

## CUET-UG Mass Media & Communication Sample Paper - 19

Duration: 1 Hour

Maximum Marks: 250

### Instructions

- This paper contains a total of 50 Multiple Choice Questions.
- Each correct answer carries **+5 marks**.
- Each incorrect answer carries **-1 mark**.
- No negative marking for unattempted questions.

**Q1.** According to the Shannon-Weaver model of communication, the technical disturbances that interfere with the transmission of a message are collectively referred to as:

- (A) Entropy
- (B) Redundancy
- (C) Noise
- (D) Feedback

**Q2.** In the context of communication for social change, the 'Diffusion of Innovation' theory suggests that the first group of people to adopt a new idea are the:

- (A) Early Majority
- (B) Laggards
- (C) Innovators
- (D) Early Adopters

**Q3.** The first regular radio broadcast in India was initiated by the Radio Club of Bombay in which year?

- (A) 1923
- (B) 1927
- (C) 1930



(D) 1936

**Q4.** Identify the communication level that involves a conversation between two individuals, characterized by immediate feedback and proximity.

- (A) Intrapersonal
- (B) Interpersonal
- (C) Group Communication
- (D) Public Communication

**Q5.** The 'SITE' (Satellite Instructional Television Experiment) project launched in 1975 primarily aimed at:

- (A) Promoting urban cinema
- (B) Rural education and community development
- (C) International news broadcasting
- (D) Testing private FM signals

**Q6.** In news writing, the structure where the most critical information is presented in the first paragraph is known as:

- (A) Chronological Order
- (B) Inverted Pyramid
- (C) Narrative Style
- (D) Hourglass Structure

**Q7.** A journalist writes a false statement about a public figure that damages their reputation in printed form. This is an example of:

- (A) Slander
- (B) Sedition
- (C) Libel
- (D) Contempt of Court



- Q8.** In the '5Ws and 1H' formula of journalism, which element usually explains the reason or cause behind an event?
- (A) What
  - (B) Where
  - (C) Why
  - (D) Who
- Q9.** 'Yellow Journalism' is a term used to describe news reporting that emphasizes:
- (A) Rigorous investigative research
  - (B) Sensationalism and exaggerated headlines
  - (C) Financial and economic data
  - (D) Government-approved press releases
- Q10.** The Press Council of India (PCI) is a statutory body established to:
- (A) Regulate the pricing of newspapers
  - (B) Maintain the freedom of the press and improve standards
  - (C) Censor movies before public release
  - (D) Issue licenses for news channels
- Q11.** When a product is subtly integrated into the storyline of a movie or a TV show without a formal commercial break, it is called:
- (A) Surrogate Advertising
  - (B) Covert Advertising
  - (C) Social Marketing
  - (D) Direct Response Ad
- Q12.** The primary objective of a Public Relations Officer (PRO) during an organizational crisis is to:
- (A) Increase sales figures immediately



- (B) Conceal all information from the public
- (C) Manage the flow of information and maintain image
- (D) Create a new logo for the company

**Q13.** A 'Press Release' is a tool used by PR professionals to:

- (A) Buy advertising space in a magazine
- (B) Provide news-worthy information to the media
- (C) Conduct internal employee surveys
- (D) Record radio jingles

**Q14.** Which of the following is an example of 'Public Service Advertising' (PSA)?

- (A) An ad for a premium luxury car
- (B) An ad promoting the 'Polio Vaccination' drive
- (C) A billboard for a new smartphone
- (D) A celebrity endorsing a soft drink

**Q15.** In brand building, 'Brand Equity' refers to:

- (A) The physical weight of the product
- (B) The commercial value derived from consumer perception
- (C) The amount of tax paid by the company
- (D) The number of employees in the marketing team

**Q16.** Which of the following describes 'Target Audience' in an advertising campaign?

- (A) Every person living in a country
- (B) The specific group of people the ad is intended for
- (C) The actors performing in the advertisement
- (D) The competitors of the brand

**Q17.** The stage of TV production where the script is finalized, the budget is allocated, and the cast is selected is called:



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

**Q18.** In a television studio, the person responsible for the creative and technical direction of a show during the actual recording is the:

- (A) Floor Manager
- (B) Director
- (C) Gaffer
- (D) Scriptwriter

**Q19.** Which TV program format involves unscripted situations and focuses on the 'real' lives of individuals?

- (A) Soap Opera
- (B) Documentary
- (C) Reality TV
- (D) News Bulletin

**Q20.** The process of selecting, arranging, and timing shots in the final stage of television production is known as:

- (A) Scouting
- (B) Rehearsal
- (C) Editing
- (D) Lighting

**Q21.** A 'Chroma Key' effect in TV production is used for:

- (A) Recording high-quality audio
- (B) Replacing a solid colored background with a different image



- (C) Adjusting the frame rate of the camera
- (D) Writing the closing credits

**Q22.** When writing a script for radio, the writer must primarily focus on 'writing for the \_\_\_\_\_'.

- (A) Eye
- (B) Ear
- (C) Camera
- (D) Screen

**Q23.** Which type of microphone is best suited for a radio interview involving two people sitting opposite each other using a single mic?

- (A) Unidirectional
- (B) Bidirectional
- (C) Omnidirectional
- (D) Shotgun Mic

**Q24.** The device used in a radio studio to mix various audio inputs like voices, music, and sound effects is a:

- (A) Transmitter
- (B) Audio Console / Mixer
- (C) Modulator
- (D) Antenna

**Q25.** A 'Radio Bridge' refers to:

- (A) A physical bridge with speakers
- (B) A musical transition between two segments of a program
- (C) The technical link between two different studios for a live talk
- (D) The license fee paid to the government



- Q26.** The Lumiere Brothers are credited with the first public screening of moving pictures in 1895. Which of the following was one of their films?
- (A) Alam Ara
  - (B) Arrival of a Train
  - (C) Pather Panchali
  - (D) Raja Harishchandra
- Q27.** Who is known as the 'Father of Indian Cinema' for making the first indigenous feature film?
- (A) Satyajit Ray
  - (B) Dadasaheb Phalke
  - (C) Raj Kapoor
  - (D) V. Shantaram
- Q28.** The film 'Manthan' (1976), directed by Shyam Benegal, is a classic example of which cinematic movement in India?
- (A) Masala Cinema
  - (B) Parallel Cinema
  - (C) Silent Cinema
  - (D) Sci-Fi Cinema
- Q29.** A 'Genre' in cinema refers to:
- (A) The total cost of the film
  - (B) The category or type of film based on narrative elements
  - (C) The type of camera used for shooting
  - (D) The language in which the film is dubbed
- Q30.** The use of social media platforms to promote a political or social cause and mobilize public opinion is called:



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

**Q31.** The set of informal rules and manners followed for polite and respectful communication on the internet is known as:

- (A) Firewall
- (B) Netiquette
- (C) Algorithm
- (D) Encryption

**Q32.** Posting inflammatory or off-topic messages in an online community with the intent of provoking readers is called:

- (A) Blogging
- (B) Trolling
- (C) Vlogging
- (D) Podcasting

**Q33.** Social media has democratized information because it allows:

- (A) Only government officials to post news
- (B) Users to be both consumers and producers of content
- (C) Companies to charge for every message sent
- (D) Governments to shut down the internet easily

**Q34.** Which of the following is a 'Micro-blogging' platform?

- (A) Netflix
- (B) X (formerly Twitter)
- (C) LinkedIn



(D) YouTube

**Q35.** The merging of different media platforms (Print, Radio, TV) into a single digital format is known as:

(A) Media Divergence

(B) Media Convergence

(C) Media Fragmentation

(D) Media Insulation

**Q36.** The 'Internet Paradigm Shift' in communication refers to the change from:

(A) One-to-One to One-to-Many only

(B) Many-to-Many decentralized communication

(C) Digital to Analog signals

(D) Oral tradition to Manuscript culture

**Q37.** One of the key characteristics of New Media is 'Interactivity', which means:

(A) The audience can only watch the content

(B) The audience can engage with and manipulate the content

(C) The content is always in black and white

(D) The content is delivered via traditional post

**Q38.** The 'Rapidity of Opinion' in New Media refers to:

(A) The slow process of publishing a book

(B) The instant nature of feedback and viral trends

(C) The time taken to print a newspaper

(D) The historical research required for a movie

**Q39.** User-Generated Content (UGC) is a hallmark of:

(A) Web 1.0



- (B) Web 2.0
- (C) Traditional Radio
- (D) Silent Era Films

**Q40.** The 'Digital Divide' refers to:

- (A) The difference between high and low-definition TV
- (B) The gap between those with access to modern ICT and those without
- (C) The separation of audio and video cables
- (D) The classification of movies into different age ratings

### Passage I

**Read the passage below carefully. The questions that follow (Questions 41 to 45) are based on the information provided in this text. Choose the one best answer for each question.**

"The rise of digital journalism has fundamentally altered the gatekeeping role of traditional media. In the past, editors at major newspapers and television networks decided what constituted 'news'. Today, social media algorithms and user engagement metrics play a significant role in determining the visibility of a story. This shift has led to the 'democratization' of news, where citizens can report live from the scene of an event. However, this accessibility comes with challenges. The spread of 'fake news' or misinformation has become a global concern. Without the rigorous fact-checking standards of traditional newsrooms, unverified information can go viral in seconds. Media literacy has therefore become an essential skill for the modern consumer, enabling them to distinguish between credible journalism and motivated propaganda."

**Q41.** Based on the passage, who were the primary gatekeepers in the past?

- (A) Social media users
- (B) Algorithms



- (C) Editors at major newspapers and TV networks
- (D) Citizen journalists

**Q42.** What currently determines the visibility of a news story in the digital age?

- (A) Only the government
- (B) Algorithms and user engagement metrics
- (C) The length of the article
- (D) The price of the digital subscription

**Q43.** What is a major challenge associated with the democratization of news mentioned in the passage?

- (A) Lack of internet access
- (B) Spread of 'fake news' and misinformation
- (C) High cost of digital news
- (D) Excessive use of high-quality cameras

**Q44.** According to the passage, why does unverified information spread quickly today?

- (A) Because editors check it too much
- (B) Because it lacks rigorous fact-checking and can go viral
- (C) Because citizens are not interested in news
- (D) Because traditional newsrooms have closed down

**Q45.** What skill is suggested by the author to help consumers identify credible journalism?

- (A) Video editing
- (B) Media literacy
- (C) Coding
- (D) Public speaking



**Passage II**

**Read the passage below carefully. The questions that follow (Questions 46 to 50) are based on the information provided in this text. Choose the one best answer for each question.**

"The Indian film industry, often symbolized by 'Bollywood', is one of the largest in the world. However, the history of Indian cinema is much deeper than just commercial blockbusters. The 1950s and 60s are often regarded as the 'Golden Age', seeing the rise of legendary filmmakers like Satyajit Ray, whose 'Apu Trilogy' brought international acclaim to Indian realism. Parallel Cinema emerged as a movement in the late 1960s, offering an alternative to the song-and-dance formula. These films focused on social issues, rural struggles, and the complexities of human relationships. Directors like Mrinal Sen and Ritwik Ghatak pushed the boundaries of storytelling. While commercial cinema continues to dominate the box office, the legacy of the Parallel movement survives in modern 'indie' films that prioritize content over spectacle."

- Q46.** The 'Apu Trilogy' is associated with which filmmaker?
- (A) Raj Kapoor
  - (B) Satyajit Ray
  - (C) Guru Dutt
  - (D) Yash Chopra
- Q47.** What was the primary characteristic of the 'Parallel Cinema' movement?
- (A) Heavy use of songs and dances
  - (B) Focus on social issues and realism
  - (C) High-budget action sequences
  - (D) Extensive use of 3D technology
- Q48.** When did the 'Parallel Cinema' movement emerge in India?



- (A) Early 1920s
- (B) Late 1960s
- (C) After 2010
- (D) During the Silent Era

**Q49.** According to the passage, where does the legacy of Parallel Cinema live on today?

- (A) In modern 'indie' films
- (B) In big-budget superhero movies
- (C) In silent film restorations
- (D) In television news debates

**Q50.** Which era is referred to as the 'Golden Age' of Indian cinema in the passage?

- (A) 1913-1930
- (B) 1950s and 60s
- (C) The 1990s
- (D) The 2020s



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

The Shannon-Weaver Model of Communication, developed in 1949, is a mathematical and linear model of communication. It introduced the concept of technical interference that can disrupt the flow of information from the sender to the receiver.

**Solution:**

1. The model consists of several components: an Information Source, a Transmitter, a Channel, a Receiver, and a Destination.
2. During the transmission of a signal through the Channel, external factors may interfere with the clarity of the message.
3. These disturbances are technical in nature, such as static on a radio line, a blurred image on a screen, or poor network connectivity.
4. Shannon and Weaver specifically labeled these disturbances as Noise.
5. While Entropy refers to the degree of uncertainty in a message and Redundancy refers to the repetitive elements used to ensure the message is received, Noise is the specific term for interference.
6. Feedback was not an original component of this specific linear model; it was added by later theorists like Wilbur Schramm to make the model circular.

**Final Answer:** The technical disturbances are referred to as Noise.

**Answer: (C)**



Q2.

**Solution****Concept:**

The Diffusion of Innovation (DOI) theory, popularized by Everett Rogers, describes the process by which a new idea, product, or social practice spreads through a population. It categorizes individuals based on how quickly they adopt these changes.

**Solution:**

1. Rogers identified five categories of adopters based on their psychological profile and timing.
2. The first group is the Innovators (2.5%). These individuals are venturesome, risk-taking, and the very first to try a new idea.
3. The second group is the Early Adopters (13.5%). They are often opinion leaders who provide advice to others.
4. The third and fourth groups are the Early Majority (34%) and Late Majority (34%), representing the bulk of the population.
5. The final group is the Laggards (16%), who are traditional and the last to change.
6. Therefore, when looking for the "first group" mentioned in the theory, the correct classification is Innovators.

**Final Answer:** The first group of people to adopt are the Innovators.

**Answer: (C)**

Q3.

**Solution****Concept:**

The history of radio in India involves a transition from private amateur clubs to a state-controlled national broadcaster. Understanding the specific milestones of the 1920s is essential for identifying the origin of Indian broadcasting.

**Solution:**

1. Amateur radio broadcasting began in India in the early 1920s.
2. The Radio Club of Bombay was the pioneer in this field, commencing its first regular broadcast in June 1923.
3. This was a significant milestone that preceded the formation of the Indian Broadcasting Company (IBC) in 1927.
4. The IBC later became the Indian State Broadcasting Service (ISBS) in 1930 and was eventually renamed All India Radio (AIR) in 1936.
5. Since the question specifically asks for the year the Radio Club of Bombay initiated the broadcast, the factual answer is 1923.

**Final Answer:** The Radio Club of Bombay began broadcasts in 1923.

**Answer: (A)**



Q4.

**Solution****Concept:**

Communication is classified into various levels based on the context, the number of people involved, and the nature of the feedback loop.

**Solution:**

1. Intrapersonal communication is the internal dialogue that happens within an individual's mind.
2. Interpersonal communication occurs between two people, often referred to as a "dyad." This form of communication is highly interactive and allows for immediate verbal and non-verbal feedback.
3. Group communication involves three or more people interacting to achieve a common goal, while Public communication involves one speaker addressing many people.
4. The scenario provided describes a conversation between two individuals with immediate feedback and proximity, which perfectly aligns with the definition of Interpersonal communication.

**Final Answer:** The communication level described is Interpersonal.

**Answer: (B)**

Q5.

**Solution****Concept:**

The Satellite Instructional Television Experiment (SITE) was a landmark project in Indian media history, demonstrating the potential of satellite technology for developmental purposes.

**Solution:**

1. Launched in 1975, SITE was a collaboration between NASA (USA) and ISRO (India).
2. It used the ATS-6 satellite to broadcast educational programs to over 2,400 villages in six Indian states.
3. The content of these broadcasts was specifically curated to address rural issues, such as health, agriculture, and primary education.
4. It was one of the first times television was used as a tool for direct social change and community development in remote areas.
5. It did not focus on urban entertainment, international news, or private FM radio.

**Final Answer:** The SITE project aimed at Rural education and community development.

**Answer: (B)**



Q6.

**Solution****Concept:**

In news writing, the structural arrangement of information is vital for clarity and efficiency. The most common format used for hard news is designed to deliver the most important facts first, catering to the reader's limited time and interest.

**Solution:**

1. The Inverted Pyramid is the standard format for news stories.
2. It organizes the story so that the most essential information (the 5Ws and 1H) appears in the lead, which is the very first paragraph.
3. As the reader moves down the story, the information becomes increasingly less vital, such as secondary details, background info, and quotes.
4. This structure is efficient because it allows an editor to cut the story from the bottom to fit a specific layout space without losing the core message.
5. Chronological order lists events in the sequence they happened, which is better for features but less effective for breaking news.
6. Narrative and Hourglass structures are specialized formats that blend news facts with storytelling but do not prioritize the immediate "first paragraph" impact as strictly as the Inverted Pyramid.

**Final Answer:** The structure described is the Inverted Pyramid.

**Answer: (B)**

Q7.

**Solution****Concept:**

Media laws regarding defamation are designed to protect a person's reputation from false and harmful statements. Defamation is legally split into two categories based on whether the medium used is transient or permanent.

**Solution:**

1. Defamation occurs when a false statement is communicated to a third party that lowers the reputation of an individual in the eyes of society.
2. When the defamatory statement is made in a permanent or published form—such as in a newspaper, a book, or a social media post—it is called Libel.
3. Slander refers to spoken defamation, which is temporary or transient in nature.
4. Sedition involves actions or words that incite people to rebel against the state, and Contempt of Court refers to actions that defy the authority or dignity of the judiciary.
5. Since the scenario specifies a journalist writing a false statement in a printed form, it is a permanent record and thus falls under Libel.

**Final Answer:** This is an example of Libel.

**Answer: (C)**



Q8.

**Solution****Concept:**

The 5Ws and 1H (Who, What, When, Where, Why, and How) are the fundamental questions that a journalist must answer to provide a complete and objective report on any event.

**Solution:**

1. Who identifies the persons or organizations involved in the news story.
2. What describes the event, incident, or the core conflict.
3. Where and When provide the physical location and the timing of the event.
4. Why is the analytical component of the report; it provides context and explains the cause, motive, or rationale behind the event.
5. How explains the process or the mechanics of how the event took place.
6. While the first four Ws give the basic facts, "Why" is the specific element that digs deeper into the reasons or causes.

**Final Answer:** The element that explains the reason or cause is Why.

**Answer: (C)**

Q9.

**Solution****Concept:**

Yellow Journalism refers to a specific type of unethical reporting that prioritizes profit and circulation over factual truth and social responsibility.

**Solution:**

1. The term originated in the 1890s in the United States during the fierce competition between the newspapers of Joseph Pulitzer and William Randolph Hearst.
2. Yellow Journalism is characterized by sensationalism, the use of lurid headlines, and the exaggeration of news events to attract more readers.
3. It often includes fake interviews, pseudo-science, and misleading illustrations to manipulate public emotion.
4. It is the opposite of objective or investigative journalism, which seeks to uncover the truth through evidence and verification.
5. Therefore, it is synonymous with reporting that emphasizes sensationalism and exaggerated content.

**Final Answer:** Yellow Journalism emphasizes Sensationalism and exaggerated headlines.

**Answer: (B)**



Q10.

**Solution****Concept:**

The Press Council of India (PCI) is the primary self-regulatory body for the print media in India. It acts as a moral watchdog to ensure journalists follow a code of ethics.

**Solution:**

1. The PCI was established under the Press Council Act of 1978.
2. Its main function is to preserve the freedom of the press and to maintain and improve the standard of newspapers and news agencies.
3. It handles complaints against newspapers for unethical behavior and complaints by journalists against authorities for infringing on press freedom.
4. It does not have the authority to control the price of newspapers, nor does it act as a licensing authority for news channels.
5. Censorship of films is the responsibility of the CBFC (Central Board of Film Certification), which is entirely separate from the PCI.

**Final Answer:** The PCI is established to maintain press freedom and improve standards.

**Answer: (B)**

Q11.

**Solution****Concept:**

In the field of advertising, brand placement or product integration is a technique where a product is featured within the content of another medium, such as a film or television show, to gain visibility without being a traditional advertisement.

**Solution:**

1. Covert Advertising, also known as Product Placement, occurs when a branded product or service is mentioned or shown during a non-advertising program.
2. Unlike a traditional commercial break, the viewer is often unaware that the appearance of the product is actually a paid promotion.
3. This technique is used to bypass the audience's tendency to skip commercials and to associate the brand with certain characters or lifestyles.
4. Surrogate Advertising is a different concept where a company promotes a regulated product (like alcohol) using a non-regulated product (like soda) with the same brand name.
5. Social Marketing focuses on promoting social causes, and Direct Response Ad seeks an immediate purchase from the viewer.
6. Because the scenario involves subtle integration into a storyline, it is classified as Covert Advertising.

**Final Answer:** This is called Covert Advertising.

**Answer: (B)**



Q12.

**Solution****Concept:**

Crisis Management is a critical function of Public Relations. When an organization faces an emergency or a negative event, the Public Relations Officer (PRO) must act as the bridge between the organization and its stakeholders.

**Solution:**

1. During a crisis, the reputation of the organization is at risk.
2. The PRO's primary responsibility is to manage the flow of information to the public, the media, and employees.
3. Effective crisis management involves being transparent, providing timely updates, and maintaining a positive or responsible image for the organization.
4. Concealing information often backfires and leads to more damaging rumors, while focusing solely on sales is inappropriate during an emergency.
5. Creating a new logo is a long-term branding activity and does not address the immediate needs of a crisis.
6. Therefore, the PRO must focus on controlling the narrative and protecting the organizational image through communication.

**Final Answer:** The objective is to manage information flow and maintain image.

**Answer: (C)**

Q13.

**Solution****Concept:**

A Press Release is one of the most fundamental tools used in Public Relations to generate "earned media." It is a formal communication sent to journalists and editors.

**Solution:**

1. A Press Release is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value.
2. The goal is to get the information published as a news story, which carries more credibility than a paid advertisement.
3. It should follow a standardized format, including a headline, a dateline, and the most important information at the beginning.
4. It is not used to purchase advertising space, as that falls under the advertising department, nor is it an internal survey tool or a radio jingle.
5. By providing news-worthy content, the PR professional hopes the media will cover the story for free.

**Final Answer:** It is used to provide news-worthy information to the media.

**Answer: (B)**



Q14.

**Solution****Concept:**

Public Service Advertising (PSA) refers to advertisements that are designed to serve the public interest rather than promote a commercial product or service for profit.

**Solution:**

1. PSAs are typically created to raise awareness about social issues, promote healthy behaviors, or encourage community involvement.
2. They are often sponsored by government agencies, non-profit organizations, or social groups.
3. Promoting a Polio Vaccination drive is a classic example of a PSA because its objective is public health and safety.
4. Ads for luxury cars, smartphones, or soft drinks are commercial advertisements aimed at increasing the sales and profits of private companies.
5. PSAs often use emotional appeals to persuade the public to take action for a greater good.

**Final Answer:** An ad promoting the Polio Vaccination drive is a PSA.

**Answer: (B)**

Q15.

**Solution****Concept:**

Brand Equity is a marketing term that describes the value a brand name provides to a product. It represents the "extra" value a consumer is willing to pay or the loyalty they show based on the brand's reputation.

**Solution:**

1. Brand Equity is not a physical asset; it is an intangible asset based on consumer perception, knowledge, and experience with the brand.
2. High brand equity means that consumers are more likely to choose that brand over a generic competitor, even if it is more expensive.
3. It is built over time through consistent quality, successful advertising, and positive customer service.
4. It does not relate to the weight of the product, the company's taxes, or the number of employees in a department.
5. In essence, it is the commercial value that is derived directly from how the consumer views the brand.

**Final Answer:** Brand Equity refers to the commercial value derived from consumer perception.

**Answer: (B)**



Q16.

**Solution****Concept:**

In marketing and advertising, the Target Audience is the specific demographic or group of people that a brand intends to reach with its message. Identifying this group is the first step in creating an effective campaign.

**Solution:**

1. No advertisement is meant for "everyone" because different people have different needs, ages, and interests.
2. The Target Audience is defined by specific characteristics such as age, gender, income level, geographic location, and psychological interests.
3. For example, an ad for a luxury watch targets high-income professionals, while an ad for a cartoon targets children.
4. Defining this group allows the advertiser to choose the right medium (e.g., Instagram for teenagers vs. newspapers for older adults) and the right language.
5. The actors in the ad are the messengers, and the competitors are the rivals, but the audience is the group the message is intended for.

**Final Answer:** The Target Audience is the specific group of people the ad is intended for.

**Answer: (B)**

Q17.

**Solution****Concept:**

The television production process is divided into three distinct phases: Pre-production, Production, and Post-production. Each phase has specific tasks that must be completed to ensure a successful broadcast.

**Solution:**

1. Pre-production is the planning stage. It includes everything that happens before the cameras start rolling.
2. Key tasks in this phase include scriptwriting, storyboarding, budgeting, location scouting, and casting the actors or presenters.
3. Production is the actual execution phase where the recording takes place in the studio or on location.
4. Post-production involves the final assembly of the program, including editing, sound mixing, and adding special effects.
5. Distribution is the final stage where the content is aired or released to the audience.
6. Since the question asks about script finalization and casting, it refers to the planning stage.

**Final Answer:** This stage is called Pre-Production.

**Answer: (C)**



Q18.

**Solution****Concept:**

A television studio is a collaborative environment where many professionals work together. The hierarchy of roles ensures that the creative vision is executed through technical precision.

**Solution:**

1. The Director is the primary individual responsible for the creative and technical aspects of the show.
2. During a recording, the Director sits in the Production Control Room (PCR) and decides which camera shots to take and when to move to the next segment.
3. The Floor Manager is the Director's "eyes and ears" on the studio floor, communicating instructions to the talent and crew.
4. The Gaffer is in charge of the lighting department, and the Scriptwriter provides the written dialogue or structure.
5. Ultimately, the overall direction and command of the show lie with the Director.

**Final Answer:** The person responsible is the Director.

**Answer: (B)**

Q19.

**Solution****Concept:**

TV program formats are categories of shows that follow specific conventions. Reality TV is a modern format that has gained immense popularity by focusing on non-actors in everyday or competitive situations.

**Solution:**

1. Reality TV is characterized by "unscripted" interactions, though many shows follow a loose structural outline or "story beats."
2. The appeal of this format is the perceived "reality" and emotional vulnerability of the participants.
3. A Soap Opera is a serialized fictional drama with scripted dialogue and actors.
4. A Documentary is a non-fictional film intended to document some aspect of reality, primarily for instruction or record-keeping.
5. While Reality TV and Documentaries both deal with real life, Reality TV is specifically designed as entertainment using unscripted situations involving people's personal lives.

**Final Answer:** This format is Reality TV.

**Answer: (C)**



Q20.

**Solution****Concept:**

Editing is the final creative stage of the production process. It is often referred to as the "third writing" of a program because it determines the final pace and meaning of the story.

**Solution:**

1. After all the footage has been recorded during the production phase, it must be organized.
2. Editing is the process of selecting the best shots, arranging them in a logical sequence, and timing them to create a narrative flow.
3. This stage also includes adding music, voiceovers, graphics, and transitions between scenes.
4. Scouting happens in pre-production (looking for locations), and Rehearsal also happens before the final recording.
5. Lighting is part of the production phase. Therefore, the assembly and timing of shots is the core of editing.

**Final Answer:** The process is known as Editing.

**Answer: (C)**

Q21.

**Solution****Concept:**

Chroma Keying is a post-production technique used for compositing two images or video streams together based on color hues. It is widely used in news broadcasting and weather reports.

**Solution:**

1. In this process, a subject is filmed against a backdrop of a single, solid color, usually bright green or blue.
2. These colors are chosen because they are furthest from human skin tones.
3. During the editing or live broadcast phase, a special software or hardware "keys out" (makes transparent) the specific green or blue color.
4. A different background image or video—such as a weather map, a virtual studio, or a fictional landscape—is then inserted into the transparent area.
5. This technique does not affect audio quality or frame rates, nor is it used for writing credits.
6. Its primary purpose is the replacement of a solid colored background.

**Final Answer:** It is used for replacing a solid colored background.

**Answer: (B)**



Q22.

**Solution****Concept:**

Radio is a purely auditory medium. Unlike television or newspapers, it relies entirely on sound to convey images, emotions, and information to the audience.

**Solution:**

1. When writing for radio, the scriptwriter must keep in mind that the audience cannot see the speaker, the setting, or the actions.
2. Therefore, the writer must use descriptive language and sound cues to create "pictures in the mind" of the listener.
3. This is why the phrase "writing for the ear" is a fundamental principle of radio journalism and scripting.
4. The language should be simple, conversational, and direct because the listener cannot "re-read" a sentence if they miss it the first time.
5. Writing for the eye is for print, and writing for the screen or camera is for television and film.

**Final Answer:** The writer must focus on writing for the Ear.

**Answer: (B)**

Q23.

**Solution****Concept:**

Microphones are categorized by their polar patterns, which describe how sensitive they are to sound coming from different directions. Choosing the right mic is essential for audio clarity in a radio studio.

**Solution:**

1. A Unidirectional (Cardioid) microphone picks up sound primarily from the front and is used by a single speaker.
2. A Bidirectional microphone (Figure-8 pattern) is sensitive to sound coming from both the front and the back but rejects sound from the sides.
3. This makes a bidirectional mic ideal for a two-person interview where the speakers are sitting directly across from each other.
4. An Omnidirectional microphone picks up sound from all directions (360 degrees), which can lead to unwanted background noise.
5. A Shotgun mic is highly directional and used to pick up sound from a distance, typically in film production.

**Final Answer:** The best suited type is a Bidirectional microphone.

**Answer: (B)**



Q24.

**Solution****Concept:**

The audio mixer, also known as a console or board, is the heart of any radio or recording studio. It allows the engineer to manage multiple audio sources simultaneously.

**Solution:**

1. In a live radio broadcast, different elements like the host's voice, a guest's phone line, background music, and pre-recorded advertisements need to be played together.
2. The Audio Console/Mixer takes these various inputs and allows the operator to adjust their volume levels (gain) and mix them into a single output.
3. A Transmitter is used to send the final signal to the audience's radio sets.
4. A Modulator is part of the transmission process that encodes the signal, and an Antenna is the physical rod that radiates the signal.
5. Therefore, the device used specifically for mixing audio inputs is the mixer or console.

**Final Answer:** The device is the Audio Console / Mixer.

**Answer: (B)**

Q25.

**Solution****Concept:**

Radio production uses specific terminology to describe technical setups and creative transitions within a program.

**Solution:**

1. A "Radio Bridge" is a technical term used when two or more distant locations are linked together for a live discussion.
2. For example, if a host in a Delhi studio interviews a guest in a Mumbai studio in real-time, the technical connection between them is the bridge.
3. It allows for seamless interaction as if the individuals were in the same room.
4. This should not be confused with a "musical bridge," which is a short piece of music used to transition between segments.
5. It is also not related to physical infrastructure or government licensing fees.

**Final Answer:** It refers to the technical link between different studios for a live talk.

**Answer: (C)**



Q26.

**Solution****Concept:**

The Lumiere Brothers, Auguste and Louis, were pioneers of cinema who patented the Cinématographe. Their early films were "actualities"—short, unedited clips of real-life events.

**Solution:**

1. In December 1895, the Lumiere Brothers held the first commercial public screening of cinematographic films at the Grand Café in Paris.
2. One of their most famous early films was "L'Arrivée d'un train en gare de La Ciotat" (Arrival of a Train at La Ciotat).
3. Legend has it that the audience was so frightened by the realistic image of the train moving toward them that they ran to the back of the room.
4. "Raja Harishchandra" (1913) was the first Indian feature film by Dadasaheb Phalke.
5. "Alam Ara" (1931) was the first Indian talkie, and "Pather Panchali" (1955) was directed by Satyajit Ray.
6. Therefore, the film belonging to the Lumiere Brothers in this list is Arrival of a Train.

**Final Answer:** The film was Arrival of a Train.

**Answer: (B)**

Q27.

**Solution****Concept:**

The birth of Indian cinema is marked by the release of its first indigenous feature film, which established the foundation for the world's largest film industry.

**Solution:**

1. Dhundiraj Govind Phalke, popularly known as Dadasaheb Phalke, is recognized as the Father of Indian Cinema.
2. He traveled to London to learn the craft and returned to make "Raja Harishchandra," which was released on May 3, 1913.
3. This was a silent film based on the legend of King Harishchandra and featured an all-male cast (including men playing female roles).
4. Satyajit Ray is a legendary figure of the 1950s, Raj Kapoor was the "Showman" of the 1940s-70s, and V. Shantaram was a pioneer of social films.
5. Because Phalke created the first full-length Indian feature film, he holds this historical title.

**Final Answer:** Dadasaheb Phalke is the Father of Indian Cinema.

**Answer: (B)**



Q28.

**Solution****Concept:**

Parallel Cinema, also known as the Indian New Wave, was a film movement that originated as an alternative to mainstream commercial cinema. It focused on realism and socio-political themes.

**Solution:**

1. "Manthan" (1976) is a landmark film directed by Shyam Benegal.
2. The film is unique because it was entirely crowdfunded by 500,000 farmers of the Gujarat Co-operative Milk Marketing Federation, each contributing two rupees.
3. It tells the story of the "White Revolution" in India (the dairy cooperative movement).
4. Unlike "Masala Cinema," which uses song-and-dance and escapism, "Manthan" uses a realistic narrative style and addresses rural social structures.
5. This makes it a quintessential example of Parallel Cinema, which flourished in the 1970s and 80s.

**Final Answer:** The film is an example of Parallel Cinema.

**Answer: (B)**

Q29.

**Solution****Concept:**

Genre is a French word meaning "kind" or "type." In film theory, it is a method of categorizing films based on similarities in narrative elements, themes, and emotional responses.

**Solution:**

1. A film genre is characterized by "conventions"—common tropes that the audience expects (e.g., a "saloon" in a Western or a "jump scare" in a Horror film).
2. Common genres include Comedy, Drama, Action, Sci-Fi, Horror, and Musical.
3. Categorizing by genre helps audiences choose what to watch and helps producers market their films to specific target groups.
4. It has nothing to do with the physical cost of production, the technical camera specs, or the language translation (dubbing).
5. It is strictly about the category of the story and how it is told.

**Final Answer:** A Genre refers to the category or type of film based on narrative elements.

**Answer: (B)**



Q30.

**Solution****Concept:**

Digital media has provided a new platform for social and political engagement. Cyber activism (or digital activism) is the use of internet-based communication technologies for various forms of activism.

**Solution:**

1. Cyber activism allows for the rapid mobilization of people and the sharing of information that might be ignored by traditional mainstream media.
2. It includes activities like online petitions, social media campaigns (using hashtags like #BlackLivesMatter or #MeToo), and organized digital protests.
3. Cyber trolling is a negative behavior intended to harass, phishing is a form of cybercrime to steal data, and data mining is the analysis of large datasets.
4. Because the goal is to promote a cause and mobilize public opinion through social media, it is defined as Cyber Activism.

**Final Answer:** This is called Cyber Activism.

**Answer: (B)**

Q31.

**Solution****Concept:**

Netiquette is a portmanteau of "network" and "etiquette." It refers to the social code of conduct that individuals are expected to follow when communicating on the internet to ensure a productive and respectful environment.

**Solution:**

1. Communication on the internet lacks non-verbal cues like tone of voice and body language, which can lead to misunderstandings.
2. Netiquette provides guidelines to mitigate this, such as avoiding "shouting" (typing in ALL CAPS), being mindful of others' privacy, and using professional language in emails.
3. A Firewall is a security system, an Algorithm is a set of rules for a computer, and Encryption is the process of encoding information.
4. Therefore, the set of informal rules for polite communication is specifically known as Netiquette.
5. Following netiquette helps maintain the democratic and constructive role of social media.

**Final Answer:** The set of rules is known as Netiquette.

**Answer: (B)**



Q32.

**Solution****Concept:**

Trolling is a specific form of anti-social behavior on the internet. It is important to distinguish it from healthy debate or constructive criticism.

**Solution:**

1. A troll is someone who intentionally starts arguments or upsets people by posting inflammatory, extraneous, or off-topic messages in an online community.
2. The primary goal of a troll is to provoke an emotional response from other users or to disrupt the flow of discussion for their own amusement.
3. Blogging is the act of maintaining an online journal; Vlogging is video-based blogging.
4. Podcasting refers to creating digital audio files for download or streaming.
5. Because the intent described in the question is "provoking readers," the correct term is Trolling.

**Final Answer:** This behavior is called Trolling.

**Answer: (B)**

Q33.

**Solution****Concept:**

The democratization of information is one of the most significant shifts caused by the rise of Web 2.0 and social media. It has changed the power dynamics of who can control the news.

**Solution:**

1. In the era of traditional media (Print/TV), information was controlled by a few large organizations (gatekeepers).
2. Social media has lowered the barriers to entry, allowing anyone with an internet connection to publish content, share news, and express opinions.
3. This creates a "Prosumer" culture, where the user is both a consumer and a producer of content.
4. It allows for diverse viewpoints and real-time reporting from citizens, which supports the democratic ideal of a free flow of information.
5. Options A, C, and D describe restrictive or commercial aspects that do not contribute to democratization.

**Final Answer:** Social media allows users to be both consumers and producers of content.

**Answer: (B)**



Q34.

**Solution****Concept:**

Micro-blogging is a specific type of social media that allows users to post short, concise updates, often with character limits.

**Solution:**

1. Unlike traditional blogs which can be thousands of words long, micro-blogs focus on brevity and real-time speed.
2. X (formerly Twitter) is the world's most prominent micro-blogging platform, originally famous for its 140-character limit (now expanded).
3. Netflix is a streaming service for long-form video content.
4. LinkedIn is a professional networking site, and YouTube is primarily a video-sharing platform.
5. While these platforms have social features, X is specifically designed around the "micro" format of short text posts.

**Final Answer:** X (formerly Twitter) is a Micro-blogging platform.

**Answer: (B)**

Q35.

**Solution****Concept:**

Media Convergence is the process by which previously distinct media technologies and forms (such as print, audio, and video) come together through digitization.

**Solution:**

1. In the past, a person would read a newspaper for text, listen to a radio for audio, and watch a TV for video.
2. Today, a single smartphone or laptop can deliver all these forms of media through a single digital pipeline.
3. This convergence is driven by the internet and the transition from analog to digital data.
4. Media Fragmentation refers to the audience splitting into many small groups, and Media Divergence is a non-standard term in this context.
5. Convergence allows for "multimedia" storytelling, where a single news story can include text, interactive maps, video clips, and audio interviews.

**Final Answer:** This merging is known as Media Convergence.

**Answer: (B)**



Q36.

**Solution****Concept:**

The Internet Paradigm Shift describes the fundamental change in how information is distributed and consumed. Traditional media followed a centralized, top-down model, whereas the internet introduced a decentralized, horizontal model.

**Solution:**

1. Traditional media (TV, Radio, Newspaper) is largely a "One-to-Many" model, where one organization sends a message to a massive, passive audience.
2. The internet shift introduced "Many-to-Many" communication. This means that any individual can communicate with many others simultaneously without a central authority.
3. This shift is characterized by decentralization, where the power to publish is distributed among all users.
4. It also enables high levels of interactivity, allowing the "audience" to respond, share, and modify the original message.
5. Moving from digital to analog would be a reverse shift, and the shift from oral to manuscript happened centuries ago.
6. Therefore, the core of the internet paradigm shift is the move toward decentralized, Many-to-Many communication.

**Final Answer:** The shift refers to Many-to-Many decentralized communication.

**Answer: (B)**

Q37.

**Solution****Concept:**

Interactivity is the defining characteristic of New Media that distinguishes it from traditional, "linear" media. It refers to the user's ability to engage with the interface and influence the content.

**Solution:**

1. In traditional media like television or radio, the audience is a passive recipient. They can choose to watch or listen but cannot change the content being delivered.
2. In New Media (websites, video games, social media), the communication is two-way.
3. Interactivity means the user can click links, leave comments, upload their own files, or choose their own path through a narrative (hypertextuality).
4. This gives the user a sense of agency and participation in the media experience.
5. Option B correctly identifies this ability to engage with and manipulate the content as the core of interactivity.

**Final Answer:** Interactivity means the audience can engage with and manipulate the content.

**Answer: (B)**



Q38.

**Solution****Concept:**

New Media is characterized by its speed and the "real-time" nature of information exchange. The term "Rapidity of Opinion" captures how quickly public discourse evolves in the digital space.

**Solution:**

1. Before the internet, public opinion took time to form and even more time to be recorded (via letters to the editor or polling).
2. In the New Media environment, an event occurs and public reaction is visible within seconds on platforms like X (Twitter) or Facebook.
3. This leads to "viral" trends where an opinion can spread globally and influence news cycles almost instantly.
4. This rapidity is a result of the 24/7 connectivity provided by mobile devices and high-speed internet.
5. It is the opposite of the slow, methodical process of traditional publishing or historical research.

**Final Answer:** It refers to the instant nature of feedback and viral trends.

**Answer: (B)**

Q39.

**Solution****Concept:**

The evolution of the World Wide Web is often divided into stages. Web 2.0, also known as the "Participatory Web," shifted the focus from static pages to interactive content.

**Solution:**

1. Web 1.0 (roughly 1990–2000) was largely "read-only." Most users were consumers of content created by a few webmasters.
2. Web 2.0 (roughly 2004–present) is characterized by User-Generated Content (UGC), usability, and interoperability.
3. Social media sites, blogs, wikis, and video-sharing sites (like YouTube) are all built on the principle of UGC, where the users themselves provide the value.
4. Traditional radio and silent films are pre-digital media and do not involve "Web" concepts.
5. Therefore, UGC is the primary hallmark of the Web 2.0 era.

**Final Answer:** UGC is a hallmark of Web 2.0.

**Answer: (B)**



Q40.

**Solution****Concept:**

The "Digital Divide" is a socio-economic issue that highlights the inequality in access to technology and information between different groups of people.

**Solution:**

1. Access to Information and Communication Technology (ICT) is not uniform across the globe or even within a single country.
2. The Digital Divide refers to the gap between those who have access to high-speed internet, computers, and the skills to use them, and those who do not.
3. This gap can be based on geography (urban vs. rural), income (rich vs. poor), age, or education level.
4. It is a critical concern for media scholars because those on the wrong side of the divide are excluded from the modern "information economy" and democratic digital discourse.
5. It is not a technical term for TV resolution or cable management.

**Final Answer:** It refers to the gap between those with access to modern ICT and those without.

**Answer: (B)**

Q41.

**Solution****Concept:**

Gatekeeping is a media theory that describes the process through which information is filtered for dissemination. In traditional media, this role was centralized and controlled by specific individuals within a news organization.

**Solution:**

1. According to the passage, the rise of digital journalism has fundamentally changed the gatekeeping role.
2. The text explicitly states: "In the past, editors at major newspapers and television networks decided what constituted 'news'."
3. This implies that these editors had the power to act as a barrier or a "gate," determining which stories reached the public and which did not.
4. While social media users and citizen journalists have power today, they represent the new, decentralized era of media.
5. Therefore, based on the historical context provided in the passage, the primary gatekeepers were the professional editors of established media outlets.

**Final Answer:** The primary gatekeepers were Editors at major newspapers and TV networks.

**Answer: (C)**



Q42.

**Solution****Concept:**

The visibility of information in the digital age is no longer dictated solely by human judgment but is heavily influenced by mathematical sets of rules and the behavior of the audience.

**Solution:**

1. The passage addresses the shift in how news is prioritized today.
2. It mentions: "Today, social media algorithms and user engagement metrics play a significant role in determining the visibility of a story."
3. This means that if a story receives many likes, shares, or comments (engagement metrics), the platform's automated rules (algorithms) will show it to more people.
4. This is a move away from the traditional model where an editor's choice was the sole factor.
5. The passage does not mention government control or the price of subscriptions as factors for visibility in this specific context.

**Final Answer:** Visibility is determined by Algorithms and user engagement metrics.

**Answer: (B)**

Q43.

**Solution****Concept:**

Democratization of news refers to the ability of any person to report and access information. While this has many benefits, it also removes the quality control mechanisms of traditional journalism.

**Solution:**

1. The passage identifies a specific downside to the increased accessibility of news.
2. It states: "However, this accessibility comes with challenges. The spread of 'fake news' or misinformation has become a global concern."
3. Without a central authority to verify facts, false information can be presented as truth and accepted by an unsuspecting audience.
4. While internet access and costs are real-world issues, the passage specifically highlights the quality and truthfulness of information as the primary challenge.
5. Therefore, the spread of fake news is the correct challenge mentioned in the text.

**Final Answer:** A major challenge is the spread of 'fake news' and misinformation.

**Answer: (B)**



Q44.

**Solution****Concept:**

The "virality" of information in new media is a result of the speed of digital networks combined with a lack of institutional oversight.

**Solution:**

1. The passage explains why misinformation is such a potent threat in the current era.
2. It notes: "Without the rigorous fact-checking standards of traditional newsrooms, unverified information can go viral in seconds."
3. This suggests that the speed of the internet allows information to spread before anyone has a chance to confirm if it is true.
4. In traditional media, a story would be checked by multiple people before being published, which acts as a "speed brake" on false information.
5. The lack of this rigorous checking is the direct cause of the rapid spread mentioned by the author.

**Final Answer:** It spreads because it lacks rigorous fact-checking and can go viral.

**Answer: (B)**

Q45.

**Solution****Concept:**

Media literacy is the ability to access, analyze, evaluate, and create media in various forms. It is considered a crucial defense against propaganda and misinformation.

**Solution:**

1. In the final sentence, the author offers a solution to the problem of misinformation.
2. The passage states: "Media literacy has therefore become an essential skill for the modern consumer..."
3. The author explains that this skill enables consumers to "distinguish between credible journalism and motivated propaganda."
4. This means that since the "gates" are now open, the responsibility of filtering information has shifted from the editor to the individual consumer.
5. Other technical skills like video editing or coding, while useful, do not specifically address the ability to verify the credibility of news.

**Final Answer:** The suggested skill is Media literacy.

**Answer: (B)**



Q46.

**Solution****Concept:**

The passage discusses the historical landmarks of Indian cinema, highlighting the contributions of key figures who brought international recognition to the country's realistic storytelling.

**Solution:**

1. The passage explicitly links the "Apu Trilogy" to a specific legendary filmmaker.
2. It states: "...seeing the rise of legendary filmmakers like Satyajit Ray, whose 'Apu Trilogy' brought international acclaim to Indian realism."
3. Satyajit Ray was an Indian director, screenwriter, and author, and the Apu Trilogy (consisting of Pather Panchali, Aparajito, and Apur Sansar) is considered one of the greatest achievements in world cinema.
4. While Raj Kapoor and Guru Dutt were also iconic filmmakers of that era, their styles were generally more aligned with commercial or romantic-social dramas.
5. Therefore, the factual answer derived directly from the text is Satyajit Ray.

**Final Answer:** The Apu Trilogy is associated with Satyajit Ray.

**Answer: (B)**

Q47.

**Solution****Concept:**

Parallel Cinema represents a specific movement in Indian film history that sought to depart from the conventions of mainstream commercial films.

**Solution:**

1. The passage provides a clear description of what Parallel Cinema stood for.
2. It mentions that the movement offered "an alternative to the song-and-dance formula" which is typical of commercial Bollywood.
3. It further clarifies that "these films focused on social issues, rural struggles, and the complexities of human relationships."
4. This focus on realistic, grounded storytelling is a hallmark of the movement.
5. High-budget action, 3D technology, and heavy song-and-dance sequences are characteristics of mainstream commercial cinema, not Parallel Cinema.

**Final Answer:** The primary characteristic was its focus on social issues and realism.

**Answer: (B)**



Q48.

**Solution****Concept:**

Chronological milestones in film history are essential for understanding the evolution of cinematic movements and their socio-political contexts.

**Solution:**

1. The passage provides a specific timeframe for the rise of the Parallel Cinema movement.
2. It states: "Parallel Cinema emerged as a movement in the late 1960s..."
3. This era was marked by social upheaval and a global trend toward "New Wave" cinema, which influenced Indian filmmakers to tell more serious, realistic stories.
4. The 1920s was the era of silent films, and post-2010 is the contemporary era.
5. Therefore, the late 1960s is the historically and textually accurate answer.

**Final Answer:** The movement emerged in the Late 1960s.

**Answer: (B)**

Q49.

**Solution****Concept:**

The legacy of historical artistic movements often continues in modern forms, even if the original movement itself has subsided.

**Solution:**

1. The author of the passage discusses how the influence of Parallel Cinema can still be seen today.
2. The text states: "...the legacy of the Parallel movement survives in modern 'indie' films..."
3. It further explains that these independent (indie) films "prioritize content over spectacle," mirroring the values of the Parallel movement of the 60s and 70s.
4. While commercial cinema dominates the box office, the intellectual and realistic spirit of the movement is preserved in this independent sector.
5. Television news or silent film restorations are not mentioned as the primary legacy carriers in the passage.

**Final Answer:** Its legacy lives on in modern 'indie' films.

**Answer: (A)**



Q50.

**Solution****Concept:**

The "Golden Age" of any industry refers to the period during which it achieved its greatest creative output and peak quality.

**Solution:**

1. The passage identifies a specific period as the most significant for Indian cinema.
2. It states: "The 1950s and 60s are often regarded as the 'Golden Age'..."
3. This was the period when filmmakers like Satyajit Ray, Bimal Roy, Guru Dutt, and Raj Kapoor were at the height of their creative powers.
4. It was a time when Indian cinema gained international respect for its artistic depth and narrative complexity.
5. Other options like the 1990s or the Silent Era (1913-1930) represent important phases but are not defined as the "Golden Age" in this text.

**Final Answer:** The Golden Age is the 1950s and 60s.

**Answer: (B)**



**Answer Key**

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

