

CUET-UG Mass Media & Communication Sample Paper - 15

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. Assertion (A): Feedback is an essential component of two-way communication.
Reason (R): Feedback helps the sender understand whether the message has been interpreted correctly by the receiver.

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

Q2. Which of the following communication models emphasizes continuous interaction and interpretation between sender and receiver?

- (A) Lasswell Model
- (B) Osgood-Schramm Model
- (C) Shannon-Weaver Model
- (D) Aristotle Model

Q3. In journalism, “attribution” refers to:

- (A) Editing headlines attractively
- (B) Identifying the source of information in a report
- (C) Publishing anonymous advertisements
- (D) Rewriting news copied from agencies



- Q4.** A reporter covering only crime-related stories for a newspaper is said to be working on:
- (A) Editorial writing
 - (B) Investigative cinema
 - (C) A specialised beat
 - (D) Development communication
- Q5.** Which of the following is the BEST example of ethical journalism?
- (A) Publishing rumours before verification
 - (B) Hiding relevant facts to increase TRP
 - (C) Verifying facts from multiple credible sources
 - (D) Accepting money for positive coverage
- Q6.** The term “media trial” refers to:
- (A) Legal training for journalists
 - (B) Judicial hearings conducted on television
 - (C) Media influencing public opinion before court judgement
 - (D) Reporting only courtroom proceedings
- Q7.** Which advertising appeal is MOST likely being used when an advertisement suggests that a product improves social status?
- (A) Fear appeal
 - (B) Humour appeal
 - (C) Prestige appeal
 - (D) Rational appeal
- Q8.** A press release is primarily prepared to:
- (A) Entertain audiences through storytelling



- (B) Provide official information to media organisations
- (C) Replace investigative journalism
- (D) Increase film distribution revenue

Q9. Which of the following is MOST important during the pre-production stage of television production?

- (A) Audience measurement
- (B) Script planning and scheduling
- (C) Satellite transmission
- (D) Film distribution

Q10. “Jump cut” is a term associated with:

- (A) Radio scripting
- (B) Film and video editing
- (C) Newspaper layout
- (D) Social media algorithms

Q11. In radio broadcasting, dead air refers to:

- (A) Background music
- (B) Deliberate dramatic silence
- (C) Unintended absence of audio during broadcast
- (D) Sound distortion caused by microphones

Q12. Which of the following is a major advantage of radio as a medium of communication?

- (A) Requires high literacy among audiences
- (B) Low cost and wide accessibility
- (C) Depends heavily on visual effects
- (D) Cannot broadcast live events



- Q13.** Who among the following directed the film “Pather Panchali”?
- (A) Ritwik Ghatak
 - (B) Guru Dutt
 - (C) Satyajit Ray
 - (D) Bimal Roy
- Q14.** The term “mise-en-scène” in cinema refers to:
- (A) Sound recording techniques only
 - (B) Arrangement of visual elements within a frame
 - (C) Film censorship laws
 - (D) Script translation process
- Q15.** Which of the following genres typically combines suspense, investigation, and mystery?
- (A) Documentary
 - (B) Thriller
 - (C) Musical
 - (D) Mythological

Read the following passage carefully and answer the questions that follow:

An online environmental campaign encouraging citizens to plant trees and reduce carbon emissions gained nationwide popularity after environmental activists collaborated with media professionals, educators, and digital creators to spread awareness. The campaign used hashtags, short educational videos, podcasts, interactive infographics, online quizzes, and live-streamed discussions to engage audiences across different age groups. Schools, colleges, and local community organisations also participated by organising plantation drives and awareness rallies, the pictures and videos of which were widely shared on social media



platforms.

As the campaign expanded, several celebrities and influencers joined the movement, helping the hashtag trend across multiple digital platforms. Thousands of users uploaded personal stories and creative content promoting eco-friendly practices such as recycling, reducing plastic usage, and conserving water. Communication experts praised the campaign for successfully combining traditional awareness methods with modern digital participation tools, thereby creating a strong example of participatory communication and media convergence.

However, not all information shared online during the campaign was accurate. Some users circulated exaggerated statistics related to pollution levels and climate change without proper verification. Independent fact-checking organisations later intervened and clarified misleading claims by publishing scientifically verified data and linking users to reliable environmental reports. Media analysts later highlighted the campaign as an example of both the strengths and challenges of new media communication, particularly the rapid circulation of information, audience participation, and the growing importance of digital media literacy.

Q16. The situation described in the passage BEST highlights the problem of:

- (A) Audience fragmentation
- (B) Information manipulation and misinformation
- (C) Traditional gatekeeping
- (D) Public service broadcasting

Q17. The act of adding verified informational links below misleading posts is an example of:

- (A) Media convergence
- (B) Corrective digital moderation
- (C) Print journalism ethics
- (D) Satellite communication



- Q18.** Which of the following practices can BEST reduce the spread of misinformation online?
- (A) Forwarding messages immediately
 - (B) Trusting only viral content
 - (C) Cross-checking information with reliable sources
 - (D) Ignoring fact-checking agencies
- Q19.** Assertion (A): Social media platforms have increased citizen participation in public discourse.
Reason (R): Users can instantly create, share, and comment on content globally.
- (A) Both A and R are true and R is the correct explanation of A.
 - (B) Both A and R are true but R is not the correct explanation of A.
 - (C) A is true but R is false.
 - (D) A is false but R is true.
- Q20.** Which of the following BEST explains the term “viral content”?
- (A) Content restricted to one website
 - (B) Content rapidly shared across digital networks
 - (C) Content available only through television
 - (D) Content protected from audience interaction
- Q21.** The “digital divide” refers to:
- (A) Differences in film genres
 - (B) Unequal access to digital technologies and internet services
 - (C) Competition between newspapers and television
 - (D) Conflict between journalists and editors
- Q22.** Match the following communication models with their major features:



S.No.	Communication Model		Major Feature
1.	Lasswell Model	A.	Interactive circular communication
2.	Shannon-Weaver Model	B.	Linear transmission with noise
3.	Osgood-Schramm Model	C.	“Who says What in Which Channel”
4.	Dance Helical Model	D.	Communication evolves continuously over time

(A) 1-C, 2-B, 3-A, 4-D

(B) 1-B, 2-C, 3-D, 4-A

(C) 1-D, 2-A, 3-B, 4-C

(D) 1-C, 2-A, 3-B, 4-D

Q23. The concept of “agenda setting” suggests that media:

- (A) Tells people exactly what opinions to hold
- (B) Influences what issues audiences consider important
- (C) Completely controls government decisions
- (D) Eliminates public debate

Q24. Which of the following is an example of development communication?

- (A) Celebrity gossip columns
- (B) Campaigns promoting public health awareness
- (C) Horror film promotions
- (D) Luxury brand endorsements

Q25. In newspaper terminology, a “byline” refers to:

- (A) A summary placed below advertisements
- (B) The name of the reporter publishing the story
- (C) The newspaper’s printing location
- (D) The editor’s personal note



- Q26.** Which of the following is MOST closely associated with investigative journalism?
- (A) Publishing unverified rumours quickly
 - (B) In-depth examination of hidden issues and corruption
 - (C) Reporting only celebrity interviews
 - (D) Writing fictional news reports
- Q27.** Assertion (A): Freedom of the press is essential in a democracy.
Reason (R): Independent media can question authority and inform citizens.
- (A) Both A and R are true and R is the correct explanation of A.
 - (B) Both A and R are true but R is not the correct explanation of A.
 - (C) A is true but R is false.
 - (D) A is false but R is true.
- Q28.** Which advertising strategy focuses on directly comparing one product with a competitor's product?
- (A) Institutional advertising
 - (B) Comparative advertising
 - (C) Covert advertising
 - (D) Public service advertising
- Q29.** Public Relations differs from advertising because PR primarily focuses on:
- (A) Paid promotional space only
 - (B) Building long-term public image and trust
 - (C) Manufacturing consumer products
 - (D) Film production techniques
- Q30.** Which of the following is an example of surrogate advertising?
- (A) A soap commercial featuring doctors



- (B) Promotion of soda water using a liquor brand name
- (C) A newspaper editorial on health
- (D) Government vaccination campaigns

Q31. In television production, “framing” refers to:

- (A) Arranging advertisements in newspapers
- (B) Composition and positioning of subjects within the camera shot
- (C) Editing background music
- (D) Managing broadcasting satellites

Q32. Which shot is generally used to show the facial expressions of a subject clearly?

- (A) Extreme long shot
- (B) Long shot
- (C) Medium shot
- (D) Close-up shot

Q33. The term “voice-over” in audiovisual production refers to:

- (A) Silent acting performance
- (B) Narration heard without the speaker appearing on screen
- (C) Background crowd noise
- (D) Visual transition between scenes

Q34. Which of the following is a key feature of FM radio broadcasting?

- (A) Poor sound quality
- (B) Better audio clarity and reduced noise
- (C) Dependence on visual signals
- (D) Limited music transmission

Q35. The primary role of an amplifier in radio/audio systems is to:



- (A) Reduce internet speed
- (B) Increase the strength of audio signals
- (C) Edit newspaper headlines
- (D) Record television visuals

Q36. Which Indian filmmaker is internationally known for blending realism with humanistic storytelling?

- (A) Manmohan Desai
- (B) Satyajit Ray
- (C) Rohit Shetty
- (D) David Dhawan

Q37. The montage technique in cinema is primarily used to:

- (A) Increase microphone sensitivity
- (B) Create meaning through editing and sequence arrangement
- (C) Broadcast radio frequencies
- (D) Improve theatre seating arrangements

Q38. Assertion (A): Parallel cinema often addressed social realities ignored by mainstream commercial films.

Reason (R): Parallel cinema emphasized realism, social issues, and artistic experimentation.

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

Read the following passage carefully and answer the questions that follow:



A popular digital influencer with millions of followers uploaded a short video claiming that a certain herbal drink could cure several serious diseases within a few days. The video used emotional storytelling, dramatic visuals, and selective testimonials from individuals claiming miraculous recovery. Within hours, the content spread rapidly across multiple social media platforms, gaining millions of views, shares, comments, and reactions. Many users believed the claims without checking scientific evidence and began forwarding the video to family members, friends, and online groups.

As the popularity of the video increased, several online sellers started promoting similar products using misleading advertisements and exaggerated promises. Health experts, doctors, and medical organisations soon criticised the claims, warning citizens against relying on unverified medical advice circulating on social media. They emphasized that false health-related information could create panic, encourage self-medication, and divert people from seeking proper medical treatment.

In response to growing concern, digital platforms collaborated with independent fact-checking organisations to label misleading posts, reduce the visibility of false claims, and provide links to verified medical resources published by recognised health authorities. Media scholars later described the incident as a major example of the opportunities and risks associated with new media platforms. While digital communication enables rapid information sharing and public participation, it also increases the possibility of misinformation, sensationalism, algorithm-driven amplification, and irresponsible online behaviour. The incident further highlighted the importance of media literacy, ethical digital communication, and critical evaluation of online information before accepting or sharing it with others.

Q39. The campaign described above BEST represents:

- (A) Media convergence and audience participation
- (B) State-controlled communication
- (C) Traditional one-way broadcasting



(D) Restricted information flow

Q40. The use of hashtags in digital campaigns mainly helps in:

- (A) Limiting public discussion
- (B) Categorising and increasing visibility of online discussions
- (C) Replacing television broadcasting
- (D) Preventing audience interaction

Q41. Which of the following BEST describes “echo chambers” in social media?

- (A) Exposure to diverse viewpoints only
- (B) Online environments where similar opinions are repeatedly reinforced
- (C) Government-controlled discussion forums
- (D) Radio programmes discussing politics

Q42. Assertion (A): Algorithms significantly influence what users see on digital platforms.

Reason (R): Algorithms automatically prioritise and recommend content based on user behaviour and engagement.

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

Q43. Which of the following is a major ethical concern associated with new media platforms?

- (A) Slow communication speed
- (B) Lack of user participation
- (C) Spread of misinformation and privacy violations
- (D) Absence of multimedia content



- Q44.** “Podcasting” is BEST described as:
- (A) Printing digital newspapers
 - (B) On-demand digital audio broadcasting
 - (C) Satellite-based television transmission
 - (D) Film editing software
- Q45.** The ability of users to like, comment, share, and create content online is an example of:
- (A) One-way communication
 - (B) Interactivity in new media
 - (C) Traditional gatekeeping
 - (D) Linear broadcasting
- Q46.** Which of the following statements BEST explains “media convergence”?
- (A) Elimination of print journalism
 - (B) Integration of text, audio, video, and internet technologies
 - (C) Restriction of audience participation
 - (D) Dependence on a single communication platform
- Q47.** The rapid spread of public opinion through digital platforms is primarily enabled by:
- (A) Slow information flow
 - (B) Instant connectivity and networked communication
 - (C) Government censorship only
 - (D) Absence of user interaction
- Q48.** Which of the following is considered a responsible practice while using social media?
- (A) Sharing personal information publicly without caution



- (B) Verifying information before forwarding it
- (C) Using abusive language during discussions
- (D) Posting copyrighted content without permission

Q49. In communication studies, “noise” can include:

- (A) Only physical disturbances such as loud sounds
- (B) Any factor that interferes with message interpretation
- (C) Audience participation during communication
- (D) Positive reinforcement from receivers

Q50. Which of the following communication methods is MOST effective for immediate mass awareness during emergencies?

- (A) Personal diary writing
- (B) Multimedia broadcasting across digital and traditional platforms
- (C) Handwritten letters only
- (D) Closed-door meetings



Detailed Solutions**Q1.****Solution**

Concept: Understanding the role of feedback in communication models.

Solution: Assertion (A): Feedback is an essential component of two-way communication. This is true. Two-way communication implies an exchange where participants both send and receive messages, and feedback is the receiver's response, which is crucial for this exchange.

Reason (R): Feedback helps the sender understand whether the message has been interpreted correctly by the receiver. This is also true. Feedback allows the sender to gauge the effectiveness of their message. If the receiver's feedback indicates misunderstanding or a different interpretation, the sender can clarify or adjust their communication.

Reason (R) directly explains why feedback is essential for two-way communication (as stated in A). Without feedback, the communication remains one-way, and the sender cannot confirm comprehension. Therefore, R is the correct explanation of A.

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

Answer: (A)



Q2.

Solution

Concept: Identifying communication models based on their emphasis on interaction and interpretation.

Solution: Let's analyze the models: Lasswell Model: A linear model (Who says What in Which Channel to Whom with What Effect?). It describes communication but doesn't emphasize continuous interaction.

Osgood-Schramm Model: This model views communication as a circular, interactive process. It highlights that participants are simultaneously encoders and decoders, constantly interpreting and assigning meaning, making it emphasize continuous interaction and interpretation.

Shannon-Weaver Model: Primarily a linear model focused on the technical transmission of a message, with emphasis on noise. While it has components of encoding and decoding, it doesn't focus as much on continuous interaction and interpretation as Osgood-Schramm.

Aristotle Model: An early, simple linear model focusing on the speaker, message, and audience, with no emphasis on continuous interaction.

Therefore, the Osgood-Schramm Model emphasizes continuous interaction and interpretation between sender and receiver.

Final Answer : "Osgood-Schramm Model"

Answer: (B)



Q3.

Solution

Concept: Understanding journalistic practices related to sourcing information.

Solution: In journalism, attribution is the practice of identifying the source of information presented in a news report. This is crucial for journalistic integrity, as it allows readers to assess the credibility of the information, understand the context, and provides transparency. It ensures accountability and distinguishes between the reporter's own observations and information provided by others.

Let's consider the other options:

Editing headlines attractively: This relates to headline writing.

Publishing anonymous advertisements: This is often an ethical concern and not standard journalistic practice for news content.

Rewriting news copied from agencies: This is closer to paraphrasing or adapting news, but attribution is still key to credit the original agency.

Therefore, attribution refers to identifying the source of information in a report.

Final Answer : "Identifying the source of information in a report"

Answer: (B)



Q4.

Solution

Concept: Understanding the specialization of roles within journalism.

Solution: In journalism, a specialised beat refers to a reporter's designated area of coverage. Instead of covering a broad range of topics, reporters often focus on specific subjects or beats, such as crime, politics, sports, health, or business. This allows them to develop in-depth knowledge, build contacts within that field, and provide more informed and nuanced reporting on those specific topics. A reporter covering only crime stories is working on a crime beat.

Let's review the other options:

Editorial writing: This involves expressing the opinion of the publication.

Investigative cinema: This is a filmmaking genre, not a journalistic role.

Development communication: This is a field focused on using communication for social and economic development, often broader than a single reporter's beat.

Therefore, a reporter covering only crime-related stories is working on a specialised beat.

Final Answer : "A specialised beat"

Answer: (C)



Q5.

Solution

Concept: Identifying the core principles of ethical journalism.

Solution: Ethical journalism is founded on principles of truthfulness, accuracy, fairness, impartiality, and accountability. The most crucial aspect is ensuring the information presented to the public is accurate and reliable.

Let's analyze the options:

- (A) Publishing rumours before verification: This is unethical, as it spreads misinformation.
- (B) Hiding relevant facts to increase TRP: This compromises accuracy and fairness for commercial gain, which is unethical. TRP (Television Rating Point) is a measure of viewership.
- (C) Verifying facts from multiple credible sources: This is a fundamental practice of ethical journalism. It ensures accuracy and provides a balanced perspective by consulting various reliable sources.
- (D) Accepting money for positive coverage: This is a form of bribery or paid news, which is highly unethical and undermines journalistic independence.

Therefore, verifying facts from multiple credible sources is the BEST example of ethical journalism.

Final Answer : “Verifying facts from multiple credible sources”

Answer: (C)



Q6.

Solution

Concept: Understanding the implications of media coverage on legal proceedings.

Solution: A media trial refers to the phenomenon where media coverage, particularly of criminal cases, attempts to try the accused in the court of public opinion before or during actual legal proceedings. This often involves intense reporting, speculation, and the formation of public judgment based on media narratives, which can sometimes prejudice potential jurors and influence the outcome of a legitimate court case.

Let's examine the other options:

Legal training for journalists: While journalists may need legal awareness, this is not what a media trial is.

Judicial hearings conducted on television: While some court proceedings are televised, a "media trial" is about the *influence* of media opinion, not simply broadcasting hearings.

Reporting only courtroom proceedings: This is standard court reporting, which, if done responsibly, does not constitute a media trial.

Therefore, the term "media trial" refers to media influencing public opinion before a court judgment.

Final Answer : “Media influencing public opinion before court judgement”

Answer: (C)



Q7.

Solution

Concept: Identifying different types of appeals used in advertising.

Solution: An advertising appeal is a strategy used to persuade consumers to purchase a product or service.

When an advertisement suggests that a product improves social status, it's attempting to associate the product with desirability, success, and elevated social standing. This is known as a prestige appeal.

Let's define the other appeals:

Fear appeal: Suggests that a product can protect the consumer from a negative outcome or danger.

Humour appeal: Uses comedy to make the advertisement engaging and memorable.

Rational appeal: Focuses on the product's features, benefits, and logical reasons for purchase.

Therefore, an advertisement suggesting a product improves social status is using a prestige appeal.

Final Answer : "Prestige appeal"

Answer: (C)



Q8.

Solution

Concept: Understanding the purpose of a press release in media relations.

Solution: A press release is an official statement delivered to members of the news media for the purpose of providing information, making an announcement, or creating publicity. It is prepared by an organization or individual to inform journalists about a new product, an event, a personnel change, or any other news-worthy development. The goal is for the media to then report on this information.

Let's examine the other options:

Entertain audiences through storytelling: While press releases can sometimes contain narrative elements, their primary purpose is information dissemination, not entertainment.

Replace investigative journalism: Press releases are typically about planned announcements, not uncovering hidden truths like investigative journalism.

Increase film distribution revenue: This might be a consequence of good publicity generated by a press release, but it's not the direct purpose of preparing one.

Therefore, a press release is primarily prepared to provide official information to media organizations.

Final Answer : "Provide official information to media organisations"

Answer: (B)



Q9.

Solution

Concept: Identifying the most critical activities during the initial planning phase of television production.

Solution: The pre-production stage is the most crucial for laying the groundwork for a successful television production. During this phase, the core elements of the program are defined, planned, and scheduled. This includes:

Script planning: Finalizing the content, dialogue, and structure of the program.

Scheduling: Determining shooting dates, locations, and resource allocation.

Budgeting: Setting financial parameters.

Casting: Selecting actors and talent.

Location scouting: Finding suitable places for filming.

All these activities are essential for ensuring the production runs smoothly and efficiently.

Let's look at the other options: Audience measurement: This is more related to post-production analysis or marketing.

Satellite transmission: This is part of the distribution or broadcasting phase, occurring much later.

Film distribution: This is also a post-production and marketing activity.

Therefore, script planning and scheduling are MOST important during the pre-production stage.

Final Answer : "Script planning and scheduling"

Answer: (B)



Q10.

Solution

Concept: Understanding editing techniques in film and video production.

Solution: A jump cut is an editing technique where two sequential shots of the same subject are taken from different camera positions, but are almost identical in perspective. When edited together, this creates a jarring, abrupt transition in which the subject seems to "jump" forward in time or space. It is a common technique in film and video editing, often used for stylistic effect or to convey a sense of discontinuity.

Let's consider the other options:

Radio scripting: This deals with writing for audio.

Newspaper layout: This concerns the arrangement of text and images in print.

Social media algorithms: These are computational processes that determine content visibility on platforms.

Therefore, a "jump cut" is a term associated with film and video editing.

Final Answer : "Film and video editing"

Answer: (B)

Q11.

Solution

Concept: Defining technical terms used in radio broadcasting.

Solution: In radio broadcasting, dead air refers to an unintended and prolonged absence of audio. It's a silence that should not be there, indicating a technical issue, an error in the broadcast schedule, or a failure in the transmission. It's generally considered a significant broadcast failure.

Let's analyze the other options:

Background music: This is intentional audio.

Deliberate dramatic silence: This is a specific artistic choice in audio production and distinct from dead air.

Sound distortion caused by microphones: This is a form of audio imperfection, but not dead air.

Therefore, dead air refers to the unintended absence of audio during a broadcast.

Final Answer : "Unintended absence of audio during broadcast"

Answer: (C)



Q12.

Solution

Concept: Identifying the key advantages of radio as a communication medium.

Solution: Radio possesses several significant advantages as a communication medium:

Low cost: The production and transmission of radio content are generally less expensive compared to television or print media.

Wide accessibility: Radio receivers are relatively inexpensive and common, allowing for broad reach, even in areas with limited infrastructure or literacy. It can reach audiences that might not have access to newspapers or television.

Live broadcasting: Radio is excellent for real-time reporting and live events.

Let's examine why the other options are disadvantages or incorrect:

Requires high literacy among audiences: Radio is an auditory medium, making it accessible to people with low literacy.

Depends heavily on visual effects: Radio is an audio medium and does not rely on visuals.

Cannot broadcast live events: Radio is very capable of broadcasting live events.

Therefore, a major advantage of radio as a medium of communication is its low cost and wide accessibility.

Final Answer : "Low cost and wide accessibility"

Answer: (B)



Q13.

Solution

Concept: Identifying directors of significant Indian films.

Solution: Satyajit Ray is the acclaimed Indian filmmaker who directed "Pather Panchali" (1955). This film is the first in his Apu Trilogy and is considered a masterpiece of world cinema, marking a significant moment for Indian parallel cinema.

Let's consider the other directors:

Ritwik Ghatak: Another renowned parallel cinema director, known for films like "Meghe Dhaka Tara."

Guru Dutt: A legendary filmmaker known for his distinctive style and films like "Pyaasa" and "Kaagaz Ke Phool."

Bimal Roy: An influential director, known for films like "Do Bigha Zamin" and "Devdas."

Therefore, Satyajit Ray directed the film "Pather Panchali."

Final Answer : "Satyajit Ray"

Answer: (C)

Q14.

Solution

Concept: Understanding key terms and concepts used in film analysis.

Solution: Mise-en-scène is a French term that, in cinema, refers to everything that appears before the camera within a shot. This includes the arrangement of scenery, props, actors, costumes, lighting, and blocking (the movement and positioning of actors). It encompasses all the visual elements that contribute to the overall look and feel of a scene.

Let's analyze the other options:

Sound recording techniques only: This is part of the audio aspect of filmmaking, not mise-en-scène.

Film censorship laws: These are legal and regulatory frameworks.

Script translation process: This relates to adapting screenplays from one language to another.

Therefore, mise-en-scène refers to the arrangement of visual elements within a frame.

Final Answer : "Arrangement of visual elements within a frame"

Answer: (B)



Q15.

Solution

Concept: Identifying film genres based on their common elements.

Solution: The thriller genre is characterized by its focus on building suspense, creating tension, and often involving elements of mystery and investigation. Thrillers aim to keep the audience on the edge of their seats, often through unexpected plot twists, high stakes, and a sense of danger or intrigue.

Let's consider the other genres:

Documentary: Presents factual or real-life content.

Musical: Integrates songs and dance numbers into the narrative.

Mythological: Based on religious or epic stories.

Therefore, the genre that typically combines suspense, investigation, and mystery is the thriller.

Final Answer : “Thriller”

Answer: (B)



Q16.

Solution

Concept: Analyzing the implications of the spread of false claims through digital media, particularly during crises.

Solution: The passage describes a situation where a digital influencer spreads a false claim about a herbal drink curing diseases, which goes viral and is believed by users. This situation BEST highlights the problem of information manipulation and misinformation. The influencer is manipulating information for engagement or possibly other motives, leading to the spread of false medical advice (misinformation).

Let's analyze the other options:

Audience fragmentation: This refers to audiences dispersing across many media channels, not directly the spread of false content itself.

Traditional gatekeeping: This refers to older media's role in filtering information, which is often bypassed by new media platforms where misinformation can spread rapidly.

Public service broadcasting: This is about media providing reliable information for public benefit, which is being undermined by the misinformation described.

Therefore, the situation BEST highlights the problem of information manipulation and misinformation.

Final Answer : "Information manipulation and misinformation"

Answer: (B)



Q17.

Solution

Concept: Understanding strategies used on digital platforms to counter false information.

Solution: The act of digital platforms flagging misleading content and adding links to verified medical resources is a form of corrective digital moderation. Moderation refers to the process of managing and controlling user-generated content. In this case, it's corrective because it aims to address and mitigate the negative impact of misinformation by providing accurate context and directing users to credible sources.

Let's examine the other options:

Media convergence: This is about the integration of different media platforms, not the specific moderation of content.

Print journalism ethics: This relates to standards in newspaper publishing.

Satellite communication: This is a method of transmitting signals, unrelated to content moderation.

Therefore, adding verified informational links below misleading posts is an example of corrective digital moderation.

Final Answer : “Corrective digital moderation”

Answer: (B)



Q18.

Solution

Concept: Identifying effective strategies for combating the spread of false information online.

Solution: The most effective way to combat the spread of misinformation online is by encouraging critical engagement with information. Cross-checking information with reliable sources is a fundamental practice that empowers individuals to verify the authenticity and accuracy of what they encounter online before accepting or sharing it. This practice directly counteracts the rapid spread of unverified claims.

Let's analyze the other options:

Forwarding messages immediately: This actively contributes to the spread of misinformation.

Trusting only viral content: Viral content is often unverified and can be misleading.

Ignoring fact-checking agencies: These agencies play a crucial role in identifying and debunking false information.

Therefore, cross-checking information with reliable sources BEST reduces the spread of misinformation online.

Final Answer : “Cross-checking information with reliable sources”

Answer: (C)

Q19.

Solution

Concept: Evaluating the impact of social media on public discourse.

Solution: Assertion (A): Social media platforms have increased citizen participation in public discourse.

This is a true statement. Social media has democratized information sharing and allowed more individuals to voice their opinions, engage in discussions, and participate in public debate.

Reason (R): Users can instantly create, share, and comment on content globally. This reason directly explains why social media has increased citizen participation. The ability to create and share content instantly and globally breaks down traditional barriers to communication and participation. It allows individuals to bypass traditional media gatekeepers and directly engage with a wide audience.

Reason (R) provides a clear mechanism that supports Assertion (A). The instant, global, and interactive nature of social media is the direct cause of increased citizen participation in public discourse. Therefore, R is the correct explanation of A.

Final Answer : “Both A and R are true and R is the correct explanation of A.”

Answer: (A)



Q20.

Solution

Concept: Defining and identifying "viral content" in the context of digital media.

Solution: Viral content refers to any piece of media (text, image, video, etc.) that spreads rapidly and widely across digital networks, primarily through online sharing mechanisms like social media, email, and messaging apps. The term "viral" is used metaphorically, implying that the content spreads organically and exponentially, much like a virus.

Let's consider the options:

Content restricted to one website: This is not viral; it's localized.

Content rapidly shared across digital networks: This accurately describes the phenomenon of viral content.

Content available only through television: Viral content primarily spreads through digital and online channels.

Content protected from audience interaction: Viral content often thrives on audience interaction (likes, shares, comments).

Therefore, "viral content" is content that is rapidly shared across digital networks.

Final Answer : "Content rapidly shared across digital networks"

Answer: (B)



Q21.

Solution

Concept: Understanding societal disparities related to access to technology.

Solution: The digital divide refers to the gap between individuals, households, businesses, and geographic areas at different socioeconomic levels with regard both to their opportunities to access information and communication technologies (ICTs) and to their use of the internet for a wide variety of activities. This includes differences in access to devices, internet connectivity, and digital literacy skills.

Let's analyze the other options:

Differences in film genres: This relates to entertainment media, not technological access.

Competition between newspapers and television: This is about media industry dynamics.

Conflict between journalists and editors: This is an internal industry dynamic.

Therefore, the "digital divide" refers to unequal access to digital technologies and internet services.

Final Answer : “Unequal access to digital technologies and internet services”

Answer: (B)



Q22.

Solution

Concept: Matching communication models with their defining characteristics.

Solution: Let's match each model with its key feature:

1. Lasswell Model: Developed by Harold Lasswell, this model is a linear representation of communication described by the question: "Who says What in Which Channel to Whom with What Effect?" Thus, 1 matches with C. "Who says What in Which Channel".
2. Shannon-Weaver Model: This model, originally for telecommunications, focuses on the transmission of a message from a source to a receiver, identifying noise as a disruptor. Thus, 2 matches with B. Linear transmission with noise.
3. Osgood-Schramm Model: This model emphasizes communication as a circular and interactive process where participants are both senders and receivers, constantly interpreting and assigning meaning. Thus, 3 matches with A. Interactive circular communication.
4. Dance Helical Model: Joseph Dance's model describes communication as a dynamic, evolving process that spirals over time, with communication at any point influenced by past experiences and influencing future communication. Thus, 4 matches with D. Communication evolves continuously over time.

Combining these matches, we get: 1-C, 2-B, 3-A, 4-D.

Final Answer : "1-C, 2-B, 3-A, 4-D"

Answer: (A)



Q23.

Solution

Concept: Understanding the agenda-setting theory in media studies.

Solution: The agenda-setting theory posits that the media doesn't tell people exactly *what* to think, but it does influence *what* people think about. By selecting which issues to cover and how much prominence to give them, the media can shape the public's perception of what is important or relevant. Issues that receive significant media attention tend to be perceived by the public as more important.

Let's analyze the other options:

Tells people exactly what opinions to hold: This is a more extreme view, often associated with older theories like the hypodermic needle model, and not the nuanced agenda-setting theory.

Completely controls government decisions: Media influence is significant, but direct control over government decisions is an overstatement.

Eliminates public debate: Media coverage often stimulates public debate, rather than eliminating it.

Therefore, the concept of agenda setting suggests that media influences what issues audiences consider important.

Final Answer : "Influences what issues audiences consider important"

Answer: (B)



Q24.

Solution

Concept: Identifying examples of development communication.

Solution: Development communication is a field that uses communication strategies to promote social and economic development. It aims to raise awareness, educate, and encourage behavioral change related to issues like public health, education, agriculture, and environmental sustainability.

Let's examine the options:

- (A) Celebrity gossip columns: These are primarily for entertainment and often focus on personal lives, not development goals.
- (B) Campaigns promoting public health awareness: This directly aligns with development communication, as it aims to educate the public about health issues and encourage positive health practices.
- (C) Horror film promotions: These are for entertainment and commercial purposes.
- (D) Luxury brand endorsements: These are for commercial advertising and do not typically serve development objectives.

Therefore, campaigns promoting public health awareness are an example of development communication.

Final Answer : “Campaigns promoting public health awareness”

Answer: (B)



Q25.

Solution

Concept: Understanding terminology used in newspaper production.

Solution: In newspaper and journalism terminology, a byline is a short phrase or sentence that states the name of the person who wrote the article. It appears at the beginning of a news story or article, usually below the headline, and attributes the authorship to the reporter or writer.

Let's consider the other options:

A summary placed below advertisements: This is not a standard term.

The newspaper's printing location: This would be about the publication's facilities.

The editor's personal note: This might be a signed editorial comment, but a byline is for the author of the news story.

Therefore, a byline refers to the name of the reporter publishing the story.

Final Answer : "The name of the reporter publishing the story"

Answer: (B)

Q26.

Solution

Concept: Defining investigative journalism and distinguishing it from other forms of reporting.

Solution: Investigative journalism is a form of journalism in which reporters deeply examine a subject of public concern, including an organization, a government, or an issue, over a period of time. It often involves uncovering hidden information, exposing corruption, wrongdoing, or societal problems that might otherwise remain secret. It requires extensive research, fact-finding, and analysis.

Let's look at the other options:

Publishing unverified rumours quickly: This is the opposite of investigative journalism, which emphasizes verification.

Reporting only celebrity interviews: This is a form of feature or entertainment reporting, not investigative journalism.

Writing fictional news reports: This is unethical and would be considered fabricated news.

Therefore, investigative journalism is MOST closely associated with the in-depth examination of hidden issues and corruption.

Final Answer : "In-depth examination of hidden issues and corruption"

Answer: (B)



Q27.

Solution

Concept: Understanding the role of a free press in a democratic society.

Solution: Assertion (A): Freedom of the press is essential in a democracy. This is a fundamental principle of democratic governance. A free press acts as a watchdog, providing citizens with information necessary to make informed decisions and hold their leaders accountable.

Reason (R): Independent media can question authority and inform citizens. This reason directly explains why press freedom is essential in a democracy. When the media is independent, it can report critically on government actions, expose abuses of power, and provide diverse perspectives, thereby informing the public and fostering a more accountable government.

Reason (R) articulates the specific functions of independent media that make press freedom essential for democracy. Thus, R is the correct explanation of A.

Final Answer : “Both A and R are true and R is the correct explanation of A.”

Answer: (A)

Q28.

Solution

Concept: Identifying different advertising strategies.

Solution: Comparative advertising is an advertising strategy where a company promotes its product or service by directly comparing it with that of a competitor. This comparison often highlights the advertised product’s superior features, benefits, or price, aiming to persuade consumers to choose it over the competing option.

Let’s look at the other strategies:

Institutional advertising: Promotes the overall image of a company, not a specific product against a competitor.

Covert advertising: Subtly integrates a product into entertainment content.

Public service advertising: Promotes a cause or public welfare, not a product comparison.

Therefore, the advertising strategy that focuses on directly comparing one product with a competitor’s product is comparative advertising.

Final Answer : “Comparative advertising”

Answer: (B)



Q29.

Solution

Concept: Differentiating between Public Relations (PR) and advertising.

Solution: While both PR and advertising aim to promote an organization or its offerings, they differ in their approach and primary focus:

Advertising typically involves purchasing paid space or time to promote a product, service, or idea. The message is controlled by the advertiser, and the focus is often on direct sales generation or promotion.

Public Relations (PR) focuses on building and maintaining a positive relationship and mutual understanding between an organization and its various publics (stakeholders, media, community, etc.). It often relies on earned media (publicity generated through news coverage) and strategic communication to manage the organization's image and reputation. The focus is on long-term trust and goodwill.

Let's analyze the options:

- (A) Paid promotional space only: This describes advertising, not PR.
- (B) Building long-term public image and trust: This is the core focus of PR.
- (C) Manufacturing consumer products: This is an operational function.
- (D) Film production techniques: This relates to the film industry.

Therefore, PR differs from advertising because it primarily focuses on building a long-term public image and trust.

Final Answer : "Building long-term public image and trust"

Answer: (B)



Q30.

Solution

Concept: Understanding the purpose of surrogate advertising.

Solution: Surrogate advertising is a marketing strategy used to promote products that are banned or heavily regulated (like alcohol or tobacco) by advertising a related, but permitted, product under the same brand name or umbrella. The intention is to keep the brand in the public consciousness and indirectly promote the restricted product through association. For example, a liquor brand might advertise a soda or a music channel owned by the same parent company, using similar logos or brand elements.

Let's evaluate the options:

A soap commercial featuring doctors: This is likely an appeal to credibility, not surrogate advertising.

Promotion of soda water using a liquor brand name: This is a classic example of surrogate advertising, where a permitted product (soda) is used to advertise a brand associated with a restricted product (liquor).

A newspaper editorial on health: This is a form of opinion or information piece.

Government vaccination campaigns: These are public health initiatives.

Therefore, the promotion of soda water using a liquor brand name is an example of surrogate advertising.

Final Answer : "Promotion of soda water using a liquor brand name"

Answer: (B)



Q31.

Solution

Concept: Understanding key terminology in television production related to visual composition.

Solution: In television and film production, framing refers to how the elements within the camera's view are composed and arranged. It involves deciding what to include within the shot (the frame), how to position subjects and objects, the camera's angle, and the distance from the subject. This composition significantly influences how the audience perceives the scene and the subjects within it.

Let's analyze the other options:

Arranging advertisements in newspapers: This relates to print layout.

Editing background music: This is part of post-production sound mixing.

Managing broadcasting satellites: This is related to transmission technology.

Therefore, framing refers to the composition and positioning of subjects within the camera shot.

Final Answer : "Composition and positioning of subjects within the camera shot"

Answer: (B)

Q32.

Solution

Concept: Understanding different types of camera shots and their effects in visual storytelling.

Solution: A close-up shot is a shot that tightly frames a subject, typically showing just the head and shoulders or even a specific detail. This type of shot is used to emphasize the subject's facial expressions, emotions, and reactions, allowing the audience to connect with them on a personal level and understand their feelings.

Let's review the other shots:

Extreme long shot: Shows the subject from a great distance, often to establish the setting.

Long shot: Shows the subject from head to toe, often to establish their relationship with the environment.

Medium shot: Typically shows a subject from the waist up, useful for conveying body language and some facial expression.

Therefore, a close-up shot is generally used to clearly show the facial expressions of a subject.

Final Answer : "Close-up shot"

Answer: (D)



Q33.

Solution

Concept: Understanding audio production terminology, specifically related to narration.

Solution: A voice-over (often shortened to VO) is a piece of audio narration or dialogue that is heard during a film, television program, or other audiovisual production, but the speaker is not visible on screen. It can be used for narration, commentary, character thoughts, or dialogue for characters whose on-screen counterparts are not speaking.

Let's analyze the other options:

Silent acting performance: This refers to acting without dialogue.

Background crowd noise: This is ambient sound, not the primary narration.

Visual transition between scenes: This refers to editing techniques like dissolves or fades.

Therefore, a voice-over refers to narration heard without the speaker appearing on screen.

Final Answer : "Narration heard without the speaker appearing on screen"

Answer: (B)

Q34.

Solution

Concept: Understanding the technical advantages of FM radio over AM radio.

Solution: FM (Frequency Modulation) radio broadcasting is known for transmitting audio signals by varying the frequency of the carrier wave. This method is less susceptible to interference and static compared to AM (Amplitude Modulation), which varies the amplitude. As a result, FM radio offers better audio clarity and reduced noise, making it particularly suitable for music broadcasting.

Let's analyze the other options:

Poor sound quality: FM is known for its superior sound quality.

Dependence on visual signals: Radio is an auditory medium and does not rely on visual signals.

Limited music transmission: FM is widely used for music broadcasting due to its higher fidelity.

Therefore, better audio clarity and reduced noise is a key feature of FM radio broadcasting.

Final Answer : "Better audio clarity and reduced noise"

Answer: (B)



Q35.

Solution

Concept: Understanding the function of an amplifier in audio systems.

Solution: An amplifier is an electronic device that takes a weak electrical signal and increases its power or amplitude. In audio systems, it takes the low-level signal from sources like microphones or audio players and boosts it to a level strong enough to drive loudspeakers or headphones, making the sound audible.

Let's examine the other options:

Reduce internet speed: This is unrelated to audio amplification.

Edit newspaper headlines: This is a journalistic task.

Record television visuals: This is related to video technology.

Therefore, the primary role of an amplifier in radio/audio systems is to increase the strength of audio signals.

Final Answer : "Increase the strength of audio signals"

Answer: (B)

Q36.

Solution

Concept: Identifying prominent Indian filmmakers known for their distinct styles.

Solution: Satyajit Ray is internationally renowned for his contributions to cinema, particularly for blending realism with humanistic storytelling. His films, like the Apu Trilogy ("Pather Panchali," "Aparajito," "Apur Sansar"), are celebrated for their sensitive portrayal of human emotions, social realities, and artistic depth.

Let's consider the other filmmakers:

Manmohan Desai: Known for flamboyant, entertaining, and often escapist commercial cinema, with a focus on melodrama and action.

Rohit Shetty: A contemporary director famous for his action-packed, commercially successful films, often with a comedic element.

David Dhawan: Known for his comedy films, often slapstick and entertaining.

Therefore, Satyajit Ray is the Indian filmmaker internationally known for blending realism with humanistic storytelling.

Final Answer : "Satyajit Ray"

Answer: (B)



Q37.

Solution

Concept: Understanding film editing techniques.

Solution: Montage is a film editing technique that involves juxtaposing a series of short shots or clips to condense space, time, and information, and to create a new, often more potent, meaning than the individual shots possess. It's used to show a progression, a series of events, or to evoke a particular emotion or idea through the rapid sequence of images.

Let's consider the other options:

Increase microphone sensitivity: This relates to audio recording equipment.

Broadcast radio frequencies: This is related to radio transmission.

Improve theatre seating arrangements: This is about cinema venue logistics.

Therefore, the montage technique in cinema is primarily used to create meaning through editing and sequence arrangement.

Final Answer : "Create meaning through editing and sequence arrangement"

Answer: (B)

Q38.

Solution

Concept: Analyzing the characteristics and purpose of parallel cinema in India.

Solution: Assertion (A): Parallel cinema often addressed social realities ignored by mainstream commercial films. This is true. Parallel cinema, also known as art cinema or new wave cinema, deliberately focused on subjects and issues that were often neglected by mainstream Bollywood, such as the lives of the common people, social inequalities, and political commentary.

Reason (R): Parallel cinema emphasized realism, social issues, and artistic experimentation.

This is also true. The core tenets of parallel cinema were its commitment to realism in storytelling and depiction, its engagement with pressing social issues, and its willingness to experiment with form and narrative, moving away from formulaic commercial filmmaking.

Reason (R) directly explains *why* parallel cinema addressed social realities ignored by mainstream films (as stated in A). The emphasis on realism, social issues, and artistic experimentation was precisely what differentiated it and allowed it to tackle these neglected themes. Therefore, R is the correct explanation of A.

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

Answer: (A)



Q39.

Solution

Concept: Identifying the communication characteristics of a multi-platform online campaign.

Solution: The passage describes an online campaign using hashtags, short videos, podcasts, and live-streamed discussions to spread awareness, with thousands of users participating by posting pictures and sharing information. This highlights two key aspects:

1. **Media convergence:** The use of diverse digital platforms (social media, video, audio, live streams) to deliver a unified message.
2. **Audience participation:** Users actively engaging by posting, sharing, and commenting, moving beyond passive consumption.

Therefore, the campaign BEST represents media convergence and audience participation.

Let's consider the other options:

State-controlled communication: This campaign appears to be citizen-led or activist-driven, not state-controlled.

Traditional one-way broadcasting: This campaign is characterized by interaction and user-generated content, far from one-way broadcasting.

Restricted information flow: The campaign aims to disseminate information widely and encourage sharing, not restrict it.

Final Answer : “Media convergence and audience participation”

Answer: (A)



Q40.

Solution

Concept: Understanding the function of hashtags in digital communication.

Solution: Hashtags (words or phrases prefixed with '#') are primarily used on social media platforms and digital forums to categorise content and increase the visibility of online discussions. When users add a hashtag to their post, it makes that content discoverable by others who are searching for or following that specific topic. This helps group related conversations together, making it easier for users to find information and engage with relevant discussions.

Let's analyze the other options:

Limiting public discussion: Hashtags generally encourage discussion by making content more accessible.

Replacing television broadcasting: Hashtags are a feature of digital communication, not a replacement for TV.

Preventing audience interaction: Hashtags facilitate, rather than prevent, interaction by connecting users with shared interests.

Therefore, hashtags mainly help in categorising and increasing the visibility of online discussions.

Final Answer : "Categorising and increasing visibility of online discussions"

Answer: (B)



Q41.

Solution

Concept: Understanding the concept of "echo chambers" in the context of social media and online environments.

Solution: Echo chambers are online environments where individuals are primarily exposed to opinions and beliefs that align with their own. This happens through algorithmic filtering (where platforms show users more of what they've previously engaged with) and self-selection (users following people or joining groups with similar views). Consequently, similar opinions are repeatedly reinforced, and exposure to diverse viewpoints is limited.

Let's look at the other options:

Exposure to diverse viewpoints only: This is the opposite of an echo chamber.

Government-controlled discussion forums: Echo chambers can exist on platforms regardless of government control.

Radio programmes discussing politics: While radio can be part of an echo chamber, the term specifically describes online environments.

Therefore, echo chambers are online environments where similar opinions are repeatedly reinforced.

Final Answer : "Online environments where similar opinions are repeatedly reinforced"

Answer: (B)

Q42.

Solution

Concept: Understanding the influence of algorithms on user experience in digital platforms.

Solution: Assertion (A): Algorithms significantly influence what users see on digital platforms. This is true. Platforms like social media sites, search engines, and streaming services use complex algorithms to curate and personalize the content presented to each user.

Reason (R): Algorithms automatically prioritise and recommend content based on user behaviour and engagement. This reason accurately explains *how* algorithms exert their influence. They analyze a user's past interactions (likes, shares, searches, viewing history) to predict what content the user is likely to engage with, and then promote that content in their feeds or recommendations.

Reason (R) provides the mechanism by which algorithms influence what users see, making it the correct explanation for Assertion (A). The user's behaviour and engagement are the data points algorithms use to prioritize and recommend content.

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

Answer: (A)



Q43.

Solution

Concept: Identifying ethical challenges associated with new media platforms.

Solution: New media platforms, due to their rapid dissemination capabilities and often less stringent traditional gatekeeping, face significant ethical concerns. Among the most prominent are:
Spread of misinformation and disinformation: False or misleading information can go viral quickly, impacting public opinion, health, and safety.

Privacy violations: The collection and use of user data, along with the potential for data breaches, raise privacy concerns.

Echo chambers and polarization: Algorithms can create filter bubbles that limit exposure to diverse views, contributing to societal division.

Let's consider the options:

Slow communication speed: New media is known for speed, not slowness.

Lack of user participation: New media thrives on user participation.

Absence of multimedia content: New media is characterized by rich multimedia content.

Therefore, the spread of misinformation and privacy violations are major ethical concerns associated with new media platforms.

Final Answer : "Spread of misinformation and privacy violations"

Answer: (C)

Q44.

Solution

Concept: Defining "podcasting" and its characteristics.

Solution: Podcasting refers to a series of digital audio files (episodes) that users can download or stream on demand, typically focusing on a particular theme or topic. It's essentially a form of digital audio broadcasting that can be accessed anytime, anywhere, through various devices.

Let's look at the other options:

Printing digital newspapers: This relates to digital publishing.

Satellite-based television transmission: This is about broadcasting television signals.

Film editing software: This is a tool for video production.

Therefore, podcasting is BEST described as on-demand digital audio broadcasting.

Final Answer : "On-demand digital audio broadcasting"

Answer: (B)



Q45.

Solution

Concept: Understanding the interactive nature of new media.

Solution: New media platforms are characterized by their interactivity. Unlike traditional one-way media (like broadcast television or print newspapers), new media allows users to actively engage with content. This engagement includes actions like liking, commenting, sharing, and even creating their own content (user-generated content). This two-way or multi-way flow of communication is a defining feature.

Let's analyze the other options:

One-way communication: This is characteristic of traditional media.

Traditional gatekeeping: This refers to the control of information flow by established media institutions, which is often bypassed in new media.

Linear broadcasting: This implies a sequential, one-directional flow of content.

Therefore, the ability of users to like, comment, share, and create content online is an example of interactivity in new media.

Final Answer : “Interactivity in new media”

Answer: (B)



Q46.

Solution

Concept: Defining media convergence.

Solution: Media convergence describes the merging of different media technologies, platforms, and content. It signifies the integration of technologies like the internet, mobile devices, and traditional media forms (text, audio, video) into a single, interconnected system. This allows content to be created, distributed, and consumed across multiple platforms and devices.

Let's examine the other options:

Elimination of print journalism: Media convergence doesn't necessarily eliminate older forms of media.

Restriction of audience participation: Convergence often enhances participation by enabling cross-platform interaction.

Dependence on a single communication platform: Convergence is about the integration of multiple platforms.

Therefore, media convergence BEST explains the integration of text, audio, video, and internet technologies.

Final Answer : "Integration of text, audio, video, and internet technologies"

Answer: (B)



Q47.

Solution

Concept: Understanding the factors that enable rapid spread of information online.

Solution: The rapid spread of public opinion and information through digital platforms is primarily enabled by instant connectivity and networked communication. The internet and interconnected digital devices allow information to be shared almost instantaneously across vast distances. Social media networks, in particular, facilitate the rapid dissemination of content through shares, likes, and comments, creating a powerful network effect.

Let's analyze the other options:

Slow information flow: This is the opposite of what happens with digital platforms.

Government censorship only: While censorship can affect information flow, it's not the primary enabler of rapid spread; rather, the underlying technology is.

Absence of user interaction: User interaction (sharing, commenting) is a key driver of rapid spread.

Therefore, instant connectivity and networked communication are the primary enablers of rapid information spread.

Final Answer : “Instant connectivity and networked communication”

Answer: (B)



Q48.

Solution

Concept: Identifying responsible online behavior on social media.

Solution: Responsible social media use involves being mindful of one's actions and their potential impact. Verifying information before forwarding it is a crucial practice that helps prevent the spread of misinformation and fake news. It shows a commitment to accuracy and responsible sharing.

Let's look at why the other options are not responsible practices:

Sharing personal information publicly without caution: This poses significant privacy and security risks.

Using abusive language during discussions: This violates netiquette and fosters a toxic online environment.

Posting copyrighted content without permission: This is illegal and unethical.

Therefore, verifying information before forwarding it is a responsible practice on social media.

Final Answer : "Verifying information before forwarding it"

Answer: (B)



Q49.

Solution

Concept: Defining "noise" in communication theory.

Solution: In communication theory, particularly in models like Shannon-Weaver, noise refers to anything that interferes with the accurate transmission or interpretation of a message. This can include physical disturbances (like loud sounds), psychological distractions (like personal biases), semantic issues (like unclear language), or even physiological factors (like fatigue). It's any factor that hinders the communication process.

Let's examine the options:

Only physical disturbances such as loud sounds: This is too narrow; noise includes many types of interference.

Any factor that interferes with message interpretation: This is a comprehensive definition covering all types of noise.

Audience participation during communication: Participation is a part of the communication process, not usually considered noise unless it disrupts the intended message.

Positive reinforcement from receivers: This is a form of feedback and generally aids communication, not hinders it.

Therefore, "noise" can include any factor that interferes with message interpretation.

Final Answer : "Any factor that interferes with message interpretation"

Answer: (B)



Q50.

Solution

Concept: Identifying effective communication methods for mass awareness during emergencies.

Solution: During emergencies, the goal is to reach as many people as possible, as quickly as possible, with critical information. Multimedia broadcasting across digital and traditional platforms is the most effective approach. This includes:

Traditional platforms: Radio, television, and public address systems can reach wide audiences quickly.

Digital platforms: Social media, mobile alerts, emergency websites, and apps can disseminate information rapidly and often target specific geographic areas.

Combining these methods ensures maximum reach and impact.

Let's consider the other options:

Personal diary writing: This is private and not for mass communication.

Handwritten letters only: This is too slow for emergency awareness.

Closed-door meetings: These reach only a limited number of people.

Therefore, multimedia broadcasting across digital and traditional platforms is MOST effective for immediate mass awareness during emergencies.

Final Answer : “Multimedia broadcasting across digital and traditional platforms”

Answer: (B)



Answer Key

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

