

CUET-UG Mass Media & Communication Sample Paper - 17

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. Which of the following describes the 'Social Change' potential of the Participatory Model of communication compared to the Diffusion of Innovation (DOI) model?

- (A) DOI focuses on grassroots dialogue, while the Participatory model is top-down.
- (B) The Participatory model views the audience as active 'subjects' of their own development rather than passive 'objects'.
- (C) DOI relies on 'prosumers' to generate content, whereas the Participatory model relies on government experts.
- (D) Both models prioritize the mathematical efficiency of signal transmission over cultural context.

Q2. In the context of the Evolution of TV in India, which committee's recommendations led to the separation of Doordarshan from All India Radio (AIR) in 1976?

- (A) Chanda Committee
- (B) Verghese Committee
- (C) Joshi Committee
- (D) Varadan Committee

Q3. Match the Communication Barriers in List-I with their specific examples in List-II:



List-I (Barrier)	List-II (Example)
(A) Physical Noise	(I) Use of complex legal jargon in a news report
(B) Semantic Noise	(II) Pre-existing bias against a political speaker
(C) Psychological Noise	(III) Static interference during a thunderstorm in AM radio
(D) Cultural Noise	(IV) Misinterpreting a gesture that is offensive in another country

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

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

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

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

Q4. Assertion (A): The 'Inverted Pyramid' style is the most suitable format for breaking news on digital platforms.

Reason (R): The 'Nut-graph' in this style provides the chronological sequence of events to build suspense for the reader.

(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.

Q5. A journalist publishes a verified report on a public official's financial misconduct. The official sues for defamation. Which defense is most likely to protect the journalist under Indian Law?

(A) Absolute Privilege

(B) Truth for Public Good

(C) Fair Comment on a matter of public interest



(D) Both (B) and (C)

Q6. Which ethical principle is violated when a media house allows its advertisers to dictate the editorial content of a news story?

(A) Right to Privacy

(B) Conflict of Interest

(C) Decency and Morality

(D) Checkbook Journalism

Q7. In Public Relations, what is the defining difference between 'Crisis Management' and 'Issues Management'?

(A) Crisis management is proactive, while issues management is reactive.

(B) Issues management identifies potential trends/risks early, while crisis management deals with an existing negative event.

(C) Crisis management is only for government sectors, while issues management is for NGOs.

(D) There is no difference; they are synonymous in modern PR.

Q8. A company launches a high-budget campaign to associate its brand with the concept of 'Sustainability' through emotional storytelling. This process is known as:

(A) Brand Equity

(B) Brand Positioning

(C) Brand Recognition

(D) Brand Recall

Q9. Which of the following is a key responsibility of a Public Relations Officer (PRO) during the 'Image Restoration' phase after a product recall?



- (A) Direct sales of the remaining stock at a discount.
- (B) Transparent communication and 'Corrective Action' to rebuild trust.
- (C) Filing a lawsuit against the consumers who complained.
- (D) Shutting down all social media handles to avoid negative comments.

Q10. During the Pre-production stage of a TV program, which document acts as a visual map for the Director and Cinematographer?

- (A) Production Bible
- (B) Storyboard
- (C) Call Sheet
- (D) Logline

Q11. In a multi-camera TV setup, who is responsible for 'Vision Mixing' and executing the 'Cues' provided by the Director?

- (A) Floor Manager
- (B) Technical Director / Switcher Operator
- (C) Sound Engineer
- (D) Gaffer

Q12. Assertion (A): Radio is often called a 'Blind Medium'.

Reason (R): It relies exclusively on the 'Theatre of the Mind' where listeners create their own visual imagery based on sound.

- (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.



Q13. When recording an outdoor 'Vox-pop' for a radio feature, which microphone type is most effective at rejecting ambient traffic noise while capturing the subject's voice?

- (A) Omnidirectional Condenser
- (B) Bidirectional Ribbon
- (C) Highly Directional Shotgun / Hyper-cardioid
- (D) Boundary Microphone

Q14. The 1970s Parallel Cinema movement was distinct from 'Mainstream Cinema' primarily due to its:

- (A) Rejection of song-and-dance sequences in favor of realism.
- (B) Use of high-budget CGI and international locations.
- (C) Focus on mythological and historical epics.
- (D) Preference for silent films without any background score.

Q15. Match the Cinema Genres with their typical narrative conventions:

List-I (Genre)	List-II (Convention)
(A) Film Noir	(I) Slapstick humor and physical gags
(B) Musical	(II) Chiaroscuro lighting and moral ambiguity
(C) Western	(III) Integrated song sequences to progress plot
(D) Slapstick	(IV) Conflict between 'Civilization' and 'Wilderness'

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

Case Study 1

Read the following passage and answer the questions 16 to 20:



The digital era has ushered in 'Media Convergence', where traditional boundaries between print, broadcast, and online platforms blur. This is not merely a technological shift but a structural one. New Media platforms allow for 'Cyber Activism', enabling marginalized voices to bypass traditional gatekeepers. However, this rapidity of opinion also gives rise to 'Trolling' and 'Echo Chambers'. To maintain a healthy digital democracy, 'Netiquettes' and media literacy have become essential. The internet paradigm shift has moved the audience from being 'Consumers' to 'Prosumers' (Producers + Consumers), fundamentally changing the democratic role of social media.

Q16. According to the passage, what is the primary democratic advantage of 'Cyber Activism'?

- (A) It increases the advertising revenue for social media conglomerates.
- (B) It allows marginalized voices to bypass traditional gatekeepers.
- (C) It ensures that all information on the internet is factually verified.
- (D) It eliminates the need for any government regulation of the internet.

Q17. The term 'Prosumer' mentioned in the passage implies:

- (A) Professional consumers who only buy high-end digital gadgets.
- (B) Individuals who both produce and consume media content.
- (C) Users who promote products through covert advertising.
- (D) Government officials who monitor social media usage.

Q18. What does the passage identify as a negative outcome of the 'rapidity of opinion' in the digital age?

- (A) Enhanced media literacy among the youth.
- (B) The rise of 'Trolling' and 'Echo Chambers'.
- (C) The total disappearance of traditional print media.
- (D) Strict adherence to netiquettes by all users.



- Q19.** Which concept refers to the merging of multiple media functions into a single gadget or platform, as described in the passage?
- (A) Media Fragmentation
 - (B) Media Convergence
 - (C) Media Divergence
 - (D) Media Insularity
- Q20.** Based on the text, why are 'Netiquettes' considered essential today?
- (A) To increase the speed of the internet connection.
 - (B) To maintain a healthy and respectful digital democracy.
 - (C) To ensure that social media platforms remain free of charge.
 - (D) To help companies track user data more efficiently.

Case Study 2

Read the following passage and answer the questions 21 to 25:

Cinema in India has evolved from the silent era of D.G. Phalke to the sophisticated 'New Wave' or 'Parallel Cinema'. While Phalke's 'Raja Harishchandra' laid the foundation using mythological tropes, the Lumiere Brothers' first screening in Mumbai introduced the technical wonder of the moving image. In the late 20th century, films like 'Manthan' showcased the power of the medium in promoting social causes, specifically the cooperative movement. Today, cinema faces a new shift with the 'Internet Paradigm', where OTT platforms challenge the traditional theatrical experience, leading to a new 'Convergence' of cinema and digital technology.

- Q21.** Who is credited with introducing the first cinematographic screening in India at the Watson's Hotel?
- (A) D.G. Phalke



- (B) The Lumiere Brothers
- (C) Satyajit Ray
- (D) Ardeshir Irani

Q22. The film 'Manthan' is a significant example of:

- (A) A silent mythological epic.
- (B) Cinema used as a tool for the cooperative movement and social change.
- (C) The first Indian film to use Technicolor.
- (D) A mainstream Masala blockbuster with high-budget CGI.

Q23. According to the passage, D.G. Phalke's 'Raja Harishchandra' primarily used which narrative style?

- (A) Science Fiction
- (B) Mythological tropes
- (C) Film Noir
- (D) Social Realism

Q24. What is the contemporary 'challenge' to the traditional theatrical experience mentioned in the text?

- (A) The return of silent films.
- (B) The dominance of OTT platforms.
- (C) The lack of skilled directors.
- (D) The rising cost of camera equipment.

Q25. The 'Internet Paradigm' shift in cinema is leading to:

- (A) A total ban on physical cinema halls.
- (B) The 'Convergence' of cinema and digital technology.



- (C) The elimination of regional languages in films.
- (D) A decrease in the production of documentaries.

Q26. In New Media, the concept of 'Hypertextuality' allows a user to:

- (A) Read only linear text without any deviations.
- (B) Navigate non-linearly through interconnected links.
- (C) Listen to radio signals via an analog receiver.
- (D) Print digital news on physical paper.

Q27. Which type of 'Covert Advertising' involves placing a specific brand's product within a movie scene or a TV show without a formal commercial break?

- (A) Infomercial
- (B) Product Placement
- (C) Direct Mail
- (D) Classified Ad

Q28. Assertion (A): Social media has turned the 'Global Village' into a 'Global Echo Chamber'.

Reason (R): Algorithms often show users content that only aligns with their existing beliefs, limiting exposure to diverse views.

- (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.

Q29. In Radio production, which 'Mic' pattern is best suited for an interview where two people are sitting directly opposite each other?

- (A) Unidirectional



- (B) Bidirectional (Figure-of-eight)
- (C) Omnidirectional
- (D) Shotgun

Q30. Match the Media Laws in List-I with their primary focus in List-II:

List-I (Law)	List-II (Focus)
(A) Article 19(1)(a)	(I) Protection of original creative work
(B) Contempt of Court	(II) Freedom of Speech and Expression
(C) Copyright Act	(III) Prohibits disclosure of classified state info
(D) Official Secrets Act	(IV) Safeguards the dignity of the Judiciary

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

Q31. The 'Five Ws and One H' of journalism are essential for writing the:

- (A) Feature Story
- (B) Hard News Lead
- (C) Editorial Opinion
- (D) Classified Advertisement

Q32. Which stage of TV production involves 'Color Grading' and 'Adding Sound Effects' to the final cut?

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



- Q33.** In the Shannon-Weaver model, the person who converts the message into signals is called the:
- (A) Receiver
 - (B) Transmitter (Encoder)
 - (C) Decoder
 - (D) Channel
- Q34.** What is the primary role of an 'Ombudsman' in a newspaper organization?
- (A) To increase the circulation of the paper.
 - (B) To act as an internal critic and handle reader complaints.
 - (C) To design the front-page layout.
 - (D) To manage the advertising budget.
- Q35.** Which of the following is an example of 'Alternative Media'?
- (A) A national government-run TV channel.
 - (B) A large corporate-owned newspaper.
 - (C) A community-run radio station focusing on local issues.
 - (D) A global streaming service like Netflix.
- Q36.** Assertion (A): The 'Inverted Pyramid' style helps in editing stories from the bottom.
Reason (R): The least important information is placed at the end, allowing editors to cut for space without losing the core news.
- (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.



- Q37.** Which Indian filmmaker is known for the 'Apu Trilogy' and brought Indian cinema to international critical acclaim?
- (A) Guru Dutt
 - (B) Satyajit Ray
 - (C) Raj Kapoor
 - (D) V. Shantaram
- Q38.** In advertising, the 'Unique Selling Proposition' (USP) refers to:
- (A) The total cost of the advertisement campaign.
 - (B) The specific feature that makes a product different from its competitors.
 - (C) The time slot during which the ad is aired.
 - (D) The legal contract between the agency and the client.
- Q39.** Which social media phenomenon refers to the act of using digital platforms to coordinate mass protests or social movements?
- (A) Cyber-bullying
 - (B) Digital Activism (Cyber Activism)
 - (C) Click-baiting
 - (D) Data Mining
- Q40.** The function of an 'Amplifier' in a radio studio is to:
- (A) Change the frequency of the broadcast.
 - (B) Increase the strength of the audio signal.
 - (C) Record the voice on a hard drive.
 - (D) Block out external noise.
- Q41.** Which of the following describes the 'Internet Paradigm Shift' in the context of the rapidity of opinion?



- (A) Information travels slower because of digital verification layers.
- (B) Opinions are formed and disseminated instantly, often bypassing traditional editorial filters.
- (C) Public opinion is now controlled exclusively by government-run websites.
- (D) Digital platforms have made the concept of 'Opinion' obsolete in journalism.

Q42. In Cinema, the 'Lumiere Brothers' are historically significant for which of the following reasons?

- (A) They directed the first Indian mythological film.
- (B) They invented the 'Cinematographe' and held the first public screening of moving images.
- (C) They were the pioneers of the 'Parallel Cinema' movement in India.
- (D) They established the first film studio in Mumbai.

Q43. Assertion (A): Media Convergence has led to the 'Internet Paradigm' where a single device can perform multiple media functions.

Reason (R): This shift has weakened the 'Rapidity of Opinion' by introducing more gatekeepers.

- (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.

Q44. Which ethical concept in Journalism deals with the responsibility of a reporter to protect the identity of a confidential source?

- (A) Right to Information
- (B) Privilege of Non-disclosure (Professional Secrecy)
- (C) Yellow Journalism



(D) Sensationalism

Q45. Match the Advertising/PR terms in List-I with their definitions in List-II:

List-I (Term)	List-II (Definition)
(A) Brand Equity	(I) Managing a company's image during a scandal
(B) Crisis Management	(II) The commercial value derived from consumer perception
(C) Brand Building	(III) Using non-traditional media to reach an audience
(D) Guerilla Marketing	(IV) Creating long-term awareness and loyalty for a product

(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)

Q46. In Radio, what is the primary function of a 'Mixer' (Console)?

(A) To broadcast signals to the satellite.

(B) To balance and blend multiple audio sources into a single output.

(C) To physically move the microphone during a recording.

(D) To write the script for the radio host.

Q47. Which type of 'Cinema Genre' is characterized by its focus on futuristic technology, space travel, and time travel?

(A) Horror

(B) Science Fiction

(C) Documentary

(D) Romantic Comedy

Q48. In TV Production, the 'Director' is primarily responsible for which of the following during the Production phase?



- (A) Managing the electrical budget.
- (B) Guiding the actors' performances and camera movements.
- (C) Selling the show to international networks.
- (D) Hiring the security for the studio.

Q49. Assertion (A): Cyber Activism is a form of 'Social Change' facilitated by New Media.

Reason (R): It allows citizens to organize protests and raise awareness about social injustices 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.

Q50. What does the term '5Ws and 1H' stand for in Journalism?

- (A) Who, What, When, Where, Why, and How
- (B) Who, Which, Where, Wealth, Worth, and How
- (C) What, When, Where, Work, Wisdom, and Honor
- (D) Who, What, Walk, Wait, Why, and Home



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

The Participatory Model vs. Diffusion of Innovation (DOI) represents the shift in Development Communication. DOI is often criticized as 'top-down' because it focuses on 'diffusing' technology from experts to passive recipients. In contrast, the Participatory Model emphasizes 'bottom-up' communication and empowerment.

Solution:

1. The Participatory Model is rooted in the idea of social justice and grassroots involvement. 2. It treats community members as active 'subjects' who participate in the decision-making process for their own development. 3. This is a shift away from being passive 'objects' or 'receivers' of information. 4. Therefore, the primary potential for social change lies in this shift of agency and the fostering of horizontal dialogue. 5. Unlike DOI, which prioritizes the 'adoption' of new ideas, the Participatory Model prioritizes 'empowerment'.

Final Answer: The Participatory model views the audience as active 'subjects' of their own development rather than passive 'objects'.

Answer: (B)**Q2.****Solution****Concept:**

The organizational history of Indian broadcasting involved several shifts in autonomy and structure. Initially, Radio and TV were part of the same government department.

Solution:

1. All India Radio (AIR) and Doordarshan were initially under the same administrative umbrella. 2. The Chanda Committee (1964) was tasked with reviewing the functioning of these media units. 3. One of its most significant recommendations was the administrative separation of television from radio to allow for better growth and specialization. 4. This recommendation was finally implemented on April 1, 1976, when Doordarshan became a separate department. 5. Other committees like the Verghese or Joshi committees focused on autonomy and software quality, respectively, but the Chanda Committee initiated the separation.

Final Answer: Chanda Committee

Answer: (A)

Q3.

Solution**Concept:**

In communication theory, 'Noise' refers to any interference that distorts the message. The Shannon-Weaver model identifies several types including physical, semantic, and psychological.

Solution:

1. Physical Noise involves environmental interference, such as static on a radio during a storm. 2. Semantic Noise occurs when there is a misunderstanding of symbols or language, such as using jargon that the receiver does not understand. 3. Psychological Noise refers to internal barriers, such as a receiver's pre-existing biases or prejudices against the source. 4. Cultural Noise involves misinterpretation of non-verbal cues or symbols due to differing cultural backgrounds. 5. Matching these: (A)-(III), (B)-(I), (C)-(II), (D)-(IV).

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

Answer: (A)

Q4.

Solution**Concept:**

The 'Inverted Pyramid' is the standard structural format for hard news. It places the most critical information (the 5Ws and 1H) at the top in the 'Lead'.

Solution:

1. Assertion (A) is true because digital readers are often time-pressed and scan news quickly; thus, the Inverted Pyramid's 'top-heavy' structure is most suitable. 2. Reason (R) is false because the 'Nut-graph' is meant to explain the context and significance of the story, not provide a chronological sequence. 3. In fact, the Inverted Pyramid explicitly avoids chronological suspense, as it gives the most important fact (the climax) first. 4. The chronological sequence is typically found in the 'Body' or in 'Narrative' styles, not as the primary function of a nut-graph in this specific style. 5. Therefore, while the assertion is correct regarding the style's suitability, the reasoning provided about the nut-graph's function is incorrect.

Final Answer: (A) is true but (R) is false.

Answer: (C)



Q5.

Solution**Concept:**

Under the Indian Penal Code (Section 499), there are specific 'Exceptions' to defamation. These protect individuals who speak or write in a way that might otherwise be considered defamatory.

Solution:

1. For a journalist, proving that a statement is 'Truthful' is not enough; it must also be proven that the publication was for the 'Public Good'. 2. Additionally, journalists are protected if they are making a 'Fair Comment' on a matter of public interest, provided it is an honest opinion based on true facts. 3. Public officials are subject to public scrutiny, and reports on their official conduct (especially financial misconduct) fall under these categories. 4. Absolute Privilege generally applies to parliamentary or judicial proceedings, not to general journalism. 5. Thus, both the 'Truth for Public Good' and 'Fair Comment' exceptions would be the primary defenses for the journalist.

Final Answer: Both (B) and (C)

Answer: (D)

Q6.

Solution**Concept:**

Ethics in journalism demand a clear separation between the editorial department (content) and the advertising department (revenue). This is often referred to as the "Wall" between Church and State in a newspaper.

Solution:

1. A 'Conflict of Interest' arises when a media organization or a journalist has a hidden motive or financial incentive that could compromise their professional objectivity. 2. In this scenario, because the advertiser is paying the media house, the media house may feel pressured to report only positive things or suppress negative facts about that advertiser. 3. This compromises the 'Gatekeeping' function where news should be selected based on its value to the public, not its value to a sponsor. 4. While 'Checkbook Journalism' specifically refers to paying a source for a story, 'Conflict of Interest' is the broader ethical term for allowing financial relationships to dictate editorial output. 5. Maintaining independence from advertisers is crucial for maintaining the credibility and trust of the audience.

Final Answer: Conflict of Interest

Answer: (B)



Q7.

Solution**Concept:**

In Public Relations, managing an organization's reputation involves both long-term observation (proactive) and immediate response (reactive) strategies.

Solution:

1. Issues Management is a proactive process. It involves scanning the environment to identify emerging trends, social changes, or legislative shifts that could affect the organization in the future. 2. The goal of issues management is to address these topics before they evolve into a full-blown crisis. 3. Crisis Management, on the other hand, is reactive. It is the process of handling a sudden, unexpected event that threatens to harm the organization, its stakeholders, or the general public. 4. Therefore, the defining difference is the timing and the state of the threat: Issues management is about 'prevention and preparation,' while Crisis management is about 'damage control.' 5. Option B correctly identifies this temporal and functional distinction.

Final Answer: Issues management identifies potential trends/risks early, while crisis management deals with an existing negative event.

Answer: (B)

Q8.

Solution**Concept:**

Brand Positioning is the strategic exercise of establishing a distinct image or identity for a brand in the consumer's mind.

Solution:

1. Positioning is not just about selling a product; it is about how the brand 'sits' in the mental map of the consumer relative to competitors. 2. By associating the brand with 'Sustainability' and using 'Emotional Storytelling,' the company is trying to occupy a specific "niche" or "space" in the consumer's perception. 3. Brand Equity refers to the value of the brand itself, whereas Brand Recall and Recognition are metrics of how well people remember the brand. 4. The act of "associating" a brand with a specific value or concept to differentiate it is the core definition of Brand Positioning. 5. This helps the consumer perceive the brand as 'Eco-friendly' or 'Ethical,' which is a deliberate marketing choice.

Final Answer: Brand Positioning

Answer: (B)

Q9.

Solution**Concept:**

The Public Relations Officer (PRO) acts as the bridge between an organization and its publics. During a crisis, such as a product recall, the PRO must follow an 'Image Restoration' strategy.

Solution:

1. The first step in image restoration after a failure is acknowledging the problem and being transparent. 2. 'Corrective Action' is a specific strategy where the organization promises and demonstrates that they are fixing the cause of the problem to prevent it from happening again. 3. This is essential for rebuilding 'Trust,' which is the most valuable intangible asset for any organization. 4. Ignoring the public, filing lawsuits against victims, or hiding from social media usually exacerbates the crisis and further damages the brand's reputation. 5. Effective PR requires two-way symmetrical communication, listening to the grievances and providing a visible solution.

Final Answer: Transparent communication and 'Corrective Action' to rebuild trust.

Answer: (B)

Q10.

Solution**Concept:**

Television production is divided into three stages: Pre-production, Production, and Post-production. Pre-production is the planning phase.

Solution:

1. A Storyboard is a series of drawings or illustrations representing the individual shots planned for a video or film. 2. It serves as a visual map because it shows the composition, camera angles, and movement before the cameras even start rolling. 3. It helps the Director communicate their vision to the Cinematographer and the Lighting team, ensuring everyone is on the same page. 4. A 'Production Bible' contains more general information (characters, world-building), and a 'Call Sheet' is a daily schedule. 5. Therefore, for the specific purpose of visual mapping, the Storyboard is the primary tool.

Final Answer: Storyboard

Answer: (B)



Q11.

Solution**Concept:**

In a multi-camera television production, the process of selecting between different camera angles and video sources in real-time is known as 'Vision Mixing'. This is a highly technical role that requires precise timing and coordination with the Director.

Solution:

1. The Technical Director (TD), often referred to as the Switcher Operator or Vision Mixer, sits in the Production Control Room (PCR). 2. Their primary tool is the 'Video Switcher' (or Vision Mixer), a console that allows them to cut, fade, or dissolve between various video inputs like cameras, graphics, and pre-recorded clips. 3. The Director provides verbal 'Cues' (e.g., "Ready Camera 1... Take 1"), and the Technical Director executes the physical switch at the exact moment requested. 4. While the Floor Manager coordinates the studio floor and the Gaffer handles lighting, the TD is the one responsible for the actual 'vision' being sent to the transmitter or recorder. 5. This role is crucial in live broadcasts like news or sports where there is no room for error in switching.

Final Answer: Technical Director / Switcher Operator

Answer: (B)

Q12.

Solution**Concept:**

Radio is a unique medium because it lacks a visual component. To compensate for this, writers and producers use sound effects, music, and descriptive language to engage the listener's imagination.

Solution:

1. Assertion (A) is true. Radio is frequently called a 'Blind Medium' because the audience cannot see the performers or the setting; they only hear them. 2. Reason (R) is also true and provides the correct explanation. Because the medium is 'blind,' it triggers the 'Theatre of the Mind.' 3. In the 'Theatre of the Mind,' the listener uses auditory cues to visualize the scene in their own head. For example, the sound of a door creaking and whistling wind immediately tells the listener it is a spooky or cold setting without needing a picture. 4. This imaginative engagement is what makes radio a deeply personal and immersive medium. 5. Since the lack of visuals (A) is the direct cause of the listener needing to create their own imagery (R), the reasoning is valid.

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

Answer: (A)



Q13.

Solution**Concept:**

Microphones have different 'Polar Patterns' (pickup patterns) that determine which direction they collect sound from. Choosing the right mic is essential for clarity in different environments.

Solution:

1. A 'Vox-pop' (Voice of the People) is usually recorded in public places like busy streets where there is significant background noise. 2. An 'Omnidirectional' mic picks up sound from all directions equally, which would result in too much traffic noise. 3. A 'Shotgun' microphone (or a Hyper-cardioid) has a very narrow, directional pickup pattern. It picks up sound primarily from the front while 'rejecting' or cancelling sound from the sides and rear. 4. This allows the reporter to point the mic directly at the interviewee's mouth to capture a clean voice recording while minimizing the ambient roar of the city. 5. Shotgun mics are the standard for field reporting and location film recording for this exact reason.

Final Answer: Highly Directional Shotgun / Hyper-cardioid

Answer: (C)

Q14.

Solution**Concept:**

Parallel Cinema (also known as the Indian New Wave) emerged as an alternative to the mainstream 'Masala' films of Bollywood. It focused on social realism and artistic integrity.

Solution:

1. Mainstream Indian cinema of the 1970s was characterized by the 'Masala' formula: a mix of action, romance, and frequent song-and-dance sequences that often broke the narrative flow. 2. Parallel Cinema filmmakers like Shyam Benegal (who directed 'Manthan') and Satyajit Ray rejected these commercial tropes. 3. Instead, they focused on 'Realism'—depicting the lives of ordinary people, social inequalities, and rural issues in a naturalistic style. 4. These films typically avoided unnecessary songs and stylized fights, choosing instead to let the story progress through realistic dialogue and settings. 5. This movement aimed to make cinema a tool for social reflection rather than just pure escapist entertainment.

Final Answer: Rejection of song-and-dance sequences in favor of realism.

Answer: (A)



Q15.

Solution**Concept:**

Film genres are characterized by 'Conventions,' which include specific visual styles, plot structures, and recurring themes that help the audience identify the type of movie they are watching.

Solution:

1. Film Noir (A) is known for its dark, moody atmosphere, moral ambiguity, and the use of 'Chiaroscuro' (high-contrast black and white) lighting—(II). 2. Musicals (B) are defined by their use of 'Integrated' songs where the characters sing to express emotions or move the plot forward—(III). 3. The Western (C) typically explores the 'Frontier' myth, focusing on the tension and conflict between the laws of 'Civilization' and the lawlessness of the 'Wilderness'—(IV). 4. Slapstick (D) is a sub-genre of comedy characterized by exaggerated physical activity and 'gags' that exceed the boundaries of normal physical comedy—(I). 5. Matching these correctly gives: (A)-(II), (B)-(III), (C)-(IV), (D)-(I).

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

Answer: (A)

Q16.

Solution**Concept:**

Cyber Activism (or Digital Activism) refers to the use of digital tools, particularly social media and the internet, to achieve political or social change. It bypasses traditional media structures.

Solution:

1. Traditional media (TV, Newspapers) often have "Gatekeepers" (editors/owners) who decide what is news. 2. Marginalized groups (minorities, activists, grassroots movements) often find it difficult to get their voices heard through these traditional channels. 3. According to the passage, Cyber Activism allows these voices to "bypass" these gatekeepers by posting directly to the public. 4. This democratizes information flow, as the power to disseminate news is no longer held by a few large corporations. 5. Therefore, the primary advantage is the direct reach and empowerment of marginalized groups.

Final Answer: It allows marginalized voices to bypass traditional gatekeepers.

Answer: (B)



Q17.

Solution**Concept:**

The term 'Prosumer' is a portmanteau of the words 'Producer' and 'Consumer'. It was popularized by futurist Alvin Toffler.

Solution:

1. In the traditional media age, audiences were passive consumers—they watched what was broadcasted. 2. In the digital/Web 2.0 age, users not only consume content (reading blogs, watching videos) but also produce it (writing posts, uploading videos, tweeting). 3. This dual role is what the passage describes as a "paradigm shift." 4. Every time a user uploads a video to YouTube or writes a review, they are acting as a prosumer. 5. This has changed the democratic role of media because content is now "user-generated."

Final Answer: Individuals who both produce and consume media content.

Answer: (B)

Q18.

Solution**Concept:**

The digital age allows for the "rapidity of opinion," meaning people react instantly to news. However, this speed can have psychological and social drawbacks.

Solution:

1. The passage explicitly mentions that while the digital era has benefits, the "rapidity of opinion also gives rise to 'Trolling' and 'Echo Chambers'." 2. Trolling refers to disruptive and harassing behavior online. 3. An 'Echo Chamber' is an environment where a person only encounters information or opinions that reflect and reinforce their own. 4. Both are negative outcomes because they polarize society and hinder constructive dialogue. 5. These phenomena are direct consequences of how fast and unchecked opinions travel on social media.

Final Answer: The rise of 'Trolling' and 'Echo Chambers'.

Answer: (B)



Q19.

Solution**Concept:**

Media Convergence refers to the merging of previously distinct media technologies and forms due to digitization and computer networking.

Solution:

1. In the past, you needed a radio for audio, a TV for video, and a newspaper for text. 2. Today, a single smartphone (Media Convergence) allows you to listen to radio, watch live TV, and read the news. 3. The passage defines this as the blurring of traditional boundaries between print, broadcast, and online platforms. 4. It is a structural shift that affects how content is produced, distributed, and consumed. 5. Convergence is the hallmark of the "Internet Paradigm" mentioned in the text.

Final Answer: Media Convergence

Answer: (B)

Q20.

Solution**Concept:**

'Netiquette' is a combination of the words 'network' and 'etiquette'. It refers to the informal rules of behavior for the internet.

Solution:

1. The passage states that to "maintain a healthy digital democracy," netiquettes have become essential. 2. Because the internet allows for instant, anonymous communication, it can often lead to toxicity and harassment. 3. Following netiquettes (like being respectful, avoiding spam, and respecting privacy) ensures that digital spaces remain productive for democratic discourse. 4. It is not about internet speed or tracking data; it is about the "social health" of the digital community. 5. Media literacy and netiquette go hand-in-hand in protecting the democratic role of the internet.

Final Answer: To maintain a healthy and respectful digital democracy.

Answer: (B)



Q21.

Solution**Concept:**

The history of cinema in India began with the introduction of the 'Cinematographe' by French inventors. This event is considered the birth of the moving image experience in the Indian subcontinent.

Solution:

1. According to the passage, while D.G. Phalke is the "Father of Indian Cinema" for making the first indigenous feature film, he did not introduce the first screening. 2. The text explicitly states that the "Lumiere Brothers' first screening in Mumbai introduced the technical wonder of the moving image." 3. This historic event took place on July 7, 1896, at the Watson's Hotel in Mumbai (then Bombay). 4. The Lumiere brothers were pioneers who toured the world showing their short films, such as 'Arrival of a Train'. 5. Therefore, the credit for the very first cinematographic screening in India goes to the Lumiere Brothers.

Final Answer: The Lumiere Brothers

Answer: (B)

Q22.

Solution**Concept:**

Development Communication in cinema involves using the medium to highlight socio-economic issues. The film 'Manthan' (1976), directed by Shyam Benegal, is a landmark in this genre.

Solution:

1. The passage mentions that films like 'Manthan' showcased the power of the medium in "promoting social causes." 2. It specifically identifies the "cooperative movement" as the focus of this film. 3. 'Manthan' was unique because it was crowdfunded by 500,000 farmers of the Gujarat Co-operative Milk Marketing Federation (Amul), each contributing ₹ 2. 4. It belongs to the 'Parallel Cinema' movement, which prioritized realism and social relevance over commercial tropes. 5. The film successfully communicated the benefits of the White Revolution and collective action to the masses.

Final Answer: Cinema used as a tool for the cooperative movement and social change.

Answer: (B)



Q23.

Solution**Concept:**

Early Indian cinema heavily relied on existing cultural narratives to connect with the audience. D.G. Phalke chose stories that were already deeply ingrained in the Indian psyche.

Solution:

1. The passage states that "Phalke's 'Raja Harishchandra' laid the foundation using mythological tropes." 2. Phalke believed that Indian audiences would be more comfortable with familiar stories from the Puranas and Epics than with Western narrative styles. 3. 'Raja Harishchandra' (1913) was the first Indian silent feature film, and its success established the 'Mythological' genre as the dominant form in early Indian cinema. 4. While later movements like Parallel Cinema focused on Social Realism, the very beginning of the industry was rooted in mythology. 5. This choice helped bridge the gap between the traditional arts (like folk theater) and the new technology of film.

Final Answer: Mythological tropes

Answer: (B)

Q24.

Solution**Concept:**

The film industry undergoes periodic "Paradigm Shifts" due to technological evolution. The current shift involves how content is distributed and where audiences watch it.

Solution:

1. The passage notes that cinema faces a new shift with the 'Internet Paradigm'. 2. It explicitly identifies that "OTT (Over-The-Top) platforms challenge the traditional theatrical experience." 3. Digital streaming services like Netflix, Amazon Prime, and Disney+ Hotstar allow viewers to watch high-quality cinema at home, reducing the dependency on physical cinema halls. 4. This shift has changed the business model of cinema, leading to "Direct-to-Digital" releases. 5. Therefore, OTT platforms are the primary contemporary challenge to the traditional big-screen experience.

Final Answer: The dominance of OTT platforms.

Answer: (B)



Q25.

Solution**Concept:**

In the digital age, different forms of communication and technology are no longer isolated; they merge to create a new, unified experience.

Solution:

1. The passage concludes by stating that the internet paradigm is leading to a "new 'Convergence' of cinema and digital technology." 2. 'Convergence' in this context means that cinema is no longer just a "film strip" played in a theater; it is now digital data that can be streamed, shared, and interactive. 3. This convergence allows cinema to exist across multiple platforms—phones, tablets, and smart TVs—all powered by the internet. 4. It does not mean cinema halls are banned or regional languages are dying; rather, the medium itself has merged with the digital ecosystem. 5. This technological blending is the defining characteristic of the modern cinematic era.

Final Answer: The 'Convergence' of cinema and digital technology.

Answer: (B)

Q26.

Solution**Concept:**

Hypertextuality is one of the core characteristics of 'New Media' (Digital Media). It distinguishes digital text from traditional, linear print text.

Solution:

1. Traditional reading (like a book or newspaper) is 'Linear'; you read from the beginning to the end in a fixed sequence. 2. Hypertextuality involves the use of 'Hyperlinks' (nodes). When a reader clicks on a link, they are taken to another piece of information, a video, or a different website. 3. This allows the user to navigate 'Non-linearly', creating their own unique path through the information based on their interests. 4. It breaks the traditional 'Gatekeeping' of information flow, as the user decides what to read next rather than the editor. 5. Therefore, the ability to move through interconnected links is the defining feature of hypertextuality.

Final Answer: Navigate non-linearly through interconnected links.

Answer: (B)



Q27.

Solution**Concept:**

Covert Advertising (also known as Stealth Advertising or Surrogate Advertising) refers to the practice of embedding brand messages in a way that they do not appear as traditional advertisements.

Solution:

1. 'Product Placement' is a specific form of covert advertising where a brand's product, logo, or service is featured within the narrative of a movie, TV show, or video game. 2. For example, a character in a movie drinking a specific brand of soft drink or driving a specific car is a product placement. 3. Unlike 'Infomercials' or 'Classified Ads', which are clearly identified as advertisements, product placement is integrated into the entertainment content. 4. This technique is used to build 'Brand Familiarity' in a way that bypasses the viewer's 'Ad-avoidance' (the tendency to skip commercials). 5. It is a powerful tool in modern marketing where traditional 30-second spots are becoming less effective.

Final Answer: Product Placement

Answer: (B)

Q28.

Solution**Concept:**

Social media algorithms are designed to maximize engagement by showing users content that they are likely to interact with. This often leads to the formation of 'Echo Chambers'.

Solution:

1. Assertion (A) is true. The term 'Global Village' (by Marshall McLuhan) suggested technology would bring us together, but many scholars now argue it has created 'Echo Chambers' where people are isolated from opposing views. 2. Reason (R) is true and explains (A). Algorithms track user behavior (likes, shares, clicks) and filter the news feed to show similar content. 3. This 'Filter Bubble' limits exposure to diverse perspectives and reinforces a user's existing biases. 4. When everyone in a digital 'village' only hears their own opinions reflected back at them, it becomes an echo chamber. 5. Thus, the algorithmic behavior is the direct cause of this lack of digital diversity.

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

Answer: (A)



Q29.

Solution**Concept:**

Microphone selection in radio depends on the 'Polar Pattern'. For an interview setting, the microphone must be able to pick up two distinct sources while minimizing noise from other directions.

Solution:

1. A 'Unidirectional' (Cardioid) mic picks up sound from only one direction, which is not ideal for two people. 2. An 'Omnidirectional' mic picks up sound from all 360 degrees, which might capture too much background room noise. 3. A 'Bidirectional' microphone (also known as a 'Figure-of-eight' pattern) picks up sound equally from the front and the back while rejecting sound from the sides. 4. This is the perfect setup for a one-on-one interview where the interviewer and interviewee sit directly opposite each other with the microphone in between them. 5. It ensures both voices are captured with equal clarity while the sides of the room remain 'dead' to the microphone.

Final Answer: Bidirectional (Figure-of-eight)

Answer: (B)

Q30.

Solution**Concept:**

In India, media operates under a framework of constitutional rights and statutory laws that balance freedom with social responsibility and national security.

Solution:

1. Article 19(1)(a) of the Indian Constitution provides the fundamental right to 'Freedom of Speech and Expression'—(II). 2. 'Contempt of Court' is a law meant to safeguard the dignity, power, and authority of the 'Judiciary'—(IV). 3. The 'Copyright Act' is designed to protect the intellectual property and 'original creative work' of authors, artists, and filmmakers—(I). 4. The 'Official Secrets Act' is a colonial-era law that prohibits the disclosure of 'classified state information' to protect national security—(III). 5. Matching these: (A)-(II), (B)-(IV), (C)-(I), (D)-(III).

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

Answer: (A)



Q31.

Solution**Concept:**

The 'Hard News' story is a report of an event that has just happened or is about to happen. To ensure the reader gets all the essential facts quickly, journalists use a specific formula.

Solution:

1. The "Five Ws and One H" stand for Who, What, When, Where, Why, and How. 2. In the 'Inverted Pyramid' style of writing, these six elements must be addressed in the 'Lead' (the first paragraph). 3. This ensures that even if the reader only reads the first few sentences, they have the complete core of the story. 4. While 'Feature Stories' focus on human interest and 'Editorials' focus on opinion, 'Hard News' is strictly factual and time-sensitive. 5. Therefore, mastering the 5Ws and 1H is the fundamental requirement for writing an effective hard news lead.

Final Answer: Hard News Lead

Answer: (B)

Q32.

Solution**Concept:**

Post-production is the final stage of television and film production. It begins once the 'Principal Photography' (the actual filming) is completed.

Solution:

1. During the 'Post-production' phase, the raw footage is assembled into a coherent story by the editor. 2. This stage includes several technical layers: 'Video Editing' (the cut), 'Color Grading' (adjusting the visual tone/mood), and 'Sound Design' (adding background scores, foley, and effects). 3. 'Pre-production' is for planning, and 'Production' is the act of filming itself. 4. 'Distribution' happens after the final master copy is ready. 5. Since color grading and sound effects are part of "polishing" the final product, they belong strictly to post-production.

Final Answer: Post-production

Answer: (C)



Q33.

Solution**Concept:**

The Shannon-Weaver Model (1949) is a mathematical and linear model of communication. It identifies the functional parts of a communication system.

Solution:

1. In this model, the 'Information Source' produces the message. 2. The 'Transmitter' (or Encoder) is the physical or technical entity that converts the message into 'Signals' (like sound waves or radio pulses) that can travel through a channel. 3. For example, in a phone call, the mouthpiece of the phone acts as the transmitter by converting your voice into electrical signals. 4. The 'Receiver' (or Decoder) then converts these signals back into a message for the destination. 5. Therefore, the specific function of signal conversion is performed by the Transmitter.

Final Answer: Transmitter (Encoder)

Answer: (B)

Q34.

Solution**Concept:**

Media accountability involves internal and external mechanisms to ensure ethical standards. An 'Ombudsman' is an internal mechanism used by many prestigious news organizations.

Solution:

1. An 'Ombudsman' (also known as a Public Editor or Readers' Editor) is an independent official within a media house. 2. Their primary role is to represent the interests of the audience/readers. 3. They investigate complaints about accuracy, fairness, or unethical behavior in the paper's reporting. 4. By acting as an internal critic, they help the organization maintain credibility and transparency without government interference. 5. They do not handle marketing, circulation, or design; their focus is purely on editorial ethics and public accountability.

Final Answer: To act as an internal critic and handle reader complaints.

Answer: (B)



Q35.

Solution**Concept:**

Media can be categorized based on ownership and purpose. 'Mainstream Media' is typically commercial or state-owned, while 'Alternative Media' offers a different perspective.

Solution:

1. Alternative Media provides a platform for voices and issues that are often ignored by large corporate or government-controlled media. 2. 'Community Radio' is a classic example of alternative media. It is owned and operated by a specific community (geographic or interest-based) and is non-profit. 3. Its focus is on local issues, cultural preservation, and grassroots participation rather than profit or national propaganda. 4. National TV (State-run) and Corporate Newspapers (Commercial) are mainstream because they represent the dominant political or economic interests. 5. Therefore, a community-run station is defined as 'Alternative' due to its localized and participatory nature.

Final Answer: A community-run radio station focusing on local issues.

Answer: (C)

Q36.

Solution**Concept:**

The 'Inverted Pyramid' is the standard structural format for hard news. It places the most critical information at the top, followed by supporting details in descending order of importance. This structure is designed specifically for efficiency in both reading and editing.

Solution:

1. Assertion (A) is true. One of the technical advantages of the Inverted Pyramid is that it allows editors to cut the story from the bottom upwards without losing the essential facts. 2. Reason (R) is also true and provides the correct explanation. Because the least important details are placed at the very end of the article, an editor facing space constraints (in print) or layout issues can simply delete the final paragraphs. 3. This ensures that the 'Lead' and the 'Nut-graph' (which contain the core news) remain intact. 4. Historically, this was vital when telegraph lines were unreliable; if the connection cut off, the most important part of the story had already been transmitted first. 5. Therefore, the structural design directly facilitates the editing process.

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

Answer: (A)



Q37.

Solution**Concept:**

The 'Golden Age' of Indian cinema saw the rise of filmmakers who blended artistic sensibility with social commentary, gaining international recognition and establishing a distinct Indian cinematic identity.

Solution:

1. Satyajit Ray is widely regarded as one of the greatest filmmakers in world cinema. 2. He directed the 'Apu Trilogy' (Pather Panchali, Aparajito, and Apur Sansar), which depicted the life of a young boy in rural Bengal with unprecedented realism. 3. 'Pather Panchali' (1955) won a special prize at the Cannes Film Festival, marking the first time Indian cinema received such high-level international critical acclaim. 4. Ray was known for his humanist approach and his mastery over all aspects of filmmaking, including scripting, casting, and music composition. 5. In 1992, he was awarded an Honorary Oscar for Lifetime Achievement by the Academy of Motion Picture Arts and Sciences.

Final Answer: Satyajit Ray

Answer: (B)

Q38.

Solution**Concept:**

The 'Unique Selling Proposition' (USP) is a marketing concept first proposed by Rosser Reeves in the 1940s. It is the core "reason why" a consumer should buy a specific brand instead of another.

Solution:

1. In a crowded market with many similar products, a company must identify one specific feature, benefit, or emotion that belongs exclusively to its brand. 2. The USP must be something that the competition either cannot or does not offer. 3. It must be a strong enough proposition to move the "mass millions"—meaning it must have a broad appeal to the target audience. 4. For example, if a car brand's USP is "The safest car in the world," every advertisement will focus on that specific safety feature to differentiate it from faster or cheaper cars. 5. Therefore, the USP is the "distinctive factor" of the product.

Final Answer: The specific feature that makes a product different from its competitors.

Answer: (B)



Q39.

Solution**Concept:**

The 'Social Media' era has empowered citizens to organize and mobilize for causes without the need for traditional institutional leadership. This is a core component of New Media's democratic role.

Solution:

1. Digital Activism (also known as Cyber Activism or E-activism) is the use of electronic communication technologies to enable faster and more effective communication by citizen movements. 2. Social media platforms like X (formerly Twitter), Facebook, and Instagram allow for the rapid dissemination of information and real-time coordination of protests. 3. This was notably seen during movements like the Arab Spring or the 'Black Lives Matter' protests, where hashtags served as rallying cries. 4. Unlike 'Click-baiting' (which is for revenue) or 'Data Mining' (which is for surveillance), Digital Activism is focused on political and social change. 5. It represents a shift from passive "slacktivism" to actual "mobilization" on the ground.

Final Answer: Digital Activism (Cyber Activism)

Answer: (B)

Q40.

Solution**Concept:**

Audio production involves several hardware components that process electrical signals. Each component has a specific technical function in the signal chain.

Solution:

1. In a radio studio, the initial signal from a microphone or a playback device is often too weak to be broadcast or even heard clearly through large speakers. 2. An 'Amplifier' is an electronic device that takes a low-voltage/low-power signal and increases its 'amplitude' (strength) while keeping the waveform (the sound) the same. 3. This "boosted" signal is then strong enough to drive speakers or be sent to a transmitter for broadcast. 4. It does not change the frequency (that is the job of a modulator) nor does it record sound (that is the job of a DAW or recorder). 5. Its primary and fundamental role is signal strengthening.

Final Answer: Increase the strength of the audio signal.

Answer: (B)



Q41.

Solution**Concept:**

The 'Internet Paradigm Shift' has fundamentally altered how information flows in society. Traditional media models relied on centralized 'gatekeepers' who vetted information before it reached the public.

Solution:

1. In the digital age, the 'Rapidness of Opinion' refers to how quickly information and reactions spread across the internet. 2. Digital platforms allow anyone with an internet connection to publish their thoughts instantly. 3. This "shift" means that public discourse is no longer delayed by editorial cycles or printing schedules. 4. While this democratizes speech, it also means that opinions—and sometimes misinformation—can go viral before they are fact-checked. 5. Therefore, the primary description of this shift is the instant dissemination of opinions that often bypasses traditional media filters.

Final Answer: Opinions are formed and disseminated instantly, often bypassing traditional editorial filters.

Answer: (B)

Q42.

Solution**Concept:**

The history of world cinema is incomplete without the contribution of the Lumiere Brothers (Auguste and Louis). They were among the first filmmakers in history.

Solution:

1. The Lumiere Brothers were French engineers who patented the 'Cinematographe', a camera that could also project moving images onto a screen. 2. On December 28, 1895, they held the first public, commercial screening of films at the Grand Cafe in Paris. 3. Their films, like 'Workers Leaving the Lumiere Factory', were short, silent documentations of everyday life. 4. As mentioned in the earlier passage research, they also brought this technology to India in 1896, introducing the "technical wonder" of cinema to the subcontinent. 5. They are considered the fathers of the cinema-going experience because they moved film from a solitary viewing (like Edison's Kinetoscope) to a communal one.

Final Answer: They invented the 'Cinematographe' and held the first public screening of moving images.

Answer: (B)



Q43.

Solution**Concept:**

Media Convergence refers to the merging of multiple media platforms and technologies. This technological blending has had a profound impact on the speed of communication.

Solution:

1. Assertion (A) is true. Convergence allows a single device (like a smartphone) to browse the web, watch TV, and listen to radio, representing the core of the 'Internet Paradigm'. 2. Reason (R) is false. This shift has actually 'strengthened' and accelerated the 'Rapidity of Opinion' rather than weakening it. 3. Because convergence removes barriers and puts publishing tools in the hands of the audience, the number of gatekeepers has decreased, not increased. 4. Opinions now spread faster than ever because everyone is connected through converged digital networks. 5. Therefore, while the assertion correctly identifies the result of convergence, the reason incorrectly evaluates its impact on communication speed.

Final Answer: (A) is true but (R) is false.

Answer: (C)

Q44.

Solution**Concept:**

Media ethics involve the moral principles that guide journalists in their work. One of the most critical ethical duties involves the protection of sources.

Solution:

1. Ethical journalism often relies on 'Whistleblowers' or confidential sources who provide sensitive information that is in the public interest. 2. If these sources were publicly identified, they might face retaliation, loss of employment, or physical danger. 3. The 'Privilege of Non-disclosure' (also known as Professional Secrecy) is the ethical obligation (and in some jurisdictions, a legal right) of a journalist to keep their source's identity secret. 4. This is essential for 'Investigative Journalism', as it encourages people to come forward with truth without fear. 5. Yellow journalism and sensationalism are unethical practices that degrade the quality of news.

Final Answer: Privilege of Non-disclosure (Professional Secrecy)

Answer: (B)



Q45.

Solution**Concept:**

Advertising and Public Relations use specific strategies to manage brands and communicate with the public. Each term represents a different functional area of brand management.

Solution:

1. Brand Equity (A) is the value—often financial—that a company gains from a recognizable brand name when compared to a generic equivalent; it is based on consumer perception—(II). 2. Crisis Management (B) is the strategic effort by an organization to handle a negative event or scandal to minimize damage to its reputation—(I). 3. Brand Building (C) involves the long-term process of generating awareness and creating a loyal customer base through consistent messaging—(IV). 4. Guerilla Marketing (D) is an unconventional, low-cost marketing strategy that uses surprise or non-traditional methods to reach the audience—(III). 5. Matching these gives: (A)-(II), (B)-(I), (C)-(IV), (D)-(III).

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

Answer: (A)

Q46.

Solution**Concept:**

In a radio or recording studio, multiple audio signals (such as the host's voice, background music, telephone callers, and sound effects) must be managed simultaneously. The 'Mixer' is the central hub for this control.

Solution:

1. The Mixer (also known as the Sound Console or Board) receives various inputs from microphones, computers, and external devices. 2. The primary function of the Mixer is to 'balance' these levels so that one source doesn't overpower the others (e.g., ensuring the music is low enough so the host can be heard clearly). 3. It allows the technician to 'blend' these sources into a single composite audio signal, which is then sent to the transmitter or recording software. 4. It also provides tools like 'Equalization' (EQ) to adjust the tone and 'Faders' to control the volume of each individual channel in real-time. 5. Therefore, it is essentially a tool for audio integration and balancing.

Final Answer: To balance and blend multiple audio sources into a single output.

Answer: (B)



Q47.

Solution**Concept:**

A film 'Genre' is a category based on similarities in either the narrative elements or the emotional response to the movie. Each genre has specific 'Iconography' (visual symbols).

Solution:

1. Science Fiction (Sci-Fi) is a genre that uses speculative, fictional science-based phenomena. 2. The key markers of this genre include settings in the future, the use of advanced technology (like robots or AI), space exploration, and concepts like time travel or parallel universes. 3. While 'Horror' focuses on fear and 'Documentaries' focus on factual reality, Sci-Fi focuses on the "What if?" of scientific progress and its impact on humanity. 4. Classic examples include films like '2001: A Space Odyssey' or modern hits like 'Interstellar'. 5. These themes of technological advancement and space are the defining characteristics of Science Fiction.

Final Answer: Science Fiction

Answer: (B)

Q48.

Solution**Concept:**

The Director is the creative lead of a television or film production. While the Producer handles the logistics and budget, the Director is responsible for the "look and feel" of the program.

Solution:

1. During the 'Production' phase (the actual shooting), the Director is the primary decision-maker on the studio floor or set. 2. They guide the actors (or anchors) to ensure their delivery matches the intended tone of the script. 3. They work closely with the Cinematographer (DP) to decide on camera placements, angles, and movements. 4. The Director's goal is to translate the written script into a visual and auditory experience. 5. Managing budgets is usually the role of the Line Producer, and selling the show is a marketing/distribution task; the Director's focus is purely creative execution.

Final Answer: Guiding the actors' performances and camera movements.

Answer: (B)



Q49.

Solution**Concept:**

Cyber Activism represents the intersection of technology and social justice. It is a tool for 'Development Communication' that utilizes horizontal (peer-to-peer) communication.

Solution:

1. Assertion (A) is true. Cyber Activism is a modern catalyst for social change because it can mobilize large numbers of people very quickly and at a low cost. 2. Reason (R) is true and explains (A). The internet has removed geographic boundaries, allowing local injustices to gain global visibility. 3. Platforms like social media allow activists to share videos, photos, and live streams that traditional media might ignore, thereby pressuring authorities for change. 4. Because the ability to organize and raise awareness (R) is exactly how the social change (A) is achieved, the reasoning is perfectly aligned with the assertion. 5. This has been seen in various global movements where digital awareness led to real-world policy shifts.

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

Answer: (A)

Q50.

Solution**Concept:**

Accuracy and completeness are the hallmarks of good journalism. The '5Ws and 1H' formula serves as a checklist for journalists to ensure they haven't missed any vital information.

Solution:

1. Every news story must answer six basic questions to be considered complete. 2. These are: **Who** was involved? **What** happened? **When** did it take place? **Where** did it occur? **Why** did it happen? and **How** did it happen? 3. These elements are usually packed into the 'Lead' (the first paragraph) of a news story to provide immediate clarity to the reader. 4. This formula ensures objectivity and provides the necessary context for the audience to understand the event. 5. Any omission of these (e.g., not saying 'where' an event happened) would make the news report unreliable and incomplete.

Final Answer: Who, What, When, Where, Why, and How

Answer: (A)



Answer Key

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

