

CUET-UG Mass Media & Communication Sample Paper-14

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. State whether the following statement is True or False: In the Shannon-Weaver model of communication, 'Entropy' refers to the maximum amount of information a channel can transmit without any distortion or noise, ensuring 100% accuracy of the signal.

- (A) True
- (B) False

Q2. State whether the following statement is True or False: The 'Inverted Pyramid' style of journalism is primarily designed for feature writing and creative essays because it allows the writer to build suspense and reveal the most important information at the very end of the story.

- (A) True
- (B) False

Q3. Arrange the following milestones in the evolution of broadcasting in India in the correct chronological order from earliest to latest: I. The launch of the Satellite Instructional Television Experiment (SITE). II. The commencement of the first regular radio broadcast by the Radio Club of Bombay. III. The separation of Doordarshan from All India Radio (AIR). IV. The establishment of the Indian State Broadcasting Service (ISBS).

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



(C) II, I, IV, III

(D) I, II, IV, III

Q4. Arrange the following journalistic workflow steps in the correct order as they occur within a modern digital newsroom following the 'Digital-First' approach: I. Fact-checking and Verification of sources. II. Drafting the 'Lede' containing the 5Ws and 1H. III. Monitoring social media trends and wire services for 'Breaking News'. IV. Multi-platform distribution across social media, web, and mobile apps.

(A) III, I, II, IV

(B) I, II, III, IV

(C) III, II, I, IV

(D) II, III, I, IV

Q5. Match the Communication Theories in List I with their Core Propositions in List II: Choose the correct option:

List I (Theories)	List II (Core Proposition)
(A) Cultivation Theory	(I) Media tells people 'what to think about'
(B) Agenda Setting	(II) Predicts a 'Mean World Syndrome'
(C) Two-Step Flow	(III) The medium itself is the message
(D) Technological Determinism	(IV) Highlights the role of Opinion Leaders

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

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

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

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

Q6. While practicing 'Ethics in Journalism', a reporter must navigate the thin line between the public's 'Right to Know' and an individual's 'Right to Privacy'. In which of the following scenarios is a breach of privacy generally considered ethically justifiable by the Press Council of India?

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



- (B) Disclosing the identity of a juvenile involved in a minor traffic violation to set an example.
- (C) Exposing a public official's misuse of taxpayer funds through investigative means.
- (D) Publishing private family photographs of a person who is not a public figure without consent.

Q7. In Television Production, the transition from 'Pre-production' to 'Production' is often marked by the creation of a 'Floor Plan'. Which of the following best describes the primary utility of a Floor Plan for the Director and the Camera Crew?

- (A) It is a document used exclusively by the accounts department to calculate the set construction budget.
- (B) It is a bird's-eye view diagram showing the placement of sets, lights, and planned camera movements.
- (C) It is the final version of the script used for voice-over recording during the post-production stage.
- (D) It is a legal contract signed by the actors before the commencement of the first day of shooting.

Q8. Radio is often termed as the 'Medium of the Mind' because of its heavy reliance on 'Theatre of the Mind'. Which technical element is most crucial for a Radio Producer to create a sense of 'depth' and 'environment' for the listener?

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



- Q9.** The 'Parallel Cinema' movement in India was a stark departure from the 'Masala' films. Which of the following characteristics is NOT typically associated with the films of directors like Satyajit Ray or Shyam Benegal?
- (A) A strong focus on socio-economic realities and the struggles of the common man.
 - (B) Extensive use of non-professional actors and shooting on real, outdoor locations.
 - (C) Inclusion of elaborate dream sequences and high-budget musical song-and-dance numbers.
 - (D) Narrative styles that are often slow-paced, character-driven, and minimalist.
- Q10.** In the digital era, the term 'Media Convergence' has led to the rise of the 'Prosumer'. How does this shift affect the traditional 'Gatekeeping' role of legacy media organizations like national newspapers?
- (A) It strengthens the gatekeeping role as newspapers now control all digital user-generated content.
 - (B) It bypasses traditional gatekeepers by allowing users to publish and verify content directly online.
 - (C) It makes gatekeeping irrelevant because modern digital audiences no longer care about the truth.
 - (D) It ensures that only government-approved news reaches the public through social media platforms.
- Q11.** A Public Relations Officer (PRO) is preparing a 'Crisis Communication Plan' for a company facing a major product recall. What should be the first priority of the PRO to maintain the organization's 'Brand Image'?
- (A) Denying any responsibility until the legal department confirms the fault in a court of law.
 - (B) Providing transparent, timely, and honest information to the stakeholders and the media.



- (C) Buying expensive advertisement slots to distract the public from the issue with new promotions.
- (D) Deleting all social media comments and reviews that criticize the company's current products.

Q12. In Radio Broadcasting, the 'Mixer' console allows the technician to adjust the 'Gain'. What is the specific technical purpose of adjusting the 'Gain' for a guest's microphone during a live talk show?

- (A) To change the guest's voice electronically to sound like a professional playback singer.
- (B) To set the initial input level of the audio signal to prevent distortion or clipping at the source.
- (C) To record the guest's voice on a separate physical hard drive for later archival use only.
- (D) To broadcast the signal to a wider geographic area than originally planned by the station.

Q13. Social Media has played a 'Democratic Role' in modern movements through Cyber Activism. Which of the following is an example of 'Netiquette' aimed at reducing the hostility often found in online 'Trolling'?

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

Q14. The 'New Media' paradigm shift is defined by 'Interactivity'. Which feature of a modern news portal best exemplifies 'Hypertextuality' compared to a traditional print newspaper?



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

Q15. In Journalism, the term 'Yellow Journalism' is historically associated with circulation wars. What was the primary characteristic of this style of reporting?

- (A) Deeply researched and verified investigative reports on high-level government corruption.
- (B) Sensationalism, exaggerated headlines, and a focus on scandals to increase newspaper sales.
- (C) Objective and unbiased reporting of international war events without any political tilt.
- (D) A focus on high-art and literature reviews intended for a small, educated elite audience.

Q16. In the context of 'Crisis Management', a brand faces a 'Product Recall' situation. Which of the following strategies is most likely to cause the 'Streisand Effect', thereby worsening the organization's reputation?

- (A) Issuing an immediate public apology and offering full refunds.
- (B) Attempting to suppress negative social media comments and hiding information from the press.
- (C) Collaborating with independent third-party regulators to audit the manufacturing process.
- (D) Setting up a dedicated 24/7 helpline to address consumer grievances.

Q17. The 'Uses and Gratifications' theory shift the focus from 'what media does to



people' to 'what people do with media'. If a student watches an educational documentary specifically to pass an exam, which gratification are they seeking?

- (A) Diversion or Escape
- (B) Surveillance or Information
- (C) Personal Identity
- (D) Social Utility

Q18. In Television Production, during the 'Post-production' phase, what is the primary difference between 'Linear' and 'Non-Linear' editing?

- (A) Linear editing allows for random access to any frame, while non-linear requires sequential tape access.
- (B) Non-linear editing is a destructive process, whereas linear editing is digital and non-destructive.
- (C) Non-linear editing allows editors to access any frame instantly in a digital environment, while linear editing involves copying from one tape to another in sequence.
- (D) Linear editing is performed using computers, while non-linear editing is performed using physical scissors and film.

Q19. When a Radio Producer refers to 'Acoustic Shadow', what physical phenomenon is being described in the context of microphone placement?

- (A) An area where sound waves are blocked or reduced by an obstacle, leading to poor audio clarity.
- (B) The perfect spot in a studio where the echo is naturally cancelled out.
- (C) The use of two microphones to create a 3D stereo sound effect for the listener.
- (D) The visual shadow cast by the microphone stand on the studio floor.
- (E)

Q20. Match the Cinema terms in List I with their appropriate descriptions in List II: Choose the correct option:



List I (Cinema Term)	List II (Description)
(A) Mise-en-scène	(I) The arrangement of everything that appears in the frame
(B) Montage	(II) A film genre focusing on dark, cynical, and moody themes
(C) Film Noir	(III) An editing technique that condenses time or space
(D) Auteur Theory	(IV) The director is viewed as the primary creative force or 'author'

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

Q21. Under the Indian Constitution, the 'Freedom of Speech and Expression' is not absolute. Which media law is specifically associated with protecting an individual's reputation against false statements?

- (A) The Official Secrets Act
 (B) Law of Defamation
 (C) Contempt of Court
 (D) Right to Information Act

Q22. In Social Media ethics, 'Cyber Activism' is often criticized as 'Slactivism'. Which of the following best defines the concept of 'Slactivism'?

- (A) Intense hacking of government websites to bring about political change.
 (B) Low-effort online support for a cause, such as 'liking' or 'retweeting', that has little real-world impact.
 (C) Professional lobbying of lawmakers through secure digital channels.
 (D) The use of artificial intelligence to generate fake news for election campaigning.

Q23. The 'Shannon-Weaver' model introduces 'Redundancy' as a counter-measure to 'Noise'. In a news broadcast, which of the following is an example of 'Redundancy' used to ensure message clarity?

- (A) Using complex jargon that only experts can understand.



- (B) Repeating the main headline at the start, middle, and end of the bulletin.
- (C) Reducing the volume of the news reader to allow background music to play louder.
- (D) Speaking in a monotone voice to avoid emotional bias in reporting.

Q24. Which early pioneer of Indian Cinema is credited with making 'Raja Harishchandra', the first indigenous silent feature film in 1913?

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

Q25. The concept of 'Internet Paradigm Shift' suggests that the 'Rapidity of Opinion' has increased. What is a negative consequence of this rapidity in modern journalism?

- (A) More people are able to read the news for free.
- (B) Journalists have more time to verify facts before publishing.
- (C) The pressure to be first often leads to the spread of unverified information and 'fake news'.
- (D) News organizations save money because they no longer need to print physical papers.

Q26. In Public Relations, 'Crisis Management' involves the 'Role of the PRO' as a bridge between the organization and its publics. What does 'Crisis Mapping' specifically involve?

- (A) Creating a geographical map of where the company's offices are located.
- (B) Identifying potential risks and preparing response scenarios before they occur.
- (C) Designing the layout of a new advertising campaign for social media.
- (D) Hiring new employees to replace those who resigned during the crisis.



- Q27.** What is the function of a 'Mixer' in a Radio studio when multiple sound sources (like a microphone, a music player, and a phone line) are used simultaneously?
- (A) It acts as a transmitter to send the signal to the satellite.
 - (B) It blends and balances different audio signals into a single composite output.
 - (C) It records the audio onto a physical CD for archival purposes.
 - (D) It automatically deletes any sound that contains offensive language.
- Q28.** Which of the following describes 'Media Convergence' in the context of a modern smartphone?
- (A) The ability of a phone to only make voice calls without internet.
 - (B) The integration of multiple media functions like camera, radio, newspaper, and TV into a single device.
 - (C) The rising cost of hardware that makes media inaccessible to the poor.
 - (D) The physical convergence of multiple charging cables into one universal port.
- Q29.** The 'Lumiere Brothers' are famous in cinema history for which of the following significant contributions?
- (A) Developing the first animated cartoon character.
 - (B) Organizing the first public projected motion picture screening in 1895.
 - (C) Inventing the first color film technology used in Hollywood.
 - (D) Writing the first theoretical book on film editing.
- Q30.** In journalism, the '5Ws and 1H' are essential for a complete news story. Which 'W' is primarily addressed when a reporter explains the underlying cause or reason for an event?
- (A) Who
 - (B) Where
 - (C) Why
 - (D) When



- Q31.** The 'Agenda Setting' theory suggests that while the media may not be successful in telling people what to think, it is stunningly successful in telling them what to think about. In the context of election coverage, this usually results in:
- (A) The public changing their political affiliation every time they see a news report.
 - (B) Certain issues being perceived as the most significant problems facing the nation due to frequent coverage.
 - (C) A complete ban on all political advertisements 48 hours before the voting begins.
 - (D) The media losing all its influence because audiences are increasingly skeptical of news.
- Q32.** In Public Relations, 'Brand Building' is a long-term process. Which of the following activities is primarily a PR function rather than a traditional advertising function?
- (A) Buying a full-page spread in a national newspaper to promote a 50% discount.
 - (B) Creating a 'Corporate Social Responsibility' (CSR) initiative to improve community relations.
 - (C) Designing a catchy jingle for a television commercial to increase product recall.
 - (D) Paying an influencer to post a pre-scripted positive review of a new skincare product.
- Q33.** In Television Production, the 'Director of Photography' (DoP) is responsible for the visual look of the film. Which technical decision is under the direct jurisdiction of the DoP?
- (A) The selection of the background score and sound effects for the climax.
 - (B) The choice of camera lenses, lighting setups, and color palette.
 - (C) The final cut of the film and the sequence of the scenes in the edit.
 - (D) The hiring of the lead actors and the negotiation of their contracts.



- Q34.** Which of the following describes the 'Internet Paradigm Shift' in terms of the 'Rapidity of Opinion'?
- (A) The physical speed at which a newspaper is delivered to a person's home.
 - (B) The near-instantaneous dissemination of public reactions and commentary on global events.
 - (C) The slow evolution of language over several centuries due to technological change.
 - (D) The time it takes for a government to pass a law regarding digital censorship.
- Q35.** Radio is often referred to as a 'Companion Medium'. Which characteristic of radio best supports this classification?
- (A) It requires the user's undivided visual and physical attention.
 - (B) It can be consumed simultaneously while performing other tasks like driving or cooking.
 - (C) It provides high-definition visual data that helps the user stay focused.
 - (D) It is the most expensive medium for both the producer and the consumer.
- Q36.** In Journalism, 'Ethics' dictate that a reporter should avoid 'Conflicts of Interest'. Which scenario represents a clear breach of this ethical standard?
- (A) A political reporter interviewing a candidate from a party they personally dislike.
 - (B) A business journalist writing a favorable review of a company in which they own significant stock.
 - (C) A sports reporter criticizing the poor performance of the national team.
 - (D) A feature writer interviewing their former professor for an educational article.
- Q37.** The 'Manthan' (1976), directed by Shyam Benegal, is a landmark in Indian Cinema history primarily because:
- (A) It was the first Indian film to use computer-generated imagery (CGI).



- (B) It was crowdfunded by 500,000 farmers of the Gujarat Co-operative Milk Marketing Federation.
- (C) It won the first Oscar for Best Picture for an Indian production.
- (D) It featured a cast consisting entirely of Hollywood actors dubbed into Hindi.

Q38. Social Media 'Netiquettes' are essential for healthy digital discourse. What does the term 'Doxing' refer to in the context of cyber-harassment?

- (A) Posting a positive review for a product you have never used.
- (B) The malicious act of searching for and publishing private information about an individual online.
- (C) Creating a parody account of a famous celebrity for entertainment.
- (D) Using a digital filter to improve the quality of a photograph before posting it.

Q39. The 'Shannon-Weaver' model of communication is often criticized for being 'Linear'. What does this linearity imply?

- (A) That communication is a one-way process without an immediate or effective feedback loop.
- (B) That communication always happens in a straight physical line between the poles.
- (C) That messages can only be sent during the daytime when signals are strongest.
- (D) That the receiver has more power than the sender in the communication process.

Q40. In Journalism, the term 'Beat' refers to:

- (A) The physical rhythm used by a reporter to write their story on a typewriter.
- (B) A specific area or subject of specialization assigned to a reporter (e.g., Crime, Sports, Education).
- (C) The act of a reporter arriving at a crime scene before the police.



(D) The final deadline at which a story must be submitted to the editor.

Q41. Read the passage below and answer the questions that follow (41-45):

The transition from traditional media to 'New Media' is characterized by the concept of 'Convergence'. Convergence is not merely a technological shift; it is a cultural transformation where the roles of the producer and consumer merge. In the traditional 'Internet Paradigm', information flowed from a centralized source to a passive audience. However, the rise of Web 2.0 introduced 'Interactivity' and 'Hypertextuality', allowing users to navigate information in a non-linear fashion. This has led to 'Cyber Activism', where social media platforms are used to bypass traditional 'Gatekeepers' like newspaper editors or government censors. While this democratizes information, it also introduces the risk of 'Trolling' and the rapid spread of misinformation, as the 'Rapidity of Opinion' often outpaces the speed of factual verification.

According to the passage, how has 'Convergence' affected the relationship between media producers and consumers?

- (A) It has made the gap between them wider and more permanent.
- (B) It has led to a merging of their roles, making the consumer an active participant.
- (C) It has eliminated the need for producers, as consumers now create all media for free.
- (D) It has forced consumers to return to traditional media like print and radio.

Q42. What is a negative consequence of the 'Rapidity of Opinion' mentioned in the passage?

- (A) It makes the internet too expensive for the average user to access.
- (B) It allows for deep, slow, and analytical research on every news topic.
- (C) It often results in the spread of misinformation because verification takes more time.
- (D) It forces government censors to work harder to control the flow of information.



- Q43.** Which term in the passage describes the ability of users to navigate information in a non-linear way?
- (A) Gatekeeping
 - (B) Hypertextuality
 - (C) Convergence
 - (D) Trolling
- Q44.** The passage suggests that 'Cyber Activism' is possible because social media platforms:
- (A) Hire professional activists to run their algorithms.
 - (B) Bypasses traditional 'Gatekeepers' who previously controlled the flow of information.
 - (C) Are strictly regulated by international law to ensure only the truth is shared.
 - (D) Require all users to pay a subscription fee before posting any content.
- Q45.** What is the primary difference between the 'Traditional Internet Paradigm' and 'Web 2.0' as described in the text?
- (A) Web 2.0 is slower and more difficult to use than the traditional paradigm.
 - (B) The traditional paradigm was interactive, while Web 2.0 is purely for passive viewing.
 - (C) Web 2.0 introduced interactivity, whereas the traditional paradigm was a centralized flow.
 - (D) There is no difference; they are two names for the same technology.

Q46. Read the passage below and answer the questions that follow (46-50):

Public Relations (PR) is often misunderstood as 'Spin Doctoring' or 'Covert Advertising'. In reality, PR is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. Unlike advertising, which is a 'Paid' medium, PR relies on 'Earned Media'. This means a PR professional must persuade a journalist that their story is newsworthy



enough to be covered for free. This process requires 'Crisis Management' skills and a deep understanding of 'Ethics'. When an organization faces a crisis, the role of the PRO is to ensure transparency. Attempts to hide the truth often lead to a 'Reputation Crisis' that can destroy brand building efforts of several decades. Based on the passage, what is the fundamental difference between Advertising and Public Relations?

- (A) Advertising is free, while PR requires a large budget for media buying.
- (B) Advertising is a 'Paid' medium, while PR relies on 'Earned Media'.
- (C) Advertising is ethical, while PR is always considered 'Spin Doctoring'.
- (D) There is no difference; both involve paying journalists to write favorable stories.

Q47. What does the term 'Earned Media' imply in the context of the passage?

- (A) Media coverage that is bought through expensive corporate contracts.
- (B) Coverage gained because a journalist believes the story has genuine news value.
- (C) The money a PR professional earns as a salary from their organization.
- (D) Social media posts that are deleted because they contain negative reviews.

Q48. According to the text, what should be the primary response of a PRO during a crisis to avoid a 'Reputation Crisis'?

- (A) Hiding the facts until the legal department provides a statement.
- (B) Buying more advertising space to distract the public from the issue.
- (C) Ensuring transparency and maintaining mutually beneficial relationships.
- (D) Resigning immediately to avoid personal blame for the organization's failure.

Q49. How does the passage define the core objective of Public Relations?

- (A) To increase sales through the use of 'Spin Doctoring'.
- (B) To build mutually beneficial relationships between organizations and their publics.



- (C) To replace traditional journalism with corporate advertisements.
- (D) To ensure that journalists never write negative stories about a company.

Q50. Why is 'Spin Doctoring' mentioned in the passage?

- (A) To provide a positive synonym for the work of a PR professional.
- (B) To highlight a common misunderstanding or negative perception of what PR is.
- (C) To describe a new medical technology used in healthcare PR.
- (D) To explain the process of how a journalist edits a story for the evening news.



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

The Shannon-Weaver Model of Communication, developed in 1948, is often called the 'Mathematical Theory of Communication.' It identifies 'Entropy' as a measure of uncertainty or randomness in a message. In information theory, entropy represents the degree of choice or uncertainty the receiver has regarding the signal being sent. It is not a measure of accuracy or channel capacity, but rather the complexity of the information being transmitted. Noise is the external factor that reduces accuracy, while entropy is an internal characteristic of the information itself.

Solution:

- (a) The statement claims that 'Entropy' refers to the maximum amount of information a channel can transmit without distortion.
- (b) In technical communication terms, the "maximum amount of information a channel can transmit" is actually known as 'Channel Capacity.'
- (c) 'Entropy' is specifically related to the uncertainty of the source; high entropy means the message is less predictable and carries more information.
- (d) Therefore, the definition provided in the question is technically incorrect as it confuses entropy with channel capacity.
- (e) Because the core definition provided is wrong, the statement is False.

Final Answer: The statement is False.

Answer: (B)



Q2.

Solution**Concept:**

The 'Inverted Pyramid' is a foundational structural model in hard news journalism. Its primary objective is the 'Rapidity of Information.' In this structure, the most critical facts (the 5Ws and 1H) are placed at the very beginning (the lead), followed by supporting details in decreasing order of importance. This is the opposite of a 'climax' structure found in literature or features, where the most important revelation is often saved for the end to keep the audience engaged.

Solution:

- (a) The statement suggests that the Inverted Pyramid is used to build suspense and reveal information at the end.
- (b) In professional journalism, building suspense and delaying the main point is characteristic of 'Feature Writing' or 'Narrative Journalism.'
- (c) The Inverted Pyramid is specifically used for 'Hard News' to ensure that a reader who only reads the first paragraph still understands the core event.
- (d) This structure was historically popularized during the era of the telegraph, where transmissions could be cut off at any moment.
- (e) Since the Inverted Pyramid prioritizes the 'most important' facts at the top, the statement describing it as a tool for suspense is False.

Final Answer: The statement is False.

Answer: (B)



Q3.

Solution**Concept:**

The history of broadcasting in India followed a progression from private amateur clubs to state-controlled entities, followed by modernization and autonomy. Understanding this timeline is crucial for analyzing how media transitioned from a colonial tool to a public service broadcaster. The milestones include the Radio Club of Bombay (1923), the ISBS (1930), SITE (1975), and the administrative separation of TV from Radio (1976).

Solution:

- (a) Milestone II: The Radio Club of Bombay began the first regular radio broadcasts in June 1923, marking the birth of radio in India.
- (b) Milestone IV: The Indian State Broadcasting Service (ISBS) was established in April 1930, taking over from the private Indian Broadcasting Company.
- (c) Milestone I: The Satellite Instructional Television Experiment (SITE) was a pioneering project launched in 1975 to bring educational TV to rural India via satellite.
- (d) Milestone III: Doordarshan was officially separated from All India Radio (AIR) and made an independent entity on April 1, 1976.
- (e) Comparing these dates (1923, 1930, 1975, 1976), the correct chronological sequence is II, IV, I, III.

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

Answer: (A)



Q4.

Solution**Concept:**

Modern digital journalism operates on a 'Digital-First' workflow, which prioritizes speed and accuracy across multiple platforms. Unlike traditional print journalism, which followed a 24-hour cycle, digital journalism is a continuous, real-time process. The workflow begins with monitoring (discovery), followed by verification (ethics), drafting (production), and finally distribution (delivery). Each step is critical to prevent the spread of misinformation in a rapid environment.

Solution:

- (a) Step III (Monitoring): Journalists first monitor wire services and social media trends to identify a 'Breaking News' event.
- (b) Step I (Fact-checking): Once a potential story is identified, the next priority is verification and fact-checking to ensure accuracy before any publication.
- (c) Step II (Drafting): After verification, the journalist drafts the 'Lede' or 'Lead' using the 5Ws (Who, What, When, Where, Why) and 1H (How).
- (d) Step IV (Distribution): The final step is disseminating the news through various digital platforms like the website, mobile app, and social media feeds.
- (e) Therefore, the logical and professional order of operations is III, I, II, IV.

Final Answer: The correct order is III, I, II, IV.

Answer: (A)



Q5.

Solution**Concept:**

Communication theories provide the framework for understanding the effects of mass media on society. Cultivation Theory (Gerbner) focuses on long-term effects of TV; Agenda Setting (McCombs and Shaw) looks at what topics the media prioritizes; Two-Step Flow (Katz and Lazarsfeld) emphasizes interpersonal influence via opinion leaders; and Technological Determinism (McLuhan) argues that the technology itself shapes society more than the content.

Solution:

- (a) (A) Cultivation Theory: This theory posits that heavy TV viewers perceive the world as more dangerous than it is, a phenomenon called 'Mean World Syndrome' (II).
- (b) (B) Agenda Setting: This theory suggests that by choosing what to cover, the media tells the public 'what to think about' (I).
- (c) (C) Two-Step Flow: This model argues that mass media information first reaches 'Opinion Leaders' who then pass it to others (IV).
- (d) (D) Technological Determinism: Marshall McLuhan's famous phrase 'The medium is the message' encapsulates this theory (III).
- (e) Mapping these pairs: (A)-(II), (B)-(I), (C)-(IV), (D)-(III). This matches option (A).

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

Answer: (A)



Q6.

Solution**Concept:**

Ethics in journalism is governed by the principle of balancing the public interest against individual privacy. According to the Press Council of India (PCI) and global journalistic standards, the 'Right to Privacy' is not absolute when it comes to public officials or matters of significant public concern. Public interest is defined as information that helps the citizenry make informed decisions about their society, government, or economy. Investigating the misuse of public funds is a core tenet of 'Watchdog Journalism,' where the media acts as a guardian of the public exchequer.

Solution:

- (a) The question asks for a scenario where a breach of privacy is ethically justifiable.
- (b) Option (A) and (D) involve private individuals or celebrities' private lives (medical records/family photos) that do not impact the public's well-being or governance; thus, they are unethical breaches.
- (c) Option (B) is illegal and unethical, as the identity of juveniles is strictly protected under the POCSO Act and JJ Act in India to prevent social stigmatization.
- (d) Option (C) involves a public official and the 'taxpayer funds'. Since the official is a representative of the people and the money belongs to the public, the public has a 'Right to Know' about any corruption or misuse.
- (e) Therefore, exposing the misuse of funds is the only ethically and professionally justifiable action among the choices provided.

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

Answer: (C)



Q7.

Solution**Concept:**

Television production is a highly structured process divided into three main stages: Pre-production, Production, and Post-production. The 'Floor Plan' (or Studio Plan) is a critical technical document created during pre-production but used primarily during the production phase. It is a scaled graphic representation of the studio floor, showing the overhead view of the set. It indicates where the walls, furniture, and props are located, as well as the 'marking' for camera positions and lighting grids.

Solution:

- (a) A Floor Plan serves as a blueprint for the physical space of the production.
- (b) For the Director, it helps in 'blocking' (the movement of actors) and planning the shots without having to be physically present on the set during the design phase.
- (c) For the Camera Crew, it provides essential information on where cameras need to be positioned to achieve the desired angles and where the 'dead zones' (areas where cameras might be visible to each other) are.
- (d) Options (A), (C), and (D) refer to budgeting, scriptwriting, and legal contracts, respectively, which are not the functions of a spatial diagram like a floor plan.
- (e) Consequently, the description of it being a bird's-eye view for set, lights, and camera movement is the only accurate technical definition.

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

Answer: (B)



Q8.

Solution**Concept:**

Radio is unique among mass media because it lacks a visual component, forcing the audience to visualize the story in their own minds—a concept known as 'Theatre of the Mind.' To achieve this, radio production relies on a 'Soundscape' (Audio Environment). This environment is built using three primary tools: the human voice, music, and sound effects (SFX). Sound effects and ambient noise (Ambiance) provide the 'context' and 'setting' of the story, allowing the listener to distinguish between a scene in a busy market and one in a quiet library.

Solution:

- (a) The question focuses on how to create 'depth' and 'environment' for the listener.
- (b) High-pitched voices (Option A) or fast reading (Option D) do not create a sense of physical space; they only affect the tone or pace.
- (c) While avoiding 'dead air' (Option C) is a technical requirement in broadcasting to prevent the audience from thinking the station is off-air, it doesn't contribute to the creative 'depth' of the narrative.
- (d) Layered Sound Effects (SFX) such as footsteps, wind, or distant traffic, combined with 'Ambiance' (the natural sound of a location), provide the spatial cues necessary for the listener's brain to 'see' the setting.
- (e) Therefore, the strategic use of SFX and Ambient sound is the primary method for creating an immersive radio environment.

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

Answer: (B)



Q9.

Solution**Concept:**

'Parallel Cinema' (also known as the Indian New Wave) emerged in the 1950s as an alternative to the mainstream commercial cinema of Bollywood. It was characterized by 'Realism' and 'Naturalism,' drawing inspiration from Italian Neorealism. Filmmakers like Satyajit Ray, Mrinal Sen, and Shyam Benegal rejected the 'escapist' nature of commercial films. Their work focused on the social and political climate of the time, often highlighting the lives of the marginalized, rural poverty, and urban struggles.

Solution:

- (a) The question asks to identify the characteristic NOT associated with Parallel Cinema.
- (b) Option (A) (Socio-economic reality), (B) (Non-professional actors/Real locations), and (D) (Slow-paced/Minimalist) are all hallmark traits of this movement aimed at authenticity.
- (c) Option (C) mentions 'high-budget musical song-and-dance numbers' and 'dream sequences.' These are the definitive traits of 'Mainstream Commercial' or 'Masala' cinema, which prioritize entertainment and spectacle over reality.
- (d) Parallel cinema deliberately avoided these tropes to maintain its artistic integrity and realistic tone.
- (e) Thus, the inclusion of elaborate musical numbers is the incorrect characteristic for this genre.

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

Answer: (C)



Q10.

Solution**Concept:**

In traditional media, 'Gatekeeping' is the process through which information is filtered by editors and journalists before it reaches the public. However, 'Media Convergence'—the merging of mass communication outlets through digital technology—has radically altered this. The 'Prosumer' (a person who both consumes and produces content) now has the tools to publish information instantly on social media or blogs, effectively bypassing the institutional filters of traditional newsrooms.

Solution:

- (a) The rise of the prosumer means that the monopoly on 'information dissemination' has been broken.
- (b) Option (A) is incorrect because newspapers have lost control over user-generated content, not gained it.
- (c) Option (C) is a cynical view; while 'post-truth' is a discussion, gatekeeping isn't 'irrelevant' but rather its 'location' has shifted.
- (d) Option (D) describes censorship or state-controlled media, which is not a direct result of the 'prosumer' phenomenon itself.
- (e) Option (B) correctly identifies that the prosumer can 'bypass' traditional gatekeepers. Citizens can now record a live event and stream it to millions before a newspaper can even assign a reporter, allowing for direct verification and publication by the public.

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

Answer: (B)



Q11.

Solution**Concept:**

In Public Relations (PR), Crisis Management is the process by which an organization deals with a disruptive and unexpected event that threatens to harm the organization or its stakeholders. A 'Product Recall' is a classic high-stakes crisis. The primary goal of a PR Officer during this time is not just to protect the company, but to maintain 'Trust.' Trust is built through accountability and transparency. If a company appears to be hiding facts or blaming others, the brand's reputation suffers long-term damage far exceeding the immediate financial loss of the recall.

Solution:

- (a) The question focuses on the first priority for maintaining the 'Brand Image' during a product recall crisis.
- (b) Option (A) (Denial) is often the worst strategy as it backfires if the company is later found at fault, leading to a total loss of credibility.
- (c) Option (C) (Distraction) and Option (D) (Censorship) are ethically questionable and usually lead to 'Streisand Effect,' where the attempt to hide information actually draws more negative attention to it.
- (d) Option (B) aligns with the 'Best Practices' of PR. By being transparent and providing timely updates, the organization shows that it values customer safety over its own profits.
- (e) This proactive approach allows the company to control the narrative and begin the 'Recovery' phase of the crisis more effectively.

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

Answer: (B)



Q12.

Solution**Concept:**

The audio 'Mixer' or 'Console' is the heart of any radio studio. One of the most misunderstood terms in audio production is 'Gain.' While many people confuse Gain with 'Volume,' they are technically different. Volume refers to the output level (how loud the sound is in the speakers), whereas Gain refers to the input level (the sensitivity and strength of the signal as it enters the system). Proper Gain staging is essential to ensure that the audio is loud enough to be processed but not so loud that it exceeds the capacity of the hardware, causing 'Clipping' or distortion.

Solution:

- (a) The technician adjusts the Gain to match the signal strength of the source (the guest's voice) to the equipment's requirements.
- (b) Option (A) describes 'Auto-Tune' or voice modulation, which is not the function of a standard Gain knob.
- (c) Option (C) refers to 'Archiving' and Option (D) refers to 'Transmitter Power,' both of which are separate technical processes involving different equipment.
- (d) If the Gain is too low, the signal will be buried in background noise (poor signal-to-noise ratio). If it is too high, the peaks of the sound waves are 'clipped' off, leading to a harsh, distorted sound.
- (e) Therefore, setting the initial input level to prevent distortion at the source is the correct technical definition of adjusting the Gain.

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

Answer: (B)



Q13.

Solution**Concept:**

'Netiquette' is a portmanteau of 'network' and 'etiquette.' It refers to the informal code of conduct for respectful and appropriate communication on the internet. In the context of 'Social Media' and 'Cyber Activism,' netiquette is vital to prevent 'Trolling' (the act of posting inflammatory or off-topic messages to provoke an emotional response). While activism often involves passion, netiquette ensures that the discourse remains productive and democratic rather than devolving into personal attacks or harassment.

Solution:

- (a) The question asks for an example of netiquette that helps reduce the hostility found in online trolling.
- (b) Option (A) (Clickbait) and Option (D) (Unverified Viral News) are actually considered poor digital practices that contribute to the 'Post-Truth' era and misinformation.
- (c) Option (B) (Flaming) is the opposite of netiquette; it refers to the act of posting insulting or hostile comments.
- (d) Option (C) focuses on 'Attribution' and 'Respectful Tone.' By citing sources, a user provides evidence rather than just opinion, and by being polite, they prevent the escalation of conflict that trolls thrive on.
- (e) Thus, respectful debate and source attribution are key components of netiquette.

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

Answer: (C)



Q14.

Solution**Concept:**

'New Media' is characterized by several key traits: Digitality, Interactivity, Hypertextuality, Dispersal, and Virtuality. 'Hypertextuality' is the ability to connect various pieces of information through electronic links (hyperlinks). In a traditional medium like a newspaper, the reader must follow a linear path. In New Media, the reader can follow a non-linear path, clicking on links to explore the history of a topic, see related data, or watch a video of the event, thereby moving 'beyond' the original text.

Solution:

- (a) The question asks for the feature that best exemplifies Hypertextuality.
- (b) Option (A) (B/W photos) and Option (D) (Courier delivery) relate to old media formats or distribution methods.
- (c) Option (C) describes a 'Static' page, which is the opposite of the dynamic and non-linear nature of hypertext.
- (d) Option (B) identifies 'Embedded links.' These links are the physical manifestation of hypertextuality, allowing the user to navigate instantly to related documents or multimedia content.
- (e) This interactivity and non-linear navigation are what separate a modern news portal from its print counterpart.

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

Answer: (B)



Q15.

Solution**Concept:**

'Yellow Journalism' is a term that originated in the late 19th century during the circulation battles between Joseph Pulitzer's 'New York World' and William Randolph Hearst's 'New York Journal.' The term was named after the 'Yellow Kid' comic strip. It refers to a style of journalism that uses little or no legitimate, well-researched news and instead uses eye-catching headlines, sensationalism, and exaggeration of news events to increase sales. It played a significant role in historical events, such as pushing the United States into the Spanish-American War.

Solution:

- (a) The primary goal of Yellow Journalism was commercial success through increased 'Circulation' (sales).
- (b) Option (A) describes 'Investigative Journalism' (Muckraking), which is focused on truth and reform.
- (c) Option (C) describes 'Objective Journalism,' which became the standard after the excesses of the Yellow Journalism era.
- (d) Option (D) describes 'Elite' or 'High-brow' media, which targets a niche audience rather than the masses.
- (e) Option (B) perfectly captures the essence of Yellow Journalism: sensationalism and exaggerated headlines aimed at capturing the public's attention and money.

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

Answer: (B)



Q16.

Solution**Concept:**

The 'Streisand Effect' is a social phenomenon that occurs when an attempt to hide, remove, or censor information has the unintended consequence of further publicizing that information, often via the Internet. In Crisis Management, transparency is key. When an organization tries to suppress negative feedback or 'bury' a story, it creates a 'vacuum' that is often filled by rumors, speculation, and increased public curiosity. This leads to the very thing the organization wanted to avoid: widespread negative publicity and a total loss of public trust.

Solution:

- (a) The question asks which strategy worsens a reputation during a recall.
- (b) Option (A), (C), and (D) are 'Proactive' and 'Transparent' PR strategies. They show accountability and a willingness to fix the problem, which usually preserves long-term brand equity.
- (c) Option (B) involves suppression and lack of transparency. In the digital age, users can take screenshots or share the fact that their comments are being deleted.
- (d) This act of 'Covert' management signals to the public that the company is guilty or has something to hide, triggering the 'Streisand Effect'.
- (e) Therefore, attempting to suppress comments is the strategy most likely to backfire and worsen the crisis.

Final Answer: Attempting to suppress negative social media comments and hiding information from the press.

Answer: (B)



Q17.

Solution**Concept:**

The 'Uses and Gratifications' (U&G) theory, developed by Blumler and Katz, posits that audience members are active participants who choose media to satisfy specific needs. These needs are generally categorized into: 1. Surveillance (staying informed about the world), 2. Personal Identity (finding reinforcement for personal values), 3. Social Utility (finding topics for conversation or social interaction), and 4. Diversion (escape from reality or entertainment). Unlike older 'Magic Bullet' theories, U&G assumes the audience is in control of their media consumption.

Solution:

- (a) The student in the question is watching an educational documentary with a specific goal: passing an exam.
- (b) 'Diversion' (Option A) would be watching a comedy to relax.
- (c) 'Personal Identity' (Option C) would be watching a film that mirrors one's own life struggles.
- (d) 'Social Utility' (Option D) would be watching a popular show just so they can talk about it with friends.
- (e) Watching a documentary to gain knowledge for an exam is an act of 'Surveillance' or 'Information seeking'. The student is using the media as a tool to acquire facts and understand a subject.

Final Answer: Surveillance or Information.

Answer: (B)



Q18.

Solution**Concept:**

The evolution of film and video editing moved from 'Linear' to 'Non-Linear' systems. Linear editing was the standard during the tape-to-tape era. To edit, one had to physically or electronically move from the beginning of a tape to the end to find a specific clip and copy it to another tape in the exact order of the final story. Non-Linear Editing (NLE), which is the digital standard today (using software like Adobe Premiere or FCP), allows for 'Random Access'. This means the computer can access any frame of the video file instantly, regardless of its position in the sequence, without needing to 'wind' through other footage.

Solution:

- (a) The question asks for the primary difference between the two editing styles.
- (b) Option (A) incorrectly identifies the attributes (it swaps them).
- (c) Option (B) is incorrect because NLE is 'non-destructive' (original files remain untouched), whereas linear editing is often a more permanent process of copying.
- (d) Option (D) is a historical confusion; film editing with scissors was actually a physical form of non-linear editing, while electronic tape editing was linear.
- (e) Option (C) accurately captures the technical reality: Non-linear editing provides instant digital access to any frame, whereas linear editing is a sequential, time-consuming process of copying from source to record tapes.

Final Answer: Non-linear editing allows editors to access any frame instantly in a digital environment, while linear editing involves copying from one tape to another in sequence.

Answer: (C)



Q19.

Solution**Concept:**

In acoustics and radio production, the behavior of sound waves is crucial for high-quality recording. An 'Acoustic Shadow' occurs when a sound wave encounters an obstacle that is larger than the wavelength of the sound. The obstacle blocks the direct path of the sound to the microphone, creating a 'shadow' zone on the other side where the sound is significantly muffled, distorted, or absent. This is a common problem in studio setups if a script stand or another piece of equipment is placed directly between the speaker's mouth and the microphone capsule.

Solution:

- (a) The question asks for a definition of 'Acoustic Shadow' in microphone placement.
- (b) It is a physical phenomenon related to 'Sound Wave Obstruction'.
- (c) Option (B) describes 'Acoustic Treatment' or 'Dead Space'.
- (d) Option (C) describes 'Stereo Recording' or 'Binaural Audio'.
- (e) Option (D) refers to 'Optics' (light), not 'Acoustics' (sound).
- (f) Option (A) correctly identifies that it is an area where sound is blocked by an obstacle, which leads to a loss of high frequencies and overall audio clarity, much like a physical shadow blocks light.

Final Answer: An area where sound waves are blocked or reduced by an obstacle, leading to poor audio clarity.

Answer: (A)



Q20.

Solution**Concept:**

Cinema studies involve specific terminology to describe the aesthetic and technical components of film. 'Mise-en-scène' is a French term meaning 'placing on stage'; it refers to everything visible within the frame. 'Montage' is a specialized form of editing, famously developed by Soviet filmmakers like Eisenstein. 'Film Noir' is a stylistic category characterized by shadows and crime themes. 'Auteur Theory' suggests that a film should reflect the director's personal creative vision, as if they were the primary 'author' of the work.

Solution:

- (a) (A) Mise-en-scène: Matches (I), the arrangement of visual elements like sets, props, and lighting within the frame.
- (b) (B) Montage: Matches (III), an editing technique used to condense time, space, or information through a rapid sequence of shots.
- (c) (C) Film Noir: Matches (II), a genre typically featuring cynical heroes, dark lighting (Chiaroscuro), and moody themes.
- (d) (D) Auteur Theory: Matches (IV), the theory that the Director's individual style is the most important part of a film.
- (e) Combining these: (A)-(I), (B)-(III), (C)-(II), (D)-(IV). This corresponds to option (A).

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

Answer: (A)



Q21.

Solution**Concept:**

In the Indian legal system, the 'Freedom of Speech and Expression' (Article 19(1)(a)) is subject to 'Reasonable Restrictions' (Article 19(2)). One of the primary restrictions is 'Defamation'. Defamation occurs when a person or media entity publishes a false statement about an individual that tends to lower their reputation in the eyes of right-thinking members of society. In India, defamation can be both a civil wrong (allowing for monetary damages) and a criminal offense (under Sections 499 and 500 of the Indian Penal Code).

Solution:

- (a) The question asks for the law protecting an individual's reputation from false statements.
- (b) 'The Official Secrets Act' (Option A) is related to national security and protecting government secrets from espionage.
- (c) 'Contempt of Court' (Option C) is intended to protect the dignity and authority of the judicial system, not individual reputations.
- (d) 'Right to Information Act' (Option D) is a tool for transparency that allows citizens to access government records.
- (e) The 'Law of Defamation' (Option B) is the specific legal framework used when a journalist or citizen makes a statement that causes 'reputational injury' to another person without factual basis.

Final Answer: Law of Defamation.

Answer: (B)



Q22.

Solution**Concept:**

As social media became a platform for political and social change, the term 'Cyber Activism' emerged. However, it is often contrasted with 'Slactivism' (a portmanteau of 'slacker' and 'activism'). Slactivism describes actions performed via the Internet in support of a political or social cause but regarded as requiring very little effort or commitment. The core criticism is that while these actions make the user feel good about themselves, they rarely lead to concrete policy changes or actual mobilization on the ground.

Solution:

- (a) The question seeks the definition of 'Slactivism' within the context of social media ethics.
- (b) Option (A) (Hacking) describes 'Hacktivism', which involves high technical effort and legal risk.
- (c) Option (C) (Professional lobbying) and Option (D) (AI fake news) describe professional political operations rather than spontaneous social support.
- (d) Option (B) identifies 'low-effort' support like likes and retweets. This is the hallmark of slactivism; it creates a 'feel-good' factor for the individual without requiring them to donate money, attend a protest, or engage in long-term community work.
- (e) Therefore, slactivism is defined by its minimal real-world impact and high ease of participation.

Final Answer: Low-effort online support for a cause, such as 'liking' or 'retweeting', that has little real-world impact.

Answer: (B)



Q23.

Solution**Concept:**

In Information Theory, 'Redundancy' is the opposite of 'Entropy'. While noise represents unwanted interference that can distort a message, redundancy consists of the parts of a message that can be removed without losing the essential meaning. However, in human communication, redundancy is used strategically to ensure that the message is understood even if noise is present. In news broadcasting, redundancy ensures that the 'Signal-to-Noise' ratio remains favorable for the audience's comprehension.

Solution:

- (a) The question asks for an example of 'Redundancy' as a counter-measure to noise in news.
- (b) Option (A) (Jargon) and Option (D) (Monotone) actually make the message harder to understand, acting as 'Semantic Noise'.
- (c) Option (C) (Lowering volume) increases the effect of noise rather than countering it.
- (d) Option (B) involves 'Repetition'. By repeating the headline at different intervals (Start, Middle, End), the broadcaster ensures that even if a listener was distracted by noise (like a passing car or technical static) during one part of the show, they will still receive the core information during another part.
- (e) Thus, intentional repetition is a primary form of redundancy in mass communication.

Final Answer: Repeating the main headline at the start, middle, and end of the bulletin.

Answer: (B)



Q24.

Solution**Concept:**

Dadasaheb Phalke is widely regarded as the 'Father of Indian Cinema'. His contribution was monumental because he not only directed and produced the first feature film but also established the technical and artistic groundwork for a local film industry. His 1913 film 'Raja Harishchandra' was a silent film based on Hindu mythology, establishing a 'Genre' (Mythologicals) that would dominate Indian cinema for decades.

Solution:

- (a) The question asks for the pioneer who made 'Raja Harishchandra' in 1913.
- (b) Ardeshir Irani (Option A) is known for 'Alam Ara' (1931), India's first sound film.
- (c) V. Shantaram (Option C) and Satyajit Ray (Option D) were legendary directors of later eras (Socials and Parallel Cinema respectively).
- (d) Dadasaheb Phalke (Option B) spent years in Europe learning the technical craft of filmmaking specifically to bring the medium to India.
- (e) His screening of 'Raja Harishchandra' at Coronation Cinema, Bombay, is the officially recognized starting point of the Indian film industry.

Final Answer: Dadasaheb Phalke.

Answer: (B)



Q25.

Solution**Concept:**

The 'Internet Paradigm Shift' refers to the fundamental change in how information is produced and consumed. One major aspect is the 'Rapidity of Opinion' or 'Real-time Reporting'. In traditional journalism, the 'Gatekeeping' process allowed for a 'cooling-off' period where facts could be cross-verified. In the digital age, news organizations compete for 'Clicks' and 'Breaking News' supremacy. This speed often creates a conflict with the journalistic value of 'Accuracy'.

Solution:

- (a) The question asks for a 'negative consequence' of the increased rapidity of opinion/reporting.
- (b) Option (A) and (D) are economic effects that are not necessarily 'negative' in terms of journalistic quality.
- (c) Option (B) is factually incorrect; the rapidity actually 'decreases' the time available for verification.
- (d) Option (C) correctly identifies the danger: the pressure to be the first to report (the 'Scoop' culture) leads to a decline in verification standards.
- (e) This lack of verification is the primary driver for the spread of unverified information and fake news in the modern media landscape.

Final Answer: The pressure to be first often leads to the spread of unverified information and 'fake news'.

Answer: (C)



Q26.

Solution**Concept:**

In the specialized field of Public Relations, Crisis Management is a strategic function aimed at protecting an organization from sudden and significant negative events. 'Crisis Mapping' is a proactive tool used during the pre-crisis or planning phase. It involves a systematic audit of the organization's internal and external environments to identify 'vulnerability points'. By mapping out these potential crises, a Public Relations Officer (PRO) can develop specific 'Contingency Plans', ensuring that the organization is not caught off guard and can respond with agility and precision when a real threat emerges.

Solution:

- (a) The question focuses on the specific definition of 'Crisis Mapping' within the broader scope of PR duties.
- (b) Option (A) is a literal and incorrect interpretation, as it refers to physical geography rather than organizational risk management.
- (c) Option (C) refers to 'Marketing Communications' or 'Advertising,' which is a separate function focused on sales and promotion rather than risk mitigation.
- (d) Option (D) refers to 'Human Resource Management' or 'Staffing,' which may occur after a crisis but is not part of the 'mapping' or planning process.
- (e) Option (B) correctly identifies the strategic nature of the task. It involves identifying potential risks—such as financial scandals, product failures, or labor strikes—and preparing detailed response scenarios.
- (f) This process allows the PRO to have pre-approved messages and communication channels ready, thereby reducing the 'Response Time' during an actual emergency.

Final Answer: Identifying potential risks and preparing response scenarios before they occur.

Answer: (B)



Q27.

Solution**Concept:**

The 'Mixer' (also known as the Audio Console or Desk) is the technical centerpiece of a radio studio. Its primary role is to act as a 'Hub' where various audio input signals converge. These inputs can be 'Live' (like a studio microphone) or 'Pre-recorded' (like music tracks, jingles, or telephone interviews). The Mixer allows the audio engineer to control the 'Balance' between these sources, ensuring that the presenter's voice is not drowned out by the background music. This process is essential for creating a professional and broadcast-ready 'Master Signal'.

Solution:

- (a) The question asks for the function of a Mixer when multiple sound sources are used simultaneously.
- (b) Option (A) describes the role of a 'Transmitter' or 'Uplink Station', which is responsible for the actual broadcast signal rather than the studio production.
- (c) Option (C) describes 'Digital Archiving' or 'Storage,' which is a function of the recording software or a physical recorder, not the mixer itself.
- (d) Option (D) refers to 'Profanity Delays' or 'Content Filtering,' which are specialized pieces of equipment used in live talk shows but are distinct from the mixing console.
- (e) Option (B) accurately defines the Mixer's role: it 'blends' (mixes) and 'balances' (adjusts levels) different audio signals to create a single, harmonious output that the listener eventually hears.
- (f) Without a mixer, the different signals would clash, leading to a chaotic and unlistenable audio experience.

Final Answer: It blends and balances different audio signals into a single composite output.

Answer: (B)



Q28.

Solution**Concept:**

'Media Convergence' is a transformative phenomenon in the digital age, defined by the blurring of lines between previously distinct media platforms. It occurs at three levels: Technological (the digitization of content), Economic (mergers of media companies), and Cultural (new ways consumers interact with media). The smartphone is the most prominent example of 'Technological Convergence.' It represents the 'Internet Paradigm Shift' where a single handheld device can perform the functions of a camera, a music player, a television, a newspaper, and a telecommunication tool, all powered by the same underlying digital infrastructure.

Solution:

- (a) The question asks for an example of Media Convergence in the context of a smartphone.
- (b) Option (A) describes 'Legacy Technology' or a simple feature phone, which is the opposite of convergence.
- (c) Option (C) refers to 'Digital Divide' or 'Economic Accessibility,' which is a socio-economic issue related to media but not a definition of convergence itself.
- (d) Option (D) refers to 'Hardware Standardization' (like USB-C), which is a physical convergence but not 'Media' convergence.
- (e) Option (B) captures the essence of the concept: the 'integration' of multiple media functions.
- (f) In the past, a person needed a physical radio to listen to FM, a TV set for broadcasts, and a physical paper for news. Today, the smartphone 'converges' these diverse experiences into one digital interface, allowing for 'anytime, anywhere' consumption.

Final Answer: The integration of multiple media functions like camera, radio, newspaper, and TV into a single device.

Answer: (B)



Q29.

Solution**Concept:**

Auguste and Louis Lumière, famously known as the 'Lumière Brothers,' were French pioneers who played a foundational role in the birth of cinema. While Thomas Edison had developed the 'Kinetoscope' (a peep-show device for individual viewing), the Lumières invented the 'Cinématographe.' This device was superior because it was a camera, a printer, and a projector all in one. Most importantly, it allowed for 'Collective Viewing' by projecting images onto a large screen, which transitioned film from a private novelty into a public, social experience that characterizes the cinema industry today.

Solution:

- (a) The question asks for the significant contribution of the Lumière Brothers.
- (b) Option (A) refers to pioneers of animation like Walt Disney or Winsor McCay.
- (c) Option (C) refers to later developments like 'Technicolor' or the work of George Eastman and Herbert Kalmus.
- (d) Option (D) refers to Soviet filmmakers like Sergei Eisenstein or Lev Kuleshov who developed formal film theories.
- (e) Option (B) identifies their most historic achievement: the first public projected screening on December 28, 1895, at the Grand Café in Paris.
- (f) This event, featuring short films like 'Arrival of a Train at La Ciotat,' is considered the official 'Birthday of Cinema' because it introduced the world to the power of projected moving images.

Final Answer: Organizing the first public projected motion picture screening in 1895.

Answer: (B)



Q30.

Solution**Concept:**

In journalism, the '5Ws and 1H' (Who, What, Where, When, Why, and How) are the fundamental questions that every reporter must answer to ensure a story is comprehensive. While 'Who,' 'What,' 'Where,' and 'When' provide the immediate facts of an event, 'Why' and 'How' provide the 'Context' and 'Depth.' The 'Why' is arguably the most complex part of a news report because it moves beyond the surface-level details to explore the underlying causes, motivations, and historical or social factors that led to the event occurring.

Solution:

- (a) The question asks which 'W' addresses the underlying cause or reason for an event.
- (b) 'Who' (Option A) identifies the subjects or participants involved in the event.
- (c) 'Where' (Option B) identifies the geographical or spatial location of the occurrence.
- (d) 'When' (Option D) identifies the specific time or date, establishing the chronology.
- (e) 'Why' (Option C) is the analytical component. For example, if a protest occurs, 'What' is the protest itself, but 'Why' explains the grievances of the protesters and the socio-political climate that triggered the demonstration.
- (f) Understanding the 'Why' is what distinguishes 'Interpretive Journalism' from simple 'Bulleting' of facts, as it provides the audience with a deeper understanding of the world.

Final Answer: Why.

Answer: (C)



Q31.

Solution**Concept:**

The 'Agenda Setting' theory, formulated by Maxwell McCombs and Donald Shaw in 1972, is a cornerstone of mass communication research. It posits that mass media have the power to influence the importance placed on the topics of the public agenda. If a news item is covered frequently and prominently, the audience will regard the issue as more important. During an election, the media does not necessarily tell a voter which candidate to vote for, but by focusing on the economy, national security, or healthcare, it dictates the criteria on which the candidates will be judged by the public.

Solution:

- (a) The question asks for the result of Agenda Setting during election coverage.
- (b) Option (A) (Changing affiliation) describes 'Conversion,' which is rare according to the 'Limited Effects' model of media.
- (c) Option (C) refers to the 'Silence Period' or 'Election Moratorium,' which is a legal regulation, not a communication theory.
- (d) Option (D) describes 'Media Skepticism,' which is a reaction to media bias rather than agenda setting itself.
- (e) Option (B) correctly identifies the core of the theory: frequency of coverage leads to a perception of 'Significance.' For example, if the media reports on inflation every day, voters will go to the polls believing inflation is the single most important issue, even if other issues like climate change are equally pressing.

Final Answer: Certain issues being perceived as the most significant problems facing the nation due to frequent coverage.

Answer: (B)



Q32.

Solution**Concept:**

Public Relations (PR) and Advertising are both forms of strategic communication, but they differ in their methods and goals. Advertising is a 'Paid, Non-personal' communication used to promote products or services directly to increase sales. Public Relations, however, is focused on 'Reputation Management' and building 'Goodwill.' PR activities are often less direct and more about creating a favorable environment for the organization to operate in. While advertising asks for a 'Purchase,' PR asks for 'Understanding' or 'Acceptance.'

Solution:

- (a) The question asks for an activity that is primarily a PR function.
- (b) Option (A) (Newspaper spread) and Option (C) (TV jingle) are classic examples of 'Paid Advertising' aimed at direct sales or brand recall through commercial airtime.
- (c) Option (D) (Influencer marketing) is a modern form of paid promotion (often called 'Native Advertising' or 'Sponsored Content').
- (d) Option (B) refers to 'Corporate Social Responsibility' (CSR). CSR initiatives—like building schools, supporting environmental causes, or community outreach—are designed to build a 'Positive Corporate Image' and improve relations with stakeholders.
- (e) Since CSR is about the organization's character and social standing rather than a specific product price, it is a definitive PR function.

Final Answer: Creating a 'Corporate Social Responsibility' (CSR) initiative to improve community relations.

Answer: (B)



Q33.

Solution**Concept:**

In Television and Film production, the Director of Photography (DoP), also known as the Cinematographer, is the head of the camera and lighting crews. The DoP works closely with the Director to transform the script into visual images. Their responsibility is 'Visual Storytelling.' They must decide how to frame a shot, what lenses to use to create a specific 'Depth of Field,' and how to light a scene to evoke the correct emotional response from the audience. The DoP's work is what gives a production its unique 'Cinematic Look.'

Solution:

- (a) The question asks for the specific jurisdiction of the DoP.
- (b) Option (A) is the responsibility of the 'Music Director' or 'Sound Designer.'
- (c) Option (C) is the responsibility of the 'Film Editor,' although done in consultation with the Director.
- (d) Option (D) is the responsibility of the 'Casting Director' and 'Executive Producers.'
- (e) Option (B) lists lenses, lighting, and color palette. These are the fundamental tools of cinematography. The DoP chooses the 'Focal Length' of the lens (to compress or expand space) and the 'Lighting Ratio' (to create high-key or low-key moods).
- (f) Therefore, the technical visual elements of the frame are the direct responsibility of the DoP.

Final Answer: The choice of camera lenses, lighting setups, and color palette.

Answer: (B)



Q34.

Solution**Concept:**

The 'Internet Paradigm Shift' refers to the radical change in the speed and scale of communication. In the pre-digital era, public opinion was shaped over days or weeks through newspapers and evening news. Today, we live in an era of 'Real-time' communication. 'Rapidity of Opinion' refers to how quickly the public can react to an event. Within seconds of a major announcement or a controversial incident, millions of people can post their opinions on social media, creating a 'Viral' wave of public sentiment that can influence government policy or corporate decisions almost instantly.

Solution:

- (a) The question asks for the definition of Rapidity of Opinion in the digital context.
- (b) Option (A) refers to physical logistics of legacy media, which is the opposite of the digital shift.
- (c) Option (C) and (D) refer to long-term linguistic or legal processes that do not reflect the 'Rapidity' characteristic of the internet.
- (d) Option (B) identifies 'near-instantaneous dissemination.' This is the hallmark of the new media paradigm. For example, during a live televised event, the 'Twitter (X) Feed' acts as a real-time barometer of public opinion.
- (e) This speed is a shift because it removes the 'Buffer Time' that previously existed between an event and the public's reaction to it.

Final Answer: The near-instantaneous dissemination of public reactions and commentary on global events.

Answer: (B)



Q35.

Solution**Concept:**

Radio is often described as a 'Companion Medium' because of its unique consumption patterns. Unlike Television or Cinema, which require the audience to be 'Static' and visually engaged, Radio is a 'Background' medium. It 'accompanies' the listener throughout their daily routine. Because it only requires the sense of hearing, it does not interfere with physical activities. This has allowed radio to survive and thrive in the digital age, particularly through car radios and smartphone apps, as it fills the 'secondary' spaces of human life.

Solution:

- (a) The question asks for the characteristic that makes radio a 'Companion Medium.'
- (b) Option (A) is incorrect because radio explicitly does NOT require undivided visual attention; that is a trait of TV or Print.
- (c) Option (C) is incorrect because radio is an 'audio-only' medium (excepting modern visual radio extensions).
- (d) Option (D) is factually incorrect; radio is generally one of the most cost-effective media for both production and consumption.
- (e) Option (B) correctly identifies 'simultaneous consumption.' A person can listen to the news while driving (the 'Drive Time' audience), cooking, or working in a factory.
- (f) This ability to fit into the 'nooks and crannies' of a person's schedule without demanding their full focus is why it is called a companion.

Final Answer: It can be consumed simultaneously while performing other tasks like driving or cooking.

Answer: (B)



Q36.

Solution**Concept:**

Ethical journalism is built on the foundation of objectivity and the avoidance of any situation that could compromise a reporter's professional integrity. A 'Conflict of Interest' occurs when a journalist has a personal, financial, or political interest that might interfere with their ability to provide an unbiased account of a story. To maintain public trust, journalists must not only avoid actual bias but also the 'appearance' of bias. This is why most reputable news organizations have strict policies regarding the secondary business interests or investments of their editorial staff, especially those covering beats that directly affect the market value of companies.

Solution:

- (a) The question asks for a clear breach of ethical standards regarding conflicts of interest.
- (b) Option (A) describes a personal dislike. While bias is a concern, a professional journalist is trained to report fairly even on subjects they dislike. It is a challenge, but not necessarily a structural conflict of interest.
- (c) Option (C) and (D) involve standard journalistic practices: criticism of public figures (athletes) and interviewing expert sources (professors) for educational purposes.
- (d) Option (B) presents a situation where the journalist stands to gain financially from the content of their reporting. If a business journalist owns stock in a company, they have a direct incentive to write favorable stories to increase the stock's value.
- (e) This is a textbook example of a conflict of interest because the reporter's personal financial gain is in direct competition with their duty to provide objective truth to the readers.

Final Answer: A business journalist writing a favorable review of a company in which they own significant stock.

Answer: (B)



Q37.

Solution**Concept:**

In the history of Indian Cinema, the film 'Manthan' (The Churning) holds a unique position not just for its artistic merit, but for its revolutionary production model. Directed by Shyam Benegal and co-written by Verghese Kurien, the film tells the story of the milk cooperative movement in Gujarat. At a time when 'Parallel Cinema' struggled for funding, 'Manthan' proved that there was an alternative to both commercial investors and government grants. It represents one of the earliest and largest examples of 'Crowdfunding' in the world, long before the term was popularized by digital platforms.

Solution:

- (a) The question asks why 'Manthan' is considered a landmark in cinema history.
- (b) Option (A) refers to technological milestones (like 'Ra.One' or later films), while 'Manthan' was a low-budget, realistic production.
- (c) Option (C) is historically incorrect, as the first Indian film to win an Oscar was 'Gandhi' (Costume Design) or 'Slumdog Millionaire' in later years for various categories, and 'Manthan' was an Indian domestic production.
- (d) Option (D) describes an international co-production or dubbing, which does not apply here.
- (e) Option (B) identifies the true historical significance: the film was funded by 500,000 farmers who each contributed two rupees from their milk earnings.
- (f) This decentralized funding model made the farmers 'producers' of their own story, making it a unique social and cinematic experiment in democratic filmmaking.

Final Answer: It was crowdfunded by 500,000 farmers of the Gujarat Co-operative Milk Marketing Federation.

Answer: (B)



Q38.

Solution**Concept:**

As the digital landscape evolves, new forms of cyber-harassment have emerged, requiring a new set of ethical guidelines known as 'Netiquette.' One of the most dangerous and unethical practices in the digital age is 'Doxing' (short for 'dropping documents'). Doxing is the act of gathering a person's private and identifying information—such as their home address, personal phone number, private email, or financial records—and publishing it online without their consent. The intent is usually to facilitate real-world harassment, stalking, or physical threats against the individual.

Solution:

- (a) The question asks for the definition of 'Doxing' in the context of social media ethics and harassment.
- (b) Option (A) refers to 'Astroturfing' or posting fake reviews, which is deceptive but not doxing.
- (c) Option (C) describes 'Parody' or 'Satire,' which is generally protected speech unless it involves identity theft or defamation.
- (d) Option (D) refers to 'Image Manipulation' or simple editing, which is a common personal practice.
- (e) Option (B) correctly defines the malicious nature of the act. Doxing violates the 'Right to Privacy' and is often used to silence activists, journalists, or whistleblowers by exposing them to the risk of physical or social retaliation.
- (f) Because it bridges the gap between digital harassment and physical danger, it is considered one of the most severe breaches of netiquette.

Final Answer: The malicious act of searching for and publishing private information about an individual online.

Answer: (B)



Q39.

Solution**Concept:**

The Shannon-Weaver model of communication was originally developed for technical telecommunications, but it became a foundational 'Linear Model' for mass communication. The primary criticism of this model is its simplicity: it views communication as a one-way street where a sender transmits a message to a receiver. In this framework, the receiver is seen as a 'Passive Destination.' Critics argue that this does not reflect human reality, where communication is 'Transactional' and involves continuous feedback, cultural interpretation, and active decoding by the audience.

Solution:

- (a) The question asks what 'Linearity' implies in the context of the Shannon-Weaver model.
- (b) Option (B) is a literal, geometric misunderstanding of the word 'linear.'
- (c) Option (C) refers to environmental noise or old radio physics, which is not a theoretical critique.
- (d) Option (D) is the opposite of the model's structure; the model actually prioritizes the sender's role in the 'Encoding' process.
- (e) Option (A) correctly identifies the theoretical flaw. In a linear model, the flow stops at the 'Destination.' It fails to account for how the receiver responds, asks questions, or provides 'Feedback' that might change the sender's next message.
- (f) This 'One-Way' nature is why modern theorists moved toward 'Interactive' or 'Circular' models of communication.

Final Answer: That communication is a one-way process without an immediate or effective feedback loop.

Answer: (A)



Q40.

Solution**Concept:**

In the journalism industry, the term 'Beat' refers to a specific area of interest or a geographic location that a reporter is assigned to cover on a regular basis. Having a 'Beat' allows a journalist to build deep expertise, cultivate reliable sources, and understand the nuances of a specific field. Common beats include Politics, Crime, Sports, and Business. A 'Beat Reporter' is expected to know their subject so well that they can provide analysis and find stories that a general assignment reporter might miss.

Solution:

- (a) The question asks for the definition of the journalistic term 'Beat.'
- (b) Option (A) is a humorous but incorrect reference to the rhythm of typing.
- (c) Option (C) describes a 'Scoop' or being first on the scene, which is a goal but not the definition of a beat.
- (d) Option (D) describes the 'Deadline,' which is a time-related constraint common to all journalists.
- (e) Option (B) correctly identifies a 'Beat' as a specialized area or subject. For example, a reporter on the 'Education Beat' will regularly visit schools, interview education ministers, and review policy changes, becoming a Subject Matter Expert (SME) in that field.
- (f) This specialization is crucial for the 'Watchdog' role of journalism, as it allows reporters to spot inconsistencies in specific sectors over time.

Final Answer: A specific area or subject of specialization assigned to a reporter (e.g., Crime, Sports, Education).

Answer: (B)



Q41.

Solution**Concept:**

The passage explores the shift from traditional media structures to the New Media landscape, specifically focusing on how technology changes the power dynamics between different actors in the communication process. In the older paradigm, there was a clear, hierarchical distinction between the professional producer (the broadcaster or publisher) and the passive consumer (the audience). Convergence, as described in the text, refers to the technological and cultural blurring of these lines. This leads to the rise of the prosumer—a person who consumes and produces content simultaneously.

Solution:

- (a) The question asks how convergence has specifically affected the relationship between media producers and consumers according to the text.
- (b) Option (A) is incorrect because the passage suggests the gap is closing rather than widening.
- (c) Option (C) is an exaggeration; while consumers produce more, professional producers still exist.
- (d) Option (D) contradicts the passage, which focuses on the transition toward new media rather than a return to print.
- (e) Option (B) aligns with the passage's claim that roles are merging. The text states that convergence is a cultural transformation where the roles of producer and consumer merge, making the consumer an active participant.
- (f) This active participation is facilitated by digital tools that allow users to comment, share, and create their own content, thereby disrupting the traditional one-way flow of information.

Final Answer: It has led to a merging of their roles, making the consumer an active participant.

Answer: (B)



Q42.

Solution**Concept:**

The rapidity of opinion is a defining feature of the digital age, driven by the instantaneous nature of social media platforms. While speed is often seen as a benefit, it creates a significant challenge for journalistic integrity and factual accuracy. In the traditional news cycle, there was a built-in delay between an event and its reporting, which allowed for gatekeeping and verification. In the current paradigm, the pressure to be first often results in the dissemination of raw, unverified information that can lead to the widespread propagation of false narratives or fake news.

Solution:

- (a) The question identifies a negative consequence of the rapidity of opinion as mentioned in the passage.
- (b) Option (A) refers to economic access, which is not the focus of this specific section of the text.
- (c) Option (B) is the opposite of the truth; rapidity prevents slow, analytical research.
- (d) Option (D) mentions government censors, which the passage says are being bypassed, not working harder due to speed alone.
- (e) Option (C) matches the passage's warning that the rapidity of opinion often outpaces the speed of factual verification.
- (f) When opinions are shared faster than facts can be checked, misinformation spreads rapidly. This creates a volatile information environment where the first version of a story, even if wrong, becomes the dominant narrative before corrections can be issued.

Final Answer: It often results in the spread of misinformation because verification takes more time.

Answer: (C)



Q43.

Solution**Concept:**

Hypertextuality is a technical and conceptual feature of digital media that distinguishes it from the linear nature of traditional print or broadcast media. In a linear medium, the author determines the sequence of information. In a hypertextual environment, the use of hyperlinks allows the user to jump from one piece of information to another related piece, regardless of its location. This creates a web-like structure of information that empowers the user to create their own unique path through the content, which is a core component of interactivity in Web 2.0.

Solution:

- (a) The question asks for the term that describes the ability to navigate information in a non-linear way.
- (b) Option (A) Gatekeeping refers to the filtering of information, which is a control mechanism rather than a navigation method.
- (c) Option (C) Convergence refers to the merging of technologies and roles.
- (d) Option (D) Trolling refers to malicious online behavior.
- (e) Option (B) Hypertextuality is explicitly linked in the text to the ability of users to navigate information in a non-linear fashion.
- (f) By using embedded links, users can explore deep context, related stories, or source documents at their own pace. This non-linearity is fundamental to how we consume news on the web today, moving away from the start-to-finish reading habit of physical newspapers.

Final Answer: Hypertextuality.

Answer: (B)



Q44.

Solution**Concept:**

Cyber activism refers to the use of digital communication technologies, especially social media, for various forms of activism to enable faster and more effective communication by citizen movements. Historically, information flow was controlled by gatekeepers—individuals like editors or government officials who decided what information was fit for public consumption. New media platforms have effectively dismantled this centralized control. Because anyone with an internet connection can publish information, activists can reach a global audience without needing the approval of traditional media institutions.

Solution:

- (a) The question asks why cyber activism is possible according to the passage.
- (b) Option (A) is incorrect as social media companies do not typically hire activists to run algorithms.
- (c) Option (C) is factually incorrect as international regulation of the truth is largely non-existent and difficult to enforce.
- (d) Option (D) is incorrect because most activism occurs on free-to-use platforms.
- (e) Option (B) correctly identifies the role of social media in bypassing traditional gatekeepers.
- (f) The passage states that social media platforms are used to bypass traditional gatekeepers like newspaper editors or government censors. This allows for the democratization of information, where marginalized voices or revolutionary ideas can gain traction without being silenced by those who previously controlled the news agenda.

Final Answer: Bypasses traditional 'Gatekeepers' who previously controlled the flow of information.

Answer: (B)



Q45.

Solution**Concept:**

The evolution of the internet is often divided into Web 1.0 (the traditional paradigm) and Web 2.0. Web 1.0 was primarily a read-only web where a small number of content creators produced information for a large number of consumers. It was centralized and lacked user interaction. Web 2.0, often called the social web, shifted the focus to user-generated content, usability, and interoperability. The key differentiator is the direction of communication: Web 1.0 was one-to-many (linear), while Web 2.0 is many-to-many (interactive and networked).

Solution:

- (a) The question asks for the primary difference between the Traditional Paradigm and Web 2.0 as described in the text.
- (b) Option (A) is incorrect because Web 2.0 is generally considered more user-friendly and faster.
- (c) Option (B) is the reverse of the actual situation.
- (d) Option (D) ignores the significant technological and social shifts described in the passage.
- (e) Option (C) accurately reflects the passage's description. The text states that in the traditional paradigm, information flowed from a centralized source to a passive audience, whereas Web 2.0 introduced interactivity.
- (f) This interactivity allows the audience to become creators, commenters, and distributors of information, fundamentally changing how society engages with digital content.

Final Answer: Web 2.0 introduced interactivity, whereas the traditional paradigm was a centralized flow.

Answer: (C)



Q46.

Solution**Concept:**

Public Relations (PR) and Advertising are often confused, but they operate on entirely different economic and professional models. Advertising is a paid communication where the sponsor has full control over the message, its placement, and its timing. Public Relations, conversely, is the art of persuasion aimed at gaining earned media. PR professionals do not pay for the space or time their message occupies; instead, they must convince media gatekeepers that their information is of genuine value to the audience. This makes PR inherently more credible but also more unpredictable than advertising.

Solution:

- (a) The question asks for the fundamental difference between Advertising and PR based on the passage.
- (b) Option (A) is incorrect because PR often has significant costs, even if the media placement itself is not paid.
- (c) Option (C) and (D) are based on misconceptions or cynical views rather than the definitions provided in the text.
- (d) Option (B) aligns perfectly with the passage. The text states that unlike advertising, which is a paid medium, PR relies on earned media.
- (e) In advertising, you buy the audience's attention. In PR, you earn it by providing a story that is interesting, relevant, or important. This distinction is crucial for students to understand the different strategic approaches of these two communication disciplines.

Final Answer: Advertising is a 'Paid' medium, while PR relies on 'Earned Media'.

Answer: (B)



Q47.

Solution**Concept:**

The term 'Earned Media' is central to the practice of Public Relations. It refers to any publicity that an organization does not pay for directly, but rather receives because of its activities, news value, or the strength of its relationships with the press. This can include news reports, magazine articles, television interviews, or organic social media mentions. Because earned media is filtered through a third-party journalist or influencer, it carries a higher level of third-party validation and trust compared to paid advertisements, which are viewed as self-promotional.

Solution:

- (a) The question asks what 'Earned Media' implies in the context of the passage.
- (b) Option (A) describes 'Paid Media.'
- (c) Option (C) refers to personal income, which is a misunderstanding of the industry term.
- (d) Option (D) describes censorship or digital moderation.
- (e) Option (B) correctly identifies that earned media is coverage gained because a journalist believes the story has genuine news value.
- (f) As the passage notes, the PR professional must persuade a journalist that their story is newsworthy enough to be covered for free. Therefore, the 'earning' comes from the merit of the news itself rather than the size of a marketing budget.

Final Answer: Coverage gained because a journalist believes the story has genuine news value.

Answer: (B)



Q48.

Solution**Concept:**

In the field of PR, Crisis Management is the process by which an organization deals with a major event that threatens to harm the organization, its stakeholders, or the general public. The passage emphasizes that the foundation of effective crisis management is transparency. When a crisis occurs, there is often a temptation to minimize the issue or hide facts to protect the brand. However, in the modern media environment, such attempts usually fail and lead to a secondary, often more damaging, reputation crisis. Honesty and transparency are the best tools for long-term brand preservation.

Solution:

- (a) The question asks for the primary response of a PRO during a crisis according to the text.
- (b) Option (A) (Hiding facts) is explicitly warned against in the passage as it leads to a reputation crisis.
- (c) Option (B) (Buying ads) is a distraction technique that does not address the core issue of trust.
- (d) Option (D) is a personal escape that does not help the organization recover.
- (e) Option (C) reflects the core message of the passage. The text states that the role of the PRO is to ensure transparency and that PR is about building mutually beneficial relationships.
- (f) By being transparent, the PRO maintains the trust of the public and the media, which is the only way to navigate a crisis without permanent damage to the organization's reputation.

Final Answer: Ensuring transparency and maintaining mutually beneficial relationships.

Answer: (C)



Q49.

Solution**Concept:**

The passage provides a formal definition of Public Relations that moves away from common stereotypes. It describes PR as a strategic communication process. The goal is not just to get a story in the news, but to manage the relationship between an entity and the groups of people it affects (its publics). These publics can include employees, customers, local communities, and the government. A successful PR strategy ensures that the organization and its publics understand each other and that their interests are aligned, creating a sustainable environment for the organization.

Solution:

- (a) The question asks how the passage defines the core objective of PR.
- (b) Option (A) refers to 'Spin Doctoring,' which the passage says is a misunderstanding of PR.
- (c) Option (C) and (D) describe impossible or unethical goals that contradict the professional standards of the industry.
- (d) Option (B) is a direct quote from the passage. The text defines PR as a strategic communication process that builds mutually beneficial relationships between organizations and their publics.
- (e) This definition emphasizes that PR is a two-way street; it is not just about the organization talking at the public, but about creating a dialogue where both parties benefit from the relationship.

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

Answer: (B)



Q50.

Solution**Concept:**

'Spin Doctoring' is a derogatory term used to describe a form of public relations that provides a heavily biased portrayal of an event or situation to influence public opinion. It often involves the use of deceptive or manipulative tactics to make a negative situation appear positive. The passage mentions this term to clarify that professional PR is distinct from these unethical practices. By acknowledging the negative perception, the text sets up a contrast with the professional and ethical reality of the field, which is based on trust and transparency.

Solution:

- (a) The question asks why 'Spin Doctoring' is mentioned in the passage.
- (b) Option (A) is incorrect because 'Spin Doctoring' is a negative term, not a positive synonym.
- (c) Option (C) is a literal and incorrect interpretation.
- (d) Option (D) refers to news editing, which is a different part of the media process.
- (e) Option (B) correctly identifies the author's intent. The passage begins by saying PR is often misunderstood as 'Spin Doctoring.'
- (f) By using this term, the passage highlights a common negative perception of the industry before explaining its actual, ethical purpose. This helps the reader differentiate between strategic, honest communication and the manipulative tactics that are often wrongly associated with the PR profession.

Final Answer: To highlight a common misunderstanding or negative perception of what PR is.

Answer: (B)



Answer Key

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

