

CUET-UG Mass Media & Communication Sample Paper - 18

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. In the Shannon-Weaver model of communication, the element that primarily disrupts the accurate transmission of a message is:

- (A) Channel
- (B) Noise
- (C) Encoder
- (D) Feedback

Q2. Which of the following statements correctly distinguishes mass communication from interpersonal communication?

- (A) Mass communication always involves direct feedback.
- (B) Interpersonal communication uses only verbal symbols.
- (C) Mass communication reaches heterogeneous audiences.
- (D) Interpersonal communication requires technology.

Q3. Arrange the following developments in Indian broadcasting chronologically:

- (A) Introduction of FM radio services
- (B) SITE Experiment
- (C) Launch of Doordarshan National
- (D) Beginning of AIR

- (A) D, B, C, A



- (B) D, C, B, A
- (C) B, D, C, A
- (D) D, A, B, C

Q4. Which communication model is MOST associated with linear transmission and minimal audience participation?

- (A) Osgood-Schramm Model
- (B) Shannon-Weaver Model
- (C) Dance Helical Model
- (D) Newcomb Model

Q5. The term “gatekeeping” in communication studies refers to:

- (A) Encryption of media content
- (B) Selection and filtering of information before dissemination
- (C) Restricting internet access
- (D) Audience measurement techniques

Q6. Assertion (A): Media can function as an agent of social change.

Reason (R): Media campaigns have influenced public attitudes regarding literacy, sanitation, and gender equality.

- (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.

Q7. The “Hypodermic Needle Theory” assumes that:

- (A) Audiences actively reinterpret media messages.
- (B) Media effects are indirect and negotiated.
- (C) Media messages directly influence passive audiences.



(D) Media impact is limited by opinion leaders.

Q8. The inverted pyramid style of news writing gives maximum importance to:

- (A) Background details
- (B) Descriptive storytelling
- (C) Most newsworthy information first
- (D) Chronological narration

Q9. Which among the following is NOT included in the 5Ws and 1H framework?

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

Q10. A journalist deliberately publishes false allegations damaging a person's reputation. This may amount to:

- (A) Copyright infringement
- (B) Defamation
- (C) Piracy
- (D) Fair dealing

Q11. Match List I with List II:

S.No.	List I		List II
1.	Lead	A.	Verification of facts
2.	Editorial	B.	Opening paragraph of a news report
3.	Fact-checking	C.	Opinion of the newspaper
4.	Beat reporting	D.	Specialised reporting area



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

Q12. Yellow journalism is primarily associated with:

- (A) Ethical and objective reporting
- (B) Investigative environmental journalism
- (C) Sensationalism and exaggeration
- (D) Government press releases

Q13. The Press Council of India mainly functions to:

- (A) Regulate film certification
- (B) Maintain standards in print journalism
- (C) Grant television licenses
- (D) Conduct elections for journalists

Q14. Which of the following headlines follows proper journalistic style MOST effectively?

- (A) Terrible Rainfall Completely Destroys Entire City Yesterday
- (B) City Flooded After Heavy Rain; Thousands Evacuated
- (C) Flood Situation Is Very Horrible and Dangerous for Citizens
- (D) Rainfall Became a Huge Disaster Everywhere

Q15. Assertion (A): Paid news threatens journalistic credibility.

Reason (R): Paid news blurs the distinction between editorial content and advertisement.

- (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 regional news channel launched a week-long multimedia campaign encouraging citizens to reduce plastic waste in urban areas. The initiative was introduced after several environmental reports highlighted the increasing pollution levels in rivers, lakes, and public spaces due to excessive use of single-use plastics. The campaign featured expert interviews with environmentalists, short investigative documentaries, animated explainers, public opinion surveys, and social media challenges encouraging viewers to adopt eco-friendly habits. Citizens were invited to upload videos showing innovative ways to recycle plastic and reduce waste in their daily lives.

To maximise outreach, the campaign integrated television broadcasts, radio jingles, podcasts, and digital media platforms. Several schools and colleges also participated by organising awareness drives and cleanliness campaigns inspired by the channel's initiative. While the campaign received praise for increasing public participation and environmental awareness, critics accused the channel of exaggerating some environmental statistics without proper verification. Media analysts later observed that the campaign was a strong example of media convergence and participatory communication, where traditional and digital media worked together to create greater audience engagement and social impact.

Q16. The campaign mentioned in the passage is an example of:

- (A) Media convergence
- (B) Monopoly ownership
- (C) Cultural imperialism
- (D) Agenda denial



- Q17.** The criticism regarding exaggerated environmental statistics raises concerns about:
- (A) Sensationalism
 - (B) Democratization of media
 - (C) Narrowcasting
 - (D) Audience fragmentation
- Q18.** Citizen-generated videos are MOST closely related to:
- (A) Traditional journalism
 - (B) Participatory media culture
 - (C) Print dominance
 - (D) State-controlled broadcasting
- Q19.** The use of radio jingles, documentaries, and social media challenges together reflects:
- (A) One-way communication
 - (B) Cross-media integration
 - (C) Editorial censorship
 - (D) Restricted communication flow
- Q20.** Which communication function is BEST represented by the campaign?
- (A) Surveillance only
 - (B) Entertainment only
 - (C) Social responsibility and awareness creation
 - (D) Propaganda without audience involvement
- Q21.** Advertising that subtly promotes a product within entertainment content without explicit disclosure is called:
- (A) Comparative advertising



- (B) Surrogate advertising
- (C) Covert advertising
- (D) Institutional advertising

Q22. Which of the following is the MOST important objective of Public Relations?

- (A) Immediate sales generation
- (B) Building mutual understanding between organisation and public
- (C) Increasing import duties
- (D) Restricting communication flow

Q23. A company issues a public apology and conducts press conferences after a product failure. This is an example of:

- (A) Brand dilution
- (B) Crisis management
- (C) Media convergence
- (D) Advertorial writing

Q24. Match the following:

S.No.	List I		List II
1.	Brand recall	A.	Managing public image during emergencies
2.	PR campaign	B.	Audience remembering a product name
3.	Crisis communication	C.	Planned communication strategy
4.	Target audience	D.	Intended consumer group

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



- Q25.** The role of a PRO primarily involves:
- (A) Editing feature films
 - (B) Maintaining organisational image and communication
 - (C) Manufacturing products
 - (D) Conducting election surveys only
- Q26.** Assertion (A): Emotional appeal is widely used in advertising.
Reason (R): Consumers often make purchasing decisions influenced by emotions and identity.
- (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.
- Q27.** Storyboarding is primarily associated with which stage of television production?
- (A) Pre-production
 - (B) Production
 - (C) Post-production
 - (D) Distribution
- Q28.** The process of arranging shots and sequences after recording is called:
- (A) Scripting
 - (B) Editing
 - (C) Lighting
 - (D) Blocking
- Q29.** Which television programme format typically involves spontaneous discussion among participants?
- (A) Soap opera



- (B) Talk show
- (C) Documentary
- (D) News bulletin

Q30. A multi-camera setup is MOST useful for:

- (A) Radio broadcasting only
- (B) Live sports and event coverage
- (C) Newspaper layout designing
- (D) Podcast recording only

Q31. Which of the following correctly represents the sequence of television production?

- (A) Production → Pre-production → Post-production
- (B) Post-production → Production → Scripting
- (C) Pre-production → Production → Post-production
- (D) Production → Editing → Script approval

Q32. Radio scripting is often described as “writing for the ear” because:

- (A) Radio depends heavily on visuals
- (B) Radio audiences read scripts directly
- (C) Radio communication must sound natural and clear when heard
- (D) Radio scripts are written in poetic form only

Q33. Which microphone is commonly preferred for studio voice recording due to high sensitivity?

- (A) Dynamic microphone
- (B) Condenser microphone
- (C) Ribbon cable
- (D) Satellite microphone



- Q34.** In audio production, a mixer is primarily used to:
- (A) Develop film negatives
 - (B) Combine and control multiple audio signals
 - (C) Print newspapers
 - (D) Broadcast satellite frequencies
- Q35.** Community radio is BEST associated with:
- (A) Corporate monopoly ownership
 - (B) Local participation and grassroots communication
 - (C) International film distribution
 - (D) Paid entertainment channels only
- Q36.** Who is regarded as the “Father of Indian Cinema”?
- (A) Satyajit Ray
 - (B) Dadasaheb Phalke
 - (C) Raj Kapoor
 - (D) Bimal Roy
- Q37.** The Lumiere Brothers are historically significant because they:
- (A) Introduced colour television in India
 - (B) Developed early motion picture projection technology
 - (C) Established AIR
 - (D) Founded parallel cinema in India
- Q38.** The film “Manthan” is associated with:
- (A) Science fiction cinema
 - (B) Parallel cinema movement
 - (C) Horror genre



(D) Mythological cinema

Q39. Which film movement focused on realism, social issues, and artistic storytelling?

(A) Commercial masala cinema

(B) Parallel cinema

(C) Fantasy cinema

(D) Musical cinema

Q40. Match the following:

S.No.	List I		List II
1.	Dadasaheb Phalke	A.	Bicycle Thieves inspiration
2.	Satyajit Ray	B.	Father of Indian Cinema
3.	Italian Neorealism	C.	Pather Panchali
4.	Montage	D.	Film editing technique

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

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

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

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

Q41. Assertion (A): Cinema has the power to influence public opinion.

Reason (R): Films often reflect social realities and cultural narratives.

(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.

Q42. A documentary film differs from fictional cinema because it:

(A) Avoids sound recording

(B) Primarily presents factual or real-life content



- (C) Cannot use narration
- (D) Is always shorter than feature films

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

During a major public health emergency, social media platforms became one of the fastest and most widely used sources of information for millions of people across the world. Government agencies, doctors, hospitals, and international health organisations regularly used digital platforms to share updates, safety guidelines, awareness videos, and verified medical information. Live-streamed press conferences, online awareness campaigns, and health-related infographics were circulated extensively to educate the public and reduce panic among citizens.

However, alongside authentic information, misleading videos, manipulated statistics, conspiracy theories, and unverified home remedies also spread rapidly across multiple platforms. Many users forwarded sensational messages without checking their authenticity, contributing to confusion and fear among the public. Some content creators deliberately used emotionally charged headlines and edited visuals to attract views and increase engagement. As misinformation increased, independent fact-checking organisations collaborated with digital platforms to identify false claims, label misleading content, and promote verified sources of information. Media experts later highlighted this situation as an example of both the strengths and challenges of new media, especially the rapid circulation of information, high audience participation, and the growing importance of media literacy and responsible digital behaviour.

Q43. The rapid spread of misleading videos in the passage is an example of:

- (A) Citizen journalism
- (B) Misinformation
- (C) Ethical advertising
- (D) Media literacy



- Q44.** The collaboration between fact-checkers and digital platforms reflects:
- (A) Media regulation and verification efforts
 - (B) Complete censorship of communication
 - (C) Elimination of social media
 - (D) Decline of digital communication
- Q45.** Forwarding unverified claims without checking authenticity indicates lack of:
- (A) Netiquette and media literacy
 - (B) Television production skills
 - (C) Brand management
 - (D) Studio acoustics
- Q46.** The passage BEST highlights which characteristic of new media?
- (A) Slow dissemination of information
 - (B) Limited audience interaction
 - (C) Rapidity of information circulation
 - (D) Dependence only on print technology
- Q47.** Verified information shared by doctors and health organisations represents:
- (A) Credible digital communication
 - (B) Sensational journalism
 - (C) Covert advertising
 - (D) Political propaganda only
- Q48.** Cyber activism refers to:
- (A) Illegal hacking activities only
 - (B) Use of digital platforms for social or political causes
 - (C) Print-based political campaigns



(D) Television censorship

Q49. “Trolling” on social media generally involves:

- (A) Constructive policy debate
- (B) Deliberate provocation or harassment online
- (C) Scientific fact verification
- (D) Ethical investigative journalism

Q50. Which of the following is considered good netiquette?

- (A) Sharing unverified rumours immediately
- (B) Respecting privacy and maintaining polite online conduct
- (C) Using offensive language during debates
- (D) Posting copyrighted material without permission



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

Concept: The Shannon-Weaver model of communication is a foundational model that describes the process of communication as a linear flow from a sender to a receiver. It was developed by Claude Shannon and Warren Weaver in 1949. The model consists of several key elements: an Information Source, a Transmitter (Encoder), a Channel, Noise, a Receiver (Decoder), and a Destination.

Solution: In the context of the Shannon-Weaver model, the "noise" element is defined as anything that interferes with the intended message being received. This interference can be physical (like static on a phone line), semantic (like jargon or ambiguous language), psychological (like personal biases or distractions), or even environmental. The primary function of noise is to disrupt the accurate transmission and reception of the message.

Let's briefly consider the other options to understand why they are not the primary disruptor:

Channel: The channel is the medium through which the message travels (e.g., airwaves, wires, internet). While a faulty channel can degrade a message, the channel itself isn't the disruptive element but rather the improve.

Encoder: The encoder's role is to convert the message into a signal suitable for transmission. Errors in encoding can occur, but the inherent disruptive force described in the model is noise.

Feedback: Feedback is the response of the receiver to the sender. While feedback can help clarify misunderstandings, it's a mechanism to improve communication accuracy, not a primary disruptor of the initial message transmission itself in this model.

Therefore, noise is the element that primarily disrupts the accurate transmission of a message according to the Shannon-Weaver model.

Final Answer : "Noise"

Answer: (B)



Q2.

Solution

Concept: Understanding the fundamental differences between mass communication and interpersonal communication. This involves analyzing the characteristics of each type of communication, including audience size and composition, feedback mechanisms, and the role of technology.

Solution: Let's analyze each statement:

(A) Mass communication always involves direct feedback. This is incorrect. While mass communication can incorporate feedback (e.g., through letters to the editor, social media comments), it is often delayed, aggregated, and not as immediate or personal as in interpersonal communication. The feedback loop in mass communication is typically more complex and less direct.

(B) Interpersonal communication uses only verbal symbols. This is incorrect. Interpersonal communication relies heavily on both verbal (words) and non-verbal cues (body language, tone of voice, facial expressions) to convey meaning.

(C) Mass communication reaches heterogeneous audiences. This is correct. Mass communication, by definition, is directed towards large, diverse, and often anonymous audiences with varied backgrounds, interests, and perspectives. For example, a national television broadcast reaches people of different ages, socio-economic statuses, and beliefs. In contrast, interpersonal communication usually occurs between individuals or small groups with shared context and understanding.

(D) Interpersonal communication requires technology. This is incorrect. While technology can facilitate interpersonal communication (e.g., phone calls, video chats), it is not a prerequisite. Face-to-face conversations are a prime example of interpersonal communication that does not require technology.

Therefore, the statement that correctly distinguishes mass communication from interpersonal communication is that mass communication reaches heterogeneous audiences.

Final Answer : "Mass communication reaches heterogeneous audiences."

Answer: (C)



Q3.

Solution

Concept: Establishing a chronological order of significant developments in Indian broadcasting history. This requires knowledge of the historical timelines of these events.

Solution: Let's establish the approximate dates for each development:

(D) Beginning of AIR (All India Radio): All India Radio officially came into existence in 1936, though its predecessor, Indian Broadcasting Company, started in 1927. For the purpose of this question, the establishment of AIR as a national entity is key.

(B) SITE Experiment (Satellite Instructional Television Experiment): This was a pioneering experimental project conducted jointly by India and the USA, which ran from July 1975 to July 1976.

(C) Launch of Doordarshan National: The national channel of Doordarshan was launched on August 15, 1982, significantly expanding television coverage across India.

(A) Introduction of FM radio services: While experimental FM broadcasts began earlier, widespread commercial FM radio services in India were introduced much later, with the liberalization of the media sector in the 1990s leading to private FM stations becoming common.

Based on these dates, the chronological order is:

1. (D) Beginning of AIR (1936)
2. (B) SITE Experiment (1975-1976)
3. (C) Launch of Doordarshan National (1982)
4. (A) Introduction of FM radio services (primarily 1990s onwards)

Therefore, the correct chronological arrangement is D, B, C, A.

Final Answer : "D, B, C, A"

Answer: (A)



Q4.

Solution

Concept: Identifying communication models based on their core theoretical underpinnings, specifically focusing on linearity and audience participation. This involves understanding the historical evolution and philosophical approach of different communication models.

Solution: Let's examine each model:

(A) Osgood-Schramm Model: This model, particularly Schramm's later versions, moved away from strict linearity. It introduced the concept of communication as a circular process where participants act as both sender and receiver, incorporating interpretation and experience. It emphasizes a more interactive and continuous flow.

(B) Shannon-Weaver Model: This model, as discussed in Question 1, is a classic example of a linear transmission model. It depicts communication as a process of transmitting a message from a source, through a channel, to a receiver, with the main concern being the efficiency and accuracy of this transmission, and the impact of noise. Audience participation is not a central feature of this model.

(C) Dance Helical Model: Joseph Dance's helical model describes communication as an evolutionary, dynamic, and continuous process that spirals forward. It suggests that communication is recursive, with past experiences influencing present interactions, and that individuals 'revisit' aspects of communication. This is far from a simple linear transmission.

(D) Newcomb Model: Theodore Newcomb's model (1953) is a symmetrical model that describes communication within a social system. It emphasizes that communication occurs for a purpose and involves persuasion, where individuals try to maintain a balance in their relationships and their perception of their environment. It's an interactive and social model.

The Shannon-Weaver Model, with its focus on the technical transmission of information and the potential for signal degradation (noise), is the model MOST associated with linear transmission and minimal audience participation.

Final Answer : "Shannon-Weaver Model"

Answer: (B)



Q5.

Solution

Concept: Understanding the concept of "gatekeeping" as it applies to the field of communication and media studies. This involves defining the role of individuals or institutions in controlling the flow of information.

Solution: The term "gatekeeping" in communication studies refers to the process by which individuals or institutions (like editors, journalists, or even social media algorithms) control the flow of information to the public. They act as "gates" that decide what information passes through to be disseminated and what information is held back or filtered. This selection process involves choosing which stories to cover, what angle to take, which sources to prioritize, and what language to use. This directly impacts what the audience sees, hears, and reads.

Let's look at why the other options are not the correct definition:

(A) Encryption of media content: Encryption is a technical process of securing information and making it unreadable to unauthorized parties. It's about data security, not information selection.

(C) Restricting internet access: This is a form of censorship or control over information access, but "gatekeeping" is more about the selection of what is made accessible, not necessarily blocking all access.

(D) Audience measurement techniques: These are methods used to understand the size and demographics of an audience, which is important for advertising and content strategy, but it's not the process of selecting and filtering information itself.

Therefore, the most accurate definition of gatekeeping is the selection and filtering of information before dissemination.

Final Answer : "Selection and filtering of information before dissemination"

Answer: (B)



Q6.

Solution

Concept: Evaluating the relationship between an assertion and its reasoning, particularly in the context of media's role in societal influence. This requires understanding the theoretical capabilities of media and examining empirical evidence.

Solution: Let's analyze the assertion and reason:

Assertion (A): Media can function as an agent of social change. This statement is widely accepted in communication and sociology. Media, through its various forms, has the power to shape public opinion, raise awareness, mobilize people, and introduce new ideas or perspectives into society. It can challenge existing norms, promote new values, and advocate for different social policies.

Reason (R): Media campaigns have influenced public attitudes regarding literacy, sanitation, and gender equality. This reason provides concrete examples that directly support Assertion (A). Successful media campaigns have indeed played a significant role in improving literacy rates, promoting better sanitation practices, and fostering greater awareness and change in attitudes towards gender equality.

These are clear instances where media has acted as an agent for social change.

Since the reason (R) provides specific, relevant evidence that explains how and why the media can be an agent of social change, it correctly explains the assertion (A). The examples given illustrate the mechanisms through which media achieves social change.

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

Answer: (A)



Q7.

Solution

Concept: Understanding the "Hypodermic Needle Theory" (also known as the Magic Bullet Theory), a historical model that describes the powerful and direct effects of mass media on audiences.

Solution: The Hypodermic Needle Theory, which emerged in the early days of mass media research, posits that mass media messages are like a "bullet" or an injection directly into the audience's minds. It assumes that audiences are passive and undifferentiated recipients of media content, and that messages are absorbed uncritically and have a direct, powerful, and uniform effect on their beliefs, attitudes, and behaviors.

Let's consider the other options:

(A) Audiences actively reinterpret media messages. This is contrary to the Hypodermic Needle Theory; it describes more contemporary theories like the Active Audience or Uses and Gratifications.

(B) Media effects are indirect and negotiated. This is characteristic of later theories like the Two-Step Flow or Limited Effects models, not the Hypodermic Needle Theory.

(D) Media impact is limited by opinion leaders. This is a core tenet of the Two-Step Flow of communication, which emerged as a critique of the Hypodermic Needle Theory.

Therefore, the Hypodermic Needle Theory assumes that media messages directly influence passive audiences.

Final Answer : "Media messages directly influence passive audiences."

Answer: (C)



Q8.

Solution

Concept: The principles of news writing, specifically the "inverted pyramid" structure. This structure is a fundamental organizational technique in journalism.

Solution: The inverted pyramid style of news writing is a convention where the most crucial information is presented at the very beginning of the news report, followed by progressively less important details. This structure ensures that the reader immediately grasps the main facts of the story. The "most newsworthy information" typically includes the who, what, when, where, and why (the lead or lede) of the event. Subsequent paragraphs then provide supporting details, background information, quotes, and context, arranged in descending order of importance. This allows readers to stop reading at any point and still understand the core of the story, and it also helps editors trim stories from the bottom if space is limited.

Let's briefly consider the other options:

- (A) Background details: These are included, but they come after the most important information.
- (B) Descriptive storytelling: While some descriptive elements might be present, the primary goal is conveying facts efficiently, not necessarily elaborate storytelling in the lead.
- (D) Chronological narration: This is often used in feature writing or narrative journalism but is generally avoided in hard news reporting, where the immediate importance of facts takes precedence.

Therefore, the inverted pyramid style gives maximum importance to the most newsworthy information first.

Final Answer : "Most newsworthy information first"

Answer: (C)



Q9.

Solution

Concept: The 5Ws and 1H framework, a fundamental tool in journalism and reporting for gathering and presenting comprehensive information about an event or topic.

Solution: The 5Ws and 1H framework is a mnemonic device used in journalism and other fields to ensure all essential aspects of a story are covered. The "5Ws" stand for:

Who: Who is involved?

What: What happened?

When: When did it happen?

Where: Where did it happen?

Why: Why did it happen?

The "1H" stands for:

How: How did it happen?

These six questions are considered the building blocks of a complete news report or a thorough explanation of an event.

Looking at the options provided:

(A) Why: Included in the 5Ws.

(B) How: Included in the 1H.

(C) Which: This is not one of the standard 5Ws and 1H. While "which" can be used to ask for specificity (e.g., "Which specific policy was enacted?"), it's typically covered within the scope of "What" or "Who" depending on the context, rather than being a standalone primary question.

(D) When: Included in the 5Ws.

Therefore, "Which" is not typically included in the core 5Ws and 1H framework.

Final Answer : "Which"

Answer: (C)



Q10.

Solution

Concept: Understanding legal and ethical violations in journalism, specifically concerning false and damaging statements.

Solution: When a journalist deliberately publishes false allegations that damage a person's reputation, this act is known as defamation. Defamation is a false statement presented as fact that harms the reputation of an individual or entity. It can take two forms: libel (published in a permanent form, like writing or broadcast) and slander (spoken). In this scenario, publishing false allegations is a clear case of defamation.

Let's examine the other options:

(A) Copyright infringement: This involves the unauthorized use of copyrighted material. It's about intellectual property rights.

(C) Piracy: This usually refers to the unauthorized reproduction or distribution of copyrighted works, often associated with software, music, or movies.

(D) Fair dealing: This is a legal doctrine that permits limited use of copyrighted material without permission for purposes such as criticism, comment, news reporting, teaching, scholarship, or research. It's a defense against copyright infringement, not a violation itself.

Therefore, publishing false allegations damaging a person's reputation amounts to defamation.

Final Answer : "Defamation"

Answer: (B)



Q11.

Solution

Concept: Matching journalistic terms and concepts with their correct definitions. This requires familiarity with the terminology used in news gathering and reporting.

Solution: Let's match the terms in List I with their definitions in List II:

1. **Lead:** The lead, or lede, is the opening paragraph of a news report. It is designed to capture the reader's attention and convey the most important information (the core of the 5Ws and 1H) of the story. Therefore, 1 matches with B. Opening paragraph of a news report.
2. **Editorial:** An editorial is an opinion piece, typically written by the editorial board of a newspaper or publication, expressing the publication's stance on a particular issue. Therefore, 2 matches with C. Opinion of the newspaper.
3. **Fact-checking:** This is the process of verifying the accuracy of claims, statements, and information before publication. It is a crucial part of journalistic integrity. Therefore, 3 matches with A. Verification of facts.
4. **Beat reporting:** Beat reporting refers to a journalist specializing in covering a specific subject or area (a "beat"), such as politics, crime, sports, or health. This allows for in-depth knowledge and consistent coverage of that area. Therefore, 4 matches with D. Specialised reporting area.

Putting it all together, the correct match is 1-B, 2-C, 3-A, 4-D.

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

Answer: (A)



Q12.

Solution

Concept: Understanding "yellow journalism" and its characteristics. This term refers to a style of newspaper reporting that emphasizes sensationalism over facts.

Solution: Yellow journalism is a style of reporting that emerged in the late 19th century, characterized by exaggerated headlines, sensational stories, and often the use of misleading or fabricated information to attract readers. It prioritizes circulation numbers by appealing to emotions rather than providing objective and factual news. Key features include sensationalism, exaggeration, and a focus on scandal or sensational events.

Let's look at the options:

- (A) Ethical and objective reporting: This is the direct opposite of yellow journalism.
- (B) Investigative environmental journalism: While investigative journalism can be critical and uncover important issues, yellow journalism is not specifically tied to environmental topics and its approach is sensational rather than purely investigative and objective.
- (C) Sensationalism and exaggeration: This accurately describes the core characteristics of yellow journalism.
- (D) Government press releases: These are official statements from government bodies and are usually factual, not sensational.

Therefore, yellow journalism is primarily associated with sensationalism and exaggeration.

Final Answer : "Sensationalism and exaggeration"

Answer: (C)



Q13.

Solution

Concept: Understanding the role and function of the Press Council of India.

Solution: The Press Council of India (PCI) is a statutory body established to preserve the freedom of the press and to maintain and improve the standards of newspapers and news agencies in India. Its primary functions include:

To lay down standards for the press in accordance with the highest professional and ethical standards.

To entertain and adjudicate upon complaints regarding the breach of discipline by newspapers and news agencies.

To ensure that the press functions as an effective vehicle of public opinion and reflects diverse points of view.

Let's evaluate the options:

(A) Regulate film certification: This function is performed by the Central Board of Film Certification (CBFC).

(B) Maintain standards in print journalism: This aligns perfectly with the mandate and functions of the Press Council of India.

(C) Grant television licenses: This is typically the responsibility of regulatory bodies like the Ministry of Information and Broadcasting or similar telecommunications authorities.

(D) Conduct elections for journalists: While journalists may participate in elections as voters or candidates, the PCI does not conduct elections for them.

Therefore, the Press Council of India mainly functions to maintain standards in print journalism.

Final Answer : "Maintain standards in print journalism"

Answer: (B)



Q14.

Solution

Concept: Applying journalistic style principles to news headlines. This involves conciseness, clarity, active voice, and prioritizing essential information.

Solution: Journalistic style for headlines emphasizes brevity, clarity, and impact, often using strong verbs in the present tense (even for past events) to convey immediacy. Let's analyze each option:

(A) Terrible Rainfall Completely Destroys Entire City Yesterday: This headline is overly sensational ("Terrible," "Completely Destroys," "Entire City") and uses passive construction where an active one would be stronger. "Yesterday" is also less concise than it could be.

(B) City Flooded After Heavy Rain; Thousands Evacuated: This headline is concise and informative. "Flooded" and "Evacuated" are strong verbs. It clearly states the cause (heavy rain) and the effect (thousands evacuated), providing the most critical information upfront, aligning with the inverted pyramid style. The semi-colon effectively separates related clauses.

(C) Flood Situation Is Very Horrible and Dangerous for Citizens: This headline is subjective ("Very Horrible and Dangerous") and uses weak phrasing. It lacks the directness and factual reporting style preferred in journalism.

(D) Rainfall Became a Huge Disaster Everywhere: This is vague ("Huge Disaster," "Everywhere") and less impactful than a headline that specifies the consequences.

Headline (B) effectively communicates the core event and its immediate consequences in a clear, concise, and impactful manner, making it the most effective example of proper journalistic style.

Final Answer : "City Flooded After Heavy Rain; Thousands Evacuated"

Answer: (B)



Q15.

Solution

Concept: Analyzing the relationship between paid news and journalistic credibility, and understanding why paid news undermines ethical reporting.

Solution: Assertion (A): Paid news threatens journalistic credibility. This is a true statement. Paid news refers to content that is presented as news but is in fact paid for by an advertiser or a political entity, without being clearly disclosed as such. This practice directly compromises the integrity of journalism.

Reason (R): Paid news blurs the distinction between editorial content and advertisement. This is also a true statement and directly explains why paid news is detrimental to journalistic credibility. When paid content is disguised as unbiased news reporting, it deceives the audience. News media are expected to provide objective information and analysis, independent of commercial or political influence. By blurring this line, paid news erodes the trust that audiences place in the news source.

Since the reason (R) clearly explains the mechanism through which paid news (as described in R) leads to a threat to journalistic credibility (as stated in A), 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)



Q16.

Solution

Concept: Identifying media strategies that involve using multiple platforms to reach a wider audience, a concept known as media convergence.

Solution: The passage describes a campaign that utilized television, radio, and digital media platforms (social media, citizen-generated videos) to engage the audience. This simultaneous use of different media channels to achieve a common goal is a prime example of media convergence. Media convergence refers to the integration of various media technologies and platforms, allowing content to be created, distributed, and consumed across multiple channels.

Let's look at the other options:

(B) Monopoly ownership: This refers to a single entity controlling a large portion of the media market, which is not discussed here.

(C) Cultural imperialism: This is the idea that dominant cultures spread their influence through media, often to the detriment of local cultures. This is not the focus of the campaign described.

(D) Agenda denial: This is a concept related to how media can avoid or downplay certain issues, which is the opposite of what the campaign is trying to achieve.

Therefore, the campaign described is an example of media convergence.

Final Answer : "Media convergence"

Answer: (A)



Q17.

Solution

Concept: Understanding the implications of exaggerated statistics in media, particularly concerning journalistic ethics and media impact.

Solution: The criticism that the channel exaggerated environmental statistics without proper verification directly points to the issue of sensationalism. Sensationalism involves presenting information in a way that is intended to provoke public interest or excitement, often through exaggeration, distortion, or the use of lurid details, even if it compromises accuracy. In this case, exaggerating statistics to make the environmental issue seem more dire or urgent than it is falls under this category.

Let's examine the other options:

(B) Democratization of media: This refers to the broadening of media ownership and access, making media more accessible to the public.

Exaggerated statistics are a concern about content quality, not necessarily about democratization.

(C) Narrowcasting: This involves targeting specific niche audiences with specialized content, which is different from the broad campaign described and the issue of exaggeration.

(D) Audience fragmentation: This is the phenomenon of audiences scattering across a growing number of media channels. While relevant to media consumption, it doesn't directly address the problem of exaggerated statistics.

Therefore, the criticism about exaggerated statistics raises concerns about sensationalism.

Final Answer : "Sensationalism"

Answer: (A)



Q18.

Solution

Concept: Relating different forms of media content to broader media trends and concepts. Citizen-generated videos represent a shift in content creation and consumption.

Solution: Citizen-generated videos are media content (videos) created by ordinary people, not by professional journalists or media organizations. This type of content is a hallmark of the rise of user-generated content platforms and the increasing ability of individuals to participate in media creation and distribution. This directly aligns with the concept of a participatory media culture, where audiences are no longer just passive consumers but active creators and contributors to the media landscape.

Let's consider the other options:

(A) Traditional journalism: This typically refers to established news organizations with professional journalists producing content. (C) Print dominance: This refers to an era where newspapers and magazines were the primary media, which is contrary to the digital nature of citizen-generated videos.

(D) State-controlled broadcasting: This refers to media that is directly managed and controlled by the government, often limiting independent content creation.

Therefore, citizen-generated videos are MOST closely related to participatory media culture.

Final Answer : “Participatory media culture”

Answer: (B)



Q19.

Solution

Concept: Understanding how different media forms are used together in a campaign to maximize reach and engagement.

Solution: The campaign's use of radio jingles, documentaries, and social media challenges together signifies an effort to integrate different media platforms and content formats. This approach aims to leverage the unique strengths of each medium and deliver a cohesive message across various channels, enhancing audience engagement and reinforcing the campaign's objectives. This strategy is best described as cross-media integration.

Let's analyze the other options:

(A) One-way communication: While parts of the campaign (like documentaries or jingles) might be one-way, the overall strategy, especially with social media challenges and citizen videos, suggests a more interactive approach.

(C) Editorial censorship: This refers to the suppression of content by editors, which is not indicated here.

(D) Restricted communication flow: The aim of using multiple platforms is generally to *increase*, not restrict, communication flow and reach.

Therefore, the use of various media formats together reflects cross-media integration.

Final Answer : "Cross-media integration"

Answer: (B)



Q20.

Solution

Concept: Identifying the primary communication function served by a media campaign aimed at public awareness and engagement.

Solution: The campaign's objective was to encourage citizens to reduce plastic waste, which involves raising awareness about an environmental issue and prompting action. This aligns with the function of social responsibility and awareness creation. Media campaigns designed to inform the public about societal issues, promote responsible behavior, and foster positive social change are fulfilling this function.

Let's examine the other options:

(A) Surveillance only: Surveillance involves gathering and disseminating information about the environment (e.g., news reports on weather or politics). While there's an element of informing about the environmental problem, the campaign goes beyond mere information gathering to encourage specific actions.

(B) Entertainment only: While media can be entertaining, the primary goal here is not entertainment but education and behavioral change.

(D) Propaganda without audience involvement: Propaganda is often manipulative and one-way. This campaign, as described, actively encouraged audience participation through social media challenges and citizen videos, suggesting a more dialogic approach.

Therefore, the campaign best represents the function of social responsibility and awareness creation.

Final Answer : "Social responsibility and awareness creation"

Answer: (C)



Q21.

Solution

Concept: Understanding different types of advertising techniques, particularly those that are not overtly disclosed.

Solution: Covert advertising, also known as subliminal advertising or product placement, involves promoting a product or service in a way that is not immediately obvious to the audience. This often occurs by subtly integrating the product into entertainment content, such as movies, TV shows, or video games, without explicit mention or clear branding. The intention is for the audience to absorb the message subconsciously or as a natural part of the entertainment.

Let's define the other terms: Comparative advertising: Directly compares the advertiser's product with a competitor's product.

Surrogate advertising: This is typically used for products that are banned or heavily regulated (like alcohol or tobacco) but are advertised through a related product (e.g., a brand of soda or music channel owned by the same parent company).

Institutional advertising: Promotes the overall image or reputation of a company rather than a specific product.

Therefore, advertising that subtly promotes a product within entertainment content without explicit disclosure is called covert advertising.

Final Answer : "Covert advertising"

Answer: (C)



Q22.

Solution

Concept: Identifying the core purpose of Public Relations (PR).

Solution: Public Relations (PR) is fundamentally about managing the relationship between an organization and its various publics (customers, employees, investors, media, community, etc.). The ultimate goal is to foster a positive image and mutual understanding. This involves strategic communication to build goodwill, trust, and positive relationships, which in turn supports the organization's objectives.

Let's analyze the options:

(A) Immediate sales generation: While PR activities can indirectly contribute to sales by improving brand perception, direct and immediate sales generation is typically the primary objective of advertising and sales promotion, not PR.

(B) Building mutual understanding between organisation and public: This is the cornerstone of PR. It emphasizes creating and maintaining a favorable relationship through open communication and understanding.

(C) Increasing import duties: This is a policy or economic matter, not a PR objective.

(D) Restricting communication flow: PR aims to facilitate and manage communication, not restrict it.

Therefore, the most important objective of Public Relations is building mutual understanding between an organization and the public.

Final Answer : "Building mutual understanding between organisation and public"

Answer: (B)



Q23.

Solution

Concept: Recognizing communication strategies employed by organizations during difficult times.

Solution: When a company experiences a product failure, it is facing a crisis that can significantly damage its reputation and public trust. Issuing a public apology and conducting press conferences are key components of crisis management. Crisis management refers to the strategic approach taken by an organization to address and mitigate the negative impact of a sudden, significant event that threatens its operations, reputation, or stakeholders. This involves clear, timely, and honest communication to reassure the public and stakeholders and to demonstrate accountability.

Let's look at the other options: (A) Brand dilution: This refers to a weakening of a brand's identity or market position, which could be a consequence of a crisis, but the actions described are part of managing the crisis itself.

(C) Media convergence: This is the integration of various media platforms, which is unrelated to managing a product failure.

(D) Advertorial writing: This is a form of advertising that mimics editorial content and is not a crisis management strategy.

Therefore, issuing an apology and holding press conferences after a product failure is an example of crisis management.

Final Answer : "Crisis management"

Answer: (B)



Q24.

Solution

Concept: Matching key Public Relations and marketing terms with their definitions. This tests understanding of fundamental concepts in these fields.

Solution: Let's match each term with its correct definition:

1. Brand recall: This refers to the ability of consumers to remember a brand name when prompted, often by the product category. So, 1 matches with B. Audience remembering a product name.
2. PR campaign: A Public Relations campaign is a planned, organized effort to achieve specific communication and relationship goals over a defined period. Therefore, 2 matches with C. Planned communication strategy.
3. Crisis communication: This is a specialized area of PR focused on managing and responding to unexpected events or crises that threaten an organization's reputation or operations. So, 3 matches with A. Managing public image during emergencies.
4. Target audience: This refers to the specific group of consumers that a marketing or communication effort is aimed at. Therefore, 4 matches with D. Intended consumer group.

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

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

Answer: (A)



Q25.

Solution

Concept: Understanding the primary responsibilities of a Public Relations Officer (PRO).

Solution: The core role of a Public Relations Officer (PRO) is to act as the liaison between an organization and its various publics. This involves managing the organization's image, reputation, and communication efforts to foster positive relationships and understanding. Key responsibilities include developing communication strategies, handling media relations, managing internal communications, organizing events, and responding to public inquiries or concerns.

Let's assess the given options:

(A) Editing feature films: This is the role of a film editor, not a PRO.

(B) Maintaining organisational image and communication: This accurately and comprehensively describes the primary function of a PRO.

(C) Manufacturing products: This is a production or operations role, unrelated to PR.

(D) Conducting election surveys only: While a PRO might be involved in aspects related to public opinion or communication during elections, their role is much broader than just conducting surveys, and it's not limited to elections.

Therefore, the PRO's role primarily involves maintaining organizational image and communication.

Final Answer : "Maintaining organisational image and communication"

Answer: (B)



Q26.

Solution

Concept: Analyzing the use of emotional appeals in advertising and the psychological basis for their effectiveness.

Solution: Assertion (A): Emotional appeal is widely used in advertising. This is a true statement. Advertisers frequently use emotional appeals (e.g., happiness, fear, nostalgia, belonging, love) to connect with consumers on a deeper level and influence their purchasing decisions.

Reason (R): Consumers often make purchasing decisions influenced by emotions and identity. This is also a true statement. While rational factors play a role, emotions and how a product relates to a consumer's sense of self or identity are powerful drivers of consumer behavior. People often buy products not just for their utility but for how they make them feel or how they want to be perceived.

Reason (R) directly explains why emotional appeals are effective in advertising (as stated in A). Because consumers are influenced by emotions and identity, advertisers leverage these aspects through emotional appeals to make their products more desirable and relatable. 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)



Q27.

Solution

Concept: Understanding the stages of television production and where specific creative processes fit in.

Solution: Storyboarding is a crucial pre-production activity in visual media like television and film. It involves creating a sequence of drawings or illustrations, often with accompanying notes, that visually represents the intended shots and scenes of a program. It acts as a blueprint for the director and crew, helping to plan the visual flow, camera angles, and action before actual filming begins.

Let's consider the other stages:

Production: This is the actual filming or recording of the program.

Post-production: This stage involves editing, sound mixing, special effects, and color correction after the filming is complete.

Distribution: This is the process of making the finished program available to the audience.

Therefore, storyboarding is primarily associated with the pre-production stage.

Final Answer : “Pre-production”

Answer: (A)



Q28.

Solution

Concept: Identifying the post-recording processes involved in creating a finished video or film product.

Solution: Editing is the process where raw footage and audio recordings are assembled, cut, and arranged to create a coherent and polished final program. This involves selecting the best takes, sequencing shots and scenes, adding transitions, and synchronizing sound. It is the stage where the narrative structure and pacing are finalized.

Let's look at the other options:

Scripting: This is part of pre-production, where the story and dialogue are written.

Lighting: While lighting is crucial during production, the process of arranging and refining it is part of the filming itself, not the post-recording assembly.

Blocking: This refers to the arrangement of actors and camera movements during rehearsal and filming, also a part of production.

Therefore, the process of arranging shots and sequences after recording is called editing.

Final Answer : “Editing”

Answer: (B)



Q29.

Solution

Concept: Distinguishing between different television programme formats based on their characteristics, particularly regarding interaction and spontaneity.

Solution: A talk show is a television programme format that typically features a host or hosts engaging in spontaneous discussion with guests or a studio audience. The conversations are often conversational, opinion-based, and can cover a wide range of topics, allowing for a significant degree of spontaneity.

Let's consider the other formats:

Soap opera: These are serialized dramas with a pre-written script, focusing on ongoing storylines and character relationships.

Documentary: While documentaries can feature interviews, they are primarily non-fiction films that aim to inform or educate and are usually carefully produced and edited, with less emphasis on spontaneous discussion.

News bulletin: This is a structured presentation of current events, typically read from a script by anchors, with limited spontaneity.

Therefore, the television programme format that typically involves spontaneous discussion among participants is the talk show.

Final Answer : "Talk show"

Answer: (B)



Q30.

Solution

Concept: Understanding the utility of different camera setups in television production.

Solution: A multi-camera setup involves using several cameras simultaneously to capture different angles and perspectives of a scene. This is particularly advantageous for situations where action unfolds rapidly and from multiple viewpoints, making it difficult or impossible to capture everything with a single camera. Live sports and event coverage are prime examples where multiple cameras are essential to cover the dynamic action, player movements, crowd reactions, and different angles of the field or venue in real-time.

Let's analyze the other options:

Radio broadcasting only: Radio is an audio medium and does not use cameras.

Newspaper layout designing: This is a print media activity and doesn't involve cameras in this context.

Podcast recording only: While some podcasts might incorporate video elements, a multi-camera setup is typically not essential for standard audio-only podcast recording.

Therefore, a multi-camera setup is MOST useful for live sports and event coverage.

Final Answer : "Live sports and event coverage"

Answer: (B)



Q31.

Solution

Concept: Understanding the standard chronological workflow of television production.

Solution: Television production, like most media production, follows a distinct sequence of stages:

1. Pre-production: This is the planning phase, where ideas are developed, scripts are written, storyboards are created, casting is done, locations are scouted, and all logistical arrangements are made.
2. Production: This is the actual filming or recording stage, where the content is captured according to the pre-production plans.
3. Post-production: This stage involves editing the raw footage, adding sound, music, special effects, and finalizing the program for broadcast.

The other options present sequences that are out of order or include elements that belong to different stages in an incorrect sequence. For example, production cannot happen before pre-production, and scripting is a pre-production activity, not a final stage before post-production.

Therefore, the correct sequence of television production is Pre-production → Production → Post-production.

Final Answer : “Pre-production → Production → Post-production”

Answer: (C)



Q32.

Solution

Concept: Understanding the nature of radio scripting and why it is uniquely tailored for auditory reception.

Solution: Radio is an audio-only medium. Unlike television or print, it lacks visual cues. Therefore, radio scripts must be written in a way that the spoken words are clear, engaging, and convey all necessary information effectively when heard. This means using language that is:

Natural and conversational: It should sound like people actually talking.

Clear and concise: Avoiding ambiguity or complex sentence structures that are hard to follow aurally.

Evocative: Using descriptive language that helps listeners create mental images.

Well-paced: Allowing for pauses and emphasis.

The phrase "writing for the ear" encapsulates this need to craft language that is optimized for listening comprehension and impact.

Let's consider why the other options are incorrect:

Radio depends heavily on visuals: This is false; radio is an auditory medium.

Radio audiences read scripts directly: Radio audiences listen to the broadcast; they do not read the scripts.

Radio scripts are written in poetic form only: While poetry can be used, it's not the only form, and the primary requirement is clarity and natural flow for speech.

Therefore, radio scripting is described as "writing for the ear" because radio communication must sound natural and clear when heard.

Final Answer : "Radio communication must sound natural and clear when heard"

Answer: (C)



Q33.

Solution

Concept: Understanding different types of microphones and their specific applications in audio recording.

Solution: Condenser microphones are known for their high sensitivity, wide frequency response, and ability to capture subtle details in sound. This makes them particularly well-suited for studio voice recording, where clarity, nuance, and a detailed representation of the voice are desired. Their design typically requires phantom power to operate, which is readily available in studio environments.

Let's look at the other options:

Dynamic microphone: While durable and good for live performance or loud instruments, they are generally less sensitive and capture less detail than condenser microphones, making them less preferred for delicate studio voice work.

Ribbon cable: This is a type of electrical cable used for transmitting signals, not a microphone.

Satellite microphone: This is not a standard microphone type; perhaps it's a misunderstanding or a niche term. Standard microphone types include dynamic, condenser, and ribbon.

Therefore, the condenser microphone is commonly preferred for studio voice recording due to its high sensitivity.

Final Answer : "Condenser microphone"

Answer: (B)



Q34.

Solution

Concept: Understanding the function of audio mixers in the production process.

Solution: An audio mixer (or mixing console) is a central piece of equipment in audio production. Its primary function is to receive multiple audio signals (from microphones, instruments, pre-recorded tracks, etc.), control their levels, and blend them together into one or more output signals. This process allows for balancing the volume of different sound sources, applying effects, and routing the audio to various destinations like speakers, recorders, or broadcast transmitters.

Let's examine the other options:

Develop film negatives: This relates to photography and filmmaking, not audio production.

Print newspapers: This is a function of the printing industry.

Broadcast satellite frequencies: This is related to transmission technology, often managed by broadcast engineers, not the primary function of an audio mixer.

Therefore, in audio production, a mixer is primarily used to combine and control multiple audio signals.

Final Answer : “Combine and control multiple audio signals”

Answer: (B)



Q35.

Solution

Concept: Defining the core characteristics and purpose of community radio.

Solution: Community radio is a type of radio broadcasting that serves a specific geographical community and is owned, operated, and intended for the benefit of that community. Its key characteristics include:

Local participation: Content is often generated by members of the community.

Grassroots communication: It provides a platform for local voices, issues, and culture.

Non-commercial focus: While it may have some funding, its primary aim is service to the community, not profit.

Accessibility: It often strives to be accessible to diverse segments of the local population.

Let's consider the other options:

Corporate monopoly ownership: This is the opposite of community radio, which is typically non-profit and community-driven.

International film distribution: This relates to the film industry and has no connection to community radio.

Paid entertainment channels only: Community radio is generally not a paid entertainment service; its focus is on community needs and participation.

Therefore, community radio is BEST associated with local participation and grassroots communication.

Final Answer : “Local participation and grassroots communication”

Answer: (B)



Q36.

Solution

Concept: Identifying key figures in the history of Indian cinema.

Solution: Dadasaheb Phalke is widely regarded as the "Father of Indian Cinema." He directed and produced India's first full-length feature film, "Raja Harishchandra," in 1913. His pioneering work laid the foundation for the Indian film industry.

Let's consider the other options:

Satyajit Ray: A highly acclaimed director known for his parallel cinema, but Phalke came much earlier.

Raj Kapoor: A prominent actor and filmmaker, but not considered the "Father of Indian Cinema."

Bimal Roy: Another influential director, known for his realistic films, but not the pioneer in the same vein as Phalke.

Therefore, Dadasaheb Phalke is regarded as the "Father of Indian Cinema."

Final Answer : "Dadasaheb Phalke"

Answer: (B)



Q37.

Solution

Concept: Recognizing the historical contributions of early pioneers in the field of cinema.

Solution: The Lumière Brothers, Auguste and Louis Lumière, were French inventors and pioneers of cinema. In 1895, they invented the Cinématographe, a device that functioned as a camera, a film processor, and a projector. Their first public film screening, held in Paris on December 28, 1895, is often considered the birth of cinema as a public spectacle and industry. They developed early, practical motion picture projection technology, which allowed audiences to view moving images collectively.

Let's evaluate the other options:

Introduced colour television in India: This relates to television technology, much later than the Lumière brothers' work.

Established AIR (All India Radio): This is related to radio broadcasting in India.

Founded parallel cinema in India: Parallel cinema emerged much later, with figures like Satyajit Ray.

Therefore, the Lumière Brothers are historically significant because they developed early motion picture projection technology.

Final Answer : “Developed early motion picture projection technology”

Answer: (B)



Q38.

Solution

Concept: Identifying the film movement or genre associated with a specific acclaimed Indian film.

Solution: The film "Manthan" (1976), directed by Shyam Benegal, is a landmark film in Indian cinema. It is deeply rooted in the parallel cinema movement (also known as art cinema or new wave cinema) in India. This movement, which gained prominence from the 1960s onwards, focused on realistic portrayals of social issues, contemporary life, and artistic storytelling, often diverging from the song-and-dance-heavy mainstream commercial cinema. "Manthan" specifically deals with the story of the White Revolution in Gujarat and the empowerment of dairy farmers.

Let's consider the other genres:

Science fiction cinema: Films dealing with futuristic technology, space travel, etc.

Horror genre: Films intended to scare or shock the audience.

Mythological cinema: Films based on Indian epics and religious stories.

Therefore, "Manthan" is associated with the parallel cinema movement.

Final Answer : "Parallel cinema movement"

Answer: (B)



Q39.

Solution

Concept: Distinguishing between different types of cinematic movements based on their thematic and stylistic characteristics.

Solution: The parallel cinema movement in India (also known as art cinema or new wave cinema) emerged as a conscious effort to create films that were distinct from the mainstream commercial cinema ("masala" films). Its key characteristics include:

Realism: Depicting everyday life and social conditions authentically.

Social Issues: Addressing relevant societal problems, inequality, and cultural nuances.

Artistic Storytelling: Emphasizing narrative depth, character development, and a more artistic approach to filmmaking, often with less emphasis on song-and-dance numbers or melodrama.

Let's review the other options:

Commercial masala cinema: Characterized by a mix of genres, melodrama, action, music, and often a less realistic portrayal of life.

Fantasy cinema: Focuses on imaginary worlds, magic, and supernatural elements.

Musical cinema: Where songs and dance numbers are integral to the narrative and storytelling.

Therefore, parallel cinema is the movement that focused on realism, social issues, and artistic storytelling.

Final Answer : "Parallel cinema"

Answer: (B)



Q40.

Solution

Concept: Matching key figures and concepts in cinema with their associated contributions or inspirations.

Solution: Let's match the items:

1. Dadasaheb Phalke: He is widely recognized as the "Father of Indian Cinema" for directing India's first feature film. So, 1 matches with B. Father of Indian Cinema.
2. Satyajit Ray: A celebrated Indian filmmaker known for his realistic and artistic films, with "Pather Panchali" being his iconic debut. So, 2 matches with C. Pather Panchali.
3. Italian Neorealism: This influential film movement, which emerged in post-WWII Italy, emphasized realism and often used real locations and non-professional actors. "Bicycle Thieves" (1948) is a quintessential example of Italian Neorealism. So, 3 matches with A. Bicycle Thieves inspiration.
4. Montage: This is a film editing technique that involves assembling a series of short shots to condense space, time, and information, often to create a specific emotional impact or convey a complex idea rapidly. So, 4 matches with D. Film editing technique.

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

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

Answer: (A)



Q41.

Solution

Concept: Examining the relationship between cinema's content and its potential impact on society.

Solution: Assertion (A): Cinema has the power to influence public opinion. This is a widely accepted premise. Films, through their narratives, characters, and themes, can shape how audiences perceive issues, people, and events.

Reason (R): Films often reflect social realities and cultural narratives. This statement explains *how* cinema gains its influence.

By mirroring or commenting on societal issues, values, and stories, films become relevant and relatable to audiences. This reflection allows them to engage with the film's message and, in turn, potentially influence their views.

Reason (R) provides a strong explanation for Assertion (A). Films that reflect social realities and cultural narratives can effectively shape public opinion by presenting perspectives, challenging norms, or reinforcing existing beliefs. Thus, the reflection of reality is a mechanism through which cinema exerts its influence.

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

Answer: (A)



Q42.

Solution

Concept: Differentiating between documentary and fictional film genres based on their content and purpose.

Solution: The fundamental difference between a documentary film and fictional cinema lies in their primary content and purpose.

Documentary films: These are non-fiction films intended to document reality. They aim to present factual or real-life content, events, people, or issues. While they can employ cinematic techniques for storytelling and impact, their foundation is rooted in presenting an aspect of the real world.

Fictional cinema: This genre is based on imagined stories, characters, and events, created for dramatic or entertainment purposes, even if inspired by real life.

Let's examine the other options:

(A) Avoids sound recording: Both documentaries and fictional films utilize sound recording extensively.

(C) Cannot use narration: Documentaries often use narration to guide the audience, explain context, or present information.

(D) Is always shorter than feature films: Documentaries can vary greatly in length, and some can be feature-length.

Therefore, a documentary film differs from fictional cinema because it primarily presents factual or real-life content.

Final Answer : “Primarily presents factual or real-life content”

Answer: (B)



Q43.

Solution

Concept: Understanding different types of information dissemination, particularly concerning false or misleading content online.

Solution: The passage describes the rapid circulation of "misleading videos and manipulated statistics." This type of content, which is false or inaccurate and can be harmful, is broadly categorized as misinformation. Misinformation is false information that is spread, regardless of intent to mislead. When there is intent to deceive, it's called disinformation, but the term "misinformation" is a suitable umbrella term for the spread of false or misleading content.

Let's examine the other options:

Citizen journalism: This refers to reporting by ordinary citizens, which can be accurate or inaccurate, but the term itself doesn't specifically denote false content.

Ethical advertising: This relates to honest and truthful promotion, the opposite of what is described.

Media literacy: This is the ability to access, analyze, evaluate, and create media, and it's a solution to the problem, not the problem itself.

Therefore, the rapid spread of misleading videos is an example of misinformation.

Final Answer : "Misinformation"

Answer: (B)



Q44.

Solution

Concept: Analyzing the actions taken to address the spread of false information on digital platforms.

Solution: The collaboration between fact-checking organizations and digital platforms to "label false information and promote credible sources" represents media regulation and verification efforts. Fact-checking organizations provide the verification, and digital platforms implement these findings through labeling and promoting credible sources. This is a mechanism for regulating the flow of information and ensuring its accuracy, especially during critical times like a public health emergency.

Let's consider the other options:

Complete censorship of communication: While there are efforts to label false information, it's not complete censorship; it's about providing context and accuracy.

Elimination of social media: This collaboration aims to improve social media, not eliminate it.

Decline of digital communication: This partnership signifies the importance and continued use of digital communication, with efforts to improve its quality.

Therefore, this collaboration reflects media regulation and verification efforts.

Final Answer : "Media regulation and verification efforts"

Answer: (A)



Q45.

Solution

Concept: Identifying the skills and qualities that are lacking when individuals spread unverified information online.

Solution: Forwarding unverified claims without checking their authenticity indicates a deficiency in netiquette and media literacy.

Netiquette refers to the etiquette or proper conduct expected when communicating online. Sharing unverified information that could be harmful or misleading violates principles of responsible online behavior.

Media literacy is the ability to critically analyze, evaluate, and understand media messages. A lack of media literacy leads individuals to accept information at face value without questioning its source, accuracy, or intent.

Let's look at the other options:

Television production skills: These are technical skills related to creating TV content, irrelevant to sharing information online.

Brand management: This is about managing the perception of a brand, not about personal information sharing habits.

Studio acoustics: This relates to sound engineering in a studio, unrelated to online communication.

Therefore, forwarding unverified claims indicates a lack of netiquette and media literacy.

Final Answer : "Netiquette and media literacy"

Answer: (A)



Q46.

Solution

Concept: Identifying key characteristics of new media in contrast to traditional media.

Solution: The passage describes how social media platforms became the "primary source of updates" and information "circulated rapidly," with users actively engaging and sharing content. This highlights the rapidity of information circulation as a defining characteristic of new media. New media technologies, like social media, are known for their speed, immediacy, and the ability to disseminate information almost instantaneously to a vast audience.

Let's consider the other options:

Slow dissemination of information: This is characteristic of older, traditional media like print.

Limited audience interaction: New media, especially social media, thrives on audience interaction and participation.

Dependence only on print technology: New media relies on digital and networked technologies, not solely print.

Therefore, the passage BEST highlights the rapidity of information circulation as a characteristic of new media.

Final Answer : "Rapidity of information circulation"

Answer: (C)



Q47.

Solution

Concept: Distinguishing between credible and unreliable information disseminated through digital platforms.

Solution: The passage states that "doctors and health organisations used digital platforms to spread verified information." This represents credible digital communication. Credible communication is characterized by its accuracy, reliability, and trustworthiness, especially in critical areas like public health. Verified information from authoritative sources such as medical professionals and health organizations fits this description perfectly.

Let's analyze the other options:

Sensational journalism: This involves exaggeration and appeals to emotion, often compromising accuracy, which is the opposite of verified information.

Covert advertising: This is hidden promotion, unrelated to public health updates.

Political propaganda only: While information can be used for propaganda, verified health information from medical experts is primarily about public welfare, not necessarily political campaigning.

Therefore, verified information from doctors and health organizations represents credible digital communication.

Final Answer : "Credible digital communication"

Answer: (A)



Q48.

Solution

Concept: Defining cyber activism and its role in modern social and political movements.

Solution: Cyber activism, also known as digital activism or e-activism, refers to the use of digital technologies, platforms, and the internet to organize, mobilize, and advocate for social or political causes. This can include online petitions, social media campaigns, awareness-raising efforts, digital organizing, and sometimes even online protests or disruptions.

Let's examine the other options:

Illegal hacking activities only: Hacking can be a component of some digital actions, but cyber activism is broader and encompasses many legal forms of online advocacy.

Print-based political campaigns: This is traditional activism, not cyber activism.

Television censorship: This is an action taken by authorities to control media content, not a form of activism by citizens.

Therefore, cyber activism refers to the use of digital platforms for social or political causes.

Final Answer : "Use of digital platforms for social or political causes"

Answer: (B)



Q49.

Solution

Concept: Understanding the nature and intent of online behavior termed "trolling."

Solution: Trolling on social media and online forums generally refers to the act of deliberately posting inflammatory, off-topic, or provocative messages with the intent to disrupt online discussions, upset individuals, or incite emotional responses. It's a form of on-line harassment and disruption, characterized by antagonism and a lack of constructive engagement.

Let's analyze the options:

Constructive policy debate: This is the opposite of trolling, which aims to disrupt, not constructively debate.

Deliberate provocation or harassment online: This accurately describes the intent and nature of trolling.

Scientific fact verification: Trolling aims to spread falsehoods or stir up emotions, not verify facts.

Ethical investigative journalism: Trolling is not a form of journalism; it's disruptive online behavior.

Therefore, "trolling" on social media generally involves deliberate provocation or harassment online.

Final Answer : "Deliberate provocation or harassment online"

Answer: (B)



Q50.

Solution

Concept: Defining "netiquette," the set of rules for acceptable online behavior.

Solution: Netiquette refers to the norms of polite and respectful behavior when communicating online. Good netiquette involves treating others with respect, being mindful of your language and tone, and respecting online community guidelines.

Let's look at the options:

- (A) Sharing unverified rumours immediately: This is poor netiquette, as it contributes to the spread of misinformation.
- (B) Respecting privacy and maintaining polite online conduct: This is a core principle of good netiquette. It includes being considerate of others' personal information and communicating respectfully.
- (C) Using offensive language during debates: This is a violation of netiquette and promotes hostile online environments.
- (D) Posting copyrighted material without permission: This is illegal and unethical, and therefore a breach of good online conduct.

Therefore, respecting privacy and maintaining polite online conduct is considered good netiquette.

Final Answer : "Respecting privacy and maintaining polite online conduct"

Answer: (B)



Answer Key

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

