

CUET-UG Mass Media & Communication Sample Paper - 20

Duration: 1 Hour

Maximum Marks: 250

Instructions

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

- Q1.** Which of the following BEST explains the concept of “feedback” in communication?
- (A) The interruption caused during message transmission
- (B) The receiver’s response to the sender’s message
- (C) The technological medium used for communication
- (D) The encoding process of symbols
- Q2.** The communication model proposed by Harold Lasswell is primarily represented by which sequence?
- (A) Sender → Noise → Receiver
- (B) Who → Says What → In Which Channel → To Whom → With What Effect
- (C) Source → Interpretation → Feedback
- (D) Media → Audience → Opinion Leader
- Q3.** Which of the following communication barriers is MOST likely caused by differences in language and interpretation?
- (A) Physical barrier
- (B) Mechanical barrier
- (C) Semantic barrier
- (D) Economic barrier



- Q4.** Assertion (A): Communication is considered a dynamic process.
Reason (R): Communication changes according to context, feedback, and social interaction.
- (A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.
- Q5.** Which of the following is the MOST important characteristic of mass communication?
- (A) Limited audience reach
(B) Personal face-to-face interaction
(C) Large and heterogeneous audience
(D) Immediate individual feedback only
- Q6.** In journalism, the term “scoop” refers to:
- (A) A type of newspaper headline
(B) An exclusive news story published before competitors
(C) A correction published after an error
(D) A news report without sources
- Q7.** Which of the following is generally considered a violation of journalistic ethics?
- (A) Verifying information before publication
(B) Protecting confidential sources
(C) Publishing fabricated interviews
(D) Providing balanced viewpoints
- Q8.** The term “op-ed” in newspapers refers to:
- (A) Obituary section



- (B) Opposite editorial page carrying opinions and commentary
- (C) Operational editing desk
- (D) Online publication editor

Q9. Which of the following laws is MOST directly related to protection of an individual's reputation?

- (A) Copyright law
- (B) Defamation law
- (C) Patent law
- (D) Competition law

Q10. Match the following:

S.No.	List I		List II
1.	Lead	A.	News source identity
2.	Byline	B.	Summary introduction of a report
3.	Editorial	C.	Newspaper's official opinion
4.	Attribution	D.	Mentioning the source of information

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

Q11. Which type of advertising is designed primarily to improve the image of an organisation rather than sell a specific product?

- (A) Comparative advertising
- (B) Institutional advertising
- (C) Covert advertising
- (D) Classified advertising

Q12. A Public Relations officer is MOST likely responsible for:



- (A) Film editing
- (B) Maintaining communication between an organisation and the public
- (C) Conducting election voting
- (D) Managing satellite transmission

Q13. Which of the following is an example of a public service advertisement?

- (A) A luxury car commercial
- (B) A mobile phone product launch
- (C) A campaign promoting road safety awareness
- (D) A fashion brand endorsement

Q14. Assertion (A): Crisis communication is an important aspect of Public Relations.
Reason (R): Organisations need effective communication strategies during emergencies and controversies.

- (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.

Q15. Which stage of television production mainly involves scriptwriting, budgeting, and planning?

- (A) Post-production
- (B) Pre-production
- (C) Transmission
- (D) Broadcasting

Q16. The process of combining audio, visuals, graphics, and effects after recording is called:

- (A) Storyboarding



- (B) Blocking
- (C) Post-production
- (D) Anchoring

Q17. Which type of camera shot is generally used to establish location and surroundings?

- (A) Close-up shot
- (B) Medium shot
- (C) Extreme long shot
- (D) Point-of-view shot

Q18. In television production, “teleprompter” is mainly used by:

- (A) Camera operators
- (B) News anchors and presenters
- (C) Video editors
- (D) Sound engineers

Q19. Which of the following is a key characteristic of radio communication?

- (A) Dependence on visuals
- (B) Theatre-based performance
- (C) Audio-based storytelling and imagination
- (D) Printed textual explanation

Q20. The term “signature tune” in radio broadcasting refers to:

- (A) A legal document
- (B) Introductory music associated with a programme
- (C) The announcer’s written script
- (D) The station’s transmission tower



- Q21.** Which type of microphone is generally more durable and suitable for live stage performances?
- (A) Condenser microphone
 - (B) Dynamic microphone
 - (C) Ribbon microphone
 - (D) Satellite microphone
- Q22.** Community radio stations primarily focus on:
- (A) International film promotion
 - (B) Local issues and grassroots participation
 - (C) Celebrity gossip programmes
 - (D) National election management
- Q23.** Who directed the internationally acclaimed Apu Trilogy?
- (A) Guru Dutt
 - (B) Mehboob Khan
 - (C) Satyajit Ray
 - (D) Bimal Roy
- Q24.** Which of the following films is associated with the Indian parallel cinema movement?
- (A) Sholay
 - (B) Manthan
 - (C) Dhoom
 - (D) Karan Arjun
- Q25.** The Lumiere Brothers are credited with pioneering developments in:
- (A) Colour television



- (B) Motion picture technology
- (C) FM radio broadcasting
- (D) Social media platforms

Q26. Assertion (A): Cinema can influence social attitudes and cultural values.
Reason (R): Films often represent social realities, beliefs, and aspirations.

- (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. Which of the following genres is MOST associated with suspense and investigation?

- (A) Thriller
- (B) Musical
- (C) Documentary
- (D) Mythological

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

A digital news platform launched a nationwide civic awareness campaign encouraging citizens to report local public issues through photographs, short videos, voice recordings, and live updates uploaded through mobile applications and social media platforms. The campaign aimed to strengthen public participation in governance by allowing ordinary citizens to directly highlight problems such as water shortages, damaged roads, traffic congestion, sanitation failures, pollution, and lack of public facilities in their areas. Within a few days, thousands of users from different cities and towns actively participated by uploading visual evidence and sharing personal experiences related to civic challenges faced in their communities.



The campaign quickly gained popularity because it combined traditional journalism practices with participatory digital communication. Television channels, radio stations, newspapers, and online media portals began using selected user-generated content in their reports to draw attention to neglected local issues. Several municipal authorities responded publicly after viral posts created pressure for immediate action. Communication experts praised the initiative for encouraging citizen journalism, democratic participation, and greater accountability among public institutions.

However, the campaign also faced several challenges. Some uploaded videos and photographs were later discovered to be outdated, misleading, or taken from unrelated locations. A few users intentionally exaggerated claims to gain attention and increase social media engagement. As misinformation began spreading, the platform introduced stricter verification systems, editorial review mechanisms, and collaborations with independent fact-checking organisations. Media scholars later described the campaign as an important example of both the opportunities and ethical challenges associated with digital journalism and participatory communication in the age of new media.

Q28. The campaign described in the passage BEST represents:

- (A) Participatory journalism enabled by digital media
- (B) Traditional one-way broadcasting
- (C) Film censorship practices
- (D) Restricted audience communication

Q29. The need for stricter verification procedures in the passage highlights the importance of:

- (A) Media literacy and fact-checking
- (B) Print circulation management
- (C) Satellite broadcasting
- (D) Film distribution networks



- Q30.** The ability of ordinary users to create and distribute media content online is commonly referred to as:
- (A) Gatekeeping
 - (B) Citizen journalism
 - (C) Institutional advertising
 - (D) Narrowcasting
- Q31.** Cyber activism generally involves:
- (A) Hacking financial institutions only
 - (B) Using digital media platforms to support social or political causes
 - (C) Producing radio documentaries
 - (D) Restricting audience participation
- Q32.** “Trolling” on social media typically refers to:
- (A) Respectful online discussion
 - (B) Deliberately provoking or harassing users online
 - (C) Fact-checking digital information
 - (D) Conducting official surveys
- Q33.** Which of the following is an example of responsible digital behaviour?
- (A) Sharing unverified news instantly
 - (B) Posting copyrighted material illegally
 - (C) Verifying information before forwarding it
 - (D) Using abusive language in debates
- Q34.** Assertion (A): Social media platforms have increased audience participation in communication.
Reason (R): Users can instantly comment, create, and share content globally.
- (A) Both A and R are true and R is the correct explanation of A.



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

Q35. Which of the following BEST defines “media convergence”?

- (A) Elimination of traditional media platforms
- (B) Integration of different media technologies and content formats
- (C) Restriction of online communication
- (D) Dependence on radio broadcasting only

Q36. The rapid spread of information across digital networks is mainly possible because of:

- (A) Slow audience response
- (B) Instant internet connectivity
- (C) Absence of social media
- (D) Reduction of communication technologies

Q37. The term “viral content” is used for content that:

- (A) Is restricted to private groups only
- (B) Spreads rapidly across digital platforms through sharing
- (C) Cannot be downloaded by users
- (D) Is published only in newspapers

Q38. Which of the following is a major challenge associated with new media platforms?

- (A) Lack of multimedia capability
- (B) Limited audience interaction
- (C) Spread of misinformation and fake news
- (D) Absence of internet communication



- Q39.** In digital media, algorithms are mainly used to:
- (A) Print newspapers automatically
 - (B) Organise and recommend content to users
 - (C) Replace journalists completely
 - (D) Record radio programmes
- Q40.** “Podcasting” refers to:
- (A) Film editing techniques
 - (B) On-demand digital audio content distribution
 - (C) Satellite television transmission
 - (D) Newspaper layout designing
- Q41.** Which of the following is MOST closely related to “netiquette”?
- (A) Ethical and respectful online behaviour
 - (B) Television broadcasting laws
 - (C) Film certification process
 - (D) Radio signal amplification

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

During a national election campaign, political parties increasingly relied on digital communication platforms to connect with voters, shape public opinion, and expand their outreach among young audiences. Political leaders regularly used live-streamed speeches, podcasts, online debates, social networking platforms, short video applications, and targeted digital advertisements to communicate their agendas and campaign promises. Hashtag campaigns supporting different political ideologies began trending across social media platforms, while millions of users actively participated by sharing political memes, commenting on speeches, creating opinion videos, and engaging in online discussions regarding



national issues.

The extensive use of digital media transformed the election campaign into a highly interactive communication environment where audiences were no longer passive receivers of information. Supporters of different political parties used social media platforms to mobilise public opinion, organise online campaigns, and influence political narratives in real time. Media analysts observed that digital communication technologies enabled rapid dissemination of political messages across geographical boundaries, making campaigns faster, more participatory, and highly audience-driven compared to traditional methods of political communication.

At the same time, several concerns emerged regarding the spread of manipulated videos, misleading statistics, emotionally charged misinformation, and fake news circulated through anonymous accounts and unverified digital pages. Fact-checking organisations later collaborated with journalists, independent researchers, and digital platforms to identify false claims, verify viral content, and promote credible information sources for citizens. Experts highlighted the situation as a major example of both the strengths and risks associated with new media technologies, especially the rapid spread of information, algorithm-driven visibility, audience participation, and the increasing importance of media literacy and ethical digital communication in democratic societies.

Q42. The passage BEST highlights which characteristic of new media?

- (A) Slow information circulation
- (B) Limited audience interaction
- (C) Rapid dissemination and high audience participation
- (D) Dependence only on print communication

Q43. The manipulated videos mentioned in the passage are MOST closely associated with:

- (A) Ethical journalism



- (B) Misinformation and digital manipulation
- (C) Public service broadcasting
- (D) Community radio

Q44. Fact-checking organisations in the passage mainly performed the function of:

- (A) Increasing misinformation
- (B) Verifying claims and promoting credible information
- (C) Restricting all political discussions
- (D) Replacing digital platforms entirely

Q45. Which communication theory assumes that media messages directly influence passive audiences?

- (A) Uses and Gratifications Theory
- (B) Hypodermic Needle Theory
- (C) Agenda Setting Theory
- (D) Cultivation Theory

Q46. Which of the following is an example of “gatekeeping” in media?

- (A) Citizens uploading personal videos online
- (B) Editors selecting which news stories to publish
- (C) Audiences commenting on social media
- (D) Sharing memes through messaging apps

Q47. Assertion (A): Media literacy has become increasingly important in the digital age.

Reason (R): Audiences are exposed to large amounts of both verified and misleading information online.

- (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.

Q48. Which of the following is MOST effective in reducing the spread of fake news online?

- (A) Sharing information immediately without checking
- (B) Trusting only viral posts
- (C) Verifying information through reliable and credible sources
- (D) Ignoring fact-checking organisations

Q49. The phrase “writing for the ear” is MOST closely associated with:

- (A) Newspaper editorials
- (B) Radio scripting
- (C) Film subtitles
- (D) Social media captions

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

- (A) Handwritten personal letters
- (B) Integrated digital and broadcast media communication
- (C) Printed novels
- (D) Closed group discussions



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

Concept: Understanding the fundamental role of feedback in various communication models and theories. Feedback is a critical element that differentiates one-way from two-way communication.

Solution: Feedback in communication refers to the receiver's response or reaction to the sender's message. This response can be verbal or non-verbal, immediate or delayed, and it provides valuable information to the sender about how the message was received and interpreted. Without feedback, communication remains a one-way process, and the sender has no way of knowing if their message was understood, if it achieved its intended purpose, or if any misunderstandings occurred. Therefore, feedback is essential for confirming comprehension, enabling clarification, and facilitating the continuous loop of interaction characteristic of effective communication.

Let's analyze the other options to understand why they are not the best explanation:

The interruption caused during message transmission: This accurately describes "noise," a disruptive element in communication, not feedback.

The technological medium used for communication: This refers to the "channel" or "medium" through which the message travels.

The encoding process of symbols: This is the initial step where the sender converts thoughts into a communicable message, which occurs before feedback is generated.

Thus, feedback is BEST explained as the receiver's response to the sender's message.

Final Answer : "The receiver's response to the sender's message"

Answer: (B)



Q2.

Solution

Concept: Understanding Harold Lasswell's influential model of communication and its components.

Solution: Harold Lasswell, a political scientist, proposed a linear model of communication in 1948 to analyze the process of mass communication. This model is famously encapsulated by the sequence of questions: "Who? Says What? In Which Channel? To Whom? With What Effect?" Each part represents a key component of the communication act:

Who? - The Source or Communicator

Says What? - The Message

In Which Channel? - The Medium or Technology

To Whom? - The Receiver or Audience

With What Effect? - The Outcome or Impact

This sequence provides a framework for analyzing and understanding any communication event. The other options represent components of different communication models or unrelated concepts.

Final Answer : "Who → Says What → In Which Channel → To Whom → With What Effect"

Answer: (B)



Q3.

Solution

Concept: Identifying different types of barriers that can impede effective communication.

Solution: Semantic barriers arise from the meaning of words and symbols. They occur when there are differences in language, dialects, jargon, technical terms, or cultural interpretations of words. For instance, if a sender uses a word with multiple meanings, or if the receiver misunderstands the intended meaning due to their background or vocabulary, a semantic barrier is created. This directly relates to issues of language and interpretation.

Let's briefly consider the other options:

Physical barrier: These are external, environmental obstacles like noise, distance, or poor lighting that physically prevent the message from being transmitted or received clearly.

Mechanical barrier: These relate to problems with the communication technology itself, such as a malfunctioning microphone, a weak internet signal, or a poorly printed document.

Economic barrier: These are financial limitations that might prevent access to communication tools or participation in certain communication activities.

Therefore, differences in language and interpretation are MOST likely to cause a semantic barrier.

Final Answer : "Semantic barrier"

Answer: (C)



Q4.

Solution

Concept: Understanding the nature of communication as a process, emphasizing its fluidity and context-dependency.

Solution: Assertion (A): Communication is considered a dynamic process. This statement is fundamentally true. Communication is not a static event but a continuous, ongoing, and evolving interaction.

It's constantly in motion and subject to change.

Reason (R): Communication changes according to context, feedback, and social interaction. This reason provides the underlying explanation for why communication is dynamic. The meaning and effectiveness of communication are heavily influenced by:

Context: The environment, situation, and cultural setting.

Feedback: The receiver's responses, which shape the ongoing exchange.

Social Interaction: The relationships between communicators and the dynamic nature of their engagement.

These factors mean that communication is not a fixed event but adapts and changes throughout its course.

Reason (R) articulates the precise reasons for Assertion (A)'s claim that communication is dynamic. The interplay of context, feedback, and social interaction ensures that communication is always evolving. 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)



Q5.

Solution

Concept: Identifying the core characteristics that distinguish mass communication from other forms of communication.

Solution: Mass communication is designed to reach a very large audience simultaneously, and this audience is typically diverse in terms of age, background, interests, and perspectives. This large and heterogeneous audience is a fundamental differentiator from interpersonal communication (which involves few participants) or group communication. While mass communication utilizes technology and often has limited feedback, the sheer scale and diversity of its audience are its most significant defining features.

Let's examine why the other options are incorrect:

Limited audience reach: This is the opposite of mass communication.

Personal face-to-face interaction: This is characteristic of interpersonal communication.

Immediate individual feedback only: Feedback in mass communication is usually delayed, aggregated, and not directly personal to individual audience members.

Therefore, the MOST important characteristic of mass communication is its large and heterogeneous audience.

Final Answer : "Large and heterogeneous audience"

Answer: (C)



Q6.

Solution

Concept: Understanding specific terminology used in journalistic practices.

Solution: In the field of journalism, a scoop refers to a significant piece of news that a reporter or publication obtains and publishes before any other news organization. It's an exclusive story that gives the publisher a competitive advantage and demonstrates the reporter's or organization's ability to uncover information that others have not.

Let's clarify the other options:

A type of newspaper headline: While a scoop might warrant a prominent headline, "scoop" itself is not a headline style.

A correction published after an error: This is known as a "correction," "erratum," or "clarification."

A news report without sources: This would be considered unethical and unreliable, not a scoop.

Therefore, in journalism, the term "scoop" refers to an exclusive news story published before competitors.

Final Answer : “An exclusive news story published before competitors”

Answer: (B)

Q7.

Solution

Concept: Identifying common ethical violations in journalistic practice.

Solution: Journalistic ethics require reporters to be truthful, accurate, and fair. Publishing fabricated interviews is a direct violation of these principles. It involves inventing quotes or entire conversations and presenting them as factual, which deceives the audience and undermines the credibility of both the journalist and the publication.

Let's consider why the other options are ethical practices:

Verifying information before publication: This is a fundamental ethical duty to ensure accuracy.

Protecting confidential sources: This is often an ethical imperative to ensure that whistleblowers and informants feel safe to come forward, which can lead to important stories being uncovered.

Providing balanced viewpoints: This demonstrates fairness and allows the audience to consider different perspectives.

Therefore, publishing fabricated interviews is generally considered a violation of journalistic ethics.

Final Answer : “Publishing fabricated interviews”

Answer: (C)



Q8.

Solution

Concept: Understanding the different sections and content types found in newspapers.

Solution: The term op-ed is an abbreviation for "opposite editorial." It refers to a page in a newspaper that is dedicated to opinion pieces, commentary, and essays contributed by writers who are not part of the newspaper's regular editorial staff. These articles offer diverse perspectives and commentary on current events, social issues, and other topics, usually found on the page facing the newspaper's main editorial page.

Let's clarify the other terms:

Obituary section: This section contains announcements of deaths.

Operational editing desk: This refers to the place where editors work.

Online publication editor: This is a role in digital journalism.

Therefore, the term "op-ed" in newspapers refers to the opposite editorial page carrying opinions and commentary.

Final Answer : "Opposite editorial page carrying opinions and commentary"

Answer: (B)

Q9.

Solution

Concept: Understanding legal principles related to the protection of an individual's reputation.

Solution: Defamation law is the legal framework that addresses statements that harm an individual's reputation. It encompasses both libel (written defamation) and slander (spoken defamation). If a false statement is made that damages a person's good name or standing in the community, that person may have grounds to sue for defamation.

Let's consider why the other laws are not the primary ones related to reputation:

Copyright law: Protects intellectual property like books, music, and art.

Patent law: Protects inventions.

Competition law: Regulates business practices to ensure fair market competition.

Therefore, defamation law is MOST directly related to the protection of an individual's reputation.

Final Answer : "Defamation law"

Answer: (B)



Q10.

Solution

Concept: Matching key journalistic terms with their precise definitions.

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

1. Lead: The lead (or lede) is the introductory part of a news story, typically the first paragraph, designed to summarize the most crucial information (who, what, when, where, why, how). Thus, 1 matches with B. Summary introduction of a report.
2. Byline: This is the name of the reporter or author who wrote the article, indicating who wrote it. Thus, 2 matches with A. News source identity (referring to the author of the piece).
3. Editorial: This is a piece of writing that expresses the opinion of the newspaper's editorial board on a particular issue. Thus, 3 matches with C. Newspaper's official opinion.
4. Attribution: This is the practice of identifying the source from which information was obtained, giving credit to the original source. Thus, 4 matches with D. Mentioning the source of information.

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

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

Answer: (A)

Q11.

Solution

Concept: Differentiating between various types of advertising strategies based on their objectives.

Solution: Institutional advertising is a strategic approach where the focus is on enhancing the overall image and reputation of an organization, rather than promoting a specific product or service. The goal is to build goodwill, trust, and a positive public perception of the company itself, which can indirectly benefit all its products and services in the long run.

Let's analyze the other options:

Comparative advertising: This directly compares the advertised product with a competitor's.

Covert advertising: This involves subtly placing products or brands within entertainment content without explicit disclosure.

Classified advertising: This consists of small, often text-based ads for specific items, services, or announcements (e.g., job ads, real estate).

Therefore, institutional advertising is designed primarily to improve the image of an organisation rather than sell a specific product.

Final Answer : "Institutional advertising"

Answer: (B)



Q12.

Solution

Concept: Understanding the core responsibilities and objectives of a Public Relations (PR) officer.

Solution: A Public Relations (PR) officer serves as a crucial link between an organization and its various publics (including the media, customers, employees, and the general community). Their primary responsibility is to manage and maintain the organization's public image, reputation, and communication efforts. This involves fostering positive relationships, building trust, and ensuring that the organization's message is conveyed effectively and accurately.

Let's review the other options:

Film editing: This is a task for a film editor.

Conducting election voting: This is the role of electoral commissions or election officials.

Managing satellite transmission: This is a technical function related to broadcasting infrastructure.

Therefore, a Public Relations officer is MOST likely responsible for maintaining communication between an organisation and the public.

Final Answer : "Maintaining communication between an organisation and the public"

Answer: (B)



Q13.

Solution

Concept: Identifying different types of advertising and their purposes.

Solution: A public service advertisement (PSA) is a message that promotes the public good or addresses social issues. These advertisements are created to raise awareness, educate the public, and encourage certain behaviors that benefit society. They are distinct from commercial advertisements, which aim to sell products or services.

Let's examine the provided options:

A luxury car commercial: This is a commercial advertisement focused on promoting a specific product.

A mobile phone product launch: This is also a commercial advertisement for a new product.

A campaign promoting road safety awareness: This is a classic example of a PSA, aiming to educate the public about safety and prevent accidents for the common good.

A fashion brand endorsement: This is commercial advertising promoting a brand.

Therefore, a campaign promoting road safety awareness is an example of a public service advertisement.

Final Answer : "A campaign promoting road safety awareness"

Answer: (C)



Q14.

Solution

Concept: Understanding the significance of crisis communication within the broader field of Public Relations.

Solution: Assertion (A): Crisis communication is an important aspect of Public Relations. This is undeniably true. When an organization faces a crisis—such as a product failure, scandal, natural disaster, or major controversy—effective communication is paramount to managing the situation, mitigating damage to reputation, and maintaining trust.

Reason (R): Organisations need effective communication strategies during emergencies and controversies. This reason directly explains *why* crisis communication is so vital in PR. Emergencies and controversies are situations where clear, timely, and strategic communication is essential for addressing public concerns, providing accurate information, managing perceptions, and guiding stakeholders through difficult times.

Reason (R) elaborates on the critical need that makes crisis communication (as stated in A) an integral and important part of PR. The effectiveness of communication strategies during these challenging periods is what defines successful crisis management. 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)



Q15.

Solution

Concept: Understanding the sequential stages of television production.

Solution: The pre-production stage is the foundational phase of any television or film project. It is where all the planning and preparation occurs before any filming begins. This typically includes:
Scriptwriting: Developing the narrative, dialogue, and scene descriptions.

Budgeting: Estimating and allocating financial resources.

Planning: Creating schedules, storyboards, casting lists, location scouts, and determining crew needs.

This stage is critical for ensuring that the production proceeds smoothly and efficiently.

Let's examine the other options:

Post-production: This stage involves editing, sound mixing, and visual effects after filming.

Transmission: This is the process of sending signals, usually part of broadcasting.

Broadcasting: This is the distribution of the finished program to the audience.

Therefore, pre-production is the stage mainly involving scriptwriting, budgeting, and planning.

Final Answer : “Pre-production”

Answer: (B)



Q16.

Solution

Concept: Understanding the final stage of audiovisual production where raw material is assembled.

Solution: Post-production is the phase that takes place after the main filming or recording is completed. It's where all the raw footage, audio recordings, graphics, and special effects are brought together, edited, and refined to create the final program. This involves assembling shots, synchronizing audio, adding music and sound effects, incorporating graphics, and making final adjustments to achieve the desired look and sound.

Let's consider the other options:

Storyboarding: This is a pre-production activity that visually plans the shots.

Blocking: This refers to the arrangement of actors and camera during filming (production).

Anchoring: This is a role performed by a presenter, usually during production or live broadcast.

Therefore, the process of combining audio, visuals, graphics, and effects after recording is called post-production.

Final Answer : "Post-production"

Answer: (C)

Q17.

Solution

Concept: Understanding different camera shots and their specific uses in visual storytelling.

Solution: An extreme long shot (ELS) is a camera shot taken from a very long distance, so that the subject is a very small part of the frame, or not visible at all. Its primary purpose is to establish the setting, environment, or scale of a scene. It helps the audience understand where the story is taking place and provides a broad overview of the surroundings.

Let's examine the other shots:

Close-up shot: Shows a subject from the face or a specific detail, emphasizing emotion or a particular object.

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

Point-of-view shot: Shows what a character is seeing from their perspective.

Therefore, an extreme long shot is generally used to establish location and surroundings.

Final Answer : "Extreme long shot"

Answer: (C)



Q18.

Solution

Concept: Understanding the roles of different personnel and equipment in television production.

Solution: A teleprompter is an electronic device that displays text (like a script or notes) onto a screen positioned in front of a camera lens. This allows presenters, such as news anchors and presenters, to read their lines smoothly and directly address the camera without constantly looking down at a script, maintaining eye contact with the audience.

Let's look at the other roles:

Camera operators: They operate the cameras, but don't typically read from a teleprompter directly.

Video editors: They work with recorded footage in post-production.

Sound engineers: They manage audio recording and mixing.

Therefore, a teleprompter is mainly used by news anchors and presenters.

Final Answer : "News anchors and presenters"

Answer: (B)

Q19.

Solution

Concept: Understanding the unique characteristics of radio as a communication medium.

Solution: Radio is fundamentally an audio-based medium. It relies entirely on sound – spoken words, music, sound effects – to convey messages. This necessitates that listeners use their imagination to create mental pictures and understand the narrative, making audio-based storytelling and imagination a key characteristic.

Let's examine why the other options are incorrect:

Dependence on visuals: Radio is an auditory medium, not visual.

Theatre-based performance: While some radio plays might have theatrical elements, the medium itself isn't inherently theatre-based.

Printed textual explanation: Radio is heard, not read from text.

Therefore, a key characteristic of radio communication is audio-based storytelling and imagination.

Final Answer : "Audio-based storytelling and imagination"

Answer: (C)



Q20.

Solution

Concept: Understanding common terminology in radio broadcasting, particularly regarding programme identification.

Solution: A signature tune in radio broadcasting is a short piece of music or a jingle that is distinctively associated with a particular radio programme or the radio station itself. It is often played at the beginning or end of a show to identify it, create brand recognition, and set the mood or tone for the programme.

Let's clarify the other terms:

A legal document: This is unrelated to broadcasting.

The announcer's written script: This is the text read by the announcer.

The station's transmission tower: This is the physical infrastructure for broadcasting.

Therefore, a signature tune refers to introductory music associated with a programme.

Final Answer : "Introductory music associated with a programme"

Answer: (B)



Q21.

Solution

Concept: Understanding different types of microphones and their typical applications in audio production.

Solution: Dynamic microphones are known for their rugged construction and ability to handle high sound pressure levels without distortion. These qualities make them very durable and suitable for demanding environments like live stage performances, where they are less susceptible to damage from rough handling or loud sound sources compared to more sensitive microphones.

Let's review the other types:

Condenser microphone: Highly sensitive and detailed, but generally more fragile and requires phantom power, making them better suited for controlled studio environments.

Ribbon microphone: Known for a warm, natural sound, but very delicate and susceptible to damage.

Satellite microphone: This is not a standard classification of microphone type.

Therefore, the dynamic microphone is generally more durable and suitable for live stage performances.

Final Answer : “Dynamic microphone”

Answer: (B)



Q22.

Solution

Concept: Understanding the purpose and characteristics of community radio.

Solution: Community radio stations are characterized by their focus on serving the specific needs and interests of a local community. They provide a platform for local issues and grassroots participation, allowing community members to contribute content, discuss local matters, and have their voices heard. This distinguishes them from commercial or state-controlled broadcasters.

Let's examine the other options:

International film promotion: This is unrelated to community radio.

Celebrity gossip programmes: While community radio might have diverse content, its primary focus is not typically celebrity gossip.

National election management: This is the domain of electoral bodies.

Therefore, community radio stations primarily focus on local issues and grassroots participation.

Final Answer : "Local issues and grassroots participation"

Answer: (B)

Q23.

Solution

Concept: Identifying influential directors in Indian cinema, particularly those known for specific cinematic movements.

Solution: Satyajit Ray is the internationally acclaimed Indian filmmaker who directed the Apu Trilogy ("Pather Panchali," "Aparajito," "Apur Sansar"). These films are celebrated for their realistic portrayal of life in rural Bengal, humanistic themes, and artistic excellence, making them seminal works of parallel cinema and earning Ray global recognition.

Let's consider the other directors:

Guru Dutt: A highly influential director known for his artistic and often melancholic films like "Pyasa" and "Kaagaz Ke Phool."

Mehboob Khan: Known for epic commercial films like "Mother India."

Bimal Roy: An acclaimed director known for socially relevant films like "Do Bigha Zamin" and "Madhumati."

Therefore, Satyajit Ray directed the internationally acclaimed Apu Trilogy.

Final Answer : "Satyajit Ray"

Answer: (C)



Q24.

Solution

Concept: Recognizing films associated with distinct movements in Indian cinema.

Solution: The Indian parallel cinema movement, also known as art cinema or new wave cinema, emerged in the 1960s and gained significant momentum in the 1970s and beyond. This movement focused on realistic storytelling, social issues, and artistic merit, often diverging from the song-and-dance-heavy, formulaic nature of mainstream commercial cinema. "Manthan" (1976), directed by Shyam Benegal, is a highly regarded film from this movement, portraying the socio-economic changes and empowerment related to the dairy cooperative movement in Gujarat.

Let's look at the other films:

Sholay: A quintessential example of mainstream commercial "masala" cinema, known for action, drama, and entertainment.

Dhoom: A modern commercial action film.

Karan Arjun: A mainstream commercial film blending action, romance, and reincarnation themes.

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

Final Answer : "Manthan"

Answer: (B)

Q25.

Solution

Concept: Understanding the foundational contributions to the development of cinema.

Solution: The Lumière Brothers, Auguste and Louis Lumière, were pioneers in the field of cinema. In 1895, they invented the Cinématographe, a device that could capture, process, and project moving images. Their public screenings marked the commercial birth of cinema, demonstrating the potential of motion picture technology to entertain and tell stories visually.

Let's clarify the other options:

Colour television: This technology developed much later.

FM radio broadcasting: This relates to audio transmission technology.

Social media platforms: These are a very recent development in digital communication.

Therefore, the Lumière Brothers are credited with pioneering developments in motion picture technology.

Final Answer : "Motion picture technology"

Answer: (B)



Q26.

Solution

Concept: Analyzing how cinema reflects and influences societal norms and values.

Solution: Assertion (A): Cinema can influence social attitudes and cultural values. This is widely acknowledged. Films, through their narratives, characters, themes, and aesthetics, have the power to shape public opinion, introduce new ideas, challenge existing norms, and reinforce societal values.

Reason (R): Films often represent social realities, beliefs, and aspirations. This reason explains the mechanism through which cinema exerts influence. By reflecting the world around them—its social structures, cultural practices, common beliefs, and people’s hopes and dreams—films become relatable and impactful. This mirroring of reality allows audiences to connect with the content and, in turn, be influenced by it.

Reason (R) provides a direct explanation for Assertion (A). The way films represent social realities, beliefs, and aspirations is precisely how they gain the power to influence social attitudes and cultural values. 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: Identifying film genres based on their core characteristics.

Solution: The thriller genre is primarily characterized by its ability to evoke suspense, tension, and excitement in the audience. It often involves elements of mystery, investigation, and psychological intrigue, keeping the audience engaged as they try to unravel the plot or anticipate what will happen next.

Let’s examine the other genres:

Musical: Focuses on integrating songs and dance into the narrative.

Documentary: Aims to present factual or real-life content.

Mythological: Based on religious epics and stories.

Therefore, the thriller genre is MOST associated with suspense and investigation.

Final Answer : “Thriller”

Answer: (A)



Q28.

Solution

Concept: Understanding how digital media enables new forms of citizen engagement and reporting.

Solution: The passage describes a digital news platform where citizens actively report local civic problems by uploading photos, videos, and live updates. This collaborative and user-driven approach to news dissemination, facilitated by digital technologies, is a prime example of participatory journalism enabled by digital media. It shifts from traditional one-way broadcasting to a more interactive model where the audience becomes a contributor to the news process.

Let's analyze the other options:

Traditional one-way broadcasting: This is characterized by passive audience reception, which is the opposite of the campaign's interactive nature.

Film censorship practices: This relates to controlling film content, not citizen reporting.

Restricted audience communication: The campaign aimed to encourage, not restrict, audience communication and participation.

Therefore, the campaign BEST represents participatory journalism enabled by digital media.

Final Answer : “Participatory journalism enabled by digital media”

Answer: (A)



Q29.

Solution

Concept: Understanding the importance of verifying information, especially in the digital age where misinformation is prevalent.

Solution: The passage highlights how misleading or outdated visuals were uploaded, necessitating stricter fact-checking and verification. This underscores the critical importance of media literacy and fact-checking. Media literacy equips individuals with the skills to critically evaluate information, while fact-checking provides the tools and processes to verify the accuracy of content. Implementing these practices is essential for ensuring the reliability of information, especially when sourced from user-generated content.

Let's consider the other options:

Print circulation management: This relates to managing the distribution of newspapers.

Satellite broadcasting: This is a method of signal transmission.

Film distribution networks: This pertains to the release and exhibition of films.

Therefore, the need for stricter verification procedures highlights the importance of media literacy and fact-checking.

Final Answer : “Media literacy and fact-checking”

Answer: (A)



Q30.

Solution

Concept: Defining the role of ordinary citizens in creating and sharing media content in the digital era.

Solution: The ability of ordinary users to create and distribute their own media content online (like photos, videos, blogs, or social media posts) is a defining characteristic of the modern media landscape. This practice is most commonly referred to as citizen journalism. It empowers individuals to report events, share perspectives, and contribute to the public discourse, often bypassing traditional media gatekeepers.

Let's analyze the other options:

Gatekeeping: This refers to the process by which traditional media filters information.

Institutional advertising: This is a form of paid promotion by organizations.

Narrowcasting: This involves targeting specialized, niche audiences with content.

Therefore, the ability of ordinary users to create and distribute media content online is commonly referred to as citizen journalism.

Final Answer : "Citizen journalism"

Answer: (B)



Q31.

Solution

Concept: Understanding the concept of cyber activism and its methods.

Solution: Cyber activism, also known as digital activism or e-activism, involves the use of digital technologies and platforms, such as social media, the internet, and mobile devices, to advocate for social or political causes. This can include organizing campaigns, raising awareness, mobilizing supporters, and engaging in online discussions or protests.

Let's examine the other options:

Hacking financial institutions only: While illegal hacking might be involved in some extreme cases, cyber activism broadly encompasses many legal and ethical forms of digital advocacy.

Producing radio documentaries: This is a traditional form of media production, not cyber activism.

Restricting audience participation: Cyber activism generally aims to increase participation and engagement.

Therefore, cyber activism generally involves using digital media platforms to support social or political causes.

Final Answer : “Using digital media platforms to support social or political causes”

Answer: (B)



Q32.

Solution

Concept: Understanding disruptive and harmful online behavior.

Solution: Trolling on social media and other online platforms typically refers to the act of deliberately posting inflammatory, provocative, or off-topic messages with the intent to disrupt discussions, upset individuals, or provoke emotional responses. It is a form of online harassment and antagonism, often done anonymously or pseudonymously.

Let's look at the other options:

Respectful online discussion: This is the opposite of trolling.

Deliberately provoking or harassing users online: This accurately describes the core behavior of trolling.

Fact-checking digital information: This is a constructive activity aimed at verifying information.

Conducting official surveys: This is a research or data collection activity.

Therefore, "trolling" on social media typically refers to deliberately provoking or harassing users online.

Final Answer : "Deliberately provoking or harassing users online"

Answer: (B)

Q33.

Solution

Concept: Understanding responsible practices for online engagement and information sharing.

Solution: Responsible digital behaviour involves being mindful of the information you share and its potential impact. Verifying information before forwarding it is a crucial step in preventing the spread of misinformation and fake news. It demonstrates critical thinking and respect for the accuracy of information shared within online communities.

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

Sharing unverified news instantly: This actively contributes to the spread of false information.

Posting copyrighted material illegally: This is a violation of the law and ethical standards.

Using abusive language in debates: This is disrespectful, unproductive, and against principles of civil online discourse.

Therefore, verifying information before forwarding it is an example of responsible digital behaviour.

Final Answer : "Verifying information before forwarding it"

Answer: (C)



Q34.

Solution

Concept: Analyzing the impact of social media on public engagement and communication patterns.

Solution: Assertion (A): Social media platforms have increased audience participation in communication. This is a well-established observation. Social media has empowered users to become active participants rather than passive consumers of information, allowing them to create, share, comment, and engage in discussions on a global scale.

Reason (R): Users can instantly create, share, and comment on content globally. This reason explains the fundamental mechanism behind increased participation. The ability to instantly produce and distribute content worldwide, along with interactive features like commenting and sharing, directly facilitates greater audience engagement and participation in public discourse.

Reason (R) provides the technological and functional basis for Assertion (A). The instant, global, and interactive nature of social media platforms is precisely why audience participation has increased. 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)



Q35.

Solution

Concept: Understanding the concept of media convergence in the contemporary media landscape.

Solution: Media convergence refers to the merging and integration of different media technologies, platforms, and content formats. It signifies the process by which various forms of media (like text, audio, video, and internet services) are brought together, often through digital technologies, allowing for content to be accessed and shared across multiple devices and platforms. This integration breaks down traditional silos between different media industries.

Let's examine the other options:

Elimination of traditional media platforms: Convergence often leads to the adaptation of traditional media, not necessarily their elimination.

Restriction of online communication: Convergence typically enhances communication possibilities.

Dependence on radio broadcasting only: Convergence involves the integration of multiple media, not just radio.

Therefore, media convergence BEST defines the integration of different media technologies and content formats.

Final Answer : “Integration of different media technologies and content formats”

Answer: (B)



Q36.

Solution

Concept: Identifying factors that contribute to the rapid dissemination of information in the digital age.

Solution: The primary enabler of the rapid spread of information across digital networks is instant internet connectivity. The internet provides the infrastructure for near-instantaneous transmission of data globally. This connectivity, coupled with networked communication technologies like social media, allows information to travel and reach vast audiences at unprecedented speeds.

Let's analyze the other options:

Slow audience response: Rapid spread relies on fast, widespread responses (sharing, commenting).

Absence of social media: Social media is a major platform for rapid information spread.

Reduction of communication technologies: Technological advancements, not reduction, enable this speed.

Therefore, instant internet connectivity is the main reason for the rapid spread of information across digital networks.

Final Answer : "Instant internet connectivity"

Answer: (B)

Q37.

Solution

Concept: Defining "viral content" and its characteristics in the digital media context.

Solution: Viral content refers to digital media (such as videos, images, or text) that experiences rapid and widespread dissemination across the internet. This spread occurs primarily through online sharing mechanisms like social media platforms, messaging apps, and email, where users actively share the content with their networks, leading to exponential growth in its reach.

Let's analyze the other options:

Content restricted to private groups only: Viral content is typically public and widely shared.

Cannot be downloaded by users: Many viral content pieces are downloadable.

Is published only in newspapers: Viral content is primarily an online phenomenon.

Therefore, viral content is used for content that spreads rapidly across digital platforms through sharing.

Final Answer : "Spreads rapidly across digital platforms through sharing"

Answer: (B)



Q38.

Solution

Concept: Identifying challenges associated with new media platforms, particularly concerning the accuracy and reliability of information.

Solution: New media platforms, while offering unprecedented connectivity and participation, also present significant challenges. One of the most prominent is the spread of misinformation and fake news. The speed and ease with which content can be created and shared, coupled with less stringent traditional gatekeeping, mean that false or misleading information can circulate widely and rapidly, often with detrimental consequences.

Let's examine the other options:

Lack of multimedia capability: New media is characterized by rich multimedia content.

Limited audience interaction: New media thrives on user interaction.

Absence of internet communication: Internet communication is the very foundation of new media.

Therefore, the spread of misinformation and fake news is a major challenge associated with new media platforms.

Final Answer : "Spread of misinformation and fake news"

Answer: (C)



Q39.

Solution

Concept: Understanding the functionality of algorithms in digital platforms.

Solution: In digital media platforms like social networks, search engines, and streaming services, algorithms are sets of rules and computations used to process data and make decisions. Their primary function is to analyse user behavior, preferences, and interactions to organise and recommend content to users. This personalization aims to enhance user engagement by showing them content that is most likely to be relevant and interesting to them.

Let's consider the other options:

Print newspapers automatically: Algorithms don't print newspapers.

Replace journalists completely: While AI is evolving, algorithms are currently tools for content organization and recommendation, not full replacements for journalists.

Record radio programmes: This is a function of recording technology.

Therefore, algorithms are mainly used to organise and recommend content to users.

Final Answer : "Organise and recommend content to users"

Answer: (B)

Q40.

Solution

Concept: Defining "podcasting" and its characteristics in the digital audio landscape.

Solution: Podcasting refers to the creation and distribution of digital audio content, often in the form of serialized episodes, that users can download or stream on-demand. It allows listeners to access a wide variety of audio programming, from news and interviews to storytelling and educational content, at their convenience through internet-connected devices.

Let's examine the other options:

Film editing techniques: This relates to video production.

Satellite television transmission: This is about broadcasting television signals.

Newspaper layout designing: This pertains to print media design.

Therefore, podcasting refers to on-demand digital audio content distribution.

Final Answer : "On-demand digital audio content distribution"

Answer: (B)



Q41.

Solution

Concept: Understanding the principles of proper conduct in online environments, often referred to as "netiquette."

Solution: Netiquette is a portmanteau of "network" and "etiquette." It refers to the set of social conventions, guidelines, and norms for acceptable and respectful behavior when communicating online through various digital platforms like email, social media, forums, and chat rooms.

Practicing good netiquette involves being polite, considerate of others' privacy, avoiding offensive language or content, and engaging in constructive and civil dialogue. It's essentially about applying principles of good manners and ethics to online interactions.

Let's examine why the other options are not the primary association with netiquette:

Television broadcasting laws: These are legal regulations governing the television industry, distinct from online etiquette.

Film certification process: This involves classifying films based on their content for age-appropriateness, a regulatory function.

Radio signal amplification: This is a technical process in audio broadcasting, unrelated to online behavior.

Therefore, netiquette is MOST closely related to ethical and respectful online behaviour.

Final Answer : "Ethical and respectful online behaviour"

Answer: (A)



Q42.

Solution

Concept: Analyzing the key characteristics of new media, particularly as exemplified by the extensive use of digital platforms in political campaigns.

Solution: The passage details how political parties heavily utilized digital platforms like live-streamed speeches, podcasts, online debates, social media, video apps, and targeted ads during an election campaign. Crucially, it notes that millions of users actively participated by commenting, sharing political memes, creating opinion videos, and engaging in discussions. This widespread user involvement, combined with the speed at which messages and content could be disseminated across geographical boundaries, highlights two defining features of new media:

1. Rapid dissemination: Information and messages can spread quickly and widely through digital networks.
2. High audience participation: Users are empowered to be active creators, commenters, and sharers of content, moving beyond passive consumption.

This contrasts significantly with traditional media, which typically has slower information flow and less direct audience interaction.

Let's review the other options to confirm why they are incorrect:

Slow information circulation: New media is characterized by its speed, making this option incorrect.

Limited audience interaction: The passage explicitly mentions high audience participation, making this option incorrect.

Dependence only on print communication: New media encompasses a wide range of digital technologies beyond print.

Therefore, the passage BEST highlights the characteristic of rapid dissemination and high audience participation, as exemplified by the digital election campaign.

Final Answer : “Rapid dissemination and high audience participation”

Answer: (C)



Q43.

Solution

Concept: Analyzing the characteristics of new media, particularly in the context of information dissemination and audience engagement during political campaigns.

Solution: The passage describes a digital campaign where political parties used live-streamed speeches, targeted ads, online debates, and hashtag campaigns, leading to millions of users commenting, sharing, and creating content. This highlights two key features of new media:

1. **Rapid dissemination:** Information, and in this case, political content, spreads quickly through digital channels.
2. **High audience participation:** Users are not just passive recipients but actively engage with content by commenting, sharing, and creating their own material.

This contrasts sharply with traditional media's slower pace and more limited audience interaction.

Let's analyze the other options:

Slow information circulation: New media is known for its speed.

Limited audience interaction: New media thrives on user interaction.

Dependence only on print communication: New media encompasses a wide range of digital technologies.

Therefore, the passage BEST highlights the characteristic of rapid dissemination and high audience participation.

Final Answer : "Rapid dissemination and high audience participation"

Answer: (C)



Q44.

Solution

Concept: Understanding the types of false or misleading information and their sources, especially in digital environments.

Solution: The passage mentions "manipulated videos, misleading statistics, and emotionally charged misinformation" being spread during the election campaign. This directly points to misinformation and digital manipulation. Misinformation is false or inaccurate information, and digital manipulation refers to the intentional alteration or creation of digital content (like videos or statistics) to deceive or mislead audiences. These are significant problems in online political discourse.

Let's consider the other options:

Ethical journalism: This is the opposite of manipulated content.

Public service broadcasting: This aims to provide accurate, reliable information for public benefit.

Community radio: While it can sometimes be a source of misinformation if not properly managed, the passage's description is more general to digital platforms and manipulation.

Therefore, the manipulated videos are MOST closely associated with misinformation and digital manipulation.

Final Answer : "Misinformation and digital manipulation"

Answer: (B)



Q45.

Solution

Concept: Understanding the role of fact-checking organizations in maintaining information integrity.

Solution: The passage states that fact-checking organizations "collaborated with media houses and digital companies to identify false claims and promote credible information." Their primary function in this context is to verify the accuracy of claims made in the content and to promote reliable and credible sources of information. This helps counteract the spread of misinformation.

Let's analyze the other options:

Increasing misinformation: Fact-checkers aim to reduce, not increase, misinformation.

Restricting all political discussions: Their role is to ensure accuracy within discussions, not to halt them entirely.

Replacing digital platforms entirely: They work with platforms, not to replace them.

Therefore, fact-checking organizations in the passage mainly performed the function of verifying claims and promoting credible information.

Final Answer : "Verifying claims and promoting credible information"

Answer: (B)



Q46.

Solution

Concept: Understanding early theories of media effects on audiences.

Solution: The Hypodermic Needle Theory (also known as the Magic Bullet Theory) is one of the earliest models of media effects. It posits that media messages are like a "bullet" or an injection directly into the minds of passive audiences. This theory assumes that media messages have a direct, powerful, and uniform effect on virtually all audience members, who are seen as relatively passive recipients of the information.

Let's consider the other theories:

Uses and Gratifications Theory: Focuses on why people actively seek out media to satisfy needs, assuming active audiences.

Agenda Setting Theory: Suggests media influences what people think about, not necessarily what they think.

Cultivation Theory: Argues that long-term exposure to media, especially television, shapes viewers' perceptions of reality.

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

Final Answer : "Hypodermic Needle Theory"

Answer: (B)



Q47.

Solution

Concept: Understanding the role of editors and media professionals in selecting and filtering information.

Solution: Gatekeeping is a concept in media studies that 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," deciding what information is deemed newsworthy, what stories to cover, and how they should be presented. This selection and filtering process influences what the audience ultimately sees and hears.

Let's examine the other options:

Citizens uploading personal videos online: This is an example of user-generated content or citizen journalism, not gatekeeping by traditional media.

Audiences commenting on social media: This is audience interaction, not media gatekeeping.

Sharing memes through messaging apps: This is user-to-user content sharing.

Therefore, editors selecting which news stories to publish is an example of gatekeeping in media.

Final Answer : "Editors selecting which news stories to publish"

Answer: (B)

Q48.

Solution

Concept: Analyzing the relationship between media literacy and the challenges of online information consumption.

Solution: Assertion (A): Media literacy has become increasingly important in the digital age. This is true. In an era saturated with information from various sources, the ability to critically analyze and evaluate media content is essential.

Reason (R): Audiences are exposed to large amounts of both verified and misleading information online. This reason explains precisely why media literacy is so crucial. The digital environment is a mix of credible information and a significant volume of false, misleading, or manipulated content. Without media literacy skills, audiences struggle to discern between the two.

Reason (R) provides the direct context and justification for Assertion (A). The sheer volume and varied quality of online information necessitate media literacy for audiences to navigate it effectively. 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)



Q49.

Solution

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

Solution: The most effective strategy for individuals to combat the spread of fake news online is to verify information through reliable and credible sources before accepting or sharing it. This involves cross-checking claims with reputable news organizations, expert opinions, or fact-checking websites. This proactive approach helps to halt the dissemination of false narratives.

Let's analyze why the other options are detrimental:

Sharing information immediately without checking: This directly contributes to the spread of misinformation.

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

Ignoring fact-checking organisations: These organizations play a vital role in debunking fake news.

Therefore, verifying information through reliable and credible sources is MOST effective in reducing the spread of fake news online.

Final Answer : “Verifying information through reliable and credible sources”

Answer: (C)



Q50.

Solution

Concept: Understanding the specific characteristics of radio scripting tailored for an auditory medium.

Solution: Radio is an auditory medium, meaning it relies solely on sound to convey messages. Therefore, radio scripts must be written in a way that they are easily understood when heard. "Writing for the ear" emphasizes using language that is clear, conversational, and engaging when spoken aloud. It requires attention to pacing, tone, and the use of descriptive words that help listeners create mental images, as there are no visuals to support the narrative.

Let's consider the other options:

Newspaper editorials: These are written for reading.

Film subtitles: These are text translations of spoken dialogue, meant for reading.

Social media captions: While they can be read, they often accompany visuals and may not require the same auditory focus as radio scripts.

Therefore, the phrase "writing for the ear" is MOST closely associated with radio scripting.

Final Answer : "Radio scripting"

Answer: (B)



Answer Key

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

