the 'Echo Chamber' effect, where users only encounter information that reinforces their existing beliefs. Digital democracy relies on the 'Internet Paradigm Shift', where the audience is no longer just a consumer but a 'Prosumer' (Producer + Consumer). While 'Cyber Activism' has helped movements like MeToo, it also faces threats from 'Trolling' and 'Fake News'.

Q20. According to the passage, what is a 'Prosumer'?

- (A) A professional consumer who buys high-end gadgets.
- (B) An individual who both produces and consumes media content.
- (C) A media owner who controls the distribution of news.
- (D) A government official who monitors social media usage.

Q21. What is a negative consequence of the 'Echo Chamber' effect mentioned in the passage?



- (A) It encourages diverse viewpoints and healthy debate.
- (B) It limits exposure to opposing ideas and reinforces biases.
- (C) It increases the speed of the internet connection.
- (D) It prevents the use of hashtags in social movements.

Q22. Which term in the passage refers to the speed at which public discourse happens in the digital age?

- (A) Internet Paradigm Shift
- (B) Rapidity of Opinion
- (C) Cyber Activism
- (D) Public Sphere

Q23. The passage suggests that the 'Public Sphere' has changed in the digital age by:

- (A) Becoming more restricted and inaccessible to the common man.
- (B) Expanding through social media to allow wider discussion.
- (C) Completely disappearing due to the rise of television.
- (D) Moving away from political topics toward entertainment only.

Q24. Based on the passage, what is a major threat to 'Digital Democracy'?

- (A) The rise of Prosumers.
- (B) The occurrence of Trolling and Fake News.
- (C) The expansion of the Public Sphere.
- (D) The use of hashtags like MeToo.

Q25. In 'Cinema', the 'Lumiere Brothers' are credited with the first public screening of projected motion pictures in 1895. What was the nature of their early films?

- (A) Elaborate fantasy films with special effects.



- (B) 'Actualities' showing real-life events like a train arriving at a station.
- (C) Full-length animated features.
- (D) Silent comedies with complex scripts and professional actors.

Q26. Dadasaheb Phalke is known as the 'Father of Indian Cinema'. His first feature film, 'Raja Harishchandra' (1913), belonged to which genre?

- (A) Social Realism
- (B) Mythological
- (C) Science Fiction
- (D) Action Thriller

Q27. Match the Microphone types in List-I with their primary usage in List-II:

List-I (Mic Type)	List-II (Usage)
(A) Lavalier (Lapel)	(I) High-quality studio music recording
(B) Shotgun	(II) Hands-free news anchoring/interviews
(C) Condenser	(III) Capturing sound from a distance on film sets
(D) Dynamic	(IV) Rugged use for field reporting

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

Q28. In Radio production, what is the role of an 'Amplifier'?

- (A) To convert sound waves into electrical signals.
- (B) To increase the strength of an electronic signal for broadcasting or playback.
- (C) To edit out unwanted portions of a pre-recorded interview.
- (D) To provide visual cues to the radio jockey.



- Q29.** Which of the following is a key characteristic of 'Covert Advertising' (Surrogate Advertising)?
- (A) Directly showing the price and benefits of a product in a 30-second spot.
 (B) Promoting a product subtly by placing it within a movie or TV show.
 (C) Distributing printed pamphlets in a local neighborhood.
 (D) Airing government-sponsored public service announcements.
- Q30.** The '5Ws and 1H' (Who, What, Where, When, Why, and How) are essential for which part of a news story?
- (A) The Byline
 (B) The Hard Lead
 (C) The Soft Feature Headline
 (D) The Photo Caption
- Q31.** What is the primary role of a 'Gatekeeper' in the field of Journalism?
- (A) To physically guard the entrance of a newspaper office.
 (B) To decide which information is selected and what is rejected for publication.
 (C) To sell subscriptions to the general public.
 (D) To repair the printing press machinery.
- Q32.** Match the Cinema Genres in List-I with their typical characteristics in List-II:

List-I (Genre)	List-II (Characteristic)
(A) Film Noir	(I) Focus on future technology and space
(B) Sci-Fi	(II) Dark, cynical themes with heavy shadows
(C) Slapstick	(III) Exaggerated physical comedy
(D) Documentary	(IV) Non-fictional, factual representation

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



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

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

Q33. Assertion (A): Television is considered a 'High Involvement' medium for children compared to radio. Reason (R): Television combines both audio and visual stimuli, making it easier for children to follow and engage with the content.

(A) Both (A) and (R) are true and (R) is the correct explanation of (A).

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

(C) (A) is true but (R) is false.

(D) (A) is false but (R) is true.

Q34. Which of the following is an example of 'Democratic Role' played by Social Media?

(A) Allowing governments to block dissent.

(B) Providing a platform for citizens to hold leaders accountable through direct interaction.

(C) Promoting only the ruling party's advertisements.

(D) Encouraging the spread of unverified viral rumors.

Q35. In Public Relations, what does 'Crisis Management' primarily involve?

(A) Planning the company's annual holiday party.

(B) Handling and minimizing the damage caused by an unexpected negative event.

(C) Designing the new logo for a brand.

(D) Training the sales team to increase revenue.

Case Study 2

Read the following passage and answer the questions 36 to 40:



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Film production is a three-stage process. 'Pre-production' involves scriptwriting, casting, and scouting locations. 'Production' is the actual shooting of the film. 'Post-production' includes editing, sound mixing, and adding visual effects. In the early 20th century, the 'Studio System' dominated Hollywood, where a few major companies controlled every aspect of filmmaking. However, the rise of 'Independent Cinema' allowed directors more creative freedom. Today, digital technology has revolutionized all three stages, making filmmaking more accessible to the masses.

- Q36.** Which of the following activities happens during 'Post-production'?
- (A) Hiring the lead actors.
 - (B) Writing the final scene of the script.
 - (C) Editing the footage and adding sound effects.
 - (D) Operating the camera on the film set.
- Q37.** What was a defining characteristic of the 'Studio System' mentioned in the passage?
- (A) Complete creative freedom for every director.
 - (B) Control of all filmmaking aspects by a few major companies.
 - (C) Use of digital cameras for shooting.
 - (D) Exclusive focus on independent documentaries.
- Q38.** According to the passage, how has digital technology impacted filmmaking?
- (A) It has made the process more expensive and restricted.
 - (B) It has eliminated the need for a script.
 - (C) It has made filmmaking more accessible to a larger number of people.
 - (D) It has forced directors to go back to the studio system.
- Q39.** Which stage of film production involves 'scouting locations'?



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

Q40. The passage contrasts the 'Studio System' with which other type of filmmaking?

- (A) Silent Cinema
- (B) Independent Cinema
- (C) Mythological Cinema
- (D) Animated Cinema

Q41. The process of 'Brand Building' in Advertising is most closely associated with which of the following long-term goals?

- (A) Clearing out old inventory through heavy discounts.
- (B) Creating a unique identity and value proposition in the mind of the consumer.
- (C) Hiring the most expensive celebrity for a single day campaign.
- (D) Increasing the technical specifications of a product.

Q42. Which of the following describes the 'Internet Paradigm Shift' in terms of news consumption?

- (A) A shift from digital news back to printed physical evening editions.
- (B) A transition from linear, scheduled news to on-demand, real-time updates.
- (C) The requirement for every citizen to have a government license to read news.
- (D) A decrease in the total number of people interested in global events.

Q43. In Public Relations, what is the specific role of a 'PRO' (Public Relations Officer) during an organizational 'Crisis'?

- (A) To hide all information from the media until the crisis is over.



- (B) To act as the official spokesperson and manage the flow of accurate information.
- (C) To take over the financial accounting department of the company.
- (D) To physically repair any equipment that caused the crisis.

Q44. In Television Production, the term 'Program Format' refers to:

- (A) The physical size of the television screen.
- (B) The standardized concept and branding of a show that can be licensed (e.g., 'Kaun Banega Crorepati').
- (C) The electricity voltage required to run the studio cameras.
- (D) The brand of the editing software used in post-production.

Q45. Which type of microphone is best suited for a high-intensity field report where the journalist needs to move through a noisy crowd?

- (A) A delicate Condenser studio microphone.
- (B) A rugged Handheld Dynamic microphone.
- (C) A large diaphragm Ribbon microphone.
- (D) A fixed ceiling-mounted microphone.

Q46. Assertion (A): 'Media Convergence' has led to the 'Rapidity of Opinion' on global issues. Reason (R): Convergence allows news to be shared across multiple platforms instantly, enabling immediate public reaction.

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

Q47. In Cinema, which era is known for the transition from silent films to 'Talkies' (films with synchronized sound)?



- (A) Late 1890s
- (B) Late 1920s
- (C) Early 1950s
- (D) Late 1980s

Q48. Which social media phenomenon refers to the act of intentionally posting inflammatory or off-topic messages to provoke an emotional response?

- (A) Crowdsourcing
- (B) Trolling
- (C) Live Streaming
- (D) Podcasting

Q49. The function of a 'Mixer' in a Radio Studio is primarily to:

- (A) Print the scripts for the radio host.
- (B) Balance and blend multiple audio sources (mics, music, callers) into a single output.
- (C) Generate the radio frequency waves for transmission.
- (D) Record the video of the radio jockey for social media.

Q50. In Journalism, the 'Inverted Pyramid' structure is designed primarily to satisfy the needs of which type of reader?

- (A) A reader who wants to read a slow-building mystery story.
- (B) A reader who wants the most important facts immediately due to limited time.
- (C) A reader who only looks at the advertisements in the newspaper.
- (D) A reader who is only interested in the historical background of the event.



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

The Shannon-Weaver model of communication identifies 'Noise' as any interference that distorts the message. Semantic noise specifically refers to barriers created by language, jargon, or complex vocabulary that prevent the receiver from decoding the meaning intended by the source.

Solution:

1. In the given scenario, the broadcaster (source) is using language that the audience (receiver) cannot comprehend. 2. This is not a physical barrier (like static on a radio) or a channel failure (like a broken wire). 3. Instead, it is a failure of meaning-making due to the choice of words. 4. Such linguistic or interpretive obstacles are categorized as 'Semantic Noise'. 5. Therefore, the correct classification is Semantic Noise.

Final Answer: The interference caused by complex vocabulary is Semantic Noise.

Answer: (B)

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

The evolution of radio in India has moved from a centralized, state-run monopoly (All India Radio) to a decentralized model. The introduction of FM (Frequency Modulation) and private FM phases allowed for content that caters to specific cities and local cultures, enhancing commercial viability and audience reach.

Solution:

1. Early radio in India was primarily AM-based and centralized. 2. The 'FM Rainbow' and private 'Phase III' licenses allowed for numerous private channels in specific geographic locations. 3. This led to 'Hyper-localization', where content is created for a specific city's dialect and interests. 4. It also marked a heavy shift toward commercialization, as private players relied on local advertising revenue. 5. This transition does not signify state control or a return to analog signals.

Final Answer: The trend reflects Commercialization and Hyper-localization.

Answer: (A)



Q3.

Solution**Concept:**

Development Communication models differ in their approach. The 'Diffusion of Innovation' is often a top-down model where experts decide what is good for the public. In contrast, the 'Participatory Model' emphasizes two-way communication and community involvement in decision-making for social change.

Solution:

1. Assertion (A) states that social change media often uses the Participatory Model, which is true because modern development communication seeks to be inclusive. 2. Reason (R) explains that this model empowers the community to define their own goals, which is the core definition of the participatory approach. 3. Since the community is no longer just a 'target' but a 'partner', (R) correctly justifies why (A) is the preferred method for sustainable social change. 4. Both statements are factually correct and logically linked.

Final Answer: Both statements are true and (R) correctly explains (A).

Answer: (A)

Q4.

Solution**Concept:**

The 'Inverted Pyramid' is a structural format where the most important information (5Ws and 1H) is at the top. The 'Nut-graph' (short for nutshell paragraph) is a crucial component that follows the lead to summarize the significance of the story.

Solution:

1. The 'Lead' gives the immediate news (what happened). 2. The 'Nut-graph' tells the reader the 'so what'—the context and the broader impact of the news. 3. It serves to transition the reader from the immediate facts to the supporting details of the body. 4. It is not for contact details or a chronological timeline, nor is it the climax (since the most important part was already in the lead).

Final Answer: The Nut-graph provides context and explains the story's importance.

Answer: (B)



Q5.

Solution**Concept:**

Media professionals must navigate a variety of ethical and legal boundaries. These include respecting intellectual property, avoiding defamation, following national security laws, and respecting the judicial process.

Solution:

1. (A) Plagiarism is the act of using someone else's work or ideas without giving credit—matching with (II). 2. (B) Libel is a specific form of defamation that is written or published in a permanent form—matching with (IV). 3. (C) Contempt of Court occurs when media reporting interferes with the administration of justice—matching with (I). 4. (D) The Official Secrets Act (1923) is a law used to prevent the disclosure of state secrets—matching with (III). 5. The sequence (A)-(II), (B)-(IV), (C)-(I), (D)-(III) is the only correct alignment.

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

Answer: (A)

Q6.

Solution**Concept:**

The Indian Penal Code (IPC) and the Constitution provide certain "exceptions" to defamation. While publishing a false statement that harms a person's reputation is an offense, the law protects journalists if the publication meets specific criteria involving public interest and the absence of malicious intent.

Solution:

1. Defamation laws are meant to balance the right to reputation with the right to free speech. 2. Under the IPC, 'Good Faith' is a primary defense. This means the journalist believed the information was true and had a valid reason to publish it. 3. Furthermore, the content must be for the 'Public Good', meaning it serves a societal interest rather than just being gossip. 4. Secrecy, emotional distress, or anonymity do not provide legal protection against a defamation lawsuit. 5. Proving that the statement was made in good faith for the benefit of the public is the standard legal shield for a reporter.

Final Answer: A journalist is protected if the statement was made in good faith for the public good.

Answer: (B)



Q7.

Solution**Concept:**

Public Relations (PR) is not just about reacting to problems; it is about "Issues Management." This involves a proactive process of monitoring the environment, identifying trends or emerging concerns, and managing them before they escalate into a crisis that could damage the brand.

Solution:

1. 'Damage Control' and 'Image Restoration' are reactive strategies—they happen after the scandal has already occurred. 2. 'Covert Branding' is a marketing tactic and not a risk management strategy. 3. 'Issues Management' is the proactive function of PR that acts as an early warning system. 4. By identifying a potential risk early, the organization can change its policy or communicate its stance to prevent a negative public reaction. 5. This proactive alignment helps maintain a stable organizational reputation.

Final Answer: The strategy of proactive risk identification is called Issues Management.

Answer: (B)

Q8.

Solution**Concept:**

A 'Press Junket' is a specialized Public Relations event commonly used in the entertainment and film industry. It is a concentrated period of promotion where media representatives are invited to a single location to conduct rapid-fire interviews with the talent associated with a project.

Solution:

1. During a movie's promotional phase, it is inefficient for actors to travel to every individual news station. 2. The PRO organizes a 'Junket' where journalists from various outlets are flown in or gathered. 3. The primary goal is to provide these journalists with exclusive content and interviews to ensure the film gets maximum media coverage. 4. It is not about selling tickets directly, hiring staff, or editing the film; it is strictly a media-relation tool to facilitate publicity. 5. This creates a "buzz" in the media right before the release date.

Final Answer: The objective is to facilitate interviews between journalists and the film's cast/crew.

Answer: (B)



Q9.

Solution**Concept:**

In the life cycle of a brand, "Brand Loyalty" represents the highest level of consumer commitment. It goes beyond simple "Awareness" (knowing the name) or "Recognition" (identifying the logo); it is a psychological preference that results in repeat purchases regardless of competitors.

Solution:

1. Brand Awareness and Recognition are the initial stages where a consumer simply knows the brand exists. 2. Brand Equity refers to the commercial value derived from consumer perception. 3. Brand Loyalty, however, is the specific emotional and psychological attachment mentioned in the question. 4. A loyal consumer will often ignore lower prices from competitors because they trust and identify with their preferred brand. 5. This attachment is built through consistent quality and effective emotional advertising over a long period.

Final Answer: The psychological process of long-term emotional attachment is Brand Loyalty.

Answer: (B)

Q10.

Solution**Concept:**

Television production is divided into three distinct phases: Pre-production, Production, and Post-production. The 'Pre-production' phase is the planning stage where all logistical and creative decisions are made before the cameras start rolling.

Solution:

1. 'Camera Blocking' involves planning where the cameras and actors will move during a scene. 2. 'Script Breakdown' is the process of identifying every element (props, cast, locations) needed for each scene. 3. These tasks must be completed before the actual filming (Production) begins to save time and money. 4. Post-production is for editing and distribution is for the final release. 5. Therefore, the planning of camera movements and script requirements falls squarely under Pre-production.

Final Answer: These tasks are finalized during the Pre-production stage.

Answer: (B)



Q11.

Solution**Concept:**

In a live television studio environment, multiple cameras capture different angles simultaneously. The coordination of these visual inputs happens in the Production Control Room (PCR) using a critical piece of hardware known as the 'Vision Mixer' or 'Switcher'.

Solution:

1. The Director decides which camera angle should be "on-air" at any given moment. 2. The Vision Mixer operator executes these transitions by pressing buttons on the switcher. 3. This allows for instantaneous cuts, fades, or wipes between camera 1, camera 2, pre-recorded videos, or digital graphics like news scrolls. 4. It does not handle audio recording (which is the job of the audio console) or teleprompter writing (which is done by the editorial team). 5. Thus, its primary technical function is the seamless switching of video sources.

Final Answer: The Vision Mixer switches between live camera feeds and graphics seamlessly.

Answer: (B)

Q12.

Solution**Concept:**

Radio is a blind medium, often described as "theatre of the mind." Unlike TV or print, the listener cannot go back to re-read or re-watch a segment. Therefore, the script must provide mental markers, known as 'Signposting', to guide the listener.

Solution:

1. Signposting involves using verbal phrases like "Coming up next," "In our first story today," or "Returning to our discussion on..." 2. These cues act as "navigational aids" for the ears, helping the listener understand the structure of the program. 3. Without signposting, a radio listener might feel lost when the topic changes abruptly. 4. It has nothing to do with the physical radio tower or the studio infrastructure. 5. It is purely a scripting technique to ensure clarity and narrative flow in an audio-only format.

Final Answer: Signposting helps the listener follow the flow of information through verbal cues.

Answer: (B)



Q13.

Solution**Concept:**

Radio programming uses various formats to deliver content. While a 'News Bulletin' is factual and brief, a 'Radio Documentary' (also called a Feature) is an in-depth exploration of a subject using creative sound design and narrative techniques.

Solution:

1. A Radio Documentary is more complex than a simple interview or 'Vox Pop' (voice of the people).
2. It involves 'scripting for the ear' combined with real-life interviews, ambient location sounds (like birds chirping or traffic noise), and a narrator.
3. This combination creates a "documentary" feel that educates the listener about a social or historical issue in a compelling way.
4. Jingles are short musical ads, and news bulletins lack the creative, narrative depth of a feature.
5. Therefore, the blend of sound and narrative script is characteristic of the Radio Documentary.

Final Answer: The format is the Radio Documentary (Feature).

Answer: (B)

Q14.

Solution**Concept:**

Indian Cinema history is marked by the 'New Wave' or 'Parallel Cinema' movement, which emerged as an alternative to the commercial film industry. This movement focused on realism, social issues, and artistic integrity.

Solution:

1. Mainstream Bollywood in the 1960s and 70s was dominated by "masala" films—escapist stories featuring song-and-dance sequences and melodramatic plots.
2. Parallel Cinema directors (like Satyajit Ray, Mrinal Sen, and Shyam Benegal) wanted to move away from these commercial formulas.
3. They chose to depict the harsh realities of rural life, poverty, and political corruption.
4. It was not a reaction against sound or black-and-white film, but a rejection of the "escapist" nature of mainstream cinema.
5. This led to a more serious, intellectual form of filmmaking in India.

Final Answer: Parallel Cinema was a reaction against the escapist, commercial formula of Bollywood.

Answer: (B)



Q15.

Solution**Concept:**

'Manthan' (The Churning) is a pivotal film in the history of both Indian cinema and the cooperative movement. It serves as a prime example of how art can be integrated with social development.

Solution:

1. The film is based on the White Revolution (Amul) in India. 2. Uniquely, it was not funded by a large studio or a single producer. 3. Instead, 500,000 farmers of the Gujarat Cooperative Milk Marketing Federation each contributed 2 ₹ to fund the film's production. 4. This made it India's first "crowdfunded" film, long before the term became popular. 5. Its significance lies in this collective ownership and its focus on rural empowerment and social change.

Final Answer: The film was financed by the collective contributions of milk cooperative farmers.

Answer: (B)

Q16.

Solution**Concept:**

Social media has transformed the way political and social movements are organized. Cyber Activism (also known as digital activism or e-activism) refers to the use of electronic communication technologies and social media platforms to enable various forms of activism to enable faster communication by citizen movements.

Solution:

1. Cyber Activism utilizes platforms like Twitter, Facebook, and Instagram to bypass traditional media gatekeepers and speak directly to the public. 2. It involves organizing protests, signing digital petitions, and spreading awareness through viral hashtags (e.g., BlackLivesMatter or ClimateStrike). 3. Unlike 'Trolling', which is meant to harass or disrupt, activism is goal-oriented toward social or political change. 4. 'Algorithm Manipulation' and 'Data Mining' are technical or commercial practices that do not inherently imply social organizing. 5. Therefore, the use of digital platforms for a cause is defined as Cyber Activism.

Final Answer: The use of digital platforms for a political or social cause is Cyber Activism.

Answer: (B)



Q17.

Solution**Concept:**

As the internet became a primary space for human interaction, a set of social conventions emerged known as 'Netiquette'. These are informal rules for good manners and polite behavior in online environments, ranging from emails to social media comments.

Solution:

1. Netiquette emphasizes treating other users with respect, just as one would in face-to-face communication. 2. Core principles include respecting the privacy of others, using appropriate language, and avoiding 'Flame Wars' (hostile and insulting interactions). 3. Using all capital letters is considered "shouting" and is a violation of Netiquette because it is perceived as aggressive. 4. Sharing unverified news or tagging people in spam is considered poor digital citizenship and goes against these ethics. 5. Thus, respecting privacy and avoiding conflict are central to the definition of Netiquette.

Final Answer: A core principle of Netiquette is respecting others' privacy and avoiding flame wars.

Answer: (B)

Q18.

Solution**Concept:**

The evolution of the World Wide Web is often divided into phases. Web 1.0 was a static environment (the information portal), whereas Web 2.0 marked a shift toward a more social, collaborative, and interactive web experience.

Solution:

1. Web 1.0 was characterized by "read-only" websites where users could only consume information provided by the site owner. 2. Web 2.0 introduced the "Read-Write" web, where the focus shifted to User-Generated Content (UGC). 3. Social media platforms, blogs, and wikis are hallmarks of Web 2.0 because they allow users to interact, comment, and create their own media. 4. This phase did not eliminate Internet Protocols; rather, it utilized them more effectively to increase interactivity. 5. The defining feature of this transition is the move toward social interaction and content creation by the average user.

Final Answer: The transition is characterized by user-generated content and social interaction.

Answer: (B)



Q19.

Solution**Concept:**

In the digital age, the boundaries between traditional media forms have blurred. 'Media Convergence' is the process by which different media technologies and platforms come together to perform similar functions or deliver similar content.

Solution:

1. Historically, if you wanted news, you read a paper; if you wanted music, you turned on the radio. 2. Convergence allows a single device (like a smartphone) to serve as a newspaper, a radio, a television, and a telephone. 3. It involves the merging of content (text, audio, video) into a digital format that can be accessed across various platforms. 4. This is the opposite of separation; it is an integration of industries and technologies. 5. Therefore, the merging of different platforms into a single digital exchange is the correct definition.

Final Answer: Media Convergence refers to the merging of different media platforms into a single digital exchange.

Answer: (B)

Q20.

Solution**Concept:**

The 'Internet Paradigm Shift' has changed the relationship between the media and the audience. The term 'Prosumer'—a portmanteau of "Producer" and "Consumer"—was popularized to describe the active role users play in modern media.

Solution:

1. In traditional media (TV/Print), the audience was a passive consumer. 2. In the age of social media, any user can record a video, write a blog, or post a news update. 3. This means the user is simultaneously consuming content made by others and producing their own content for others to see. 4. According to the passage, this dual role is what defines the 'Prosumer'. 5. It does not refer to professional gadget buyers or government monitors, but to the blurring of the line between creator and audience.

Final Answer: A Prosumer is an individual who both produces and consumes media content.

Answer: (B)



Q21.

Solution**Concept:**

The 'Echo Chamber' is a metaphorical description of a situation in which beliefs are amplified or reinforced by communication and repetition inside a closed system. In the context of Social Media, algorithms often show users content that aligns with their past behavior, leading to this phenomenon.

Solution:

1. According to the passage, the digital age has allowed for a 'Rapidity of Opinion' but has also created these chambers. 2. In an Echo Chamber, an individual only encounters information or opinions that reflect and reinforce their own. 3. This creates a significant problem for a healthy democracy because it limits exposure to opposing viewpoints or diverse ideas. 4. It does not affect internet speed or hashtag usage; its impact is purely cognitive and social, leading to increased polarization. 5. Therefore, the negative consequence is the reinforcement of existing biases and the lack of exposure to differing perspectives.

Final Answer: The Echo Chamber effect limits exposure to opposing ideas and reinforces biases.

Answer: (B)

Q22.

Solution**Concept:**

The passage discusses how the nature of discourse has changed with the advent of New Media. One of the primary characteristics of digital communication is the speed at which information travels and how quickly public sentiment can shift.

Solution:

1. The passage explicitly mentions: "...allowing for the 'Rapidity of Opinion'." 2. This term refers to the instantaneous nature of digital platforms where a single post can trigger thousands of responses in seconds. 3. 'Internet Paradigm Shift' refers to the structural change in how we use the web, and 'Cyber Activism' refers to the goal-oriented use of these tools. 4. The 'Public Sphere' is the space where the discussion happens, but 'Rapidity of Opinion' describes the speed or tempo of that discussion. 5. Thus, the term specifically referring to speed in the text is 'Rapidity of Opinion'.

Final Answer: The term 'Rapidity of Opinion' refers to the speed of public discourse.

Answer: (B)



Q23.

Solution**Concept:**

The 'Public Sphere' is a concept originally developed by philosopher Jürgen Habermas. It describes an area in social life where individuals can come together to freely discuss and identify societal problems, and through that discussion influence political action.

Solution:

1. The passage defines the Public Sphere as a space for discussing social and political problems. 2. It states: "In the digital age, Social Media has expanded this sphere..." 3. This expansion means that more people from different geographical and social backgrounds can now participate in the conversation compared to the era of traditional media. 4. It hasn't disappeared or moved strictly to entertainment; rather, it has become more accessible and broader in scope. 5. Therefore, the passage suggests that social media has served to enlarge the reach and participation within the Public Sphere.

Final Answer: The Public Sphere has changed by expanding through social media to allow wider discussion.

Answer: (B)

Q24.

Solution**Concept:**

While digital platforms offer new opportunities for democratic engagement, they also introduce new risks. Digital Democracy relies on the integrity of information and the safety of the participants in the online public square.

Solution:

1. The passage identifies several challenges to the digital public sphere. 2. It specifically mentions: "...it also faces threats from 'Trolling' and 'Fake News'." 3. 'Trolling' creates a hostile environment that can silence legitimate voices, while 'Fake News' misleads the public, making it difficult to have an informed democratic debate. 4. The rise of 'Prosumers' and the expansion of the 'Public Sphere' are generally viewed as positive or neutral developments in this context. 5. Consequently, the passage highlights Trolling and Fake News as the primary threats to the stability of digital democracy.

Final Answer: A major threat to Digital Democracy is the occurrence of Trolling and Fake News.

Answer: (B)



Q25.

Solution**Concept:**

The Lumiere Brothers (Auguste and Louis) were pioneers of early cinema. Their invention, the 'Cinématographe', was a portable camera and projector. Their early films were quite different from the narrative-driven movies we see today.

Solution:

1. In 1895, the Lumiere Brothers focused on capturing reality without a script or professional actors. 2. These short films were known as 'Actualities' because they documented actual events. 3. Famous examples include "Workers Leaving the Lumiere Factory" and "Arrival of a Train at La Ciotat." 4. These films lacked special effects, complex plots, or animation—elements that were developed later by pioneers like Georges Méliès. 5. Therefore, the nature of their work was the realistic documentation of everyday life.

Final Answer: Their early films were 'Actualities' showing real-life events.

Answer: (B)

Q26.

Solution**Concept:**

Dadasaheb Phalke, the pioneer of the Indian film industry, released India's first indigenous full-length feature film in 1913. Given the cultural context of India at the time, he chose a subject that was deeply rooted in the country's spiritual and oral traditions to ensure it resonated with the masses.

Solution:

1. 'Raja Harishchandra' (1913) is a story based on the legend of a king known for his unwavering commitment to truth. 2. This story is a part of the Puranas and the Mahabharata, making it a classic 'Mythological' tale. 3. During this era, mythological films were the most popular genre because the audience was already familiar with the characters and the moral lessons. 4. It was not a 'Social Realist' film (which became popular much later) or 'Sci-Fi'. 5. By choosing a mythological theme, Phalke successfully established a foundation for the Indian cinema industry.

Final Answer: The film 'Raja Harishchandra' belongs to the Mythological genre.

Answer: (B)



Q27.

Solution**Concept:**

Different audio-visual production environments require specialized tools to capture high-quality sound. Microphones are designed with specific "pickup patterns" and physical builds to suit different recording conditions, from quiet studios to noisy outdoor locations.

Solution:

1. (A) Lavalier (Lapel) mics are small and clip onto clothing, allowing news anchors to be 'hands-free'—matching with (II). 2. (B) Shotgun mics are highly directional and used on 'booms' to capture sound from a distance without the mic appearing in the frame—matching with (III). 3. (C) Condenser mics are extremely sensitive and used in controlled 'studio' environments for music or voice-overs—matching with (I). 4. (D) Dynamic mics are durable and rugged, making them the standard choice for 'field reporting' where they might be handled roughly—matching with (IV). 5. The correct sequence is (A)-(II), (B)-(III), (C)-(I), (D)-(IV).

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

Answer: (A)

Q28.

Solution**Concept:**

In the chain of audio broadcasting, sound travels through various stages. An 'Amplifier' is a fundamental electronic component used to manage the amplitude (strength) of the audio signal before it is sent to the speakers or the transmitter.

Solution:

1. A microphone converts sound waves into very weak electrical signals. 2. These weak signals are not strong enough to drive a speaker or be broadcast over long distances. 3. The 'Amplifier' takes this low-power electronic signal and increases its power (amplitude) while maintaining the original waveform's characteristics. 4. It does not perform editing functions or provide visual cues to the RJ. 5. Therefore, its primary role in radio production is the strengthening of the signal for playback or transmission.

Final Answer: The role of an Amplifier is to increase the strength of an electronic signal.

Answer: (B)



Q29.

Solution**Concept:**

'Covert Advertising' (often called Product Placement or Surrogate Advertising) is a technique used to bypass traditional advertising clutter or legal restrictions. It involves integrating a product or brand into the actual content of a medium rather than using a separate ad break.

Solution:

1. Direct advertisements are clearly labeled and separated from the program content. 2. Covert advertising is subtle; for example, a lead character in a movie might prominently use a specific brand of smartphone or drink a particular soda. 3. This creates a subconscious association between the character's lifestyle and the product. 4. It is often used for products like alcohol or tobacco in countries where direct advertising of such goods is banned (Surrogate Advertising). 5. Placing a product within the narrative of a show or film is the defining feature of this method.

Final Answer: Covert advertising involves promoting a product subtly within a movie or TV show.

Answer: (B)

Q30.

Solution**Concept:**

The 'Hard Lead' is the most critical part of a news story written in the inverted pyramid style. Its function is to give the reader the most important facts immediately, ensuring that even if they only read the first sentence, they understand the core event.

Solution:

1. The '5Ws and 1H' (Who, What, Where, When, Why, and How) represent the factual skeleton of any news event. 2. Journalists aim to pack as many of these elements as possible into the very first paragraph, known as the 'Lead'. 3. This is essential for 'Hard News' (breaking news) to provide clarity and speed of information. 4. It is not found in the byline (which is the reporter's name) or the photo caption (which describes a specific image). 5. Therefore, these elements are the essential building blocks of a Hard Lead.

Final Answer: The 5Ws and 1H are essential for the Hard Lead of a news story.

Answer: (B)



Q31.

Solution**Concept:**

The concept of 'Gatekeeping' is central to mass communication theory. It refers to the process through which information is filtered for dissemination, whether for publication, broadcasting, the Internet, or some other mode of communication. In a newsroom, various individuals act as gates.

Solution:

1. A news organization receives thousands of information pieces daily from reporters, news agencies, and press releases. 2. It is physically and temporally impossible to publish everything. 3. The 'Gatekeeper' (usually an Editor or News Producer) evaluates the news value, ethics, and legalities of each story. 4. They decide which stories are important enough to be 'let through the gate' to the audience and which should be 'blocked'. 5. This function ensures that the final news product aligns with the organization's standards and the public interest.

Final Answer: The primary role of a Gatekeeper is to decide which information is selected and what is rejected for publication.

Answer: (B)

Q32.

Solution**Concept:**

Film genres are categories that classify movies based on shared thematic or artistic elements. Understanding these genres helps the audience have certain expectations regarding the visual style and narrative structure of the film.

Solution:

1. (A) Film Noir is a cinematic term used to describe stylish Hollywood crime dramas, often characterized by 'cynical attitudes' and 'low-key lighting' that creates heavy shadows—matching with (II). 2. (B) Sci-Fi (Science Fiction) uses speculative, fictional science-based phenomena such as 'future technology' or space travel—matching with (I). 3. (C) Slapstick is a type of comedy involving 'exaggerated physical activity' which exceeds the boundaries of normal physical comedy—matching with (III). 4. (D) Documentary films are 'non-fictional' motion pictures intended to document reality, primarily for the purposes of instruction or maintaining a historical record—matching with (IV). 5. The matching sequence is (A)-(II), (B)-(I), (C)-(III), (D)-(IV).

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

Answer: (A)



Q33.

Solution**Concept:**

The level of audience involvement varies significantly between media types. Mediums that engage multiple senses are generally considered 'high involvement' or 'hot' mediums, as they command more of the viewer's attention and sensory processing.

Solution:

1. Assertion (A) states that Television is a high involvement medium for children, which is true because it captures their attention through moving images and sound. 2. Reason (R) explains that TV combines both audio and visual stimuli. 3. Because children are in a developmental stage, the 'multisensory' nature of TV makes it much easier for them to process and follow the story compared to radio, which requires the child to imagine the visuals (theatre of the mind). 4. Therefore, the presence of visuals (R) is exactly why children are more deeply engaged/involved (A) with the medium. 5. Both statements are correct, and (R) provides a perfect logical justification for (A).

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

Answer: (A)

Q34.

Solution**Concept:**

Social media has been lauded for its potential to democratize communication. In a democratic setup, media serves as a "Fourth Estate," and social media extends this role by giving a direct voice to the average citizen.

Solution:

1. A democratic role involves transparency, accountability, and participation. 2. While social media can be used for trolling or government blocking, those are negative or authoritarian uses of the tool. 3. The 'Democratic Role' is best exemplified when citizens use these platforms to interact directly with elected officials, ask questions, and demand accountability. 4. This removes the traditional barriers between the 'governed' and the 'governors', fostering a more direct form of democracy. 5. Therefore, providing a platform for accountability and interaction is the correct democratic function.

Final Answer: The democratic role is seen in providing a platform for citizens to hold leaders accountable through direct interaction.

Answer: (B)



Q35.

Solution**Concept:**

In Public Relations, 'Crisis Management' is the process by which an organization deals with a sudden and unexpected situation that threatens to harm the organization, its stakeholders, or the general public.

Solution:

1. A crisis can be anything from a product recall to a financial scandal or a natural disaster affecting the company. 2. Crisis Management involves identifying the threat, containing the situation, and communicating with the public to minimize reputation damage. 3. It is a reactive but highly planned process that differs from 'Issues Management' (which is proactive). 4. It is not about administrative tasks like holiday parties or sales training; it is specifically about 'damage control' during negative events. 5. The main goal is to protect the brand's image during its most vulnerable moments.

Final Answer: Crisis Management involves handling and minimizing the damage caused by an unexpected negative event.

Answer: (B)

Q36.

Solution**Concept:**

The filmmaking process is globally standardized into three main chronological phases. 'Post-production' is the final creative stage where all the individual elements filmed during production are assembled and polished to create the final cinematic product.

Solution:

1. Pre-production handles planning (script, cast) and Production handles the actual filming. 2. Post-production begins once the 'principal photography' (shooting) is wrapped up. 3. Key activities in this stage include 'Film Editing' (arranging shots), 'Sound Mixing' (balancing dialogue and music), and the addition of 'Visual Effects' (VFX) or color grading. 4. Hiring actors and writing scripts are part of pre-production, while operating the camera is the core task of the production phase. 5. Therefore, editing and sound effects are the hallmark tasks of the Post-production phase.

Final Answer: Editing the footage and adding sound effects happens during Post-production.

Answer: (C)



Q37.

Solution**Concept:**

The 'Studio System' was a method of film production and distribution dominant in Hollywood from the 1920s to the 1950s. It was characterized by 'Vertical Integration', where a few large film studios controlled every aspect of the industry.

Solution:

1. Under this system, major studios (like MGM or Paramount) owned the production facilities, had actors under long-term contracts, and even owned the cinema chains where films were shown. 2. This allowed a few companies to have a monopoly over what the public watched. 3. As the passage mentions, it was a system where "a few major companies controlled every aspect of filmmaking." 4. This was the opposite of independent cinema, as creative decisions were often dictated by the studio heads rather than the directors. 5. Thus, centralized control is the defining characteristic of this historical system.

Final Answer: The Studio System involved control of all filmmaking aspects by a few major companies.

Answer: (B)

Q38.

Solution**Concept:**

The shift from analog to digital technology has democratized the field of filmmaking. Earlier, filmmaking required expensive film stock, massive cameras, and professional labs, which limited the field to wealthy studios.

Solution:

1. Digital cameras (including DSLRs and smartphones) have significantly reduced the cost of capturing high-quality images. 2. Digital editing software allows anyone with a computer to edit a film, removing the need for expensive physical cutting rooms. 3. The passage notes that technology has "revolutionized all three stages, making filmmaking more accessible to the masses." 4. This means a larger, more diverse group of people (independent creators, students, activists) can now tell their stories through film. 5. It has not eliminated the script or forced a return to the studio system; rather, it has broken the barriers to entry.

Final Answer: Digital technology has made filmmaking more accessible to a larger number of people.

Answer: (C)



Q39.

Solution**Concept:**

'Pre-production' is the preparatory phase of filmmaking. It involves all the logistical work that must be completed to ensure that when the expensive production phase starts, the crew knows exactly what to do and where to go.

Solution:

1. 'Location Scouting' is the process where the production team (often the Director and Location Manager) looks for the best physical places to film the scenes described in the script. 2. This must be done before shooting begins to secure permits, check for lighting conditions, and manage logistics. 3. According to the passage, "Pre-production involves scriptwriting, casting, and scouting locations." 4. Once production starts, the focus is purely on capturing the performance; there is no time left for scouting. 5. Therefore, scouting locations is a critical preparatory task belonging to Pre-production.

Final Answer: Scouting locations happens during the Pre-production stage.

Answer: (B)

Q40.

Solution**Concept:**

The history of cinema is often told as a struggle between centralized commercial power and individual creative expression. The passage uses the 'Studio System' to represent the former and 'Independent Cinema' to represent the latter.

Solution:

1. The 'Studio System' relied on mass-produced, formulaic films controlled by corporations. 2. 'Independent Cinema' (Indie films) refers to films produced outside the major studio system. 3. The passage states: "However, the rise of 'Independent Cinema' allowed directors more creative freedom." 4. This highlights the contrast: the Studio System prioritized commercial control, while Independent Cinema prioritized the director's unique vision. 5. The passage does not contrast the studio system with silent, mythological, or animated cinema in this context.

Final Answer: The passage contrasts the Studio System with Independent Cinema.

Answer: (B)



Q41.

Solution**Concept:**

Brand building is a holistic, long-term process in advertising and marketing. It involves more than just selling a product; it is about creating a distinct "personality" for the product that differentiates it from competitors in a crowded marketplace.

Solution:

1. While short-term tactics like heavy discounts (Option A) aim at clearing stock, they often devalue a brand in the long run. 2. Brand building focuses on establishing a "Unique Selling Proposition" (USP) and a specific value proposition. 3. This creates a psychological "space" in the consumer's mind where they associate the brand with specific qualities, such as luxury, reliability, or innovation. 4. Celebrity endorsements (Option C) are only a tool within this process, not the goal itself. 5. Therefore, the primary long-term objective of brand building is to cultivate a unique identity and perceived value that ensures customer loyalty and recognition.

Final Answer: Brand building is about creating a unique identity and value proposition in the consumer's mind.

Answer: (B)

Q42.

Solution**Concept:**

A 'Paradigm Shift' refers to a fundamental change in approach or underlying assumptions. The internet has caused a massive shift in the news industry by changing the way information is distributed and consumed, moving away from fixed schedules.

Solution:

1. In the traditional era, news consumption was "linear"—meaning you waited for the 8:00 PM broadcast or the morning newspaper. 2. The internet has introduced an "on-demand" model where news is available 24/7. 3. This shift is characterized by real-time updates; news is reported as it happens through social media and news apps, rather than being held for a specific print or air time. 4. It does not mean a return to physical print or a decrease in global interest; in fact, global interconnectedness has increased. 5. Thus, the shift from scheduled, gatekept information to real-time, on-demand consumption is the core of this paradigm shift.

Final Answer: The shift represents a transition from linear, scheduled news to on-demand, real-time updates.

Answer: (B)



Q43.

Solution**Concept:**

During an organizational crisis, communication is the most critical element. The Public Relations Officer (PRO) acts as the bridge between the organization and its various stakeholders, including the public, employees, and the media.

Solution:

1. Hiding information (Option A) usually worsens a crisis, as it leads to speculation, rumors, and a loss of public trust. 2. The PRO's specific role is to centralize communication. By acting as the official spokesperson, they ensure that the organization speaks with one consistent voice. 3. Their task is to provide accurate, timely information to the media to manage the narrative and mitigate reputation damage. 4. They do not handle technical repairs or financial accounting, as those are the responsibilities of other specialized departments. 5. Effective crisis PR relies on transparency and being the most reliable source of information during the event.

Final Answer: The PRO acts as the official spokesperson and manages the flow of accurate information.

Answer: (B)

Q44.

Solution**Concept:**

In the global television industry, a 'Program Format' is a piece of intellectual property. It is the "recipe" for a show, including its rules, set design, catchphrases, and musical cues, which can be sold and adapted in different countries.

Solution:

1. A format is different from a single episode; it is the underlying structure that makes a show recognizable. 2. For example, 'Kaun Banega Crorepati' is the Indian version of the global format 'Who Wants to Be a Millionaire?'. 3. Buying a format allows a local producer to use a proven, successful concept rather than inventing a new one from scratch. 4. It has nothing to do with the physical screen size, the brand of software, or the electricity in the studio. 5. Therefore, it refers to the standardized, licensable concept and branding of a television program.

Final Answer: Program Format refers to the standardized concept and branding of a show that can be licensed.

Answer: (B)



Q45.

Solution**Concept:**

Field reporting involves unpredictable environments where equipment is subject to physical handling, background noise, and varying weather conditions. The choice of microphone depends on durability and its ability to isolate the reporter's voice.

Solution:

1. Condenser microphones (Option A) are too sensitive and fragile for a noisy crowd; they would pick up too much background noise and could easily break. 2. Dynamic microphones are built with a rugged internal mechanism that can withstand being moved quickly or even dropped. 3. Their pickup pattern is typically designed to focus on the sound source directly in front of the mic (the journalist), making them ideal for noisy environments. 4. Ribbon mics are far too delicate for field use, and ceiling-mounted mics are for fixed studio installations. 5. Thus, the rugged handheld dynamic microphone is the industry standard for on-the-ground journalism.

Final Answer: A rugged Handheld Dynamic microphone is best suited for high-intensity field reports.

Answer: (B)

Q46.

Solution**Concept:**

The relationship between Media Convergence and the 'Rapidity of Opinion' is a core aspect of digital communication. Convergence refers to the merging of platforms, while Rapidity of Opinion refers to the speed at which the public responds to news.

Solution:

1. Assertion (A) states that Media Convergence has led to a faster exchange of opinions, which is a factually correct observation of the digital age. 2. Reason (R) explains the mechanism: because news is now cross-platform (accessible on phones, laptops, and tablets via various apps), it reaches a global audience simultaneously. 3. This instantaneous reach allows for "real-time" feedback, where public opinion is formed and expressed within minutes of an event. 4. Without the technological merging of channels (Convergence), the speed of public reaction would still be limited by the slower cycles of traditional print or broadcast. 5. Thus, (R) provides the direct technical reason why (A) occurs. Both are true, and (R) is the correct explanation.

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

Answer: (A)



Q47.

Solution**Concept:**

The evolution of cinema is marked by the transition from the "Silent Era" to the "Sound Era." This was a technological revolution that changed acting styles, directing, and the way stories were told on screen.

Solution:

1. While experiments with sound occurred earlier, the late 1920s is the official period of this global transition. 2. The landmark film 'The Jazz Singer' (1927) is widely considered the first feature-length 'Talkie' that popularized synchronized dialogue. 3. In India, this transition followed shortly after with the release of 'Alam Ara' in 1931. 4. By the end of the 1920s, the infrastructure of cinema houses began changing to accommodate audio speakers. 5. Therefore, the late 1920s is the definitive era for the rise of synchronized sound in cinema.

Final Answer: The transition to 'Talkies' occurred in the Late 1920s.

Answer: (B)

Q48.

Solution**Concept:**

Social media interaction is governed by various behaviors, some productive and some disruptive. 'Trolling' is a specific negative behavior that has significant implications for digital discourse and online safety.

Solution:

1. Trolling is defined by the intent of the user. The primary goal is to provoke, annoy, or upset others to get an emotional reaction. 2. Unlike 'Crowdsourcing' (which is collaborative) or 'Podcasting' (which is informative), trolling is inherently antagonistic. 3. Trolls often hide behind anonymity to post inflammatory comments that are unrelated to the actual topic of discussion. 4. This behavior can lead to the 'silencing' of legitimate voices in the public sphere, as identified in theories of digital democracy. 5. Therefore, the act of posting to provoke an emotional response is known as Trolling.

Final Answer: The act of posting inflammatory messages to provoke an emotional response is Trolling.

Answer: (B)



Q49.

Solution**Concept:**

A 'Mixer' (or Audio Console) is the heart of a Radio Studio's technical operations. It serves as the central point where all various audio inputs are managed before they are sent to the transmitter for broadcast.

Solution:

1. In a live radio show, there are many sounds happening: the host's voice, music tracks, pre-recorded advertisements, and telephone callers. 2. Each of these sources has a different volume level and quality. 3. The 'Mixer' allows the sound engineer or RJ to 'blend' these sources together so that they sound balanced and professional to the listener. 4. It does not generate the frequency (that is the transmitter's job) or print scripts (that is the producer's job). 5. The primary function is the blending and balancing of multiple audio sources into a single, cohesive output.

Final Answer: The function of a Mixer is to balance and blend multiple audio sources into a single output.

Answer: (B)

Q50.

Solution**Concept:**

The 'Inverted Pyramid' is the standard structural format for hard news. It places the most critical information at the top, followed by supporting details in descending order of importance.

Solution:

1. This structure was developed during the era of the telegraph and remains the standard for modern journalism. 2. It caters specifically to the "time-pressed" reader who wants to know the "who, what, where, and when" immediately. 3. If a reader only has 30 seconds to look at a news story, the Inverted Pyramid ensures they get the most vital facts in the first paragraph (the Lead). 4. It is the opposite of a mystery story or a chronological narrative, which saves the most important part for the end. 5. Therefore, the primary goal of this structure is to satisfy the needs of readers with limited time who require facts immediately.

Final Answer: The Inverted Pyramid is designed for readers who want the most important facts immediately.

Answer: (B)



Answer Key

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

